



This project is funded by the European Union

GREEN BUILDINGS

DEFINITION

Green building refers to the structure and application of processes that are environmentally responsible and resource-efficient throughout a building's life cycle— from planning to design, construction, operation, maintenance, renovation and demolition.

TECHNOLOGIES



Eco-materials



Noise and vibration Control



Smart meters



Air pollution control



Insulation



Smart grid



Performance systems and services



MARKET OPPORTUNITY MEXICO

GREEN BUILDINGS

Market overview

- A rising number of corporates in Mexico are investing in Green Buildings due to their Environmental, Social, and Corporate Governance (ESG) goals and the high potential for savings in energy, water and waste. Some Green Building certifications also allow for corporate payroll tax and land tax benefits.
- Mexico is part of the World Green Building Council.
- Five Mexican states and one city are members of the Building Efficiency Accelerator (BEA).

Key business opportunities for European companies

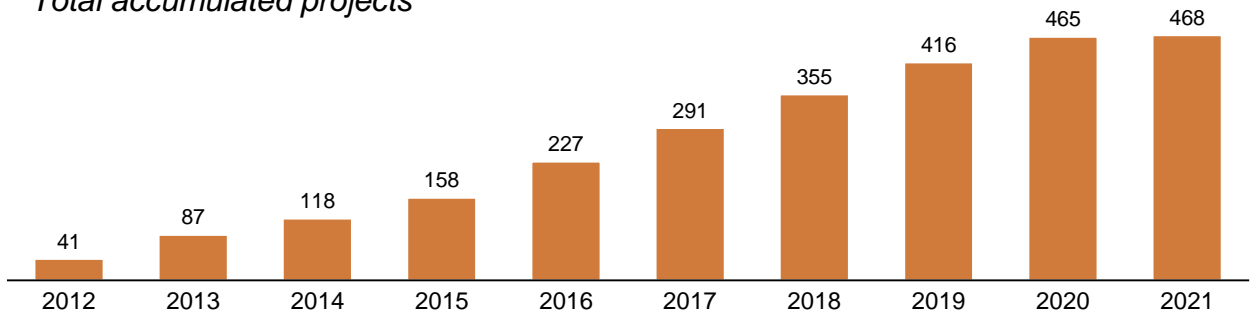
- Eco-materials & insulation.** Mexico City is investing 700 million pesos in a post-pandemic economic reactivation plan for its Vallejo industrial zone, which includes investments in Green Building technologies.
- Low carbon solutions for residential housing.** The federal government's ECOCASA program plans to unlock financing to build low-carbon housing in rapidly expanding cities, lowering energy consumption and greenhouse gas emissions.
- Green building solutions for commercial and office buildings in Mexico City.** Corporates that subscribe to the Sustainable Buildings Certification Programme (SBCP) must decrease their environmental impact to benefit from tax savings.
- Smart grid technologies.** Mexico plans to install 4,690,266 smart meters by 2021, according to a 2019 Report on the Implementation of Smart Grids.
- Air quality monitoring systems.** Cities and state governments often lack equipment and the requisite skills capacity to sufficiently monitor air quality in many growing urban areas. Stronger measures and more robust solutions are needed.

Sector highlight

Mexico obtained its first Leadership in Energy and Environmental Design (LEED) certification in 2005. There are 468 certified projects as of January 2021. Three states with the highest number of buildings of this type are Nuevo León, Mexico City and Chihuahua.

Projects with LEED* Certifications in Mexico

Total accumulated projects



*Leadership in Energy and Environmental Design
Source: Green Building Information Gateway





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Sector insights

- [The Official Mexican Standard on Sustainable Buildings](#) specifies the criteria and environmental requirements for green buildings.
- Two major certification programs in Mexico offering tax benefits to compliant companies are the [National Environmental Audit Program](#) and Mexico City's [Sustainable Building Certification Program](#).

Drivers

- Mexico's implementation of its emissions trading system shall increase the uptake of eco-friendly technologies, eco-materials and smart meters by local businesses.
- Mexico City's Sustainable Building Certification incentivizes investment in green building technologies.
- State utility CFE, which has a monopoly on the residential consumer market, is expected to further invest in smart grid initiatives as part of its 5-year business plan (2017-2022).

Barriers

- Many local businesses consider fiscal incentives insufficient to support their investments into green building.
- The initial costs to erect or renovate a building according to sustainability certification requirements are still considered high for the Mexican market and more suited to high-end builds.
- The recent policy of the Federal Government impacting smart grids has slowed private sector investment in the energy sector. The CFE plays a central role.

Case studies

- **A major retail company** has set a zero emissions goal by 2040. To achieve this, it will need to implement green technologies related to efficient refrigeration, water efficiency and renewable energies at store level.
- **A packaged food industry player** has invested USD 1.5 million in environmental programs and implemented ISO 50001 standards related to energy management systems in 4 plants. In the short term, investment will be directed to initiatives related to cogeneration and increase of wind power generation capacity.

To discover business opportunities in Green Buildings in Mexico join our sector specific events

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