



SUMe

Sustentabilidad
para México

“SUMe, Sustentabilidad para México”

Darío Ibargüengoitia
P R E S I D E N T E

Del Problema a la Oportunidad

“Que es el WGBC”

- 🌿 The World Green Building Council es la agrupación de los Consejos Nacionales de Edificación Sustentable en más de 100 países, creando la mas grande organización internacional influyendo en el mercado de la edificación sustentable.
- 🌿 Se divide en 5 regiones a nivel mundial: Africa, Américas, Europa, Asia Pacífico, Este medio /Norte de africa



WORLD GREEN BUILDING COUNCIL

“Certificaciones de edificios”

Se busca que cada país pueda generar su propia herramienta de certificación como son:

LEED – USGBC

BREAM – UKGBC

CASBEE – Japón

GreenStar - Australia



Leadership in Energy & Environmental Design

“En México?”



NMX-AA-164-SCFI-2013
1/153

NORMA MEXICANA

NMX-AA-164-SCFI-2013

EDIFICACIÓN SUSTENTABLE.- CRITERIOS Y REQUERIMIENTOS AMBIENTALES MÍNIMOS

**SUSTAINABLE BUILDING.- CRITERIA AND MINIMAL
ENVIRONMENTAL REQUIREMENTS**

“Por que Construir verde?”



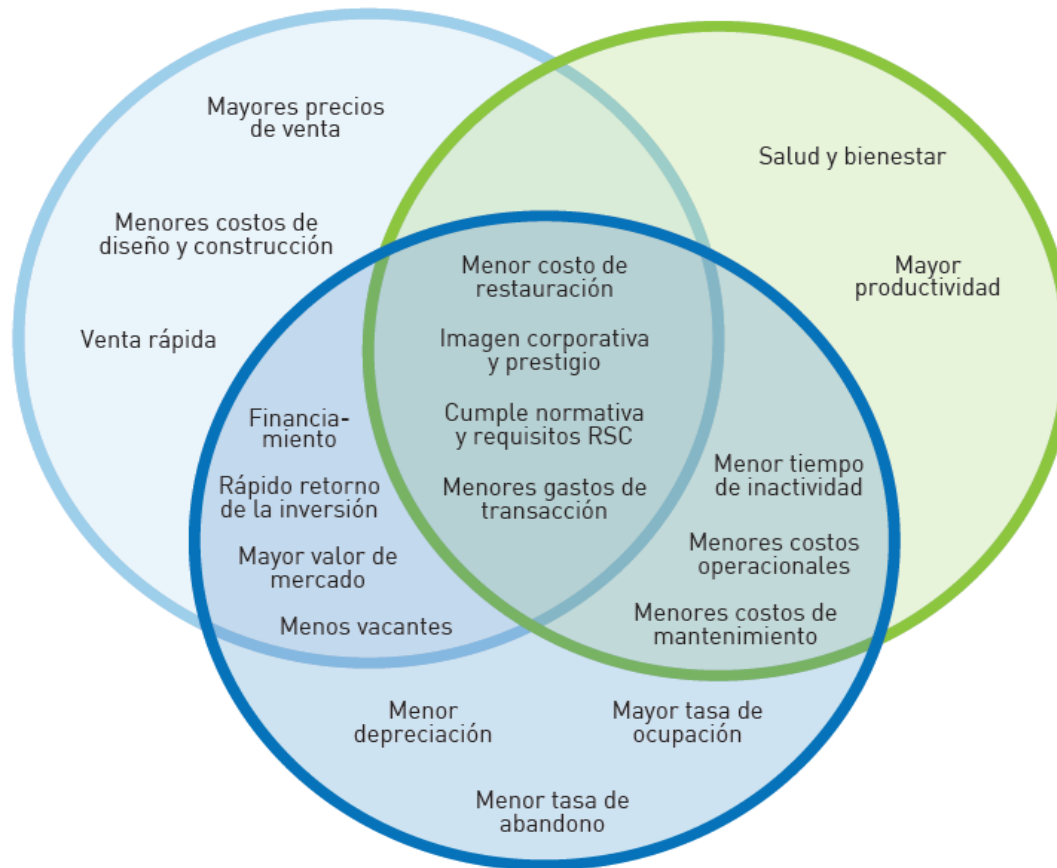
DESARROLLADOR

¿Por qué construir un edificio verde?



ARRENDATARIO

¿Por qué arrendar en un edificio verde?



PROPIETARIO

¿Por qué comprar un edificio verde?

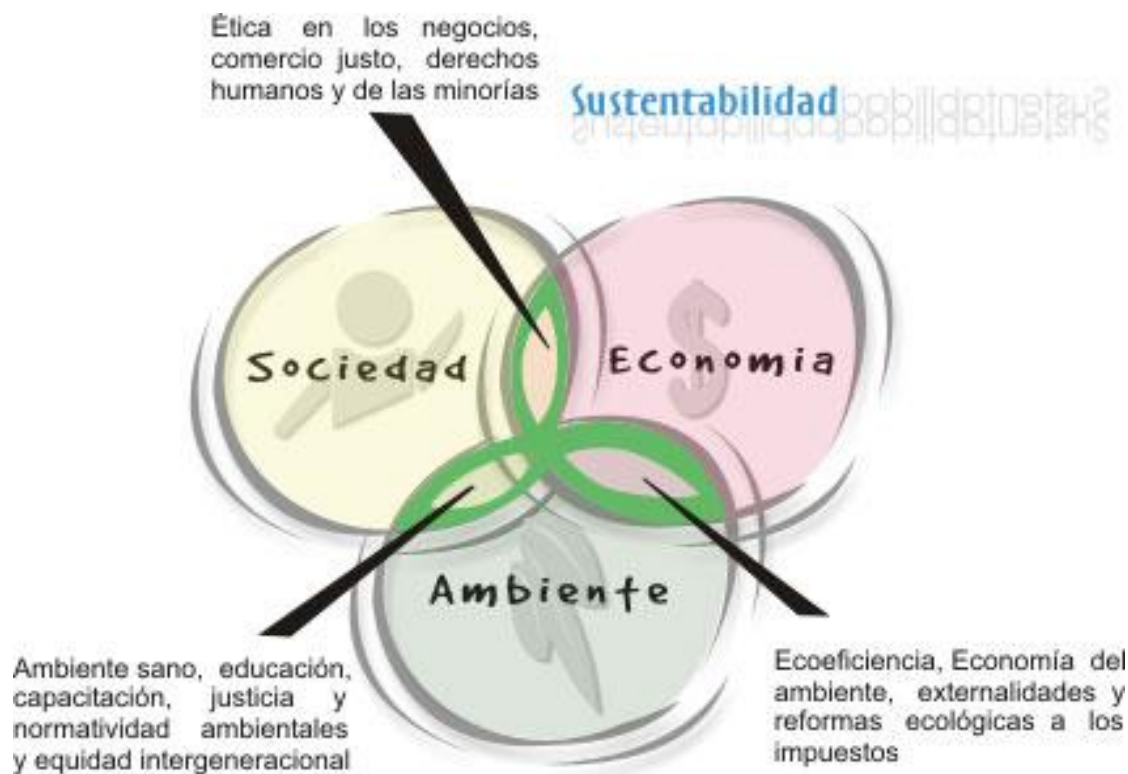


Que es la sustentabilidad?

- Definición:

La sustentabilidad ambiental se refiere a la administración eficiente y racional de los recursos naturales, de manera tal que sea posible mejorar el bienestar de la población actual sin comprometer la calidad de vida de las generaciones futuras.

Que es la sustentabilidad?



Que certificaciones hay?



INTERNATIONAL
LIVING FUTURE
INSTITUTE™

EMAIL

FORGOT PASSWORD?

MEMBER
LOGIN

LIVING BUILDING CHALLENGE

COUNTRIES

EDUCATION + RESOURCES

ABOUT

TAKE ACTION

SEARCH

THE STANDARD

COMMUNITY

REGISTER A PROJECT

NET ZERO ENERGY

CASE STUDIES

Living Building Challenge is...



a **PHILOSOPHY, ADVOCACY PLATFORM AND CERTIFICATION PROGRAM**. Because it defines priorities on both a technical level and as a set of core values, it is engaging the broader building industry in the deep conversations required to truly understand how to solve problems rather than shift them.

an **EVOCATIVE GUIDE**. By identifying an ideal and positioning that ideal as the indicator of success, the Challenge inspires project teams to reach decisions based on restorative principles instead of searching for 'least common denominator' solutions. This approach brings project teams closer to the objectives we are collectively working to achieve.

a **BEACON**. With a goal to increase awareness, it is tackling critical environmental, social and economic problems, such as: the rise of persistent toxic chemicals; climate change; habitat loss; the collapse of domestic manufacturing; global trade imbalances; urban sprawl; and the lack of community distinctiveness.

a **'UNIFIED TOOL'**. Addressing development at all scales, it can be equally applied to landscape and infrastructure projects; partial renovations and complete building renewals; new building construction; and neighborhood, campus and community design.

a **PERFORMANCE-BASED STANDARD**. Decidedly not a checklist of best practices, the Challenge leads teams to embrace regional solutions and respond to a number of variables, including climate factors and cultural characteristics.

a **VISIONARY PATH TO A RESTORATIVE FUTURE**.

To learn more about the Living Building Challenge, explore our [Handouts](#) and [Frequently Asked Questions](#) or [Read the Standard](#).

Que certificaciones hay?

The screenshot displays the BREEAM website. At the top, the BREEAM logo is on the left, and a navigation menu includes links for 'About BREEAM', 'Schemes', 'Training and Events', 'News', 'FAQs', 'Resources', 'Case studies', and a search bar. A large green banner below the navigation states: 'The world's leading design and assessment method for sustainable buildings'. Below this banner, a breadcrumb trail reads: 'You are here: [Home](#) » [Schemes](#) » [International](#)'. The main content area is divided into three columns. The left column, titled 'Schemes', lists: UK, Netherlands, Norway, Spain, Sweden, and an 'International' section which includes 'BREEAM Europe Commercial', 'BREEAM International Bespoke', 'BREEAM Communities', and 'BREEAM In-Use'. The middle column, titled 'International', contains a paragraph explaining that several BREEAM schemes exist for global assessment, a note about the use of National Scheme Operators, and three image-based links for 'BREEAM Europe Commercial', 'BREEAM International Bespoke', and 'BREEAM Communities'. The right column, titled 'Contact', provides email (E: BREEAM) and telephone (T: +44 (0)1923 664462) information, a link to 'Find an Assessor or BREEAM certified building on GreenBookLive', and social media sharing options for Facebook, StumbleUpon, LinkedIn, and Twitter.

Que certificaciones hay?

The screenshot shows the ENERGY STAR website homepage. At the top, there's a banner with the ENERGY STAR logo on the left, a collage of diverse people in the center, and the text "CHANGE THE WORLD, START WITH ENERGY STAR" on the right, accompanied by a "MAKE A CHANGE TODAY" button. Below the banner is a navigation bar with links: "About ENERGY STAR", "News Room", "FAQs", "KIDS", and social media icons for RSS, Facebook, Twitter, and YouTube. A search bar is located on the right side of the navigation bar.

The main content area is divided into four columns:

- PRODUCTS**: Includes a link to "Explore Products" and a list of resources: "Find ENERGY STAR Products", "How a Product Earns the Label", "Save Energy at Home", "Join Our Movement", "Store Locator", and "Rebate Finder".
- HOME IMPROVEMENT**: Features the "ENERGY STAR HOME ADVISOR" tool, a link to "Explore Home Improvement", and a list of topics: "Common Home Problems", "Assess Your Home", "Air Seal & Insulate", "Heat & Cool Efficiently", "Home Performance with ENERGY STAR", and "For Contractors".
- BUILDINGS & PLANTS**: Includes a link to "Explore Buildings & Plants" and a list of resources: "Find Certified Buildings & Plants", "Models of Success", "Guidelines for Energy Management", "Tools & Resources Library", "Expert Help", and "Commercial Building Design".
- NEW HOMES**: Features a link to "Explore Qualified New Homes" and a list of resources: "Find an ENERGY STAR Builder", "Find Home Energy Rater Partners", "Find Incentives for ENERGY STAR New Homes", "ENERGY STAR New Home Features", "Benefits for Homeowners", and "For Residential Professionals".

On the right side, there's a "HEADLINES" section with several news items, including "Nearly Half of ENERGY STAR Leaders Meet President's 20% Energy Efficiency Improvement Goal" and "Leading National Home Builders Commit to EPA's Aggressive New Requirements". Below the headlines is a "GO TO PARTNER RESOURCES" section with a "Login" form containing fields for "Username:" and "Password:", and links for "Sign In" and "Forgot password?".

Y en México?



**SECRETARÍA DEL
MEDIO AMBIENTE**

Programa de Auditoría y Autoregulación Ambiental



Es el conjunto de acciones con los que se promueve e incentiva mejores prácticas productivas con el uso de tecnologías ecoeficientes y de energías alternativas en los sectores industriales, comerciales, servicios, y vivienda, con las que además de proteger el ambiente y los recursos naturales se obtienen cumplimiento superiores a lo establecido en la legislación y normatividad ambiental.

Y en México?



Instituto Mexicano del Edificio Sustentable AC.



Y en México?



Overview

Activities (630)

+ Follow

WHY IT'S GREEN

ACTIVITIES



Green activities in Mexico

[See all »](#)

BUILDINGS



Buildings in Mexico with
green activities

[See all »](#)

COLLECTIONS



Collections containing
green activities in Mexico

Y en México?

LEED CERTIFICATION ACTIVITY



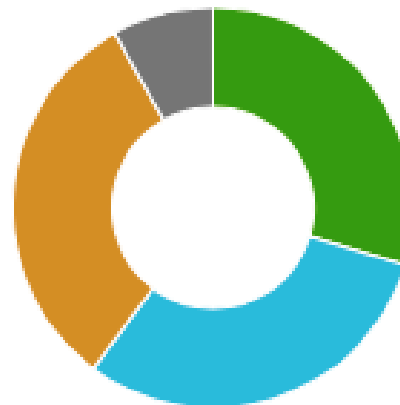
127

LEED certified activities



17.78 M

LEED certified sq ft

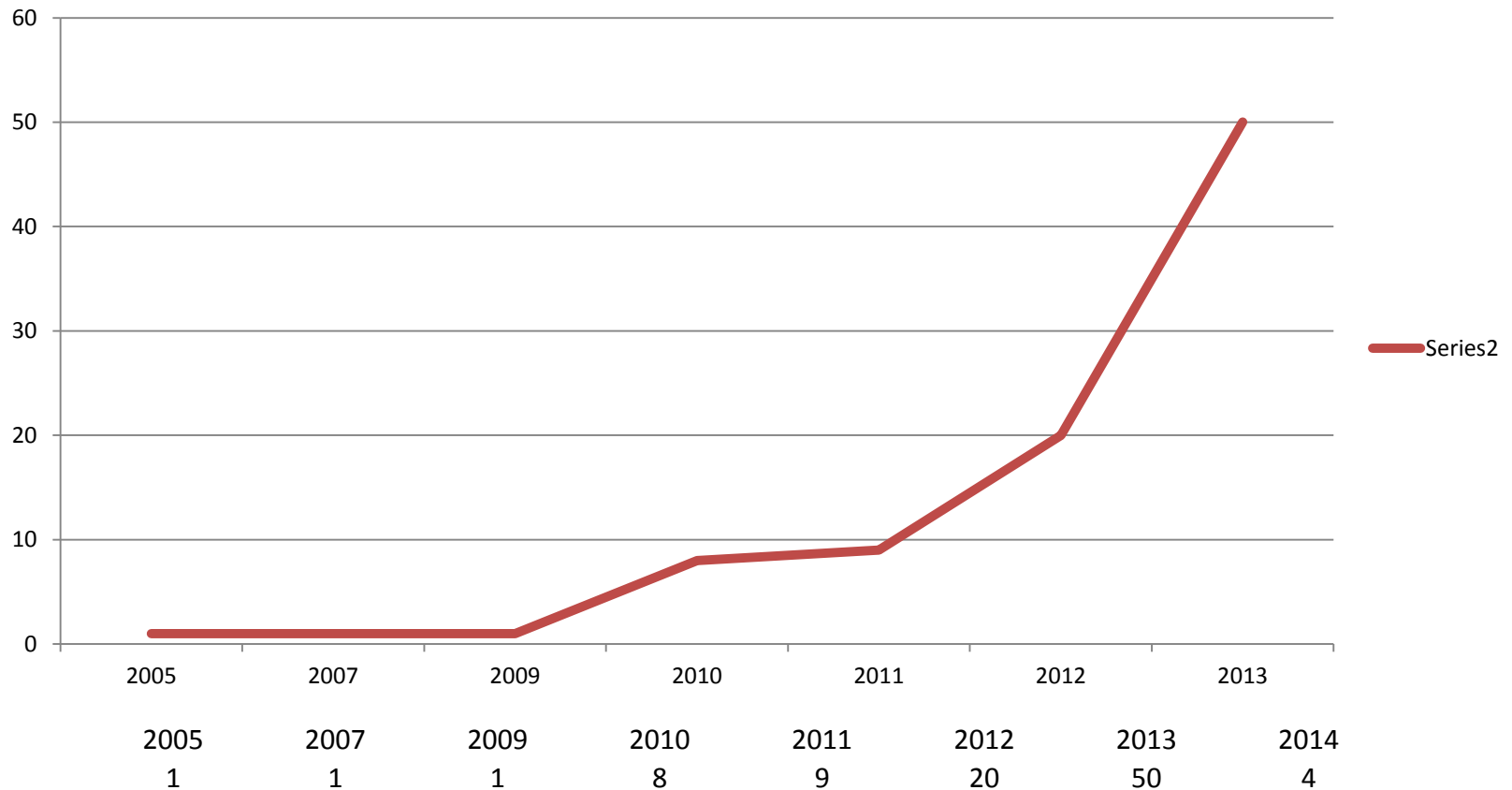


Certified
Silver
Gold
Platinum

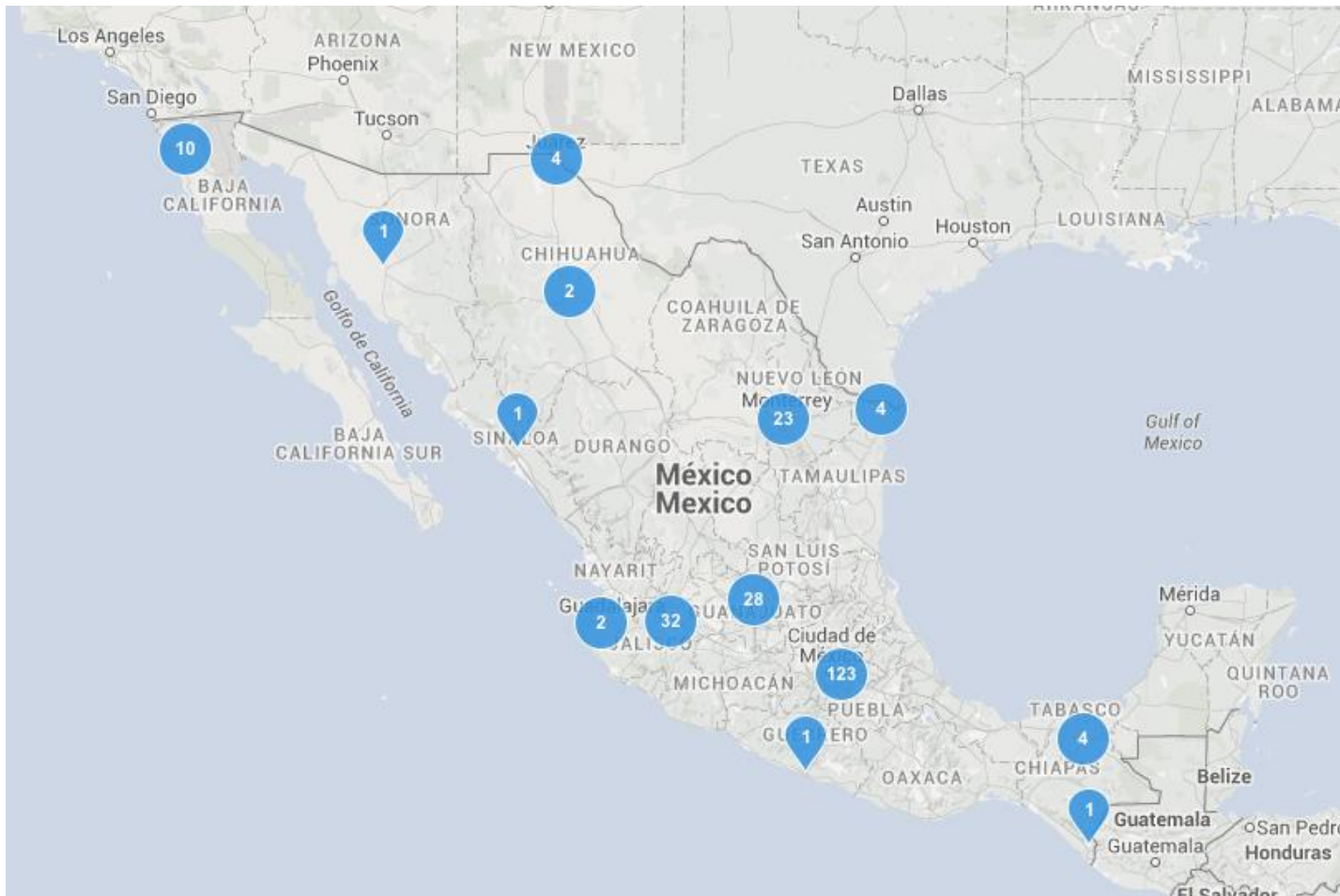
Excludes LEED for Homes and LEED ND

“Como está México en Certificaciones”

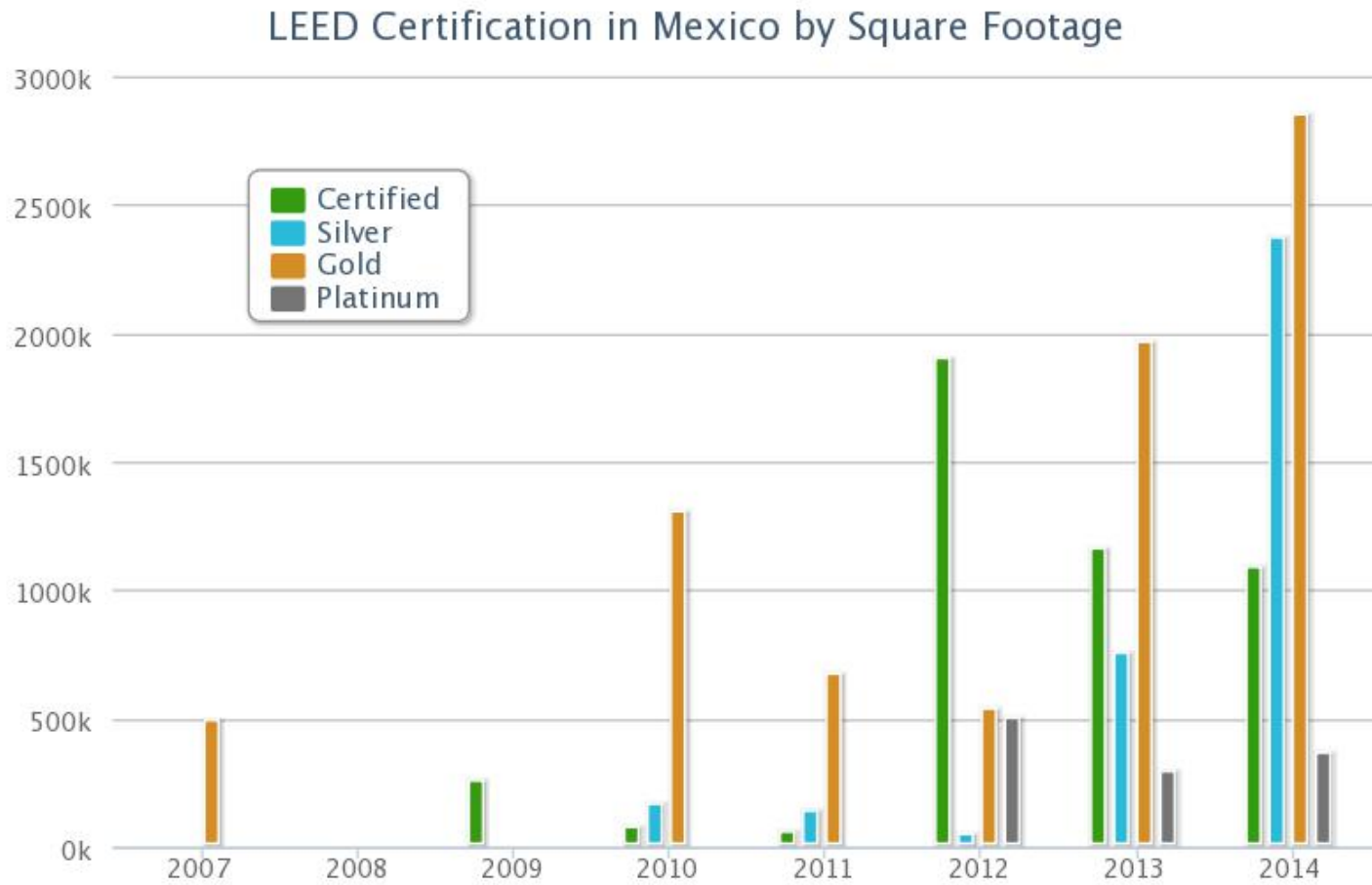
🌿 Si nos basamos en la Certificación LEED, estos son los números:



Y en México?



Y en México?



Conclusiones

- Es imprescindible poder medir, para dar certeza y competitividad
- Se requieren reforzar y aterrizar las Normas Mexicanas para hacer una Certificación Local
- Cada ramo de la construcción deberá tener su propia certificación
- Cada proyecto tiene su certificación adecuada y su nivel adecuado



Muchas Gracias

Darío Ibargüengoitia

dario@sume.org.mx

*“Sumando los esfuerzos
hacia un México
Sustentable”*

www.sume.org.mx