

API MOROCCO SHOWCASE 2025: GREEN BUILDINGS, GOOD BUSINESS



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Cross-Sector Expertise & Innovation

International Finance Corporation, World Bank Group

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Introduction – IFC’s Approach to Green Buildings

IFC Green Building Market Transformation Program



IFC'S HOLISTIC APPROACH TOWARDS ADDRESSING CLIMATE CHANGE MITIGATION & ADAPTATION IN THE BUILT ENVIRONMENT



Creating Markets, Creating Opportunities



Green Building Certification System
(MITIGATION)
Launched 2013 globally
2015 in Africa



Verification System for
Resilience in Buildings
(ADAPTATION)
Launched 2021



GHG Reduction and
Green Investment Planning for Cities
(MITIGATION)
Launched 2022

EDGE - EXCELLENCE IN DESIGN FOR GREATER EFFICIENCIES



Level 1 - EDGE Certified

- 20% or more savings in
 - ✓ energy,
 - ✓ water,
- ✓ embodied carbon in materials.



Level 2 - EDGE Advanced

- ✓ EDGE certified with
- ✓ 40% or more on-site energy savings.



Level 3 - Zero Carbon

- ✓ EDGE Advanced with
- ✓ 100% renewables or purchased carbon offsets.

EDGE compares your green building to a 'locally relevant' conventional building

EDGE - EXCELLENCE IN DESIGN FOR GREATER EFFICIENCIES

The Free EDGE Software Shows the Payback for Each Efficiency Measure - Reducing Costs and Speeding up Design and Decision-making

Real-Time Feedback on Green Options



<p>✓ Energy 36.52%</p>	<p>✓ Water 32.77%</p>	<p>✓ Materials 47.67%</p>	Progress Toward Certification
<p>Utility Cost Reduction</p> <p>9,788.45</p> <p>PAB/Month</p>	<p>Incremental Cost</p> <p>49,753.26</p> <p>PAB</p>	<p>Payback in Years</p> <p>0.42</p> <p>Yrs.</p>	Incremental Cost and Payback
<p>Embodied Energy Savings</p> <p>1,056.04</p> <p>MJ/m²</p>	<p>Energy Savings</p> <p>506.90</p> <p>MWh/Year</p>	<p>Water Savings</p> <p>4,520.42</p> <p>m³/Year</p>	Energy, Water, & Materials Savings
<p>Operational CO₂ Savings</p> <p>155.89</p> <p>tCO₂/Year</p>	<p>Carbon Emissions</p> <p>265.92</p> <p>tCO₂/Year</p>		Carbon Tracking

EDGE GREEN BUILDING CERTIFICATION: EXPONENTIAL GROWTH AND GLOBAL IMPACT



128

COUNTRIES HAVE
CERTIFIED* PROJECTS

11,000 +

PROJECTS CERTIFIED*

\$19+bil.

GREEN INVESTMENT
VALUE*

2.8 mil.

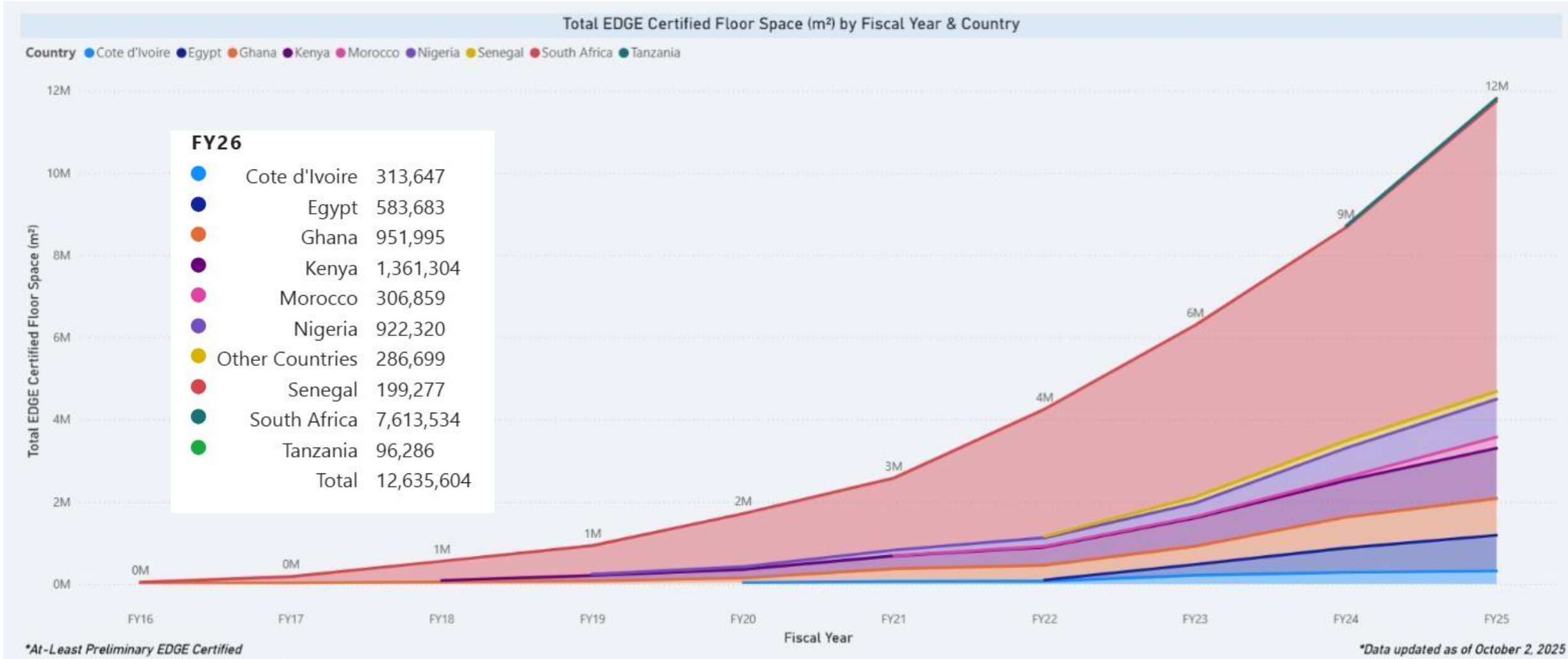
tCO2/YEAR
SAVED*



128+ mil.
CERTIFIED FLOOR
SPACE (M2)

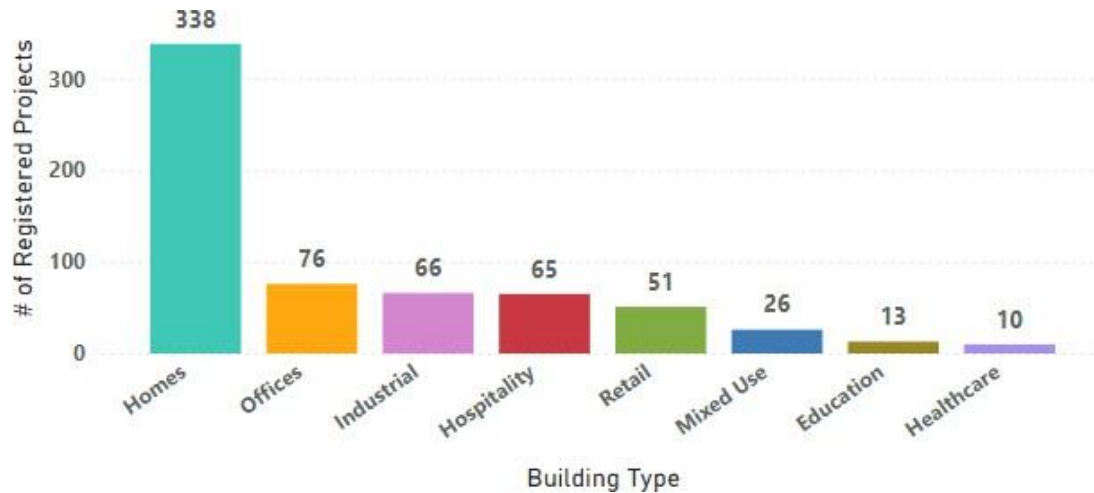
* Data as of Oct 2025

EDGE GB CERTIFICATION: EXPONENTIAL GROWTH IN AFRICA – 2015 TO 2025

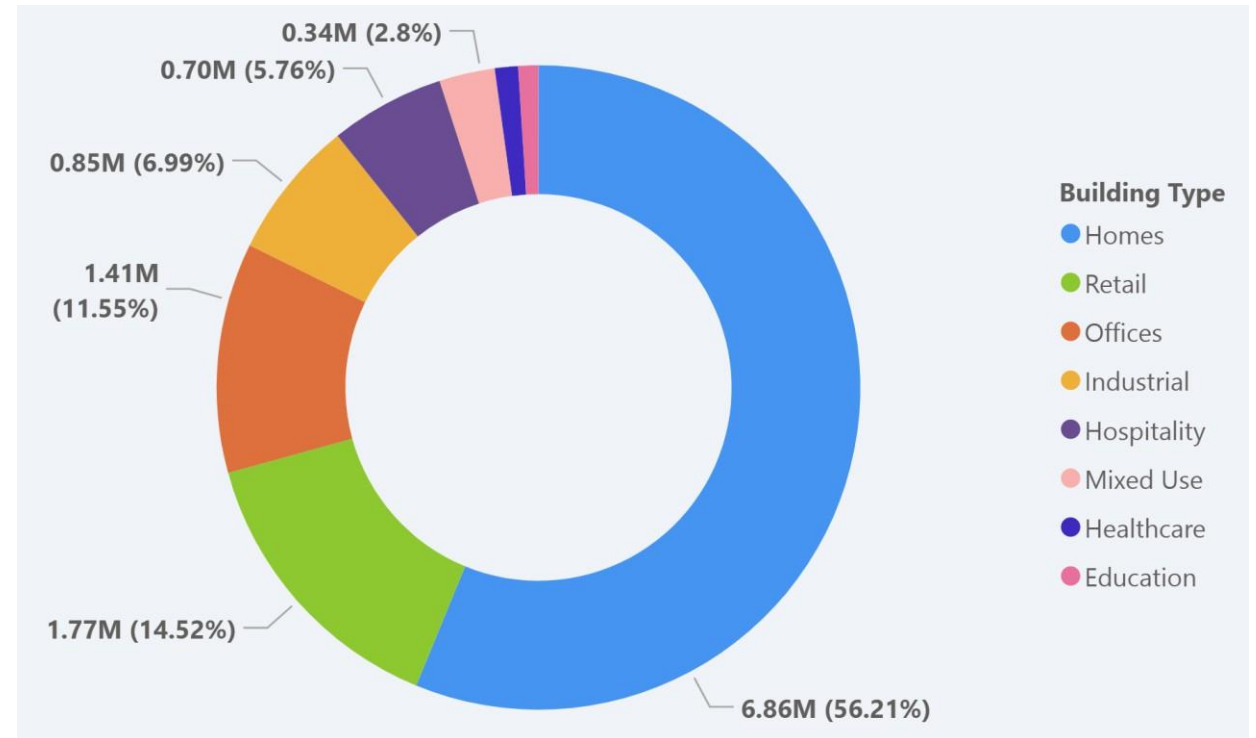


EDGE GB CERTIFICATION: PROJECT TYPOLOGIES

11% of Projects in Africa are Hospitality Projects



5.7% of certified sqm in Africa are for Hospitality Projects

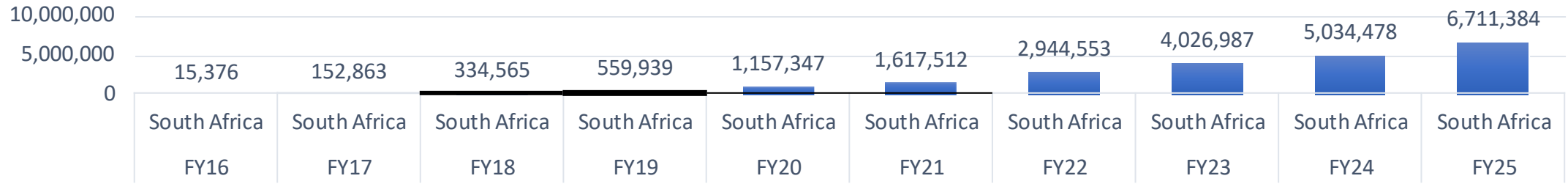


GREEN BONDS / LOANS ISSUED IN AFRICA

Acorn Holding	Equity Bank	Access Bank	Standard Bank	ABSA	Nedbank
Kenya	Kenya	Nigeria	South Africa	South Africa	South Africa
Green buildings	Renewable energy, energy efficiency, green buildings, climate smart agriculture	Renewable energy, flood defence & agriculture irrigation projects	Renewable energy, energy efficiency, water efficiency, climate smart agric, green buildings	Renewable energy, energy efficiency, water efficiency, green buildings	Renewable energy 2020 5 years
2019 5 Years	2020/2021 5 Years	2019 5 Years	2020 10 Years	2021 5 Years	Green Loan USD200 million <i>(IFC)</i>
KES4.3 billion (USD40 million)	Sub-debt Loan USD50 + 165 million <i>(IFC)</i>	Green Bond N15 billion (USD41 million)	Green Bond USD200 million <i>(IFC Anchor)</i>	Green Loan USD150 million <i>(IFC)</i>	Green buildings 2021 5 years
					Green Bond R1.1 billion (USD120 million) <i>(IFC Anchor)</i>

LESSONS FROM SOUTH AFRICA: The Market Creation Journey

SOUTH AFRICA: Cumulative floor area in SQM certified



South Africa is the **4th largest** market for EDGE Globally with over **7 mil SQM EDGE certified** by Apr. 2025.

2015 2016 2017 2018 2019 2020 2021 2022 2023 2024

EDGE launched in South Africa with **GBCSA** as certifier for **Residential only** projects

US\$ 21m IFC invested in IHS, to pilot first **EDGE** projects in South Africa.

Nedbank R120m funding of **1st green social housing**
EDGE certified project: Belhar Gardens. facilitated by **EDGE**

EDGE Expands to Non-Residential: 1st Industrial certifications through GBCI
First Final **EDGE** Certification in Africa – *Fourleaf Estate, Similan*

Balwin Properties registered 13,000 **EDGE homes** (~ 1 million m2) for largest registration by single developer globally.

ABSA launched 1st green mortgage in SA in partnership with Balwin Properties.
EDGE Retrofits: Transcend Property REIT registers a portfolio of 10 projects and certifies the first 3.

Green Mortgages launched by Nedbank, FNB & Standard Bank.
First 2 MAGC Transactions: Nedbank - IFC investment in green bond of **\$71m** total for developer finance facilitated by **EDGE**. 1st **EDGE linked green bond** in SA.

EDGE Growth Market penetration reaches 13% on all new construction excluded extensions and additions to existing.

Third MAGC Transaction in SA: \$241 m investment in Absa bank

GB Investments 4th MAGC Transaction: First Rand (\$250m)

MARKET CREATION: SOUTH AFRICA - BALWIN PROPERTIES & THE ABSA ECO HOME LOAN

IFC Support for Balwin Properties to commit their portfolio to green: EDGE Champion



Balwin's commitment to EDGE certify their portfolio gave Absa the confidence to create the Eco Home Loan Product



- Increased EDGE certified stock SA Market
- Continued support from the IFC's EDGE team
- Increase awareness of EDGE
- Increasing demand for EDGE certified homes



Green mortgage products developed by all major SA banks



- In 2019, Balwin Properties registered 13,000 units (~ 1 million m2) for largest registration for EDGE globally.
- In March 2020, Balwin partnered with Absa Bank to launch Eco Home loans, **South Africa's First Green Mortgage** providing lower mortgage rates for home buyers of EDGE certified homes. **This was achieved without any blended finance facility from the IFC.**
- In 2021, Balwin registered an additional 12,000 units (~ 1 million m2)
- By 2022, all 4 major retail banks (Nedbank, Standard Bank and FNB, as well as Absa) in South Africa created green mortgage products with preferential rates for home buyers purchasing EDGE certified homes.

What Does This Mean for Morocco's Hospitality Sector?

Morocco Hospitality: Growth & Opportunity

DEMAND AT SCALE

17.4M arrivals (2024)
+20% vs 2023 — #1 in Africa

Source: UN Tourism; Maroc.ma

REVENUE & GDP

US\$10.5B receipts (2023)
Tourism share: 7.3% of GDP

Source: Office des Changes; UN Tourism

2025 TRAJECTORY

16.6M Jan-Oct 2025
+14% YoY; on track for ~19M+

Source: Hespress; Ecofin Agency

GROWTH ENABLERS

AFCON 2025 & FIFA 2030
UN Tourism Thematic Office (Rabat)

Source: UN Tourism; Atalayar/MWN

The business case for sustainable hotels



Reduce operational costs



Meet Consumer Preferences



Future proof investment strategies and mitigate climate risks



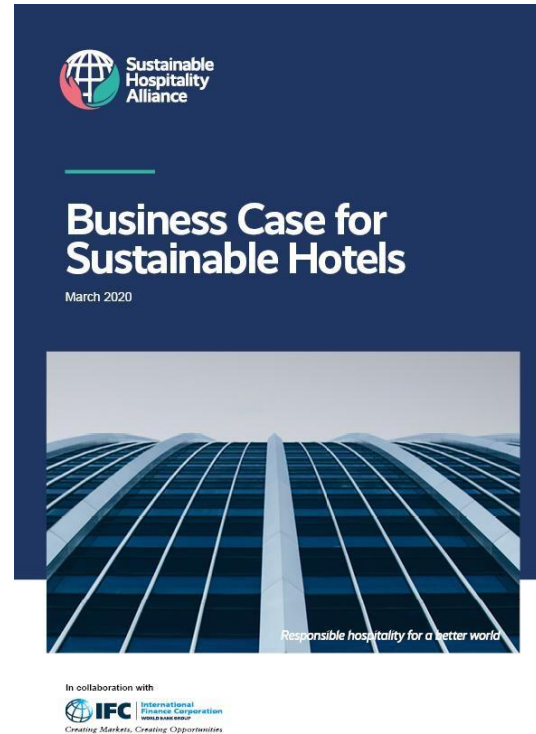
Regulatory risks and benefits



Increase value and attract finance with certification



Ensure a stable, long-term energy supply



an estimated utility saving of **\$87k** per year

an estimated **23%** energy saving

AC Hotel by Marriott Veracruz, Mexico

Operational energy, water and embodied carbon from materials were assessed with the EDGE app early in the design phase, resulting in ZERO incremental costs

Hospitality Sector

Development Finance Institutions



Sub-Saharan Africa



Kasada Capital Management

\$160M

Senior Loan

Kasada has secured a strategic partnership with IFC to create a large hotel portfolio in Sub-Saharan Africa through a US\$160 million debt facility (\$80M first disbursement)

2021



Indonesia and Philippines



Ascott SLB

\$115M

Sustainable-Linked Bond

Decarbonize 3 serviced residences in Southeast Asia, in Indonesia and in the Philippines to achieve 40.5% reduction in electricity consumption by 31 December 2028

2022



Caribbean - Guyana



Caribbean Green Building

\$22M

Senior Loan

IDB Invest has partnered with Caribbean Green Building to provide US\$22 million to develop a sustainable mixed-use tourism project in Georgetown, Guyana.

2022



AFRICAN DEVELOPMENT BANK GROUP

Hospitality Sector

Opportunities and Examples



United Nations
Global Compact

UN Global Compact: Better Hospitality Initiative "[UN Global Compact](#): Leading Local Networks for Sustainable Tourism" "[Better Hospitality Initiative 2024](#)" includes EDGE.



Sustainable
Hospitality
Alliance

The Sustainable Hospitality Alliance (SHA) "Pathway to Net Positive Hospitality" SHA has developed Pathway to Net Positive Hospitality which uses EDGE and BRI.

Booking.com

Travel Sustainable program launched for Booking.com accommodations in 2021. Only certified hotels will be listed.



SCIENCE
BASED
TARGETS

GHG Emissions
Reduction Targets



46% by 2030

27.5% by 2030

HYATT



-46% by 2030

-46.2% by 2030



Citadines Arnulfpark Munich
Hotels in Germany



Taj Wellington Mews, Chennai
Hospitality in India



HOTEL RESORT COURTYARD BY MARRIOTT
PLAYAS
Hospitality in Ecuador



Ascott Sudirman Jakarta
Hospitality in Indonesia

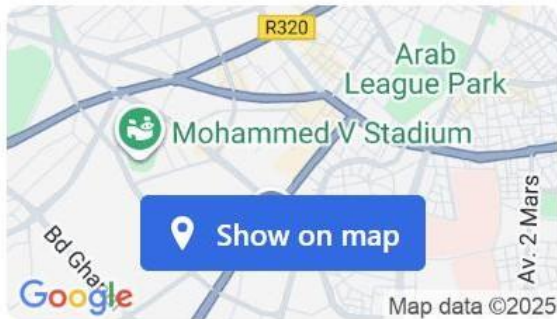


Secrets Bahia Mita Surf And Spa
Hotel in Mexico



Sustainability certification

Home > Morocco > Casablanca-Settat > Casablanca > Search results



Casablanca: 2 properties found

List Grid

Sort by: Our top picks

Sustainability certification

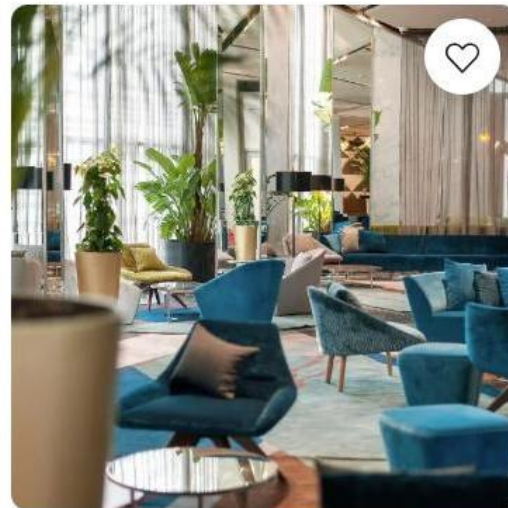
Filter by:

Your previous filters

Sustainability certification 2

Your budget (per night)

MAD 900 – MAD 2,000+



Barceló Anfa Casablanca ★★★★★

Sidi Belyout, Casablanca · [Show on map](#) · 1.2 km from downtown

Sustainability certification

Deluxe Double Room

Beds: 1 double or 2 twins

Very Good 8.4
1,234 reviews

2 nights, 2 adults

MAD 3,354

Includes taxes and fees

[See availability >](#)

Hospitality Sector

Project Studies



PARK HYATT®



Holiday Inn®



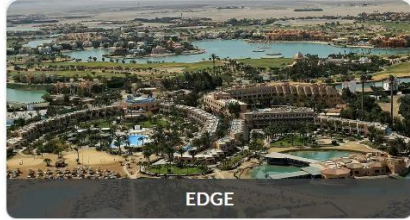
Hospitality Sector

EDGE Project Studies ~ 180 projects worldwide, 65 projects in Africa



EDGE ADVANCED

Mosaïque Hotel - El Gouna
Hotel in Egypt



EDGE

Club Paradisio Hotel
Hotel in Egypt



EDGE ADVANCED

Captain's Inn Hotel
Hotel in Egypt



EDGE

Pullman Hotel Addis Ababa
Hospitality in Ethiopia



EDGE

Pullman Hotel Addis Ababa
Hotels in Ethiopia



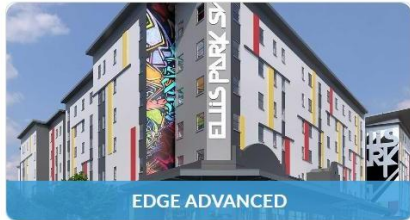
EDGE

St Davids
Hotel in South Africa



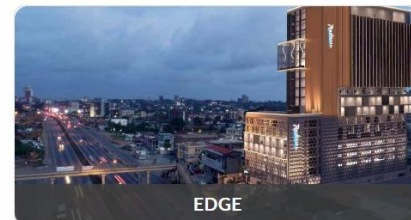
EDGE ADVANCED

EPSV Phase 2
Hospitality in South Africa



EDGE ADVANCED

EPSV Ph3
Hospitality in South Africa



EDGE

Earlbeam One Place
Hotels in Ghana



EDGE

Crown Forest Safari and Hotel
Hotels in Ghana



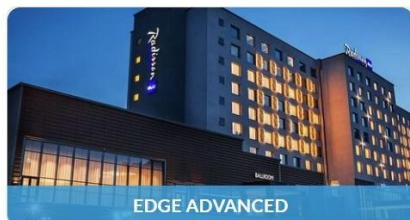
EDGE

Best Western Hotel Upper Hill
Hotel in Kenya



EDGE ADVANCED

Holiday Inn Nairobi Two Rivers
Hotel in Kenya



EDGE ADVANCED

Radisson Blu Hotel, Nairobi Upper Hill
Hotel in Kenya



EDGE ADVANCED

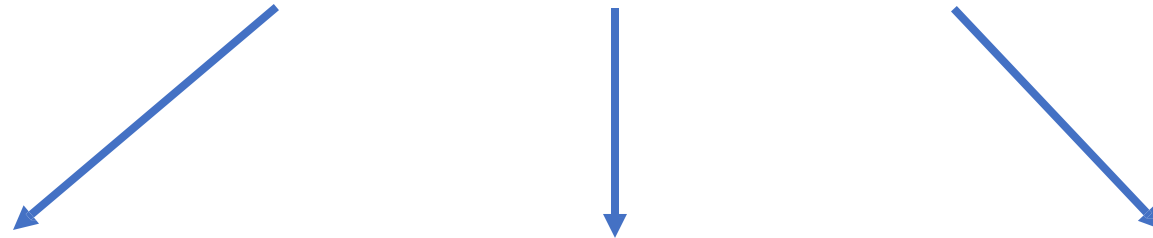
The Mercury student accommodation
Hotel in Namibia



EDGE ADVANCED

The Verdi
Hotel in Namibia

Green Building Certification New and Existing Buildings



Access Green Finance

Issue Green Bond, establish a green portfolio for a REIT, access green finance

Future proof your assets

Identify underperforming buildings and address ahead of legislation

Streamline ESG Reporting

Easily prove compliance with ESG Reporting requirements

EDGE is growing fast because it's a tool to tap into green finance

EDGE aligns with all the Major International Green Finance Standards



ICMA

International [Capital Market Association](#)

- CMA [releases the Green Bond Principles](#) as well as [guidelines for green buildings](#).
- EDGE is listed as an accepted certification standard. (See Section E: Certification Standards).



GRESB

Real Estate + Infrastructure [ESG Reporting Benchmark](#)

- Used by property developers and investors to obtain data on the performance of their investments.
- EDGE can be used completing the [Real Estate Assessment](#)



CLIMATE BONDS INITIATIVES

- CBI releases standards [for green bonds funding residential](#) or [commercial](#) buildings.
- EDGE is included as a qualifying certification system.



CDP

Carbon Disclosure Project

- [Global disclosure system for investors, companies, cities, states and regions](#) to manage environmental impacts.
- Protocol for reporting to CDP using EDGE is forthcoming, following joint webinar.



[EU TAXONOMY](#)

- [EU Taxonomy](#) was launched by the European Commission to guide sustainable finance.
- EDGE definition of 20% quantified resource efficiency is aligned with EU Taxonomy Principles.



GRI

Global Reporting Initiative

- Aligns with GRI Reporting





www.edgebuildings.com