In June 2019, over 350 leaders, experts and frontline professionals dedicated to sustainability convened in Mexico City for Greenbuild Mexico, to experience groundbreaking green building products, services and technologies. This unparalleled event connects the Latin American green building community with critical learning opportunities and specialized decision makers.

Mexico is one of the Top 10 Countries & Regions for LEED with 70 projects achieving LEED certification last year. That’s equivalent to more than 27 million gross square feet of space!

Together we are transforming communities in Mexico and Latin America, and Greenbuild Mexico offers a forum to recognize and celebrate the accomplishments and leadership of companies, organizations, cities, and professionals in the region.

INSPIRING KEYNOTES

- **Mahesh Ramanujam**
  President & CEO,
  U.S. Green Building Council
  and Green Business Certification Inc.

- **Dr. Arnoldo Matus Kramer**
  Co-Founder and Partner,
  Ithaca Environmental

- **Leticia Gutiérrez Lorandi**
  Director General, Policy Coordination

- **Dr. Dayna Baumeister**
  Co-founder Biomimicry 3.8

2019 Greenbuild programming across all education sessions received an overall rating of 90% across all tracks, and a 92% rating in delivering content containing new knowledge, ideas and information.

WOMEN IN GREEN LUNCHEON

12 countries
11 strategic alliance partners
14 sponsors
8 exhibiting companies

92% OVERALL CONFERENCE SATISFACTION
96% OVERALL MAIN STAGE SATISFACTION
92% OF RESPONDENTS WOULD RECOMMEND GBMX TO A COLLEAGUE

17 COMPANIES SUPPORTED GREENBUILD MEXICO 2019 WITH 100% OF RESPONDENTS INDICATING A POSITIVE OVERALL EXPERIENCE.

NEW IN 2019, THIS CURATED 2-DAY EXPERIENCE DELIVERED EXCEPTIONAL NETWORKING OPPORTUNITIES FOR ATTENDEES, SPONSORS AND EXHIBITING COMPANIES, AND FEATURED LEARNING OPPORTUNITIES THROUGH EDUCATION LABS, MEET THE EXPERTS MINI-SESSIONS, AND THE ALWAYS POPULAR CERTIFICATION WORK ZONE.

Greenbuild Mexico is presented by the U.S. Green Building Council (USGBC) and SUMe Sustentabilidad para Mexico A.C.
TOP ATTENDEE SECTORS REPRESENTED
- Architecture (Commercial)
- Construction (Commercial)
- Manufacturing
- Marketing/Communications/Media
- Professional Services Consulting

TOP ATTENDEE PROFESSIONS REPRESENTED
- Architect
- Consultant
- Executive/Executive Management
- Marketing/Communications/Media Professional
- Project Manager

UNRIVALED TRENDING EDUCATIONAL SESSIONS
- 24 Pre-Conference Workshops focusing on best practices, innovative technologies and products designed for green building growth
- 2 Green building tours showcasing leaders in green building design

Greenbuild Mexico is presented by the U.S. Green Building Council (USGBC) and SUMe Sustentabilidad para Mexico A.C.
Greenbuild Mexico is committed to conducting environmentally responsible meetings and works in collaboration with event venues, hotels, vendors, attendees, speakers, exhibitors, and partners to minimize our environmental impact, evaluated according to seven objectives.

Greenbuild Mexico 2019 eliminated all plastic, single-use water bottles!

**Greenbuild Mexico 2019 achieved a diversion rate of 93.64%.**

**Move toward a zero-waste event**
1.64% (3.26 kg) of organic waste diversion was donated as animal feed to IDERSA farm, a food waste to farm animal feed program, and 92% (183.26 kg) of glass, paper, plastic and aluminum went to a recycling plant. Only 6.34% (12.67 kg) of waste from the event went to the landfill.

**Advance stakeholder education and engagement**
For the first year, GBMX implemented Green Exhibitor Guidelines to help reduce waste at the event and educate exhibitors on being sustainable partners with a 57% exhibitor participation rate.

**Improve sustainable sourcing**
- In 2019, Greenbuild Mexico eliminated plastic name badge holders and produced badge lanyards made out of 100% recycled P.E.T. water bottle yarn, which will be reused at future shows.
- Greenbuild Mexico 2019 printed event signage on fully recyclable Haxacomb Falconboard, a 100% Sustainable Forestry Initiative (SFI) certified paper consisting of at least 20% recycled paper content.

**Improve performance and tracking methods**
- 67% of registered attendees downloaded the 2019 Greenbuild Mexico event mobile app, a 24% increase in downloads over 2018, effectively reducing the amount of printed event programs by an impressive -70%.

**Reduce greenhouse gas emissions**
- The Hilton Reforma’s culinary team sourced as many ingredients as possible from within 161 km (100 miles; local) or 805 km (500 miles; regional) to reduce carbon emissions.
  - 100% In-Season Mexican Fruits and Vegetables
  - 15% Locally-Sourced Fish
  - 5% Regionally-Sourced Vegetables
  - 5% Regionally-Sourced Cheese

**Positively impact communities**
The Hilton Reforma donates organic waste from meal preparation and uneaten food scraps to a food-to-animal-feed farm in Mexico, called IDERSA. 3.26 kg/7.2 lb of food scraps from Greenbuild Mexico 2019 were sent to the IDERSA farm.

**Lead event industry through advancement of sustainable event management initiatives**
- The Hilton Reforma partners with a food bank in Mexico City, Al Rescate, to feed disadvantaged individuals in the local community.
- The Hilton Reforma and USGBC collaborated on a robust sustainability clause, requiring all stakeholders associated with the event to work collaboratively to improve the event’s overall environmental performance, including a reduction in food waste, sustainable purchasing, environmentally sensitive waste management, and donation programs.

Greenbuild Mexico is presented by the U.S. Green Building Council (USGBC) and SUMe Sustentabilidad para Mexico A.C.