



Incentives to improve the reduction of GHG in buildings in Mexico. Opportunities of cooperation and market development in North America.

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Background



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- ❑ Opportunities identified by CEC
- ❑ “The North American Mosaic: An Overview of Key Environmental Issues”, June 2008
- ❑ “Green Buildings in North America, opportunities and challenges”, Report by the Secretariat under Article 13 of the North American Environmental Cooperation Agreement, 2008



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... further background (in Mexico)

- ❑ SEMARNAT (Environment Ministry)
- ❑ CONAVI (Housing Commission)
- ❑ Special Program for Sustainable Housing Development, 2008

Totals:



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- ❑ GEI for world 70 Gt CO₂/yr
 - ❑ 30% natural processes
 - ❑ 70% man made (transport)

- ❑ NA: 14% of world total
 - ❑ Mexico contributes 0.1% of world total, and
 - ❑ 7% of NA.



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Relative figures:

- ❑ Mexico is number 13 worldwide
- ❑ It has high carbon intensity
- ❑ There are data to reduce GHG emissions in accordance with 2050 world targets
- ❑ The key element to dig over the required resources will be NA market development.

Differences



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- ❑ Mexico can introduce “green” technology in new houses
- ❑ NA policy has special interest in retrofitting occupied dwellings
- ❑ Mexico is equipped with INFONAVIT and a complex system of private credit for new houses and improvements.

CEC proposal



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- Share resources and information
- Promote international commerce in environmentally friendly products based on proven (although sub utilized) technologies
- Promote ecological labeling programs, as in refrigerators and HVAC systems
- Foster transnational practices of shared research and development, and
- Disseminate data arising from R&D and training.

Housing



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- ❑ There is a tremendous deficit in housing
- ❑ Standard feed: 3 kW
- ❑ Ecological feed : 1 kW
- ❑ Possible PV complement: 1 kW
- ❑ Mean reduction: 1 kW
- ❑ Eco housing: 20% of 150 000 in 2008 up to 4 million in 2020.

Regions



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-  Very hot in Summer
-  Tempered
-  Hot all year



GHG savings targets



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- ❑ 4 MtCO_{2e}/yr in 4 million houses
- ❑ Can be multiplied by 10
- ❑ The stated Mexican integral target to 2020 is to avoid 100 MtCO_{2e}/yr
- ❑ Target for NA: 100 – 120
- ❑ The rate of growth will largely depend on financial stimuli and new rules.

Mexican capacity



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- ❑ R&D capacity: 25 000 experts, 15 000 in environment, biology and health (one half certified)
- ❑ Eco tourism of biodiversity
- ❑ 3 million km² of territorial seas
- ❑ The values of environmental care are widely shared from old.

Measures



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- Improve the CDMs
- Adopt diverse ecotechnologies
- Fine tune and disseminate standards
- Privilege sustainable housing
- Mature a NA sustainable financial process, strongly based on social savings mechanisms.



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