



COLOMBIA THE COUNTRY OF BEAUTY

COLOMBIA: WHERE SUSTAINABILITY
MEETS OPPORTUNITY

5 REASONS WHY COLOMBIA IS A SUSTAINABLE ORIGIN FOR BUSINESS DEVELOPMENT

01

COLOMBIA'S COMMITMENT TO SUSTAINABLE DEVELOPMENT

Colombia recognizes the **importance of sustainability** and aligns itself with this through **commitments to global agendas**. Additionally, it has **regulatory frameworks aimed at environmental conservation and social development in its territories**, offering **fiscal and financial incentives** that facilitate foreign trade processes, promote sustainable investments, and benefit various actors in society.

02

BIODIVERSITY: A NATURAL AND PRODUCTIVE POWERHOUSE

Colombia is the **most biodiverse country in the world per square meter** and has a **variety of ecosystems whose services impact the economy and society**. Through an extensive network of protected areas, it **preserves its natural and cultural biodiversity**, which is part of the national heritage.

03

SOCIOCULTURAL INCLUSION AND DIVERSITY

The country strengthens its **business environment by promoting inclusion, gender equity, and the protection of human rights**, contributing to economic and social development. Local companies, aligned with these principles, adopt **social responsibility practices that create shared value and positively impact communities**.

04

ENERGY TRANSITION DRIVING DEVELOPMENT

Thanks to its natural resources, Colombia has **great potential in renewable energies**, which allows it to increase its share in the national energy matrix. In addition to strengthening this capacity, the **transition drives the expansion of sustainable mobility infrastructure to achieve an efficient and low-emission transportation system**.

05

ENVIRONMENTAL AND SOCIAL AWARENESS IN THE NATIONAL INDUSTRY

Companies in the country demonstrate their **commitment to sustainability through a range of responsibly produced goods and services** that strengthen their competitiveness in international markets.

01.

COLOMBIA'S COMMITMENT TO SUSTAINABLE DEVELOPMENT

1.1 To line up with the global agenda, Colombia ratifies international agreements, **reaffirming its commitment to sustainability.**

1.2 The country has **regulatory frameworks** that promote **environmental conservation** and **social development** in its territories.

1.3 The **portfolio of fiscal and financial incentives** facilitates foreign trade, impulse investments in the territory, and supports different societal stakeholders.

1.1

TO LINE UP WITH THE GLOBAL AGENDA

Colombia ratifies international agreements, **reaffirming its commitment to sustainability**



COLOMBIA ACTIVELY ENGAGES IN THE RATIFICATION OF INTERNATIONAL AGREEMENTS, SETTING THE STAGE FOR MORE RESPONSIBLE AND SUSTAINABLE DEVELOPMENT



CONVENTION ON BIOLOGICAL DIVERSITY (CBD)

Main global instrument for **the conservation of biological diversity**, the sustainable use of its components, and the fair and equitable sharing of the benefits obtained from the use of genetic resources.

RATIFICATION THROUGH THE LAW 165 OF 1994



PARIS AGREEMENT ON CLIMATE CHANGE

Includes **commitments from all countries to reduce their emissions** and collaborate to adapt to the impacts of climate change. Also, the agreement calls to increase their commitments over time.

RATIFICATION THROUGH THE LAW 1884 OF 2017



ACCESSION OF COLOMBIA TO THE OECD

Colombia's entry into the OECD requires a **national commitment to implement a development framework that preserves the country's biodiversity**. Colombia has the responsibility to follow the commitments made about the nation's economic, social, and environmental wellbeing.

RATIFICATION THROUGH THE LAW 1950 OF 2019



ESCAZÚ AGREEMENT

Colombia ratified the Escazú Agreement, a **regional treaty on access to information**, public participation, and justice in environmental matters in Latin America.

RATIFICATION THROUGH THE LAW 2273 OF 2022

IT WAS **THE FIRST COUNTRY IN THE REGION TO INCORPORATE THE SDGs¹** INTO ITS NATIONAL DEVELOPMENT PLAN, DEMONSTRATING ITS LEADERSHIP AND COMMITMENT TO SUSTAINABILITY.



Some milestones with concrete actions:

2015

Colombia established a **High-Level Inter-Institutional Commission** to **prepare and implement the Post-2015 Development Agenda**, aligning its priorities with the SDGs. As part of the **Paris Agreement** negotiations, Colombia published its first Nationally Determined Contribution (NDC), which is the basis of **its commitment to reducing GHG² and increasing adaptation capacity**.

2020

The country **updated its NDC goals**, making substantial improvements. The current contributions include **nearly 200 measures** and recognize the **importance of a cross-cutting approach (human rights and gender)** to ensure inclusive and fair actions.

2023

The **2022-2026 National Development Plan** groups the SDGs in relation to the commitments of the National Government, **integrating economic development with social and environmental sustainability**.

¹ SDGs: Sustainable Development Global Goals

² GHG: Greenhouse Gas

source: The National Planning Department – World Bank

ADDITIONALLY, EFFORTS HAVE BEEN MADE TO MITIGATE GHG¹ EMISSIONS AND TO ADAPT TO CLIMATE CHANGE

ALTHOUGH COLOMBIA REPRESENTS ONLY 0.6% OF GLOBAL EMISSIONS, its NDC² is one of the most ambitious in the Latin American and Caribbean region to date.



As part of its current mitigation target, Colombia commits to:

1.

Reduce emissions by 51% in 2030, achieving carbon neutrality by 2050.

2.

Achieve net-zero deforestation by 2030.

3.

Increase the participation of renewable Energy in primary energy production to 30% by 2052, **with a baseline of 1.4% in 2021**³.

4.

Declare **30% of its continental territory as protected areas** by 2030⁴.

The commitments of the NDC have been elevated to the status of law under the Climate Action Law (Law 2169 of 2022).

IMPORTANT ADVANCES



Consolidation of the National System of Protected Areas (SINAP) to expand coverage by 7.5 million hectares.



Delimitation and protection of Colombia's 36 páramo complexes.



10 out of 15 departments of the country participate in **agroclimatic technical committees**, coordinated with the national committee.

¹ GHG: Greenhouse gas

² NDC: Nationally Determined Contribution

sources: ³ National Energy Plan – 2022- 2052; ⁴Actualization of the New Distribution Capability (NDC) (2020) - Sustainability Technical Committee (STC). – Environment Ministry (2022)

1.2

THE COUNTRY HAS **REGULATORY FRAMEWORKS**

Promote environmental
**conservation and social
development** in its territories



COLOMBIA HAS STRENGTHENED ITS REGULATORY FRAMEWORK FOR ENVIRONMENTAL CONSERVATION AND SOCIAL DEVELOPMENT

NATIONAL STRATEGIC FRAMEWORK AND GLOBAL OBJECTIVES

The National Development Plan 2022-2026	CONPES 3918 (Strategy for the implementation of the SDGs in Colombia)
It proposes five transformations for sustainable development in Colombia: water management, human security, the right to food, economic modernization, and the reduction of regional disparities.	It sets 16 government commitments for aligning, implementing, and achieving the SDGs within the national agenda.

CLIMATE CHANGE AND GREEN GROWTH

National Plan for Adaptation to Climate Change	CONPES 3934 (Green Growth Policy)	Colombian Strategy for Low-Carbon and Climate-Resilient Development
Identify threats and strengths, coordinate policies and projects, and reduce climate risks in the regions.	Balance economic development with environmental and social sustainability, establishing strategies for a growth more respectful with the environment and communities.	Lays the technical and operational foundation for manage climate change, working in collaboration with local, national, and international stakeholders.

ENERGY TRANSITION

Law 1715 of 2014 (Integration of non-conventional renewable energies)	Law 2099 of 2021 (Energy transition law)
Regulates the integration of non-conventional renewable energies into the National Energy System and defines tax incentives and benefits for the sector.	Aims to stimulate the energy market and revive the economy through the use, development, and promotion of non-conventional energy sources.

THE GROUP OF LAWS, REGULATIONS, POLICIES AND STRATEGIES COVER TOPICS WITH A SUSTAINABLE FOCUS.

BIODIVERSITY AND NATURAL RESOURCES

PNGIBSE (National Policy for the Management of Biodiversity and its Ecosystem Services)*	Biodiversity Action Plan	CONPES 4021 (Deforestation policy)
State policy to promote the Comprehensive Management of Biodiversity and its Ecosystem Services to maintain and enhance the resilience of socio-ecological systems.	Enables the implementation of the PNGIBSE and its Ecosystem Services through the execution of concrete actions coordinated across sectors and regions.	National Policy for the Control of Deforestation and Sustainable Forest Management.

CIRCULAR ECONOMY AND WASTE MANAGEMENT

CONPES 3874 (National Policy for Integrated Waste Management)	Law 2232 of 2022 (Single-use plastics)	National Circular Economy Strategy
Establishes a framework for the efficient and sustainable management of solid waste, promoting reduction, reuse, recycling, and final disposal to minimize environmental impact.	Establishes a plan to gradually eliminate single-use plastics in Colombia, progressively prohibiting the production, commercialization, and consumption of 21 disposable plastic products.	Aims to transform the country's economic model towards one that is more sustainable and efficient use of resources.

Source: *PNGIBSE by its acronym in Spanish
The Ministry of Environment and Sustainable Development

IN THE IMPLEMENTATION OF THE REGULATORY FRAMEWORK, THE COUNTRY HAS PRIORITIZED INITIATIVES THAT IMPACT DIFFERENT SECTORS OF THE ECONOMY

Sustainable Tourism Policy

"All together with nature", prioritizes sustainable tourism which aims to balance **economic development with environmental protection and cultural respect**.

The Tourism Sector Plan 2022-2026, "**Tourism in harmony with life**" focuses on democratizing tourism, improving infrastructure and security, promoting sustainable development, and strengthening local economies through community engagement.

Development of Bioeconomy Models

Pioneer in Latin America for incorporating **bioeconomy** into its development programs, aiming to **drive socioeconomic growth** through the **sustainable management of biomass, biodiversity, and ecosystem services**.

With its high biodiversity, the country expected that by 2030, bioeconomy will **generate 10% of Colombian GDP, 2.5 million new jobs**.

Green Taxonomy

The first country in the Americas to launch a **green taxonomy**, establishing itself as a regional leader in green finance.

This system classifies **economic activities and assets to contribute to environmental goals and attract green investment**, aligned with government policies.



In 2021, the Treasury department **auctioned \$750.000 millions in green TES¹** maturing in 2031, making Colombia **the 2nd country in LATAM to issue sovereign green bonds and the 1st to do in its local currency**.

¹ TES: Treasury Bonds Government

Sources: Ministry of Environment and Sustainable Development; Minister of Finance and Public Credit and Colombian Financial Superintendence; CONPES 3934 Green Growth Policy; OECD; Department of Science, Technology and Innovation.

1.3

THE PORTFOLIO OF FISCAL AND FINANCIAL INCENTIVES

facilitates foreign trade,
**impulse sustainable
investments** in the territory,
and supports different
societal stakeholders.



THE OFFERED FISCAL INCENTIVES AND ECONOMIC BENEFITS **RESULT IN THE DEVELOPMENT SUSTAINABLE BUSINESSES**



TAX INCENTIVES FOR INVESTMENTS IN FNCE¹ AND GEE²

Deduct from income tax, VAT exclusion, custom duties exemption, accelerated depreciation and exempt income from the sale of **energy generated with FNCE**.



INCENTIVES FOR CONTROL AND IMPROVEMENT OF THE ENVIRONMENT INVESTMENTS

Companies that invest in the **control, conservation and improvement of the environment** shall be allowed to deduct from their income twenty-five percent **(25%) of the value invested**



INCENTIVES FOR INVESTMENT IN RESEARCH, TECHNOLOGICAL DEVELOPMENT OR INNOVATION

30% of the investments made in research, technological development or innovation may be **credited annually from income tax**.



FOREST INCENTIVE CERTIFICATE (CIF)

Through the **recognition of 50% of the establishment and maintenance costs** of the forest plantations up to the fifth year.



INCENTIVE FOR CARBON NEUTRAL COMPANIES

The national carbon tax is waived up to **50% of its value for taxpayers that certify to be carbon neutral**.



MONETARY CONTRIBUTIONS FOR THE CREATION AND PERMANENCE OF NEW FORMAL JOBS

The State will provide **monetary contributions to finance social security and parafiscal payments**.



PAYMENTS FOR ENVIRONMENTAL SERVICES (PES)

Recognizing **actions and practices for the preservation and restoration of ecosystems** to minimize land use conflicts and promote environmental services.

¹ FNCE: Non-Conventional Energy Sources
² GEE: Efficient Energy Management
Source: ProColombia based on national laws

ADDITIONALLY, COLOMBIA SEEK SOCIAL EQUALITY BY UPHOLDING WORKERS' RIGHTS AND SUPPORTING DIFFERENT ACTORS IN SOCIETY



BENEFITS FOR COMPANIES LOCATED IN ZOMAC¹

Progressive preferential income tax rates based on company size, starting at 0% and reaching the **general rate by 2027**.

BIC COMPANIES – LAW 1901 OF 2018 (MINCIT AND CONFECÁMARAS)

Incentives to adapt the portfolio of **industrial property services**, **access preferential credit lines**, and **obtain tax benefits** that impulse foster business growth and employee participations.



INCOME TAX EXEMPTION FOR THE SALE OF LAND FOR VIS² OR VIP³ HOUSING

Aims to incentivize housing projects for low-income households by exempting the sale of VIS or VIP land from income tax.

TAX DEDUCTIONS TO PROMOTE EMPLOYMENT UNDER SPECIFIC CONDITIONS

Deductions for **population in their first job** (120% of the salaries), **disabilities** (200% of the value of salaries and social benefits) and **people at pensionable age** (120% of the value of salaries and benefits)



¹**ZOMAC**: Zones Most Affected by the Conflict

²**VIS**: Social Interest Housing

³**VIP**: Priority Interest Housing

⁴**BIC**: Collective interest and benefit societies by its acronym in Spanish

Source: ProColombia based on national laws

02.

BIODIVERSITY: A NATURAL AND PRODUCTIVE POWERHOUSE

2.1 Colombia is the **most biodiverse** per square meter country in the world, with a variety of **ecosystems that guarantee the provision of environmental services.**

2.2 . An extensive network of protected areas, Colombia **preserves its natural and cultural biodiversity**, which is part of the national heritage.

2.1

COLOMBIA IS **THE MOST BIODIVERSE** COUNTRY IN THE WORLD PER SQUARE METER

with a variety of **ecosystems** that guarantee the provision of environmental services



WITH ONLY 0.7% OF THE WORLD'S CONTINENTAL LAND MASSES,
COLOMBIA HAS 10% OF GLOBAL BIODIVERSITY.

1° COUNTRY

in bird, orchid, and butterfly diversity.

2° COUNTRY

in amphibian, freshwater fish, palm, and bat variety.

4° COUNTRY

in mammal diversity.

1 IN 10

Known species in the world habit in Colombian territory.

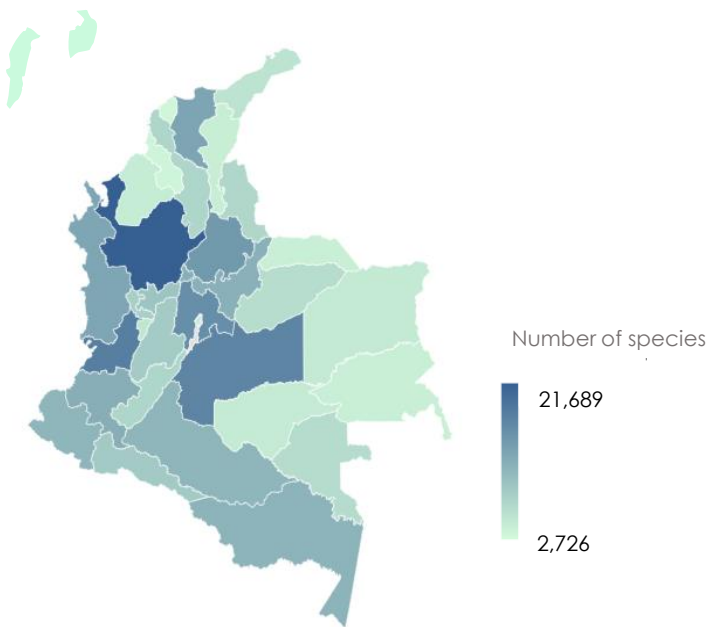
THE ONLY SOUTH AMERICAN COUNTRY WITH ACCESS TO TWO OCEANS.

ONE OF THE WORLD'S RICHEST COUNTRIES IN WATER RESOURCES,

Colombia is among the 10 countries that hold 46% of the world's water supply and is one of the countries with the lowest water-stressed globally¹.

Colombia is highly vulnerable to climate change, because of this the country is actively working to mitigate the ongoing threats to its biodiversity caused by deforestation and ecosystem transformation.

BIODIVERSITY IN THE DEPARTMENTS OF COLOMBIA



The departments with the highest number of species are **Antioquia, Valle del Cauca, and Meta**, for **19%** of the **291,778** species recorded nationwide.

2.2

AN EXTENSIVE **NETWORK** **OF PROTECTED AREAS**

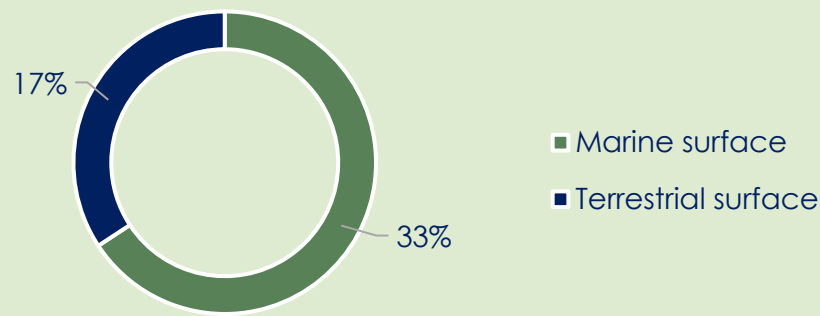
Colombia preserves its natural and cultural biodiversity, which is part of the national heritage.



WE HAVE A NATIONAL SYSTEM OF PROTECTED AREAS, AN ESSENTIAL ASSET FOR SAFEGUARDING OUR BIODIVERSITY.

The National System of Protected Natural Areas (SINAP) is comprised of the National Natural Parks System (SPNN) and includes **1,710**¹ protected areas, covering **24.1%** of the national territory, distributed as follows:

Geographical distribution of protected areas by surface type - % Part:



122
National protected areas

318
Regional protected areas

1,270
Local protected areas



¹ Figures as of June 24, 2024 (Biannual update)
Sources: Single National Registry of Protected Areas –National Natural Parks in Colombia

COLOMBIA, SELECTED AS HOST FOR COP 16 IN 2024 FOR ITS LEADERSHIP IN ENVIRONMENTAL PROTECTION AND CONSERVATION.



Cali, Colombia.
**Capital of Valle del Cauca and the
Colombian Pacific**
Oct 21 – Nov 01, 2024



Pro Tempore Presidency of the CBD¹



During the **COP15 on Biodiversity**, the CBD member states adopted the “**Kunming-Montreal Global Biodiversity Framework**” (GBF), including **four goals and 23 targets for achievement by 2050**.

These developments will **be monitored at COP16**, which will be **the first Biodiversity COP following the adoption of this framework**.

This will be the **16th** meeting of the Conference of the Parties to the **CBD***, where decisive measures for the **protection of biological diversity** will be sought.

THEMATIC PILLARS

01.

PEACE WITH NATURE

Conflict and biodiversity

02.

PEOPLE'S COP

Broad social mobilization.
Indigenous peoples and
local communities

03.

NATURE AND CLIMATE CHANGE

Biodiversity as a pillar of
climate action

04.

REGIONAL CONVERGENCE

Amazon, CMAR²,
Caribbean, and Global
South

05.

FINANCING FOR IMPLEMENTATION

Innovative mechanisms

¹ CBD: Convention on Biological Diversity

² CMAR (Spanish initials): Eastern Tropical Pacific Marine Corridor. Comprising five marine protected areas.: Gorgona y Malpelo (Colombia); Isla del Coco (Costa Rica); Galápagos (Ecuador), and Isla Coiba (Panamá).

Sources: Ministry of Environment and Sustainable Development; COP16 Colombia

03.

SOCIOCULTURAL INCLUSION AND DIVERSITY

3.1 Colombia **strengthens its business environment** by promoting **inclusion, gender equity, and human rights protection**. In response, local companies adopt these practices to create **shared value and benefit communities**.

3.1

COLOMBIA **STRENGTHENS ITS BUSINESS ENVIRONMENT**

by promoting inclusion,
gender equity, and human
rights protection.



COLOMBIA'S CULTURAL DIVERSITY IS AN INVALUABLE TREASURE IN THE PURSUIT OF ENVIRONMENTAL PROTECTION AND PRODUCTIVE DEVELOPMENT.

With its **rich ethnic diversity**, over 1,000 rhythms, and 17 UNESCO-recognized manifestations¹, Colombia is home to **indigenous, Afro-Colombian, and rural communities** that are essential for **environmental protection and the transformation of productive practices**.



01.

87 Indigenous Ethnic Groups and 3 Afro-Colombian groups. 68 native languages spoken by approximately 850,000 people, including 65 indigenous languages.

02.

More than half of Colombia's population are women (51.2%).

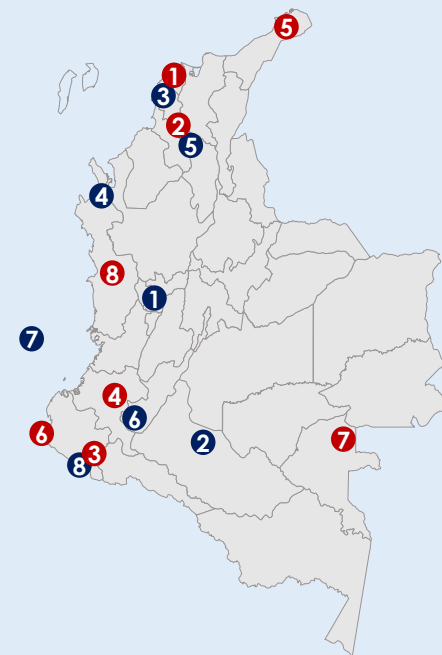
03.

24% of the Colombian population lives in rural areas.

UNESCO World Heritage Sites and Intangible Cultural Heritage



9 destinations* in Colombia have been named UNESCO World Heritage Sites



8 manifestations* have been named UNESCO Intangible World Heritage

¹ Recognized by the Colombian State through institutions such as the Directorate of Ethnic Groups of the Ministry of Interior and Justice, the National Planning Department, the Ministry of Defense, and the National Statistics Department, among others

Source: DANE – National Census / UNESCO

TO PROTECT THIS DIVERSITY, THE COUNTRY HAS COMMITTED TO INCLUSION AND EQUITY, WHICH ARE CROSS-CUTTING ELEMENTS OF SUSTAINABILITY

COLOMBIA'S CLIMATE ACTION ALIGNS WITH GLOBAL SOCIAL STANDARDS, FOCUSING ON MITIGATING IMPACTS AND PROTECTING ALL POPULATIONS. INCLUSION PRESENTS CHALLENGES AND OPPORTUNITIES FOR DEVELOPMENT, AND COLOMBIA HAS SOUGHT SOLUTIONS TO ADDRESS THEM.

AREAS OF INTERVENTION:



CARE AND SUPPORT



DECENT WORK AND
ECONOMIC GROWTH



HUMAN RIGHTS



PROGRESS TOWARD
GENDER EQUITY

Some Examples:

01.

CONPES 4080 - National Policy on Gender Equity for Women: Guarantees women's economic, social, cultural, participation, and health rights, ensuring a life free from violence.

02.

National Contact Point at the Ministry of Commerce, Industry, and Tourism (MinCIT): Reinforcing our commitment to human rights protection and adherence to international standards in national industries.

03.

Sector Plan for Tourism

Sustainable Tourism Policy: Emphasizes the importance of protecting the country's natural and cultural assets for tourism development.

Cultural Tourism Policy: Encourages the growth of destinations in collaboration with local communities, using tourism as a tool to ensure rights and promote human development.

RESPECTING AND PROMOTING RIGHTS FOSTERS A POSITIVE BUSINESS ENVIRONMENT, AND COLOMBIAN COMPANIES ALIGN THEIR CSR¹ PRACTICES WITH THESE PRINCIPLES.



Inclusive work environments increase **customer satisfaction by 39%, productivity by 22%, and profitability by 27%.¹**



60% of companies in the country have Diversity, Gender Equity, and Inclusion (DEI) policies²



The percentage of companies **allocating exclusive budget to these areas in Colombia has increased from 21.3% in 2021 to 57.6% in 2024**, reflecting a growing commitment and focus on these key areas.²



(National Association of Industrialists)

MORE THAN 200 COMPANIES INTEGRATING SUSTAINABILITY AND EQUITY

Companies identified by ANDI are **effectively and efficiently integrating vulnerable populations into their value chains.**

This not only creates opportunities for more Colombians but also improves business indicators across various aspects.

**By
2030**

It is projected that **around 5,000 companies in Colombia will adopt sustainable development models**, driven by a market and consumers increasingly demanding innovation and improvements in production.³

¹CSR: Corporate Social Responsibility

Source:

² National Survey on Equity, Diversity and Inclusion (2024)

³ Fenalco Solidario (2023)

⁴ National Consulting Center (2021)

04.

ENERGY TRANSITION DRIVING NATIONAL DEVELOPMENT

4.1 Colombia **leads the energy transition in the region**, supported by its diverse natural resources, which have enabled the **growth of renewable energies** and **their contribution to the national energy matrix**.

4.2 **Responsible mobility** is one of the main drivers of this transition, reflected in an **efficient, low-emission transportation system**.

4.1

COLOMBIA LEADS THE ENERGY TRANSITION IN THE REGION

supported by its **natural resources**, which have enabled the growth of **renewable energies** and **their contribution to the national energy matrix**.



COLOMBIA RANKED 6TH IN LATAAC* AND 35TH AMONG 120 COUNTRIES WORLDWIDE IN THE ENERGY TRANSITION INDEX.¹



The country has an effective capacity of 20,766.26 MW and one of the cleanest energy matrices in the world.:



Primarily with hydroelectric plants contributing with a share of **63.66%**—13,220.21 MW of effective capacity.



Solar energy represents **6.14%**—1,275.93 MW.



Colombia's Reindustrialization Policy and the 2022-2026 National Development Plan are primarily focused on a **fair, self-sustainable, high-quality, and accessible energy transition**, with the goal of increasing the installed capacity of renewable projects by **6 GW** under construction or operation by 2026. (Estallido 6G Strategy).



The country has improved its energy security in recent years, through renewable sources such as **hydroelectric power and bioenergy**, which accounted for over a third of total energy consumption.³



High potential to generate energy from non-conventional sources and advance in the diversification of the energy matrix.



We **exceed** the **global average solar radiation by 60%**, reaching 4.5 kWh/m²



Potential of **25 GW onshore and 50 GW offshore**. In La Guajira, wind speeds range between **9–12 m/s**, **double the global average**.



With **over 740,000 watersheds**, we are among the top 10 countries holding 46% of the world's water supply.



Biomass potential **exceeds 500,000 TJ annually**.



Robust institutions and a sector-specific regulatory framework that includes incentives to promote foreign direct investment, with the aim of **achieving an energy transition and democratizing access to clean energy sources**.

*LATAAC: Latin America and the Caribbean

Sources:

¹ Energy Transition Index (ETI). The World Economic Forum (2024).

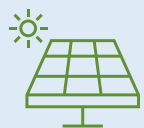
² [PARATEC, XM](#) – July, 2024

³ International Energy Agency. (2023). Executive summary. In Colombia 2023. <https://www.iea.org/reports/colombia-2023/executive-summary>.

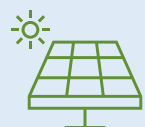
ITS COMMITMENT TO A SUSTAINABLE ENERGY FUTURE IS REFLECTED IN ADVANCEMENTS AND PROJECTS THAT ARE TRANSFORMING THE SECTOR.

A milestone in the just energy transition

1.83 GW of projects in operation and testing:



82* Solar Farms
1.25 GW Installed Capacity



7* Centrally Dispatched Solar Farms
673 MW Installed Capacity



13* Solar and wind farms in testing
576.28 MW Installed Capacity



Hydrogen Roadmap, supported by the United Kingdom, sets targets for 2030 of **1-3 GW** of **electrolysis capacity for green hydrogen** production and **50 kt of blue hydrogen** production.



Offshore Wind Roadmap, supported by the UK government, projects **1 GW** of capacity by 2030 and **3 GW by 2040**.



Colombia has launched its **First Offshore Wind Round** for the allocation of temporary occupancy permits in the departments of Magdalena, Atlántico, Bolívar, and Sucre.



Energy Communities aim to generate, trade, or use energy efficiently through unconventional renewable energy sources, renewable fuels, and distributed energy resources.



Energy Municipalities are Energy Communities that integrate local institutions and residents of their territory, providing them with affordable and environmentally friendly energy, guaranteeing the conditions for their development.

*September 2024

Sources: XM. [Expert Advisors](#)

World Bank, 2023. the Ministry of Mines and Energy, UPME

LEADING ENERGY COMPANIES RECOGNIZE COLOMBIA'S EFFORTS AND SUPPORT ITS DEVELOPMENT TOWARDS A CLEANER TRANSITION.



Present in Colombia through Enel-Emgesa, with 15 hydroelectric and solar plants totaling 3.4 GW of installed capacity; and through Enel-Codensa, the energy distributor with the largest coverage in the country.



The company has developed and constructed 15 photovoltaic generation projects totaling 400 MW, including wastewater treatment plants, hospitals, and hydroelectric plants in Colombia. Projects are located in Providencia, Bolívar, Antioquia, Caldas, Córdoba, Cundinamarca, Meta, Valle del Cauca, Tolima, and Atlántico.



With over 25 years in the market, its 100% renewable portfolio projects 2,200 MW in wind and solar energy, preventing 1,073,000 tons of CO2, equivalent to planting 8.1 million trees.

Additionally, it promotes gender equality in the electric sector with the #WomenWithEnergy campaign.



Its investments are focused on clean energy generation. In less than 2 years, it has increased from 10 MW installed to over 128 MW by the end of 2024.

In energy efficiency, there are 464 projects and 106 in eco-efficient energy services (built and in progress) that have prevented the emission of 142,000 tons of CO2eq into the atmosphere.

4.2

RESPONSIBLE MOBILITY IS A **KEY DRIVER OF THIS TRANSITION**

demonstrated by an efficient
and low-emission
transportation system.



SYNERGIES BETWEEN ENERGY AND TRANSPORTATION **AIM TO REDUCE THE CARBON FOOTPRINT THROUGH ALTERNATIVE MOBILITY INITIATIVES**

Transformation of traditional mobility towards more efficient and eco-friendly options

- **Micro and mini electric mobility** (bicycles, scooters or mopeds).
- **Development of intermodal applications that integrate mobility combinations.**

2°

country **with the highest number of electric buses (1,590) in public transportation** in the region, behind Chile.

Electromobility is concentrated in Bogotá (1,486 electric buses) with initiatives such as the **BYD Automotive “La Rolita” fleet**, the **first 100% electric public transport operator**, which is developing **electric charger installations in the city**.



Colombia is one of the **leading countries in sales of hybrid and electric vehicles in LATAM**, with more than 87 thousand units sold between 2016 and 2023.

The country has **218 charging points**, this is part of the infrastructure that favors the demand for electric vehicles.

THE NATIONAL GOVERNMENT HAS IMPLEMENTED PUBLIC POLICIES ON THE PATH TO DECARBONIZING THE SECTOR.

Key milestones in promoting electromobility

2019

National electromobility policy **Law N° 1964/2019**

Promotes the use of EVs* and ZEVs** and sets targets for 10% of urban bus sales to be ZEVs by 2025 and 100% by 2035.

Art. 8: By 2025, 30% of the vehicles purchased by the Government and certain municipalities must be electric, aligned with their specific needs and infrastructure.

Law N° 1972/2019

Commitment to 100% compliance with Euro-VI43 equivalent standards for all vehicles in circulation by 2035.

2021

Law N° 2099/2021

Through which the Ministry of Mines and Energy grants a 20% exemption on the energy consumption tax for electricity used to charge EVs at public charging stations and within the public transportation system.

2023

National Development Plan 2022-2026

4th Goal: Productive Transformation, Internationalization, and Climate Action

Support towards energy transition and sustainable mobility, promotion of electric school mobility and regulation of green hydrogen.

*EVs: Electric Vehicles

** ZEVs: Zero Emission Vehicle

Sources: International Energy Agency. (2023); The National Planning Department (DNP); InterAmerican Development Bank (IDB) e The Institute for the Integration of Latin America and the Caribbean (INTAL) (2023)

ELECTRIC MOBILITY IN COLOMBIA IS BACKED BY LEADERSHIP AND INNOVATION OF LOCAL COMPANIES

LEADERSHIP IN ELECTRIC MOBILITY



The Chinese multinational **leader in electric mobility worldwide** has positioned itself as the largest supplier of **electric buses in Colombia**. Furthermore, **over 1,000** of these buses have been assembled in Colombia, **creating local jobs and attracting foreign direct investment**.

INNOVATION IN SUSTAINABLE TRANSPORT



A Brazilian company has made a significant step towards sustainability by starting **the assembly of electric buses in Colombia**.

The company has introduced a hydrogen-powered bus in Bogotá, **utilizing local labor and assembly**, reinforcing its commitment to innovation and sustainability in mass transportation.

ADDITIONALLY, MOBILITY IS EXPANDING INTO **OTHER FORMS OF TRANSPORTATION** WITH APPROACHES THAT **PROMOTE GRADUAL SHIFT TOWARDS CLEANER PRACTICES.**

Sustainable strategies implemented in air transportation

PRESERVATION AND PROTECTION IN THE REGION



Under its strategy "**A Necessary Destination,**" the company has taken on commitments to prevent and mitigate its environmental impact, protect ecosystems, and support communities in various regions.

Their goal is to **reduce and offset the equivalent of 50%** of domestic emissions by 2030 and achieve **carbon neutrality** by 2050.

ACCESSIBLE SUSTAINABILITY



With "**Sustainability is Now,**" the airline works on goals and projects from **corporate, environmental, and social** angles, allowing them to offset an average of 617,000 tons of CO2 per year.

ACCELERATING ENVIRONMENTAL TRANSITION



"**Air France ACT**" is a program that outlines key actions for the sector, such as fleet renewal, use of biofuels, implementation of eco-piloting techniques, promotion of intermodal transportation, and reduction of catering waste, with a focus on responsible sourcing.

Source: ProColombia with the airline's information

05.

ENVIRONMENTAL AND SOCIAL AWARENESS IN THE NATIONAL INDUSTRY

5.1 Companies in Colombia demonstrate their commitment to sustainability by **providing competitive goods and services through responsible production practices.**

5.2 The **country's strategic location** provides a **logistical advantage**, reducing the **carbon footprint** and the **costs associated with the export process.**



5.1

COMPANIES IN COLOMBIA DEMONSTRATE **THEIR COMMITMENT TO SUSTAINABILITY**

by providing competitive goods and services through responsible production practices.



OVERVIEW

AGROBUSINESS



SUSTAINABLE PRODUCTION AND MARKETING ADDRESS GLOBAL SUPPLY CHALLENGES



GLOBAL CONTEXT

The **supply chain crisis** reveals the vulnerability of global food security.



CLIMATE CHANGE BRINGS MAJOR CHALLENGES

Issues include **crop predictability and production, changes in pest control, and updates in international regulations.** Examples include the European Green Deal and the French law mandating 20% bulk sales of products by 2025.



HEALTHIEST FOOD

Governments and consumers **demand more natural and functional products,** avoiding ultra-processed foods.



SUSTAINABILITY AND CONSUMER BEHAVIOR

64% of consumers seek to **positively impact the environment.**

Social responsibility aspects such as **fair trade, community impact, and respect for human rights** are increasingly valued.



OPPORTUNITIES FOR PRODUCERS

The **production of staple and frozen foods** highlights environmental benefits, such as **extended shelf life, which saves costs and reduces waste.**



ACTIONS IN THE FOOD SECTOR

Adaptation of packaging and campaigns to **minimize waste** and enhance environmental offerings.



COLOMBIA'S AGRICULTURAL SECTOR HAS IMPLEMENTED A RANGE OF INITIATIVES TO ADDRESS THESE CHALLENGES

COLOMBIA: SUSTAINABLE AGRICULTURAL ORIGIN

42.9 MILLION HECTARES

Agricultural frontier

1 OUT OF EVERY 5 JOBS

17% of **total national employment** (agri-food sector).

19% OF AGRICULTURAL PRODUCTION

Takes place in **PDET regions**¹

6 ZERO-DEFORESTATION AGREEMENTS

Palm oil, beef, dairy, cocoa, coffee, and wood.



According to the FAO, **Colombia is one of seven countries** that holds **more than 50% of the land with agricultural potential** that remains unused for farming.



National **agricultural production** reached **77.4 million tons** from **5.5 million hectares**.



By **2023**, **over 61,000 hectares** were certified as organic, highlighting **the sector's social impact**.



The country has set a **target to reduce its gross deforestation rate by 2030 to no more than 50,000 hectares annually**

¹PDET: Development Programs with a Territorial Approach
Source: UPRA, The Ministry of Agriculture and Rural Development FAO

THE BUSINESS COMMUNITY DEMONSTRATES ITS COMMITMENT THROUGH SUSTAINABILITY AND QUALITY CERTIFICATIONS FOR ITS PRODUCTS.

SOME OF THE CERTIFICATIONS OF THE NATIONAL OFFER

SOCIAL



FOOD SAFETY



OTHERS



01.
OVER 420
COMPANIES AND
ASSOCIATIONS
certified for **organic**
product production and/or
marketing.

02.
OVER 350
COMPANIES AND
ASSOCIATIONS
Certified for production
and/or commercialization of
Rainforest Alliance products.

03.
OVER 170
COMPANIES AND
ASSOCIATIONS
Certified for production
and/or commercialization of
Fairtrade products.

VALIDATING THE INITIATIVES THAT ARE BEING DEVELOPED BY THE DIFFERENT SECTORS OF THE INDUSTRY.



BANANA

The sector stands out for prioritizing sustainability. One of its greatest achievements is reaching **111% compliance with the Living Wage**, according to IDH Sustainable Trade.



FRESH CUT FLOWERS

Over the past 5 years, the sector **reduced energy consumption by 61%**. In addition, **44% of the water** used by the flower companies **comes from rainwater**. Also, the **use of chemical pesticides was reduced to 43%**.



HASS AVOCADO

74% of Hass avocado hectares have **environmental and social sustainability certifications**, such as Global G.A.P and Rainforest Alliance.



PALM OIL

85% of employment is formal, with the average monthly income for a palm grower being **3.5 legal minimum monthly wages**.



CATTLE-RANCHING

The sector is adapting **silvopastoral systems** and **traceability systems** to reduce deforestation.



COFFEE

Renewable energies, carbon footprint measurement, and control are being implemented to **offer more sustainable products**.

AN EXAMPLE OF THIS ARE SOME COLOMBIAN COMPANIES THAT, **THROUGH CONCRETE ACTIONS, CONTRIBUTE TO THE SUSTAINABLE DEVELOPMENT OF THE INDUSTRY.**

DECENT WORK AND ECONOMIC GROWTH



The company has improved the lives of 1,300 families in Putumayo, Nariño, and Cauca by **replacing illegal crops with naidí palm, employing over 180 women, and supporting health and education.**

In 2018, it received the **Business for Peace Award** for its social and economic impact.

CLIMATE ACTION



Of the company's **250 hectares, 190 are dedicated to forest conservation and sustainable water use.**

The company also leads **preservation efforts in the Bitaco community, a tropical rain forest.**

REDUCING INEQUALITIES



Casa Luker **improves the lives of cocoa farmers** through **professionalization, productivity programs, and strengthening associations.**

It **promotes education, entrepreneurship, and inclusion,** while cultivating **cocoa sustainably** with more **eco-friendly packaging.**

WATER AND SANITATION



Paramo Snacks, a BIC company, **creates healthy snacks with women from the Páramo de Guerrero, promoting an organic agro-forestry model.**

It ensures **fair purchases and reinvests 2% of its sales in restoration.** Its products were awarded **Product of the Year 2020.**

FOREIGN COMPANIES PRESENT IN THE COUNTRY IMPLEMENT PRACTICES **THAT STRENGTHEN THE INDUSTRY'S SUSTAINABLE PROCESSES.**

REGENERATION AND ENVIRONMENTAL PROTECTION



It focuses on **regenerative agricultural practices** that **improve soil health and fertility**. In addition, they **capture carbon** and **protect natural resources**.

Its **containers and packaging** not only ensure food safety, but are also **highly recyclable**, **contributing to environmental sustainability**.

ENERGY EFFICIENCY AND WATER MANAGEMENT



The company continually invests in the sustainability of its operations by **implementing rainwater recirculation systems and energy efficiency improvements in its production plants**.

These actions reinforce its production processes while advancing its sustainability goals.

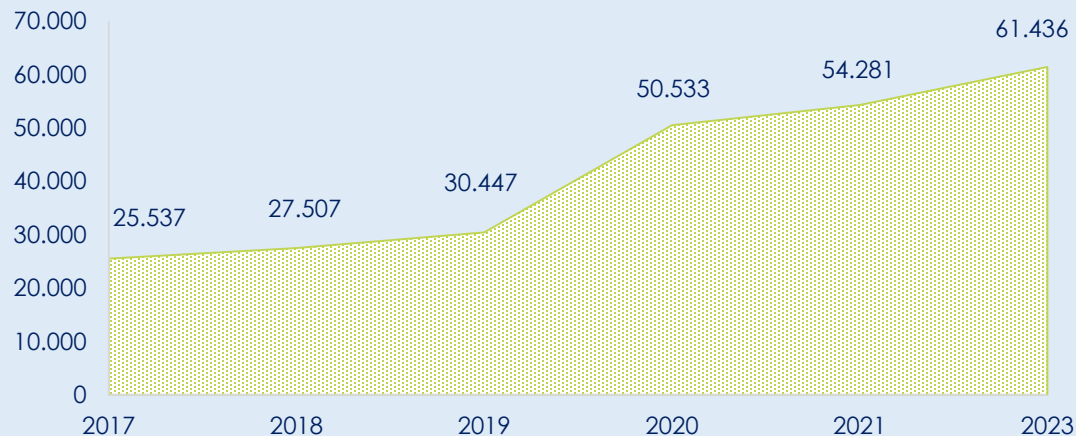
EMPOWERMENT AND RURAL CONNECTIVITY



It has collaborated with Microsoft to **provide connectivity and free Internet in rural areas**, training farmers' children in precision agriculture. In addition, **they have improved traceability and transparency** in packing houses, **empowering farmers and offering new sources of income** to small farmers whose crops cannot be absorbed by the traditional market.

THE ORGANIC SEGMENT DEMONSTRATES HIGH POTENTIAL: BETWEEN 2015 AND 2022, IT GREW ANNUALLY BY 8.6% WORLDWIDE.

CERTIFIED ORGANIC AGRICULTURAL AREA IN COLOMBIA 2017-2023 (hectares)



In 2023, the country's certified organic agricultural area grew 2.4 times compared to 2017.

USD 141,5 BILLION WORLD ORGANIC MARKET



UNITED STATES
Share: 43.4%



EUROPEAN UNION
Share: 33.4%

COLOMBIA AS A MARKET SUPPLIER

2^{do} sugar

2^{do} roasted coffee

3^{er} banana

3^{er} green coffee

3^{er} tahiti lime

1^{er} sugar

2^{do} citrics

2^{do} coffee and tea extracts

3^{er} palm oil

4^{to} banana

8^{vo} Hass avocado

¹ No information available for the year 2022

Source: The Ministry of Agriculture and Rural Development,; FIBL e IFOAM; USDA-Global Agricultural Trade System (GATS); European Comission- EU imports of organic agri-food products

OVERVIEW

**METALWORKING AND
OTHER INDUSTRIES**



TECHNOLOGICAL ADVANCEMENTS AND SHIFTS IN CONSUMER DEMAND HAVE DRIVEN THE SECTOR'S TRANSFORMATION



Technologies

Implementation of new technologies and innovative developments such as **3D printing, IoT, robotics, drones and Artificial Intelligence** have the potential to **improve sustainable practices** in various sectors, **increasing efficiency and reducing waste**.



Eco-friendly construction

As a result of the rapid increase in population and urbanization, advances have been made in **new construction models such as prefabrication and modularity**, which facilitate the transportation and assembly of structural elements while reducing the use of materials and costs



Alternative materials

Use and development of materials that can be recovered, reused, or recycled at the end of their lifecycle or that have certified sustainable attributes. The main ones include **recycled or cellular concrete and steel**, as well as recycled or responsibly sourced wood.



Green Regulations and Social Value

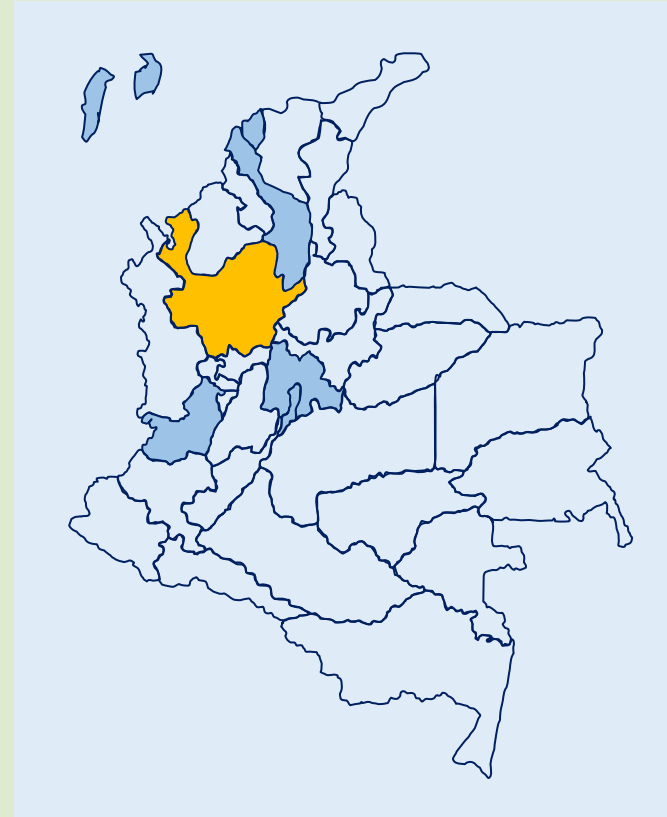
Governments in various countries have promoted legislation and regulations that encourage sustainability in the industry, including the **strengthening of social management**.

AS PART OF ITS ADAPTATION PROCESS, COLOMBIA IS MAKING STRIDES IN THE INDUSTRY SUSTAINABILITY.

3rd

country in the region, behind Brazil and Mexico, with the **most registered and certified projects** (567) under **LEED certification** in 2023.

- Colombia has led the development of strategies such as the **roadmap for net-zero carbon buildings**, which outlines actions to achieve the decarbonization of the sector, including the implementation of **sustainable construction standards in all new public and commercial buildings**.
- Public policy instruments and incentives aimed at sustainable construction** have been created in Envigado, Bogotá, Cali, and Medellín.



COLOMBIA: WHERE SUSTAINABILITY MEETS OPPORTUNITY

NATIONAL AND INTERNATIONAL CERTIFICATIONS ADD VALUE ACROSS SECTORS



LEED

Used for the design, construction, maintenance, and operation of sustainable buildings with healthy environments for residents, workers, and the community.



CASA COLOMBIA

Certification for the sustainable construction of VIS¹ and non-VIS housing in the country, which focuses on people and their quality of life, providing them with environmentally friendly environments.



EDGE

It focuses on making buildings more efficient in their consumption of energy, water, and materials.



BREEAM

It evaluates the environmental performance of a building throughout its lifecycle using criteria that cover aspects such as materials, energy, and innovation.



SUSTAINABILITY ATTRIBUTE VERIFICATION SERVICE FOR CONSTRUCTION MATERIALS

The Colombian Council of Sustainable Construction (CCCS) provides verification services to ensure environmentally friendly buildings. The verification of attributes can cover: Corporate Management, Materiality, and Performance.

¹VIS: Social Interest Housing

Source: Colombian Council of Sustainable Construction (CCCS), Edge, BREEAM.

SOME COMPANIES HAVE DEVELOPED INITIATIVES AND PROGRAMS WITH A RESPONSIBLE APPROACH.

MICROMOBILITY



Development of an **autonomous electric vehicle**, with an **innovative lithium-iron battery**, which **avoids the use of polluting elements** such as cobalt, known for its volatile chemical properties and illegal origins.

CLEANING SUPPLIES AND HOUSEHOLD PRODUCTS



MiPyme¹ of 100% circular economy in Cúcuta. Led by **5 women heads of household**, it **transforms plastic waste into cleaning and household products**. They recover, select and process materials to make products such as armchairs, dustpans, brooms, etc. Currently exporting to markets in the region.

LAST MILE TRANSPORTATION



The District Mobility Secretariat of Bogotá implemented a pilot program to solve the **current needs of final cargo distribution** in the city, **using electric bicycles** that **optimize the delivery of goods quickly and efficiently**.

CONSTRUCTION MATERIALS



Implements **water recycling or recirculation** systems in 95% of the concrete operations and 75% of the cement operations. It has an **emissions monitoring system** in 90% of the clinker produced.

Also implements **carbon strategies, portfolio recovery, water management, and circular economy**.

**CEMEX: Mexican multinational company established in Colombia.*

IRON OR STEEL MANUFACTURES



The company currently has the **Colombian Environmental Seal**, which **highlights its phytoremediation wastewater treatment system**.

This allows the **recovery and reuse of water**, and significantly **reduces the consumption of potable water**.

¹ MiPyme: Micro, small, and medium-sized enterprise
Source: La Network, Procolombia, Bogotá Movility, Cemex.

IN ADDITION, INVESTORS IN THE SECTOR STAND OUT FOR **INNOVATING IN PROCESSES THAT POSITIVELY IMPACT CLIMATE AND NATURAL RESOURCES**

PROPER MANAGEMENT OF CAR BATTERIES



Renault Sofasa in Colombia created a specialized **center for the repair and final disposal of electric car batteries**, guaranteeing the sustainability of its vehicles.

SUSTAINABLE CONSTRUCTION



It has launched a line of construction products that **guarantees total compensation of CO2 emissions through forest protection and renewable energy projects**, combining high quality products with a strong focus on environmental responsibility.

CONSERVATION AND EFFICIENCY IN WATER RESOURCES



DIACO reuses **97% of the water used in its production processes** and has **planted more than 15,000 trees** in Colombia. It has also **implemented technologies to reduce energy consumption**.

FIGHTING CLIMATE CHANGE



Owner of Ara stores in Colombia, has **installed solar panels in 6 distribution centers and 170 stores**. Globally recognized with the **best score in the CDP evaluation**, for its positive impact on the **fight against climate change, water security and the fight against deforestation**.

PROJECTS FOCUSED ON GREEN INDUSTRIALIZATION IN THE COUNTRY SHOW NATIONAL COMMITMENT

ALUMINUM TRANSFORMATION



Green Complex for Aluminum Transformation: refers to the construction of a **green aluminum production plant** using **non-conventional renewable energies**. The project will be located in the Gulf of Morrosquillo and is valued at US\$2.7 billion.

ELECTRIC MOTORCYCLES



Project for the production of **two models of electric motorcycles** in Cauca. Seeks to **offer ecological alternatives that reduce dependence on fossil fuels**.

ELECTRIC BUSES



Project to establish **electric and hybrid bus assembly capabilities** in the city of Duitama, Boyacá. This **initiative aims to promote sustainable mobility** in the region, contributing to the reduction of carbon emissions.

RECYCLING PLANT



Project for the **construction of a recycling plant** that will specialize in 17 types of metals. This project, located in the city of Bogotá, seeks to promote sustainability and the circular economy by **recovering and reintegrating metals into the production cycle**.



OVERVIEW

CHEMICALS AND LIFE
SCIENCES

INTERNATIONAL DEMAND DRIVES THE **DEVELOPMENT OF ALTERNATIVE MATERIALS MAINTAINING PACKAGING QUALITY**



Sustainability and Recyclable Content

Use of **rPET (recycled PET)** plastic in packaging to **reduce environmental impact, positioning flexible plastic as a greener option**. The EU has implemented regulations that require the plastic cap of packaging to remain attached.



Glass Packaging

Glass has become a **more sustainable alternative to aluminum and plastic**, which has increased its use in the food and beverage industry. This trend is strongly driven by Generation Z, which demands **"Ready to Drink"** beverages.



Refillable and Reusable Packaging

They significantly **reduce the need to purchase rigid packaging**, decreasing plastic waste. The cosmetics industry has opted to use these containers to **protect product contents and minimize waste**.



Advanced Mechanical Recycling

Separation of polymers according to their type for the transformation and acquisition of properties without altering the composition. This process is used to **recover pre-consumer materials and post-consumer waste**, giving them a new purpose.



Chemical Recycling

It consists of **transforming plastics** that are **difficult to recycle into high value-added products**, such as oils or bitumen for asphalt. In Colombia it has experienced significant growth due to the implementation of processes such as pyrolysis.



Development of Bioplastics

This consists of **using renewable sources**, such as **corn starch or sugar cane**, to produce **bio-based and biodegradable plastics**. These materials offer performance comparable to conventional plastics but decompose naturally.

WITH VARIOUS ADVANCES IN THIS AREA, THE **COLOMBIAN INDUSTRY AIMS TO STAY COMPETITIVE IN THE MARKET.**

9% Annual growth¹ of the bioplastics industry

Its growth is driven by new regulations around single-use plastics, which promote the search for sustainable alternatives. **There are opportunities for research and development with materials such as cassava starch, potato, coffee grounds, and avocado.**



Companies that have implemented plastic as sustainable architecture



Used snack packaging, plastic bottles, and caps to build 10 houses in the Bicentenario neighborhood of Cartagena.



Implemented a housing solution for 42 displaced families in Guapi, Cauca, using recycled plastic.



Through its "Recicle con Pavcon Wavin" program, recovers PVC and CPVC to manufacture plastic wood, which is used in the construction of houses, classrooms, urban furniture, and more.

30% of the total polymer consumption amount is recycled.

Annually, over one million metric tons of polymers are consumed in Colombia. **56% belongs to the packaging and containers subsector.**

2nd country in Latin America to inaugurate a road made of recycled plastic (Dibulla, La Guajira, 2021), being the first in the country.

¹ Estimated
Source: Investment opportunities – Bioplastics y Plástico – Acoplásticos.

COMPANIES HAVE ADOPTED RESPONSIBLE BUSINESS MODELS, BACKED BY SUSTAINABILITY LABELS AND CERTIFICATIONS.

RECYCLING OF PRE-CONSUMER AND POST-CONSUMER MATERIALS



Specialized paper company using **100% recycled fibers**, **preserving forests**, and **optimizing landfills**. The company employs advanced water recirculation and recovery systems and cogeneration to cover 100% of its energy needs. Additionally, it has a Membrane Bio Reactor (MBR) **wastewater treatment plant**.

COMPOSTABLE PACKAGING AND CONTAINERS



Colombian PLA paper distributor, used in food packaging, hospitality, and flowers. This paper is **biodegradable, compostable, grease-resistant, and moisture-resistant, derived from renewable sources** like corn plants.

BIOPLASTICS WITH NATURAL MATERIALS



Leader in the production of **oxo-biodegradable straws in Latin America and the Caribbean**, with a presence in over 20 countries. A pioneer in environmental sustainability innovation.

BIODEGRADABLE PACKAGING AND CONTAINERS



Cosmetics company focused on **circular economy and community work**. Their essential oils are extracted via steam distillation, using crops grown in collaboration with communities in Cundinamarca and Tolima. Additionally, they incorporate **plant-based materials** into various product lines.

MAIN CERTIFICATIONS FOR THE SECTOR:



SOME INVESTORS ARE BETTING ON PROCESSES RELATED TO **WATER MANAGEMENT, EFFICIENT ENERGY CONSUMPTION AND CIRCULARITY**

WATER MANAGEMENT AND CIRCULAR ECONOMY



Vitalis

The company **implements rainwater and wastewater treatment plants**, following circular economy principles. It promotes **industrial recycling and reduces its carbon footprint** in line with the UN's SDG1. Additionally, it improves working conditions and reduces workplace accidents, **promoting employee rights**.

ENERGY TRANSITION



In the process of transitioning to renewable energy, with the goal of **covering 100% of its consumption through solar panels**. Additionally, it has established a **PET bottle recycling plant**, reinforcing its commitment to the **circular economy and reducing environmental impact**.

OVERVIEW

FASHION INDUSTRY



COLOMBIA ALIGNS WITH INTERNATIONAL TRENDS IN RESPONSIBLE FASHION



Recycled materials

Brands are adopting **circular production models**, where garments are made from **recycled materials** such as plastic, polyester, or nylon



Green Legislation

The European Green Deal will establish **requirements for the durability, reuse, and reparability of products**, introducing digital product passports, which will provide greater transparency regarding their manufacturing and environmental impact.



100% cotton

Organic materials

Use of **sustainable materials** such as **organic cotton, linen, and hemp**, which are produced **without toxic chemicals** to avoid harming the environment



Technology

Fashion is adopting sustainable technology, **such as 3D printing of garments and the use of renewable energy in production factories.**



Upcycling

It is **the creative reuse of existing garments or materials** to create new pieces without first processing them into basic or degraded materials.



Social and Environmental Awareness

Brands are adopting a broader **perspective on sustainability**, considering both **environmental and social impacts within their supply chains.**

REGIONALLY, IT IS CURRENTLY POSITIONED AS A **LEADING
EXAMPLE IN THIS AREA**

1st

PET recycling plant in South America

5th

Plant in the world (*Enka*)

The largest **renewable energy project in Colombia** using solar panels. (Colhilados)



COLOMBIATEX
DE LAS AMERICAS

Colombiatex de las Américas received the **gold sustainability seal from CO2CERO**, highlighting its best sustainable practices and its **promotion of circularity in the fashion industry**.



Country with the **only textile shredding machine in Latin America** to transform post-consumer garments.



Colombia takes pride in its commitment to **sustainability across various industry sectors**, highlighted by the achievement of the Colombian footwear company Croydon, which became the **first factory in the country to obtain the Icontec Carbon Neutral certification**.

TO ENSURE SUSTAINABILITY AND QUALITY IN ITS OPERATIONS, THE INDUSTRY HAS OBTAINED CERTIFICATIONS AND LABELS



SOCIAL

- Socially responsible production integrating single mothers, indigenous communities, and Colombian artisans.
- Companies support equal opportunities, as well as the improvement of labor practices and working conditions.



ENVIRONMENTAL

- Initiatives committed to the “eco-friendly” philosophy, fair trade, and environmental protection



ECONOMIC

- Colombian companies hold international certifications such as BASC, ISO 9000, and ISO 14000.



ADDITIONALLY, IT STRIVES FOR CONTINUOUS INNOVATION BY ADAPTING PROCESSES TO POSITIVELY IMPACT COMMUNITIES AND THE ENVIRONMENT

 Use of
**biodegradable
and natural fibers**



Fiquetex

Produces 100% sustainable, renewable, and biodegradable non-woven textiles made from fique fiber and natural rubber latex.

 **Water
treatment**



Water treatment plant that achieves the return of cleaner water to the sewer system.

 New **textile fibers**

C A S A
CANNA

Offers a wide range of hemp fibers and fabrics, which are organic, compostable, require less water, are carbon-negative, and regenerate the soil.

 **Green Energy
Generation**



First autonomous fabric cutting machine in South America in energy generation.

 Reuse of
materials



Their buttons incorporate a variety of recycled materials, such as paper, cotton, plant fibers, flour, coffee, cannabis, leaves, and more.

 Social impact from working with **target
populations**



90% of the garments are made by artisan hands, mostly by single mothers and indigenous and artisan communities.

 **PET Recycling**



55% of their products are made from recycled raw materials. Achieved a 72% reduction in CO2 emissions, equivalent to removing 11,300 vehicles from the streets

SOCARRÁS
HISTORIAS HECHAS A MANO

Collections characterized by providing spaces for training and co-creation with communities in the country to preserve culture.

OVERVIEW

INDUSTRY 4.0



IN AN EFFORT TO REDUCE ITS ECOLOGICAL FOOTPRINT, THE SECTOR IS ADVANCING TOWARD RESOURCE EFFICIENCY, INCLUSION, AND TECHNOLOGICAL TRANSFORMATION

CIRCULAR ECONOMY IN AUDIOVISUAL PRODUCTIONS

"A **5-day shoot** generates at least **8 tons of CO₂**, approximately **20,000 water bottles**"¹, among other alarming figures. There is an increasing adoption of **circular economy practices in productions** to facilitate the **recycling and reuse of materials**, props, costumes, and more."

SUSTAINABLE SOFTWARE DEVELOPMENT

Attention to **sustainable software development practices**, including the **efficient design of algorithms**, **optimization of code for reduced resource consumption**, and the implementation of agile methodologies and DevOps to shorten development time.

REUSE IN I.T

The production of a laptop generates approximately 316 kg of CO₂ emissions. As a result, there is an **increasing adoption of circular economy practices** in the IT product lifecycle to facilitate the **recycling and reuse of components**.

INCLUSIVE HIRING

The **BPO sector** is firmly committed to **diversity, equity, and inclusion in its hiring practices**. They are adopting policies and programs that promote gender balance, the hiring of individuals from diverse backgrounds, skills, and sexual orientations, and fostering the **reduction of inequities**.

¹ Mrs. Green Film, , Ikusi-Velatia, Open iT, Circular Computing

Source: ProColombia, based on industry information: Green Projections, Chamber of Commerce of Bogota

TO ACHIEVE THIS, COMPANIES IN COLOMBIA ARE ADOPTING VARIOUS SUSTAINABLE PRACTICES IN THEIR OPERATIONS



Diversity and inclusion

The industry excels in **diversity and inclusion**, fostering more **equitable and competitive work environments**, particularly in the **BPO, Telecommunications, and Audiovisual**.



Environmental certifications

Advanced strategies are being implemented to obtain **environmental certifications** that promote **carbon footprint reduction and a zero-waste commitment**, particularly in the **Audiovisual, Health, Data Centers, BPO, and Higher Education sectors**.



Renewable energies

The **use of renewable energy** and **energy efficiency** is being encouraged, particularly in the **Software & IT, Data Center, and BPO sectors**.



Circular economy

Circular economy practices are being adopted to facilitate the **recycling and reuse of materials**, particularly in the **Audiovisual and Software & IT sectors**.



Sustainable regions

Environmentally friendly practices are being promoted, particularly in the **Audiovisual and BPO sectors**.

THIS APPROACH HAS ENABLED THE COUNTRY TO HAVE AN INCREASING NUMBER OF SUSTAINABILITY LEADERS IN SERVICES

1st

Data Center in the world with EDGE (Excellence in Design for Greater Efficiencies) certification, making Nebula one of the most sustainable data centers globally.



The telecommunications sector faces **significant challenges in hiring women, especially in technical roles**. Through "Mujeres en Red," **Movistar** is committed to comprehensive training and hiring women in a traditionally male-dominated field.



Trineo creates job opportunities for young people from vulnerable sectors and **strengthens the animation industry in Colombia**. The initiative aims to reach various cities such as Quibdó, Tunja, Florencia, Popayán, Valledupar, Neiva, Riohacha, Santa Marta, Cartagena, Armenia, and Sincelejo, as well as other **municipalities across the country**.

RECOGNIZING THE IMPORTANCE OF SUSTAINABILITY AND INNOVATING PROCESSES TO STAY AT THE FOREFRONT



Zero waste



First university in Latin America and the Caribbean to receive Platinum recognition from Basura Cero Global and Icontec.



Green energy generation



First 'Green Data Center' in Colombian territory. Renewable energy generation with the installation of 67 solar panels.



Recycling



They started the sustainability journey by creating an internal brand called Greenamo, formed by employees with an interest in environmental issues



Emission reduction



It has significantly reduced its carbon emissions and has also reused over 4 million electronic devices.



Carbon neutrality



Certified by ICONTEC as a carbon-neutral institution for offsetting the environmental impact it generates from greenhouse gases.



Social impact from working with target populations



Teleperformance was recognized in Colombia as one of the top 10 companies in the National Ranking of Inclusive Companies.



Creation of remote job opportunities in intermediate cities and provinces, while promoting the inclusion of people with mobility disabilities.



Talent development and environmental protection



Training in new technologies for young people and women, along with the implementation of initiatives for biodiversity protection.

ADOPTION OF BEST PRACTICES

THIS IS EVIDENCED BY THE VARIOUS CROSS-SECTOR CERTIFICATIONS AND SEALS THAT DIFFERENT INDUSTRIES HAVE ADOPTED, WHICH ARE INCREASINGLY IN DEMAND FOR BUSINESS DEVELOPMENT.

AUDIOVISUAL



SOFTWARE & IT



BPO



OVERVIEW

TOURISM



PUBLIC AND PRIVATE ACTIONS FOR RESOURCE PRESERVATION AND CARBON FOOTPRINT REDUCTION ARE BECOMING INCREASINGLY IMPORTANT GLOBALLY

01.

Tourism ecosystem actors advocate for the **preservation of natural resources**, emphasizing actions to **reduce atmospheric pollution**, **improve water and air quality**, and **promote ecological restoration**.

02.

For tourists, especially younger ones, it is **increasingly important to find accommodations with practices aimed at reducing their environmental impact**, such as waste and plastic management, carbon dioxide reduction, water conservation, and **support for local communities**, among others.

03.

The tourism sector relies heavily on the **preservation of natural and cultural attractions**. Therefore, tourists increasingly value destinations whose ecosystems promote social and environmental sustainability. In several countries, governments are focusing on **promoting sustainability through initiatives and policies aimed at reducing carbon emissions and fostering environmental responsibility**.

04.

Digitalization has significantly reduced the carbon footprint of the tourism sector: **environmental impact tracking and measurement tools help businesses identify areas for reduction and apply sustainability strategies**. Additionally, electronic tickets, apps, and online booking platforms facilitate responsible travel.

ADOPTING THIS, IN 2024 COLOMBIA MOVED UP 6 PLACES IN THE TRAVEL & TOURISM DEVELOPMENT INDEX, RANKING 50TH OUT OF 119 COUNTRIES



POSITION IN LATIN AMERICA AND THE CARIBBEAN	POSITION WEF	CHANGE COMPARED TO 2019	COUNTRY	SCORE 2024
1	26	8	Brasil	4.41
2	31	4	Chile	4.33
3	38	-6	México	4.26
4	49	-2	Argentina	4.10
5	50	6	COLOMBIA	4.08
6	51	4	Costa Rica	4.08
7	62	7	Perú	3.90
8	63	-6	Panamá	3.90
9	64	1	República Dominicana	3.88
10	71	-3	Uruguay	3.79

01. Globally, Colombia ranked 50th, moving up 6 positions from 2019, out of a total of 119 countries
02. Regionally, Colombia ranked 5th, ahead of countries like Costa Rica (51) and Peru (62).
03. Colombia is one of the South American countries with a good level of tourism prioritization (4.1), but lower than the regional average (4.5). This aspect measures government spending, data understanding, opportunities, and brand positioning, with Costa Rica and Chile being the top performers (5.7 and 5.3, respectively).
04. Colombia's highest scores were in Price Competitiveness (6.02) and Natural Resources (5.20).

Indicator of Sustainability and Travel:

In general, South America received a rating of 4.3 on this indicator, while Colombia achieved a score of 4.2.





Environmental sustainability

Evaluates intensity, regulation, and energy efficiency.

 (4.4)  (5.3)  (5.1)  (5.0)

Socioeconomic impact

Evaluates the contribution of tourism to GDP, employment, and gender parity in the sector.

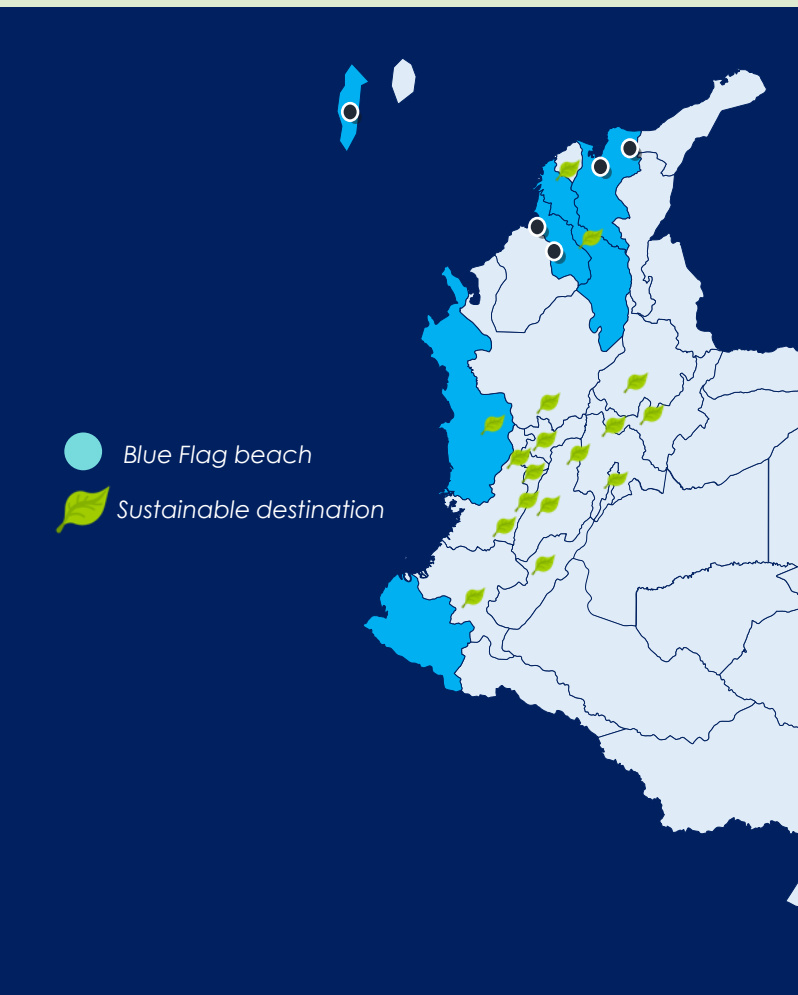
 (4.1)  (5.4)  (5.8)  (4.9)

Demand for sustainability

Involves the duration of stays, seasonality, geographical dispersion, and concentration of interest in specific sector activities

 (4.1)  (5.1)  (4.6)  (4.4)

HIGHLIGHTING ITS COMMITMENT TO THE SUSTAINABLE MANAGEMENT OF TOURIST DESTINATIONS, **THE COUNTRY HAS 9 BLUE FLAG BEACHES AND 20 SUSTAINABLE DESTINATIONS.**



BLUE FLAG BEACHES AND SUSTAINABLE DESTINATIONS IN COLOMBIA - 2023



Blue Flag



This international badge, awarded by the Foundation for Environmental Education (FEE) and led by UN Tourism, is renewed annually if the marine and coastal sites continue **to meet criteria such as water quality, safety, services, management, and environmental education and information.**

Currently, more than 45 countries have certified Blue Flag beaches



Sustainable destinations



The sustainable tourism certification in Colombia evaluates the sector-specific technical standards that establish sustainability requirements in environmental, socio-cultural, economic, and management aspects. As of October 31, 2023, **Colombia has 20 destinations certified as sustainable (NTS TS 001).**

MEANWHILE, SECTOR AGENTS ALIGN WITH GLOBAL TRENDS AND APPLY BEST PRACTICES IN THEIR OPERATIONS

BIODIVERSITY RECOVERY AND RESTORATION



Travel Agency – San Andrés

- Paradis de Colors offers experiences that not only showcase the biodiversity of marine ecosystems through diving but also involve **sessions for the recovery and restoration of coral reefs**.
- With this strategy, they are implementing environmental and cultural conservation tourism experiences that engage **local tourism providers** across the area, thereby creating economic opportunities for stakeholders throughout the island who are committed to the vision of sustainable tourism.

GLOBAL LEADER IN SUSTAINABILITY



- El Dorado International Airport was awarded as **the best in South America in 2022, 2023, and 2024**, according to the Skytrax World Airport Awards.¹
- **With the goal of reducing its emissions by 57% by 2028**, the airport has a solar plant with approximately 11,000 panels **that contribute to producing 20% of the energy consumed by the terminal**.
- It has its own rainwater and wastewater treatment plants.
- El Dorado has partnered with the organization Hidden Disabilities and its Girasol Program.
- LEED Rating System: Platinum category since 2021.

¹ They are considered benchmarks for quality among airports worldwide, evaluating customer service and facilities at over 500 airports.

Sources: Sustainability at El Dorado International Airport; Vice Presidency of Tourism, ProColombia.

MEANWHILE, SECTOR AGENTS ALIGN WITH GLOBAL TRENDS AND APPLY BEST PRACTICES IN THEIR OPERATIONS

SUSTAINABLE AVIATION FUEL



LATAM Airlines Colombia and Bio-D, a leading company in seeking sustainable energy solutions in Colombia, have formed a partnership to **advance and promote the development of sustainable aviation fuel (SAF) projects in the country.**

ENVIRONMENTAL CONSERVATION



Glamping - Caldas

En Nido del Condor develops best practices such as the use of **natural materials with low energy consumption**, consuming food on-site, and engaging local suppliers. They also led a research project on the Andean condor to educate visitors and residents and to generate scientific data for the conservation of the national bird.

ENERGY SELF-SUFFICIENCY



Grand Sirenis San Andrés is the first self-sufficient hotel in the region with LEED certification. An **innovative construction that generates 65% of its energy exclusively using renewable energy sources.** It is also important to mention that 28% of all the water it uses comes from rainwater collection and treatment.

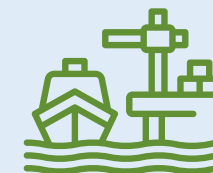
5.2

THE COUNTRY'S **STRATEGIC LOCATION** OFFERS A KEY LOGISTICAL ADVANTAGE

by reducing both the carbon footprint and the costs associated with the export process.



COLOMBIA'S LOCATION IS, ON AVERAGE, ONE OF THE CLOSEST TO MULTIPLE INTERNATIONAL MARKETS



Among the supply chain factors that can have an environmental impact, **Colombia has a competitive advantage due to its proximity to ports, resulting in a lower carbon footprint and reduced costs.**

SUPPLY CHAIN ACTORS ARE COMMITTING TO SUSTAINABILITY AT EVERY STAGE

The logistics ecosystem in Colombia, which includes Free Trade Zones, logistics operators, ports, and courier companies among others, is integrating sustainable practices into its operations, including **circular economy, reverse logistics, alternative fuels, route optimization, and solar panels**, allowing them to measure and report the environmental impact of their operations.



Colombia will have a SAF¹ plant with a capacity of **50 million gallons by 2030**. In collaboration with the Civil Aviation Authority, the country has developed a comprehensive roadmap for the production of sustainable aviation biofuels, with a **potential of nearly 250 million liters per year for consumption and export**, a figure surpassing that of Mexico, Chile, Peru, and even Ecuador.



The Port of Cartagena has been working on various projects to **reduce its CO2 emissions, such as crane electrification, LED lighting, and protecting the biodiversity** of the Colombian Caribbean.



Maersk aims to achieve **net-zero emissions by 2040 across its entire business** through **new technologies, new ships, and eco-friendly fuels**. In line with its commitment to decarbonize supply chains, the company has inaugurated a new logistics center in Colombia, which features LED lighting, perimeter solar lighting, and a rainwater collection system for washing containers.



DHL, committed to reducing its carbon footprint, has implemented various actions such as maintaining a more sustainable transportation fleet, energy-efficient facilities, route planning, reducing packaging, and using bicycles and SAF, among others. **In Colombia, they have updated their transportation fleet with gas, hybrid, and electric vehicles, achieving a total reduction of 268 tons of CO2 emissions in 2023.**

¹ SAF: Sustainable Aviation Fuel

Source: Fedebiocombustibles, 2024; MIT, 2024, Pórticolive- Cartagena Port.



Gobierno de
Colombia



PROCOLOMBIA

EXPORTACIONES TURISMO INVERSIÓN MARCA PAÍS

THANK YOU

COLOMBIA  **co**
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