

## Juan Rebolledo

Groncol



“ I saw an opportunity to promote green living in urban environments in Latin America. ”

<b>COUNTRY</b>	Colombia
<b>INDUSTRY</b>	Business/Professional Services
<b>YEAR SELECTED</b>	2014
<b>PARTNERS</b>	Pablo Atuesta , Nicolas Borda
<b>WEBSITE</b>	<a href="http://www.groncol.com">http://www.groncol.com</a>

### COMPANY SNAPSHOT

With only 5m2 of green space per inhabitant, Bogotá is far from meeting the World Health Organization's standard of 15m2 per resident for a healthy urban environment. Groncol seeks to reverse this trend and transform Colombia by designing, producing, and installing green walls and rooftops made of real plants and vegetation. Operating in a global US\$6 billion market for vegetated infrastructure products, Groncol has built the largest green wall in the country (360 m2) and over 45,000 m2 of rooftops. It has added millions of dollars in economic value to its clients' buildings, creating a measurable environmental impact with projects that compensate for CO2 emissions produced by thousands of individuals.