

## 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 5m<sup>2</sup> of green space per inhabitant, Bogotá is far from meeting the World Health Organization's standard of 15m<sup>2</sup> 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 m<sup>2</sup>) and over 45,000 m<sup>2</sup> 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 CO<sub>2</sub> emissions produced by thousands of individuals.