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# Green Heart of Kenya

## Press Release October 2023

### Kilifi's Premier Eco Development Presents a Liveable Climate Smart Eco-Town

**Kilifi, Kenya, 19 October 2023**

Green Heart of Kenya, just 4 km south of Kilifi town, redefines real estate development with 70% lush green spaces and only 30% built environment. Today, we proudly unveil Kenya's inaugural eco-village and show home, hosting a groundbreaking permanent physical retail, educational, and community space.

It's not just talk; we've implemented a huge reforestation plan and are nurturing a thriving 100-acre green corridor filled with 58,000 plant species and ecocentric homes that's steadily growing towards maturity. This marks a significant leap towards sustainable living and environmental harmony in Kenya's landscape

Set on 750 acres, the project is designed to uncompromisingly exceed the expectations of discerning homeowners, while putting the environment first in a strong attempt to satisfy the SDG, Vision 2030 and African Union's Agenda 2063.

Green Heart of Kenya offers opulent homes exuding modern elegance and access to wide ranging amenities. It also supports the creation of 50 sustainable businesses, 500 homes and 5,000 jobs by 2030 with a score of businesses already on site. Our vision is to show how development can have a positive impact on the environment, working with local communities and is set to transform the housing and construction

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landscape in Kenya in line with the Millenium Development Goals (SDGs) and the Vision 2030.

Having already sold 70% of their Phase 1 plots and started work on their power and water networks, the project is officially opening the showhome on **19th OCTOBER 2023**, on location, in Kilifi.

### **WHAT IS GREEN HEART OF KENYA?**

Green Heart of Kenya is a lifestyle. It is a happy, healthy and connected way of premium living for people of all backgrounds. A lifestyle with family at it's centre, the environment as building blocks and climate resilience as it's foundation.

Homeowners will not merely buy a property, but purchase a home and lifestyle that embodies the concept of Planet, People and Profit.

### **WHAT IS ON OFFER?**

Green Heart of Kenya has three **residential offerings**:

- ***The Sanctuary*** has land for sale on 99-year leases. It starts from Ksh. 6.5 million for half an acre to 1-acre plots.
- ***The Green Heart Village*** has homes for sale. Here, they build a house for you on a piece of land and sell you the house plus including land. The houses are 1 bedroom (with 1/8th-acre plot), 2 bedrooms (with 1/4-acre plot), and 3 bedrooms (with 1/3-acre plot) starting from Ksh. 9.5 million.
- ***Golden Properties (their sister development)*** has plots with ready titles on the Mombasa Malindi Highway. Plots start from Ksh. 3 million.

**Business Opportunities** The project also offers opportunities for businesses as well, with space for light industry, education and agricultural processings. It is looking for partners in all of these areas.

### **OFF PLAN HOUSING, SUSTAINABLE BUILDS AND LOW UTILITY BILLS**

***Green Heart Village*** offers a unique and captivating Swahili architectural design created by the innovative Nairobi based architectural firm, BuildX, using sustainable building materials that will satisfy the diligent search for a home in Kilifi. The development prides itself on offering high-quality finishes, lower-density housing, greater green space and access to reliable sustainable utilities meaning regular water supplies and no power outages!



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What's even more exciting about the Village is the opportunity to watch your dream home being built of sustainable materials from scratch. They have massively reduced the use of cement and maximised sustainable materials including sustainably sourced timber and coral blocks, meaning low embodied carbon.

The houses have been carefully designed and placed to maximise natural ventilation, and have a properly insulated roof covering of 5mm thick styrofoam with insulators on both sides to reduce the thermal effect and reduce interior temperatures, cooling requirements, and therefore power bills in these days of unprecedented climatic changes.

The use of durable neem louvred windows and doors also ensure maximum air circulation, making the house comfortable to live in all year around despite the characteristically high temperatures in Kilifi.

The houses use innovative termite guards to ensure your house is not invaded, minimising future maintenance. Another feature is the **external wall finish**, which comprises **an exposed 200-mm thick reinforced stone masonry wall**. This not only gives the home a stunning look but also provides durability and strength.

## **PREMIUM, INNOVATIVE AND MODERN FINISHES**

The internal walls and floor finishes have monolithic walls and floors, which are not your everyday conventional **Neeru finishes**. The floors are 150mm thick as opposed to normal Neeru floors which are usually 25mm to 30mm thick, making it virtually impossible for chipping to occur when hit by a heavy object.

The walls are monolithic in the sense that the plaster and Neeru have been done in one go, as opposed to the conventional way of doing the plaster first and then applying the Neeru finish. This technique prevents cracks on walls as normally seen on normal finish walls.

The bathrooms are fitted with a Corazzo floor finish. Corazzo is a mix of very fine sand, sifted coral dust, and coral chips, all bound together with a small amount of white cement. The massive reduction in concrete means low embodied carbon in construction.

The buildings prioritize energy efficiency in their design, capitalizing on natural lighting and minimizing the need for artificial heating or cooling in the tropical climate. Neem tree wood louvres, (crafted by locals using the omnipresent Neem tree) and smart building layout enhance airflow and comfort. Energy-efficient



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windows, doors, and skylights ensure ample light, ventilation, and cost-effective sustainability

## **SUSTAINABLE RELIABLE UTILITIES**

The project has already started building their own internal power and water networks. With a phased approach, the ultimate source of water will be fourfold.

- 1) Boreholes
- 2) Large scale rainwater collection and storage
- 3) Desalination
- 4) Municipal supplies

In a similar way, power comes from three sources

- 1) Solar
- 2) KPLC
- 3) Generator backups

This means all the residents have access to one of the most reliable, green utilities networks in Kenya, and be protected from the blackouts which blight Kilifi.

Other amenities currently include;

- Offices, schools (Kivukoni School)
- Leisure and commercial centres
- Police and Fire stations
- Places of worship
- A 100 acre green corridor
- Proximity to Vipingo Ridge Golf Club- a par 72, 18-hole championship course set high on the ridge with dramatic coastal views

## **A COST-EFFECTIVE AND SOCIALLY INCLUSIVE SOLUTION**

The Green Heart of Kenya homes are well priced for the middle level income earner. They say “We believe that success is not just about profits and sales, but about people. We take the time to listen to the needs and desires of our land and home seekers, employees, local sales agents, and neighbouring communities, and with our diverse team that brings different perspectives, ideas, and experiences to the table we find ways to include them in our work.”



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The company has demonstrated that it is committed to building a working relationship with the local community. We support communities through education, sports, gender issues, and social work. Our recent involvement in soccer culminated in the 2022 Soccer Tournament.

We aim to eventually build a sports academy on the property. We have also engaged the local community as primary workers to help with the unemployment issue, which is a major problem in Kilifi. We support local institutions like Pwani University through internship programs and take a leading role in environmental regeneration including mangrove planting and creek-cleaning initiatives.

### **100-ACRE GREEN CORRIDOR**

Green Heart of Kenya is the first development of our kind that has left 70% of our space for nature and is only developing 30%. Part of the space left for nature is occupied by the 100-acre green corridor that runs all across the development. Every homeowner will have access to this forest where they can enjoy nature walks, jog, and relax in nature. The trees in the green corridor are different species of mainly indigenous trees, **of which we have planted 12,000 since the inception of the project.**

### **REGENERATIVE AGRICULTURE**

Alongside the reforestation efforts, they have developed a comprehensive master plan that has agriculture at its core. The project focuses on embracing regenerative farming principles and values. Trial crops are already flourishing and the team has been regenerating soil as the basis for all future crops. In a few years, the residents will not only live in a good natural ecosystem but also be eating locally produced, nutritionally dense organic food.



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## **BUSINESS & EDUCATION**

Green Heart of Kenya demonstrates a visionary commitment to sustainable development by allocating 80 acres of land for a diverse range of commercial ventures, encompassing light industry, retail, dining establishments, and agricultural processing. This multifaceted approach fosters economic growth while promoting local vibrance and a self-sustaining ecosystem.

Education stands as a central pillar in our mission. Looking forward, Green Heart of Kenya aspires to establish a regenerative agricultural college, a testament to our dedication to nurturing responsible land stewardship and promoting innovative farming practices for the good of all.

Simultaneously, Green Heart of Kenya envisages a flourishing sports academy, illustrating a holistic approach to community development that encompasses physical well-being and athletic excellence.

In essence, Green Heart of Kenya is cultivating a dynamic, environmentally conscious, and intellectually stimulating hub of sustainable progress and learning. The development offers unparalleled world-class facilities to live, work, shop, stay and play.

It provides its residents an oasis of calm away from the bustling coastal city life – peace and tranquillity, meshed with safety, security and sustainability.

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