



PANASONIC MARKETING MIDDLE EAST & AFRICA Office & Warehouse Building, JAFZA Dubai



FAST FACTS

LEED Certification: Certified, Operations & Maintenance v3.0

Square Feet: 38,563 ft² / Office & Warehouse Building

Neighborhood: JAFZA, Dubai, UAE

Completed: 12 February 2014

Date of Certification: 16 August 2014

BENEFITS

- **23.56%** Reduction in Conventional Commuting Trip
- **36.28 %** Water Use Reduction
- **69.63 %** Sustainable Purchasing – On Going Consumables
- **77.0 %** Energy Performance Rating
- **87.85 %** Solid Waste Management - Ongoing
- **100.0%** Solid Waste Management – Durable Goods

PROJECT BACKGROUND

A new resolution on the implementation of green building specifications and standards in the emirates of Dubai has been issued by H.H. Sheikh Mohammed bin Rashid Al Makhtoum, Vice-President and Prime Minister of UAE and ruler of Dubai. As per the new resolution, effective on January 2008, all owners of residential and commercial buildings and properties in the emirates of Dubai must comply with the internationally recognized environment friendly specifications to turn Dubai into a healthy city that meets the demands of best practices and benchmarks of pollution-free sustainable development.

Implementing this resolution, Dubai becomes the first city in the Middle East to adopt green building specifications and requirements. The resolution falls in line with Sheikh Mohammed's keen interest in dealing with the current environmental challenges.

In response to this resolution, we are proud to inform that **"PANASONIC MARKETING MIDDLE EAST & AFRICA – OFFICE & WAREHOUSE BUILDING"** has been awarded with **Prestigious LEED Certified under LEED for Existing Building: Operations & Maintenance Rating System (LEED EB:O+M)** established by the U.S. Green Building Council and verified by the Green Building Certification Institute (GBCI).

LEED for Existing Building:
Operations + Maintenance V3.0

CERTIFIED 45*

Sustainable Sites	11	26
Water Efficiency	6	14
Energy & Atmosphere	11	35
Materials & Resources	3	10
Indoor Environmental	6	15
Innovation & Design	5	6
Regional Priority	3	4



Points Achieved



Points Available

* Out of Possible 110 Points



PROJECT PROFILE

PANASONIC MARKETING MIDDLE EAST & AFRICA (PMMAF) JAFZA, Dubai, U.A.E.

THE EXISTING BUILDING

Panasonic Marketing Middle East & Africa is the Regional Marketing Headquarters of Panasonic Corporation in the Middle East & African countries. The existing building was constructed on Plot # S-21501, within JAZA South industrial zone setting in a plot area of about 77,772.80 ft². The rectangular office building has a ground floor of 1,733SqM with a mezzanine of 1,691 SqM, to total 3,423 SqM. A small one story attached warehouse of 159.50 SqM extends from the southeast corner. The total built up area of the project is 3,583 SqM.

PMMAF in JAFZA, Dubai implemented green building practices that reduce or eliminate negative environmental impacts through high performance, market leading design, construction and operation. As an added benefit, the PMMAF facility operates and manages to reduce operating costs, enhance building occupant comfort and welfare, and produce less waste.

SUSTAINABLE SITE CONDITIONS & TRANSPORTATION

- **50%** of Parking spaces under cover with SRI value of 81
- **100%** of the roofing materials installed in the project meet the SRI requirement
- PMMAF establishes the best management practices for maintaining building exterior and hardscapes
- PMMAF demonstrate a **23.56 %** reduction in conventional commuting trips

WATER EFFICIENCY

The total calculated performance case for annual water used is less than the LEED EBOM Baseline case

- **36.28 %** water use reduction in all fixtures compared to baseline
- **57.84 %** reduction of potable water for landscaping

ENERGY & ATMOSPHERE

Panasonic Marketing is designed, constructed and operated utilizing high efficiency Heating, Ventilating and Air Conditioning equipment.

- Energy Star Performance Rating of **77 %**
- Energy Efficient LED lighting reduces the lighting load with a savings in electricity consumption of **73,970 kWh/year**
- Energy Recovery Ventilators (ERVs) and occupancy sensors are installed for further energy saving.
- Greenhouse Gas Emissions of **468 MtCO₂/year**

MATERIALS & RESOURCES

Panasonic Marketing promotes the following measures that addresses the environmental concerns related to materials selection and sustainable purchasing, waste disposal and waste reduction.

- Selecting Sustainable Materials
- Practicing Waste Reduction Strategies
- Reducing Waste at its Source – reusing & recycling
- Reducing Mercury Pollution

INDOOR ENVIRONMENTAL QUALITY

Panasonic Marketing implemented No Smoking Policy inside the building to provide healthy indoor environment to all the occupants.

Panasonic implemented Green Cleaning Program addressing the following:

- Green Cleaning Policy
- High Performance Cleaning Program
- Custodial Effectiveness Assessment
- Sustainable Cleaning Equipment
- Indoor Integrated Pest Management



PROJECT PROFILE

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LESSONS LEARNED

- Do not assume the LEED credits will take care of themselves. Stay focused on ensuring all desired credits are being implemented as intended.
- Develop and implement a plan to educate subcontractors on green building and the LEED process, especially the primary subcontractors on the mechanical, plumbing and electrical systems. Keep it simple by illustrating the relevant features. Train facility management staff as well.
- Seek ways to capture and document lessons learned from current green building projects, so they can be easily applied to future projects. Find ways to make LEED practices the standard practices.
- Communication is critical to success. Develop a process and protocols so all the team members, including key subcontractors, can communicate often and effectively.

THE TEAM

Owner: Panasonic Marketing Middle East & Africa FZE (PMMAF)

Design Consultant: Chawla Engineering Consultants

MEP Contractor: Frosters Contracting

Green Building Consultant: Middle East Centre for Sustainable Development (**MECSD**), Dubai, UAE

LEED AP: Ms. Mary Rose M. Anlacan and Mr. Thom Bohlen

Commissioning Authority: Pacific Control Systems (**PCS**)

Photograph Courtesy of: MECSD & PMMAF

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