



company's design ethos and force it to further push the boundaries in design delivery and development, he maintained. And there are practical benefits as well. "In general, green certified buildings and interiors command higher rents than comparable buildings and the impact of reduced energy costs affects the bottom-line of tenants and building owners," Bish said.

"Also, improved indoor environmental quality in green buildings will result in higher employee productivity. In short, LEED certified buildings and interiors have lower operating costs

and increased asset values and provide healthier and safer environments for occupants," he continued.

After successfully implementing the LEED rating system, Summertown aims to position itself in a way that not only assists those companies that have already decided on going green but also to create awareness and try to convince other companies of the importance of having environmentally friendly interiors. "In fact, awareness is growing rapidly. We only have to open the daily newspapers to see stories and articles on the environment, sustainability,

corporate social responsibility, carbon footprints, and other green issues.

"By designing and executing our very own office interiors in the Jebel Ali Free Zone we are able to stay within LEED guidelines, as well as the framework of our core values of being energy efficient, environmentally friendly and cost effective. We are even taking it to the next level by including sustainable sites, water efficiency, optimising energy performance, minimising energy use, using materials with recycled content, waste management, and indoor environmental quality," Bish concluded. 