



## Green, Clean, Sustainable Buildings

# INA – AMCHAM Breakfast EMP

On October 20th AMCHAM in corporation with INA hosted a breakfast panel about ‘Green, Clean and Sustainable Buildings’. The panel was held at the JW Marriot Jakarta and several parties such as GreenworksAsia, PT Emerson Indonesia, USINDO, Batavia Projects and AVP Interiors attended the event.

The event was an occasion to emphasize the consciousness about Green Building. ‘Green’ is becoming a popular term nowadays because the environment keeps changing. More and more companies and organizations have been applying certain ‘green’ features in their work for what they can be called ‘a green community’. Designing and applying green principles in green building standards has become more common these days and also the term ‘green’ has become another term for sustainable development in the building industry.

Green buildings are environmentally responsible, economically profitable and healthy places to live and work. The environmental impact on building design and construction is rather big. Annually buildings consume a significant amount of energy, electricity, water and product waste. Green Building can reduce or eliminate negative environmental impacts and improve existing unsustainable design and construction.



The panel's main topic was 'Green, Clean and Sustainable Buildings' and gave answers to the following questions: What is really happening on Energy Efficiency & Eco Buildings in Indonesia? Who can issue certifications and what does that mean? What are the proposed standards to be applied, launched and implemented by the Green Building Council? What are the practicalities, economics and best examples of Green Building activities?



Agnes Safford

The breakfast panel was opened by Agnes Safford, MBA of GreenworksAsia. After a short introduction she gave the word to Rick McBride, director of PT Citra Duta Artistry, who triggered everyone's attention by telling the audience why shifting to Green Building is so important. Anno 2011 we should not only look to ways of saving energy and the environment. Green Building and Sustainability are so much more than that, it is about Social Responsibility. This can be referred back to the Triple P, more known as People, Planet and Profit. By keeping track of the latest technologies it is possible to keep up to the world's demand to meet green principles.

organization, he told us about his contribution to Green Building. The bloc façade at Wisma Metropolitan ground is the first Green Building bloc in Indonesia. Jakarta land is not only about controlling costs, it is also about quality for the tenants. To guard the quality, a group of architects has been designated to manage the whole process so that Jakartaland came in the possession of a GBC Greenmark Goldlevel.

The third speaker of the panel was Rob Fletcher, director of Philips. The main subject of his presentation was Green Lightening. It seems buildings are among others responsible for the emission of CO2 worldwide and that 19% of it represents lightening out of all energy globally. If people would only switch to new technology than it would change significantly.



According to Fletcher the shift would have a Triple win:

- Users save costs and obtain better light quality
- Environment benefits a lower energy/Co2 level
- Business / Country competitiveness will be strengthened



Haslam Preston

Rob Fletcher - Philips Indonesia

The second speaker was Haslam Preston, director of Jakartaland. After a short introduction about his



Naning

At last but not least Mrs. Naning from the Green Building Council Indonesia held a most enthralling presentation. As co-founder of the GBCI she copes with a lot of issues dealing with Green Building. The key is to leave an ecological footprint on social society as the well-being is on arise. By mainly focusing on the building sector, the mining sector, the media, housing and real estate, banking



policies, hospitality, agribusiness and initiation the GBCI wants to focus on Indonesia's capacity building as the market is transforming.

All with all the benefits are bigger and we all try to hold on to a "changing commitment for a better life".

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