



Pfizer Dubai's SEED of Green



Pfizer recognized the need to unite all aspects of its Middle East regional commercial business under one roof. It was also challenged to meet the company's objective to design a green, energy-efficient building.

To meet this goal, Global Procurement and Operations (GPO) joined with Pfizer Global Engineering (PGE), local project managers and construction teams to deliver a new office concept that differs widely in style and feel from previous facilities. The new office building is located in a newly completed development in Dubai's prestigious Media City global commercial center.

A variety of design features contributes to its success.

- It contains a completely reconfigured HVAC system that provides greater control. It also enables energy-efficient practices, such as widened temperature control set points and reduced air changes in nonessential areas.
- Sensor-controlled lighting throughout (including parking areas), solar reflectance glass with an added solar film and the use of natural lighting in occupied areas allows the building to consume substantially less energy than typical buildings.
- Materials were carefully selected. When possible, those produced from recycled materials (furniture, carpets and ceilings) and suitable for future recycling at the end of their useful life were chosen. Care was also taken to specify solvent-free adhesives and paints throughout the facility.

internal "green" criteria, but it was recognized as Dubai's first Green Sustainable Energy and Environment Division (SEED)-accredited building located in a government zone, similar to Leadership in Energy and Environmental Design (LEED) in the U.S.

PFIZER DUBAI

The Building

- Located in the prestigious Dubai global commercial center
- Opened in October 2010
- 57,315 rentable square feet
- 346 person capacity (~165 ft²/person)

Green Features

- Solar reflectance glass with added solar film
- Widened temperature set points
- Natural lighting
- 95% of construction waste recycled
- Recycled furniture, carpet and ceilings
- Solvent-free adhesives and paints
- Super-insulated roof

The new facility not only successfully met Pfizer's own