

Msheireb Properties Wins ‘Best Conserving Building Award’ at Tarsheed’s Conserving Building Competition

Doha, Qatar, 25 April 2016: Msheireb Properties, a subsidiary of Qatar Foundation for Education, Science and Community Development (QF) and Qatar’s leading sustainable developer, has won the ‘Best Conserving Building’ Award in the Government sector category at the fourth annual 'Conserving Building Competition' organised by the Qatar General Electricity and Water Corporation (Kahramaa).

Held under the patronage of His Highness Sheikh Tamim Bin Hamad Al- Thani, the Emir of the State of Qatar, and as part of Kahramaa’s National Programme for Conservation and Energy Efficiency- Tarsheed, the competition recognises buildings that promote best practices in conservation of energy, water and other natural resources for continued sustainable development of Qatar.

The award was presented to Eng. Abdulla Al Mehshadi, Chief Executive Officer of Msheireb Properties, at a ceremony held in Doha.

Msheireb Properties was applauded for its innovative approach to sustainable development and regeneration, and won the ‘Best Conserving Building’ award in the Government sector category for its work on the Qatar Academy Msheireb. Opened in September 2015, it’s officially the first building to start operations in Msheireb Downtown Doha and spans an area of 12,754 square meters. The world class establishment contains a spacious swimming pool, a dedicated dining area, music and art rooms, basketball and volley ball courts, a gymnasium, as well as a comprehensive library.

Judged by an elite panel of industry experts, the competition witnessed a strong participation from leading organisations representing diverse business sectors in Qatar and was held under the theme ‘Become one with nature’. Open to all existing residential, commercial, government and industrial buildings as well as sports and tourism venues, the competition is designed to raise awareness on the long-term benefits of building conservation and encourages consumers to adopt energy preservation practices for a better environment and improved living conditions.

Commenting on the win, Eng. Abdulla Hassan Al-Mehshadi, CEO, Msheireb Properties said, “We are delighted to receive the ‘Best Conserving Building Award’ which reflects our commitment to restore the historical significance of the commercial heart of the city, and introduce a brand-new architectural language that will add to the pride of Doha and its people. At Msheireb Downtown Doha, we have always strived to set the standards for sustainable development by adopting environmentally responsible practices and have consistently delivered on our promise. This award is a testament to the projects overall architectural design that is built on key sustainability principles to achieve a greatly reduced carbon footprint, making it a model for urban regeneration. The opening of

Qatar Academy Msheireb is a significant milestone in the projects development as it reinforces our commitment to create an environment which caters to all the needs of our residents, while also nurturing a sense of community living that will be visible through the entire development.”

“It has been a truly exciting time for all of us at Msheireb Properties, and such recognitions serve as an inspiration to raise the bar even more for responsible development in Qatar and the region, and help preserve resources for future generations.”

Msheireb Downtown Doha is a wholly sustainable project that focuses on environmental conservation and energy efficiency. This translates to more efficient use of resources, minimised waste and reduced carbon footprint. To date, Msheireb Properties has earned the ISO certification from the British Standards Institution for quality (ISO 9001:2008), environmental performance (ISO 14001:2004), and occupational health, safety (BS OHSAS 18001:2007) and ISO 31000:2009 for Risk Management Standard.

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About Msheireb Properties

Msheireb Properties is a real estate company and a subsidiary of Qatar Foundation. The company was established as a commercial venture to support the Foundation's aims as well as the realisation of Qatar's 2030 Vision. Msheireb Properties' mission is to change the way people think about urban living and improve their overall quality of life, through innovations that encourage social interaction, respect for culture, and greater care for the environment.

Msheireb Properties spent three years researching Qatari architecture and numerous approaches to urban planning all over the world with the most respected experts in the industry – in order to realise an architectural language rooted in the best of the past that may be preserved for and by future generations.

The company's name, Msheireb, means 'a place to drink water' and is the historical name of the downtown area of Doha. The company's corporate identity depicts the mouth of a stone well, a feature of traditional Gulf societies, and its distinct ink effect evokes classical Arabic calligraphy.

Msheireb Properties recently achieved ISO certification from the British Standards Institution for quality (ISO 9001:2008), environmental performance (ISO 14001:2004), and occupational health and safety (BS OHSAS 18001:2007). The company has also earned widespread industry recognition, including at the MIPIM Architectural Review Future Projects Awards in Cannes, France.

About Msheireb Downtown Doha

The “Msheireb Downtown Doha” (MDD) project aims to create a legacy for sustainable urban development in Qatar by reviving the old commercial district of Doha with a new architectural language that is modern, yet inspired by traditional Qatari heritage and design. The entire development is designed to consume fewer resources, generate less waste, lower costs and achieve a reduced carbon footprint. On completion, MDD will



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be the world's largest certified sustainable community with over 100 commercial buildings, 900 residential units accommodating more than 2,600 residents and over 10,255 car parking spaces. The 310,000 square meter development can host over 60,000 visitors. All the planned buildings meet the LEED Gold standard for environment performance and some buildings will aim for a Platinum rating.