

Dohaland leads way in green building concept

October 19, 2009

DOHA: Sustainability lessons of the past can help put Qatar in the forefront of environmental designing according to an expert at the second Qatar Today Green Awards (QTGA), held recently.

Delegates at the second QTGA were given insight into long-term plans for sustainable development within Qatar, in a special presentation from Dohaland.

"At Dohaland, we take a best practice approach to sustainable development," said Mohammed Massoud Jarallah Al Marri, Projects Director, Dohaland. "All our projects, including our signature project Heart of Doha, will be built with consideration of the long-term impact on the environment at the centre of the construction process.

"Our aim is that Dohaland's environmentally-friendly developments will set new standards for green building within Qatar, by embracing the knowledge and values of previous eras. The sustainability lessons of the past, such as recognising the importance of local materials and the opportunities of the local climate, will help shape Qatar's future as a pioneer in environmental design and sustainable living."

One of the defining characteristics of Dohaland as a developer is its unique focus on extending the knowledge-base related to sustainable development, hoping to stimulate science, innovation and new thinking alongside its construction of attractive urban living environments.

QTGA recognises worthy environmental initiatives, to celebrate projects that will have a demonstrable positive impact in the present time and for future generations. As a partner for the event, Dohaland used the opportunity to provide an update on its mission to build sustainable, innovative developments that enrich communities. A major focus for Dohaland is the use of techniques and materials that both respect the environment and deliver a cleaner, greener quality of life for the whole community.

Dohaland was established with a mandate to create leading-edge urban living concepts that build on traditional Arabian architecture and design, and the company is committed to promoting environmentally-friendly living. It is taking a lead in environmentally-aware development by investing in green building initiatives and supporting original research in this area.

"Dohaland is proud to support the Green Awards as part of our wider approach to corporate social responsibility, which looks to encourage engagement with the key issues of innovation, heritage, sustainability, enrichment and environment. The company continues to support initiatives like the QTGA to help stimulate discussion around new approaches to sustainable development and to engage the people of Qatar with Dohaland's vision and mission."

The company is led by the progressive vision of H H Sheikha Mozah bint Nasser Al Missned to lead and inspire property development which will provide a dynamic modern lifestyle that exists in harmony with its surroundings, and empowers the human potential to grow and flourish.

(The Peninsula)