



Case Study

The Change Initiative

Location
Philips Lighting

Dubai, United Arab Emirates
LED & Controls





“Sustainability was already deeply ingrained into Philips’ business, and we knew they could offer us the best-in-practice LED solutions for both design and energy efficiency.”

Gundeep Singh, CEO & Founder of The Change Initiative.





Project info

Customer

Seven Oaks International

Location

Al Barsha Sheikh Zayed Road, Dubai, UAE

Luminaires and Controls

StoreFlux, Stylid, PowerBalance, Dayzone, Smartform LED and Dynalite Controls

Light sources

LED & Controls

Background

The Change Initiative is a retail store in Dubai, U.A.E., with a unique concept which aims to inspire people to integrate sustainability into their day-to-day lives. However, The Change Initiative also wanted to lead by example by not only displaying the latest technologies, but also creating a retail space using these innovations.

The Change Initiative makes an effort to equip people to make responsible lifestyle choices. It is an exciting new one stop destination, providing sustainable solutions for the community, business and government. These include a carefully selected range of household products, appliances, building and lighting solutions that combine technology and good design.

The Challenge

“When considering our lighting needs, it was really important to us that we partnered with a company who not only understood our business, but who was already living and breathing it,” said Gundeep Singh from Seven Oaks International, the company behind the design of The Change Initiative. “Sustainability was already deeply ingrained into Philips’ business, and we knew they could offer us the best-in-practice LED solutions for both design and energy efficiency.”

For The Change Initiative, the right quality of light was also essential. “As well as the retail space, we also have training centres and meeting rooms on the first floor, for which we needed a flexible and controllable lighting environment,” added Gundeep Singh. “Creating the right balance is imperative to what The Change Initiative aims to achieve – seamlessly integrating sustainability into our everyday lives.”

The Solution

Philips lit The Change Initiative’s retail space using products such as StoreFlux, Smartform, Stylid, Powerbalance & Dynalite Controls. “It’s important that the lighting in the store complements its architecture, and is adaptable to any display changes,” said Gundeep Singh. The Philips Dynalite DALI-based daylight and occupancy sensors were also installed to ensure maximum energy savings. The flexibility of this solution allows The Change Initiative to vary lighting moods throughout different areas of the store.

The Benefits

The result is a retail store that is inviting, consisting of brighter, crisper light. Products are now more visible, packaging more easily read and colours are truly represented. The high lumen maintenance also ensures that the lighting performance is retained for a longer period of time.

In addition, in order to meet the LEED® requirement, the project uses energy efficient LED lamps throughout the facility, and the lighting system has been designed to consume 42% lower energy than the specified limit of ASHRAE 90.1 2007. This has contributed to The Change Initiative being awarded the LEED® Platinum certification, obtaining the position of the most sustainable building in the world, presented by the U.S. Green Building Council (USGBC). The Change Initiative, in collaboration with Philips, efficiently uses natural resources to make an immediate, positive impact on our planet, which will tremendously benefit future generations to come.



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Date of release: Month 2013

Printed in the Netherlands

Document order number: xxxx xxx xxxxx