

# **RAHBAR KISAN INTERNATIONAL**

## **Msheireb Properties Recognised for Excellence in Sustainable Development at Annual Tarsheed Awards for Msheireb Downtown Doha and Zulal Wellness Resort**



Published on November 4, 2024

Document Date: Sat, Jan 11 2025 08:50:16 am

Category: ,English,Qatar - ,Snippets

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Doha, Qatar – 4 November 2024 – Msheireb Properties, Qatar’s leading sustainable property developer, has clinched the Commercial Sector Award for its Msheireb Properties Headquarters and the Hospitality Sector Award for the Zula Wellness Resort by Chiva-som given by the Qatar General Electricity and Water Corporation (Kahramaa) at the Tarsheed Energy and Water Efficiency Forum.

The Tarsheed Awards celebrate achievements in energy conservation and environmental stewardship. They are an integral part of KAHRAMAA’s National Programme for Conservation and Energy, designed

to encourage

developers to adopt conservation-focused building practices and implement energy-efficient strategies. Msheireb

Properties' recognition underscores its leadership in sustainable urban development and its mission to create a new

standard for environmentally responsible living spaces.

Accepting the Commercial Sector Award for Msheireb Properties Headquarters, Eng. Faisal Al-Malki, Chief

Operations Officer at Msheireb Properties, said: "We are extremely pleased that our flagship developments,

Msheireb Downtown Doha and the Zula Wellness Resort, are being recognised as models of sustainable urban

design. Msheireb Downtown Doha exemplifies our mission to develop sustainable, modern communities that

challenge traditional perspectives on urban living and set new benchmarks for eco-friendly urban development in

Qatar, while the Zula Wellness Resort revitalises ancient wellness practices in a serene,

sustainably built and

maintained environment. This recognition affirms our ongoing dedication to the principles of

Qatar National Vision

2030.&quot;

The entire Msheireb Downtown Doha is designed to consume fewer resources, generate less

waste, lower costs, and

achieve a reduced carbon footprint making it the world's largest certified sustainable

community. All buildings meet

the LEED Gold standard for environmental performance, with some buildings securing the

highest LEED Platinum

rating. LEED-certified buildings reduce stress on the environment and are more energy and

resource-efficient. Being

LEED-certified means these buildings generate less waste and lower the use of energy, water, and

other resources,

in addition to their ability to store and collect recyclables, reduce indoor water use, and

implement renewable energy

use.

The city and buildings within it employ several active and passive cooling systems designed to work in tandem to decrease energy consumption. Buildings are designed with traditional Qatari architectural principles that help cool interior spaces naturally. Shaded pedestrian areas, narrow streets, and wind corridors enhance airflow and reduce direct sunlight, lowering the need for mechanical cooling. At the same time, advanced building management systems monitor and control energy usage in real-time, optimising cooling by adjusting temperatures based on occupancy levels and external weather conditions. Buildings are also built using energy-efficient materials, high-performance insulation, and reflective coatings on windows and roofs to reduce heat gain, helping maintain lower indoor temperatures and reduce cooling needs.

The Hospitality Sector Award for Zula Wellness Resort by Chiva-som was received by Eng. Omar Zainal, Director

of Assets Development at Msheireb Properties. The resort stands as a leading model of sustainability, designed to LEED Silver standards and featuring advanced energy-efficient systems, including HVAC and pumps operated by Variable Frequency Drive (VFD) technology. The resort also incorporates a comprehensive water management system with a Sewage Treatment Plant for irrigation water recycling and water-saving fixtures, along with an integrated waste segregation and recycling program. Energy and water consumption are monitored daily through smart meters to ensure optimal resource efficiency. These sustainable features have earned the resort the prestigious Travelife Gold Certification in Sustainability.

“Today’s wins underscore the success of our approach that combines modern and traditional practices to design urban spaces that can exist in harmony with the environment,” added Al-Malki.