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SGBCCommunity Showcase

The SGBCCommunity Showcase series highlights what sustainability means to SGBC Members and how they are helping to build a greener and healthier built environment.



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How is the company helping to build greener buildings?

We pledged to play a crucial role in promoting greener buildings through the adoption of integrating lighting systems with smart technology and IoT. To deploy solutions leading to enhanced energy management.

What drove the founders to set up the company?

AMCD Enterprise took a leap of faith to lead these operations with long-term environmental and social wellbeing to show that SMEs are capable of contributing to sustainability.

What is the biggest challenge the company has faced? Are there any learning points for the rest of the industry?

While LED lighting offers significant energy savings as compared to traditional lighting technologies, there have been challenges in terms of point allocation under the Green Mark scheme. More criteria recognition can be assigned for appropriate usage of smart technology, which will be helpful to our growth.

Cost and Awareness: raising awareness about the benefits and importance of sustainable lighting is vital for driving market acceptance. Educating stakeholders about the long-term cost savings, environmental impact, and quality improvements associated with smart technology can facilitate behaviour change.

Overall, the lighting industry's journey towards sustainability has been dominated by the MNCs who has the resources and are obligated to highlight the importance of technological innovation, collaboration, consumer education, and supportive policies. These lessons can be applied to SMEs that aim to address sustainability challenges and promote environmentally friendly practices.

What do you think can be done to move the needle on built environment sustainability?

Provide incentives and regulations: Governments and other organisations can offer financial incentives, tax breaks, or subsidies for energy-efficient lighting upgrades. Implement regulations that encourage lighting system technologies and require new buildings to meet certain energy efficiency standards.

Collaborate across industries: Encourage knowledge sharing, partnerships, and interdisciplinary approaches to address sustainability challenges holistically.

How does the future of our built environment look like to you?

In the future, the lighting industry is expected to undergo significant transformations in response to emerging technologies and evolving demands for sustainability and energy efficiency. Here are some potential trends and developments that could shape the future of lighting in the built environment - Smart Lighting and Internet of Things (IoT): The integration of lighting systems with smart technology and IoT is set to transform the built environment. Smart lighting systems can be controlled remotely, adjusted based on occupancy or daylight levels, and customised to individual preferences. IoT connectivity enables lighting to interact with other systems, such as building automation, security, and data analytics, leading to enhanced energy management and improved user experiences.

What's next for the company?

To mitigate the substantial investment required for implementing a smart system, we are actively developing plans to introduce a cost-sharing model with developers. This approach draws inspiration from the successful adoption of solar panels, where developers would only bear a fraction of the total cost. The resulting savings from reduced electricity bills will then be distributed between the developers and our company over an agreed-upon timeframe.

Additionally, we are keen on fostering greater participation from small and medium enterprises (SMEs) in our collective pursuit of a sustainable built environment. We aim to establish a comprehensive framework that encourages SME involvement, which includes the establishment of a testing framework and regular sharing sessions. These initiatives will provide SMEs with the necessary resources and knowledge to actively engage in this journey towards a greener future.

By implementing these strategies, we seek to overcome financial barriers and promote broader industry participation, ultimately driving the adoption of smart systems and advancing sustainability in the built environment.