

The Net Group takes lead in green sustainability in BGC towers

Meralco electric vehicle charging stations featured in green building concepts



The Net Group architecture is designed to achieve optimal green accreditation. Its latest development, Net Park (shown above) is the choice office space for multinational Fortune 500 companies that insist on adhering to global energy efficiency standards.

Long before BGC became a progressive commercial hub, Jacques Dupasquier and Carlos Rufino, founders of The Net Group (TNG), saw an opportunity where no one else did.

One of BGC's biggest success stories, The Net Group's portfolio of seven office buildings accounts for 54.5 percent of the total gross leasable area of BGC, helping usher its evolution into one of the country's preeminent business districts.

BGC is now a robust growth center bustling with mixed-use developments that blend highly-urbanized concepts with environmental consciousness, lush greenery, and clean surroundings.

The first office building with an electric vehicle charging station

For years, TNG collaborated with Meralco so that developments are energized ahead of time. Meralco also conducted Power Quality audits to optimize the buildings' power operations - particularly since most tenants operate 24/7.

To help push their eco-friendly agenda, the partnership was taken further with the assistance of MServ, a Meralco subsidiary specializing in beyond-the-meter energy services. MServ helped TNG install a two-bay electric vehicle (EV) charging station in Net Lima that lets tenants charge EVs for free.

"When we first thought about this we thought of doing it on our own, but we realized this was not easy to do," said Raymond D. Rufino, The Net Group Co-President. "We partnered with Meralco because they have the experience, expertise, and capability to actually design and implement these facilities."

TNG worked with the Philippine Green Building Council on Net Park, based on architecture designed to achieve a five-star green accreditation. This flagship project features innovations that circulate cold air from its air-conditioning to cool down common areas, and collect air-conditioning condensate that is recycled to water its gardens. The tower was also set up with a second coin-operated electric vehicle charging station that's open to electric vehicles.

Net Park is the country's first recognized green building, winning a B.E.R.D.E. (Building for Ecologically Responsive Design Excellence) certification, a local equivalent of the prestigious LEED (Leadership in Energy and Environmental Design) credential.

Boutique IT office building concept

TNG began construction on what were once mere open grasslands in the late 90s, incorporating concepts that distinguished it from the competition in the north. When every developer in Makati City seemed enamored by going big, TNG went the other way.

"Our idea was we will not develop as the others do but we will create a company which is a little different. We constructed something small. We created the boutique IT office building," said Rufino. "Let them compete in that market."

The result: cozy, personalized interaction with tenants who have faster access to TNG's top management and decision-makers, circumventing bureaucracy typical of high-rise rental supervision.

TNG currently has 90 multinational and local tenants in their seven green office towers, 60 percent of which are leased to Fortune 500 corporations. Use of new construction technology makes their buildings attractive to the international factors that require adherence to green global standards.

For differentiating itself and pushing for a green agenda in its business, TNG is a Corporate Commercial Meralco Luminary for 2016.

"We're all partners for a bright and energy smart Philippines," said Victor S. Genuino, Meralco Vice President and Head of Corporate Business Group. "Meralco and The Net Group are creating an ecosystem that will contribute to a cleaner and greener environment."

To learn more about Meralco partnerships, speak to your Relationship Manager, or contact the Meralco Corporate Partners at 16210, or email corporatepartners@meralco.com.ph, or visit www.meralco.com.ph/corporatepartners.



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- Raymond D. Rufino
The Net Group Co-President



MServ licensed e-bike operator tests the newly-constructed EV charging station at Net Park.



This plug-in hybrid Mitsubishi Outlander PHEV SUV is just one of many e-vehicles that can take advantage of the EV charging station at Net Lima.



Meralco SVP and Head, Customer Retail Services and Corporate Communications Alfredo S. Panlilio (extreme left), Meralco Relationship Manager Joy Mendoza (2nd from left), and Meralco VP and Head, Corporate Business Group Victor S. Genuino (extreme right) flank Net Group executives, CEO Carlos Rufino (3rd from left) and Co-Presidents Atty. Tina Samson (middle) and Raymond Rufino at the 6th Meralco Luminaries Awards Night.