TAIPEI 101: The World’s Tallest Green Building
Siemens Supports TAIPEI 101 to Achieve
LEED Platinum Green Building Certification

Siemens Building Technologies has helped TAIPEI 101 successfully attain the LEED-EBOM* Platinum level certification, making it the world’s tallest Green Building in the world. LEED—which stands for Leadership in Energy and Environmental Design—is the most internationally recognized Green Building rating system, and receipt of Platinum level certification places TAIPEI 101 amongst a select group of buildings considered to be the greenest in the world.

We take pride in TAIPEI 101’s LEED achievement, not only because we have successfully helped our customer reach their goal, but also because we have been integrally involved in a project that reflects the corporate responsibility that we at Siemens fundamentally believe will lead the world towards a sustainable and greener future.

On July 28th, 2011, Siemens Building Technologies and TAIPEI 101 collaborated to organize three press-related events and a Case Reference video to mark this achievement:

i) LEED Walkthrough of TAIPEI 101
In the months leading up to July 28th, Siemens Building Technologies Headquarters team coordinated with various regional countries to bring approximately 15 publications representing 8 country regions to Taipei to cover this milestone. This Walkthrough helped the international journalists gain a more in-depth understanding of TAIPEI 101’s “road to LEED”, as well as the why Green Buildings are gaining significant traction amongst businesses and property owners.

*LEED-EBOM (Existing Buildings: Operations & Maintenance) is the rating system geared towards existing buildings seeking to become “green.” LEED-EBOM is the global benchmark for all existing properties looking to become more sustainable, efficient and environmentally friendly.
ii) **Press Conference**
TAIPEI 101 hosted a press conference that brought together VIPs from the Taiwan government, United States Green Building Council (USGBC), Siemens, EcoTech International, and the Council on Tall Building and Urban Habitat (CTBUH). The press conference also marked the awarding of the LEED EBOM Platinum plaque to TAIPEI 101.  
[Press Release]

![VIPS during press conference for celebratory toast](image)

iii) **One-on-One Interviews between international journalists and VIPs**
After the press conference convened, Siemens coordinated one-on-one interviews between the VIPs and the international press. All VIPs emphasized the fact that TAIPEI 101’s attainment of LEED Platinum certification nullifies all excuses by building owners apprehensive towards going green.

![United States Green Building Council Chairperson Mark MacCracken during one-on-one interview with international press representative.](image)

iv) **Siemens Case Reference Video: TAIPEI 101 – the World’s Tallest Green Building**
Siemens Building Technologies developed a case reference video, showcasing TAIPEI 101’s path to becoming a Green Building. Key decision makers from TAIPEI 101, Siemens and Steven Leach were interviewed for this video, providing viewers with a unique perspective into how TAIPEI 101 was able to overcome challenges and achieve LEED-EBOM Platinum certification.  
[Siemens Video: TAIPEI 101]  
[LEED Partner Flyer]

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**Useful Web Links:**
- Siemens Press
- Siemens Building Technologies Taiwan: Energy & Green Building
- Siemens Building Technologies Worldwide:
  - Green Building Solutions
  - Total Building Solutions
  - Building Automation

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