

interact  
by signify



## Office

### Case study

# A new sustainable age for built environments with Interact connected lighting

EDGE Amsterdam West, Netherlands



EDGE Amsterdam West

Edge prides itself on being a pioneer in smart, sustainable building. When it comes to the impending climate crisis, Edge understands that our built environments need to be part of the solution, instead of the problem. Making buildings more sustainable affords businesses the opportunity to progress towards their sustainability targets while enhancing the employee experience. One way this can be done is through lighting.

Edge wants its buildings to be innovative, technologically advanced and designed with the good of our planet in mind to promote occupant happiness, health, and well-being while also contributing to a greener future. That's why, when striving to meet these goals, Edge turned to Signify, their longtime partner and the world leader in sustainable lighting solutions. More specifically, Edge turned to Signify's IoT-based connected lighting system: Interact.

“

It's nice to have a workplace that adapts to you and where you are in control. It really inspires me.”

**Anyela Hurtado Ortiz,**  
Senior Manager Group  
Accounting & Reporting, Signify





At Edge we want to create healthy and sustainable buildings, where people can thrive and feel inspired. EDGE Amsterdam West is a great example of how these ambitions can come together. Partnering with companies like Signify that share our key values, is important to us. Now, but especially in achieving our ambitions for the future.”

**Bennie de Vries,**  
Project Director, Development,  
Edge

## Customer challenge

Edge recognizes that in the midst of a global climate crisis, with real estate industry responsible for more than 39%\* of all global carbon emissions, the time for sustainable buildings is now. As such, the real estate developer's EDGE Amsterdam West building was designed in accordance with the Paris Climate Agreement of 2015 and devised to be one of the Netherlands' first office buildings to meet the declaration's sustainable specifications.

The original building was constructed in the 1970s, and Edge acquired it in 2012. To achieve the company's lofty green ambitions, Edge needed to reduce the building's energy output and spending, making use of IoT technology to build a connected environment that suits office workers and building owners alike. EDGE Amsterdam West is to be part of a long line of iconic sustainable infrastructures developed by Edge, with many more still to come.

\*Source: Global Status Report 2017





## Signify solutions

### Energy savings at every turn

Connected lighting is the simplest, most effective way to save on energy consumption and spending. Switching to connected LEDs in buildings can quickly reduce the built environment's lighting-related energy consumption by up to 80%\*. With Interact, EDGE Amsterdam West's owners can monitor the building's energy data in real-time, including consumption, performance and maintenance requirements. Using insights from this data they can reduce spending by setting a consumption baseline or dimming schedules, incorporating daylight harvesting, or making use of occupancy sensors. All these features are operable through a single, easy-to-use dashboard. An Interact connected lighting system can help building owners and managers to minimize energy spending and progress towards sustainability KPIs.

### The desirable office

In a post-pandemic world, employees have evolved their working habits, with many adopting a hybrid pattern. It's increasingly important for offices and work spaces to be appealing to employees, align with their goals and offer them something tangible. Signify and Edge teamed up to deliver just this at EDGE Amsterdam West — a building that puts employee needs at the forefront. This is done by harnessing IoT technology and Interact software to simplify the day-to-day office experience, enhance productivity and well-being, and promote sustainable agendas, all while delivering a sleek and cutting edge aesthetic.



EDGE Amsterdam West a unique place to work, a sustainable building and a healthy working environment, all in one.”

**Michiel Schillemans,**  
Commercial Leader Office & Industry,  
Signify





## Personalized settings

Lighting can have a profound effect on human mood and performance. Interact allows employees working in EDGE Amsterdam West to adjust the light levels in their specific area of the office according to their mood or the task at hand through an app on their smartphone. Having an increased level of control over the lighting and their workspace can boost employees' sense of autonomy, knowing they're trusted to work to their own unique specifications.

## Easy wayfinding

Capabilities such as wayfinding – indoor navigation technology delivered straight to employees' phones and made possible through sensors in the building's light points – allow employees at EDGE Amsterdam West to locate and book available desktops and meeting rooms through their smartphone. This reduces overcrowding and wasted time and energy spent searching for a space, enabling productivity to be maximized.

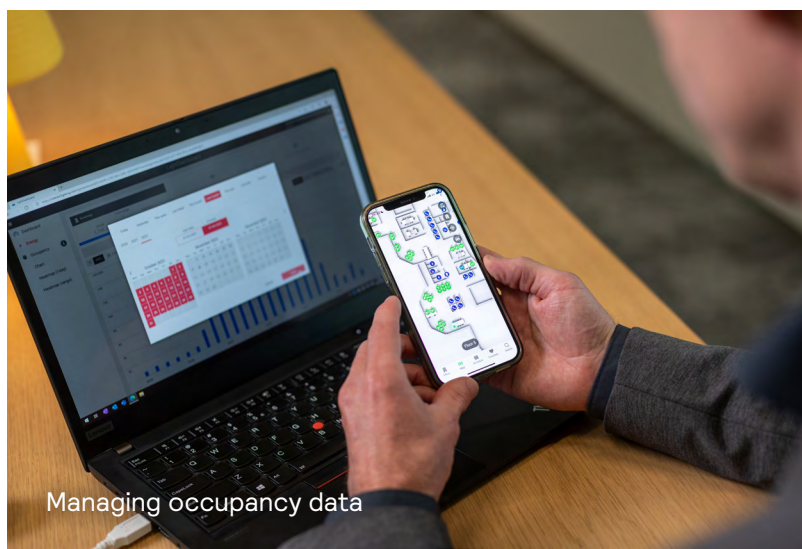
## Saving by scheduling

Occupancy data provided by sensors within light points allows employers and building managers to see how and when the space is being used. They can then schedule lighting and heating according to this data, for example dimming lighting in rarely used

areas to increase energy efficiency and reduce spending. Or they can go one step further and use motion sensor technology to automatically dim or switch off lighting and heating in uninhabited areas and trigger them to turn on when presence is detected.

## Tailored office layout

Occupancy data collected and displayed on the Interact dashboard can also provide insights into employee preferences and working patterns. These can be used to tailor the office layout according to established employee habits, optimizing the space and maximizing efficiency



Managing occupancy data



EDGE Valley Amsterdam



EDGE Grand Central Berlin



EDGE Suedkreuz Berlin

## Scalable

The EDGE Amsterdam West building is just one of the sustainable buildings projects on which Edge and Interact have collaborated, with many others already thriving. These include EDGE Valley in the Zuidas business district of Amsterdam (working towards a BREEAM Excellent certification for the office floors), EDGE Grand Central Berlin (the first German building to be pre-certified Gold by the WELL Building Standard and Platinum by DGNB), and EDGE Suedkreuz, also located in Berlin. And this is just the start, as more EDGE buildings are due to adopt Interact technology into their systems and operations. Interact's scalable offering means that each buildings' needs can be catered to, whether for a single office, single building, whole block, or even an entire portfolio of buildings. Tailored to get the most out of any workspace regardless of scale or size, Interact brings stylish, smart, sustainable lighting to the built environment.

## Cutting-edge technology

The EDGE Amsterdam West building is at the forefront of modern technological advancements when it comes to sustainable practices and employee well-being. The building is equipped with Interact multisensors, which can be used to control and optimize the efficiency of the building's HVAC. Meanwhile, in-depth real-time and historical data gathered by the sensors provide insights into the building's usage and operations.

All tenants have access to the Interact PCA App, allowing for control of heating and lighting, while tenants who want data insights too have the option of upgrading to the more advanced Interact Workspace app.



Interact PCA App



3D-printed luminaires



UV-C lighting



NatureConnect lighting



Trulifi high-speed internet

Signify has its own office within the EDGE Amsterdam West building with even further capabilities. The office makes use of 3D-printed luminaires contributing to the circular economy – and is equipped with UV-C light fixtures that disinfect the room’s air through UV-C lighting that can still be used while people are in the room. The office also boasts meeting rooms equipped with Signify’s NatureConnect and Trulifi internet.

NatureConnect uses proven Biophilic Design principles of bringing nature indoors by mimicking the natural patterns of daylight to create comfortable, engaging, and attractive indoor environments. While Trulifi lets employees use lighting as a tool for data transmission and connection.

\*Source: [www.signify.com/global/sustainability/green-switch/renovation-wave](http://www.signify.com/global/sustainability/green-switch/renovation-wave)

# Interact benefits

## Brighten your workday

Through an app on their smartphone, staff can control the lighting and heating in their specific area of the office. Letting employees personalize and tailor their work environment is a vital step in prioritizing well-being in the workplace, helping to improve both mood and productivity.

Future EDGE buildings will also make use of the Signify lighting for well-being portfolio, where Interact helps deliver the right light, at the right time and place. Specially designed lighting recipes can help bring the body clock in sync with the activity of the day and help prevent 'sleep deficiency'-associated health risks.

## Interact Workspace App

Research shows that 70%\* of employees spend up to 15 minutes per day searching for a free meeting room. The Interact Workspace App uses the lighting infrastructure and real-time occupancy data to enable wayfinding. This lets employees find and book free desktops or meeting rooms through their smartphone, so they can be more time efficient and productive.

\* Source: [www.interact-lighting.com/global/what-is-possible/interact-office/workspace-app](http://www.interact-lighting.com/global/what-is-possible/interact-office/workspace-app)

## Interact APIs

Interact's open, secure APIs allow third-party software developers to enrich the Interact platform by creating new apps and integrations that use Interact commands and data. The open system is compatible with any software platform that can make use of the data from the sensor grid. This allows tenants within an EDGE building to integrate their own employee app or facility dashboard of third-party software so they can further reap the benefits of an Interact system.

## Save energy, reduce costs

Interact grants businesses access to real-time and historical data on energy and spending. These insights facilitate simple reductions on needless spending and provide a springboard from which energy efficiency, can be maximized and progress can be made toward operational and sustainability goals.

## Sustainable partners

Signify have been the world leaders in lighting for over 125 years. We were early advocates for the sustainable potential of lighting and leaders of the LED revolution, having completed tens of thousands of successful LED lighting installations and retrofits around the world.



## Project details

- Roughly 60,000sqm of office space upgraded with Interact connected lighting
- On course to be awarded the BREEAM Outstanding sustainability and WELL-Platinum certifications
- Many iconic EDGE buildings already developed across Europe, with plenty more to come

➤ **Find out how Interact can transform your business**  
[www.interact-lighting.com/](http://www.interact-lighting.com/)

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by **signify**

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