

WHY WELL™?

The WELL Building Standard™ (WELL™) is the leading tool for global organizations seeking to advance health and wellness through better buildings. WELL is a flexible certification program designed to help companies incorporate wellness strategies into the fabric of their buildings, operations and policies – which can result in tangible benefits to the health of their employees and community, and create meaningful return on investment.



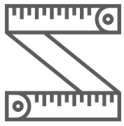
HOLISTIC

WELL is a holistic approach to wellness in buildings that integrates design strategies with improvements to ongoing operational and policy protocols. Each WELL criteria is designed to address issues that impact the health, comfort or knowledge of occupants through design, operations and behavior. Strategies comprehensively address ten concepts, or lenses through which to consider health and wellness, including air, water, lighting and comfort (such as acoustical quality or thermal considerations), as well as how the environment can promote healthy eating, physical activity and cognitive health.



COMMITTED TO RESEARCH

WELL is evidence-based and publicly references more than 190 specific external citations. The team behind WELL is committed to its continuous evolution, leveraging ongoing scientific research conducted by a variety of leading academic and institute partners. The end goal is to ensure that WELL's recommendations and strategies focus on impact – driving the most positive change for people through interventions in building design, operations and organizations policies - rooted in the facts and the research.



MEASURING RESULTS

WELL Certified spaces are required to meet performance metrics for indoor air quality, water quality, lighting, thermal comfort and acoustics – forming a backbone of health and wellness benefits that are constantly delivered to the individuals in the space. The WELL process also calls for recertification every three years to ensure that the project maintains the high level of performance over time. These steps create a culture of accountability, ensuring that WELL buildings continue to deliver a beneficial environment that supports health and wellness over the life of the space.



THIRD-PARTY CERTIFICATION

WELL is a third-party verified certification program, administered by Green Business Certification Inc. (GBCI), one of the world's leading bodies providing certification and credentialing services to a wide variety of organizations involving buildings and communities. Third party certification means that a project's achievements are verified, meaningful and legitimate – and that's important to any organization's stakeholders.



CUSTOMER SERVICE AND COMMUNITY

When you register your project for WELL, you're not in it alone. IWBI is committed to guiding projects through the entirety of their certification process through a combination of support staff, called the WELL coaching team, and a professional performance verification group of WELL reviewers through GBCI. We provide a variety of helpful resources including access to project profiles, cutting edge research, real-world technical implementation examples and consulting templates. In addition, WELL users are in good company: with a global network of WELL projects as well as the growing 7,000-member WELL AP (accredited professional) network, getting started with WELL provides access to a thriving and engaged group of experts and tutors.



PERFORMANCE VERIFICATION

In addition to a comprehensive documentation review, WELL projects must pass a performance verification step that involves an on-site visit to confirm that the space is performing as intended. Through its comprehensive support structure, the WELL team will help prepare the project for this milestone moment. We believe it's a critical piece of accountability for you, your communities and your stakeholders.



REAL FEEDBACK

WELL requires projects to conduct an occupant survey to gather feedback around a variety of topics that delve into how individuals experience their WELL Certified space. This allows organizations to gain insight on areas that require improvement, as well as to compare progress across industries and locations.



INCLUSIVE

WELL is designed to be flexible enough for all project types, and its benefits are delivered to every person who visits, works at or lives in a WELL Certified space. By targeting wellness interventions related to building design, maintenance protocols and organizational policies, WELL's holistic and multifaceted approach improves the health and well-being of everyone in the space.



INTERNATIONALLY RECOGNIZED

WELL Certification has been adopted in over 40 countries across the globe and is internationally recognized as the leading benchmark rating system exclusively focused on human health and well-being. IWBI has proactively developed crosswalks demonstrating alignment with other green building rating systems such as LEED, BREAAAM, Living Building Challenge, and Greenstar – and has established relationships with green building councils to support WELL localization efforts.



RECOGNITION AND ONGOING SUPPORT

Upon achievement of WELL Certification, projects and their organizations are awarded a WELL Certification plaque and certificate and a variety of tools designed to help projects and teams promote their achievement, including a branding kit, project team awards, press releases templates and other marketing resources. IWBI's marketing and communication team actively partners with companies and projects to make sure they take advantage of all visibility opportunities, including project profiles on IWBI's website, access to collateral, and media relations support.



LEADERSHIP

Because of WELL's rigor and comprehensive and performance verification, it is best suited for leadership organizations whose commitment to their people is overarching and whose values include industry partnership and engagement. The WELL Certification seal is a globally recognized mark that indicates excellence in driving forward health and wellness strategies.

