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# INTRODUCTION

## Overview

A license to use the Works with WELL mark may be granted to a product that contributes to the achievement of one or more features within the WELL Building Standard (WELL Standard). Applications for use of the Works with WELL mark are specific to a **product group**, which is defined as a group of products that share the same functions, materials and working principles. A product group includes products that are identical aside from slight variations in color, material, size or pattern. A **product SKU** (“stock keeping unit”) differentiates products that have at least one unique characteristic (such as color, pattern or size) that varies from other products within the same product group. The Works with WELL mark is granted at the product group level and administered at the product SKU level to clearly differentiate which SKUs are aligned with which feature parts, should there be variability in feature alignment among SKUs.

Before granting a license in connection with a particular product, IWBI will leverage the results of a third-party review to validate that the product meets the licensing criteria noted in the: (i) completed product list, (ii) responses within the Works with WELL application form, and (iii) supporting documentation. Product and laboratory testing are not part of the validation process, but may be cited within the supporting documentation.

The Works with WELL mark is not an indication, representation, guarantee or suggestion that a product is healthy or can improve human health. Licensing the Works with WELL mark is not equivalent to earning a product declaration or certification mark, nor is meant to suggest that use of a product with this mark guarantees the achievement of a specific feature or points within the WELL Standard, WELL Certification, WELL Rating or any other WELL designation.

The Works with WELL mark can also be licensed to technology platforms that are aligned with criteria in the WELL Standard. For information about this use case, contact our team at [workswithwell@wellcertified.com](mailto:workswithwell@wellcertified.com).

## Purpose

This guidebook explains the process organizations use to engage with the International WELL Building Institute (IWBI) to license the Works with WELL mark and provides information about program eligibility, application documentation, review timelines, renewal and publicity. For the current list of eligible product types and their corresponding compatible features and alignment requirements, please see the [Works with WELL application form](#).

## ENGAGEMENT

The first step toward licensing the Works with WELL mark is to subscribe to the Works with WELL program in the WELL digital platform by completing the enrollment form, agreeing to the terms and conditions of the agreement and paying subscription fees.

As part of the subscription process and to determine pricing, an organization must specify the number of product groups for which they intend to submit an application. Works with WELL subscribers are afforded an annual IWBI membership as part of their annual fees. The Works with WELL subscription term is 12 months and automatically renews annually unless canceled by either party within 30 days of renewal. Please contact [workswithwell@wellcertified.com](mailto:workswithwell@wellcertified.com) for more information about pricing, membership and other benefits.

Once subscription fees are received, and the Works with WELL agreement is accepted, the organization is entitled to benefits, including:

- IWBI membership (level is defined by subscription fee)
- Technical support
- Use of WELL digital platform for resources and application submission management

Additionally, based on the quantities specified for the subscription tier, an organization may submit applications to license the Works with WELL mark for specific product groups. These applications will be reviewed by a third-party and, if licensing requirements have been met, a license to use the Works with WELL mark will be granted.

In order to maintain the license, an organization must renew their annual subscription, reaffirm alignments and provide updated documentation to substantiate the qualified product's continued compliance with the licensing criteria. See Renewal (below) for more information.

# SCOPE & ELIGIBILITY

## WELL Version and Programs

When referenced throughout this guidebook, the WELL Standard refers to the WELL Building Standard version 2. The Works with WELL mark cannot be licensed based on features in the WELL v2 pilot, WELL v1 or the WELL Community Standard, nor in relation to the WELL Accredited Professional (WELL AP) credential. IWBI issues periodic updates to the WELL Standard via addenda. Organizations must meet the requirements applicable to the version of the WELL Standard available at the time of application or renewal, as applicable.

## Minimum Product Requirements

Eligible product types are compatible with one or more feature parts. Each compatible feature part is identified as either “mandatory” or “optional” within the application. To be granted use of the license, a product must meet the Works with WELL requirements of at least one compatible feature part, including all mandatory feature parts.

## Eligible Product Types

An eligible product type has the ability to license the Works with WELL mark because it has demonstrated compatibility with one or more feature parts. To be compatible with a feature part, a product type must be directly called for in the requirements of the feature part and substantially contribute to a project’s ability to achieve that feature part. IWBI is actively establishing the list of eligible product types and, for each eligible product type, the compatible features and criteria that must be met for each product type to license the Works with WELL mark (see the [Works with WELL application form](#)). Organizations may also use the application form to suggest new product types and/or compatible feature parts (see [Proposals for New Product Types & New Compatible Features](#)).

## Ineligible Product Types

An ineligible product type does not directly or substantially support any feature parts. Product types deemed ineligible will not qualify for the Works with WELL licensing program and will be listed in our Knowledge Base. Examples of product types that are ineligible at this time include:

- Products specifically required by a feature that do not substantially contribute to overall feature achievement by a WELL project (e.g., a power outlet)
- Products, collections of products or large systems that are custom designed by a professional for use within a specific space or building (e.g., a building’s mechanical ventilation system)
- Foods and beverages
- Cleaning products

## Proposals for New Product Types & Compatible Features

A proposal for a new product type may be submitted if an eligible product type is not listed in the Works with WELL application form. The new product proposal form requires a description of the new product type, identification of potential compatible feature part(s), and an explanation of

what requirements the product type would be evaluated against to license the Works with WELL mark.

Organizations may also submit a proposal for additional potentially compatible features for an already-eligible product type. The proposal form requires an identification of the potentially compatible feature part(s) and an explanation of what requirements the product type would be evaluated against to license the Works with WELL mark.

IWBI members and organizations subscribed to the Works with WELL program may propose up to three new product types and/or new compatible features as part of their annual subscription. Any additional proposals and proposals from non-members are subject to an additional fee.

# PRODUCT APPLICATION & SUBMISSION

A license to use the Works with WELL mark may be granted in connection with a product that can help contribute to a feature or features within the WELL Standard. Before granting a license in connection with a particular product, IWBI will validate that product based upon information included within the submission materials (collectively, the "**submission**"), which include the following for each review cycle and/or product group: (i) a completed product list and (ii) responses within the Works with WELL application form and (iii) supporting documentation.

Qualifying to license the Works with WELL mark depends on an organization's ability to provide the submission as evidence that specific licensing criteria is met. Submission materials may be uploaded in the WELL digital platform as they are prepared. However, the third-party review of uploaded materials will not begin until the organization submits for a review cycle.

Prior to being reviewed, each submission must include the following:

- **Product list:** Organizations must complete one product list template per review cycle to provide necessary information about each product group and its SKUs seeking a license as part of that review cycle. All constituent SKUs - even those not targeting the Works with WELL mark - related to a product group must be included in the product list. The information provided within this file is used throughout the review process to organize and track the status of each SKU's alignment with specific licensing criteria. This information will also be used to showcase aligned products in the Works with WELL catalog through customized product pages accessed via a unique QR code.
- **Application form:** Organizations must complete one application form per product group seeking a license within a review cycle. Once the organization selects the product type associated with the specific product group, the form will automatically populate the corresponding compatible features and application questions. Organizations must answer all mandatory questions and may answer optional questions related to the feature part(s) it wants to pursue alignment for. Organizations must indicate whether the answer to each question applies to all SKUs in the product group or identify the relevant subset of SKUs to which the answer does or does not apply. This SKU-level confirmation enables tracking of feature alignment across variations of the product group, specifying when a subset of SKUs may align with more or fewer feature parts.
- **Supporting documentation:** Organizations must provide documentation as evidence to support the answers provided in the application form. This documentation must be based on publicly available information and may not contain confidential information, unless otherwise approved by IWBI prior to submission. Organizations are encouraged to annotate supporting documentation to help reviewers identify the relevant information. If supporting documentation spans multiple pages, organizations are encouraged to provide a cover sheet or index to help reviewers navigate to the relevant sections within the documentation. Typical types of publicly available documentation include:
  - Product specification sheets or other technical documents that summarize details about a product including its attributes, features, functions, materials and working principles. For example, the specification sheet for an interior lighting product may list the color rendering index (proving alignment with Feature L08.1) or a glazing product may list its visible light transmittance (proving alignment with Feature L05.1).

- Laws or other regulations that pertain to and are adhered to by the specific product. For example, an electrical product authorized for sale in the European Union may be regulated by a law which requires RoHS-compliance (proving alignment with Feature X05.1).
- Third-party certifications, reports or other documents confirming that an independent third-party organization has reviewed and determined that the product complies with specific standards and/or criteria. For example, an electronic air cleaner might have a test report showing compliance with UL 2998 Zero Ozone Emissions (proving alignment with one criterion in Feature A13.1) or an acoustical ceiling might have a Cradle-to-Cradle Material Health Certification (proving alignment with Feature X07.1).

Organizations may submit product groups and SKUs for review in distinct **review cycles**. The number of review cycles available to the organization per year depends on the subscription tier (contact [workswithwell@wellcertified.com](mailto:workswithwell@wellcertified.com) for details on pricing). Each review cycle can include any quantity of product groups as long as it is within the maximum allowed per the organization's subscription tier. Each product group must include all constituent SKUs and as many targeted compatible features as desired.

## REVIEW PROCESS

Once the review cycle is initiated, IWBI will assign a third-party reviewer to evaluate each submission to validate each SKU's alignment with one or more feature parts within the WELL Standard. Each review cycle will take up to 25 business days. If the application is not sufficient for the reviewers to complete their review, a mid-review clarification (MRC) may be issued. This MRC will describe what information the organization must provide for the review to proceed.

Proposals for new eligible product types or new compatible features may be subject to review timelines longer than 25 business days and can be submitted outside of a standard review cycle.

When a review cycle is completed, each targeted feature for each SKU will be assigned one of two statuses:

- **Aligned:** The documentation provided demonstrates that all or some of the product group's SKUs align with feature part requirements. The product group and specific approved SKUs are granted the license for the Works with WELL mark.
- **Not Aligned:** The documentation provided does not sufficiently demonstrate that the product group SKUs align with feature part requirements. The review report will indicate the reason the alignment was not accepted, which may include:
  - The documentation provided does not sufficiently support the answers provided in the application, OR the documentation demonstrates that the requirements are not met.
  - Reviewers had previously requested more information on the targeted feature, but none was provided.
  - A proposal for a new product type or compatibility was submitted and, although compatibility was approved, the application did not demonstrate that the feature part criteria were met, OR a proposal did not meet the requirements for compatibility.

It is possible that an application will be approved for some but not all of the targeted feature parts, or for some but not all of the provided SKUs. If an alignment is not accepted, the organization can choose to submit a revised application during a remaining review cycle or can initiate an appeal for an additional fee.

## AWARD & PROMOTIONAL MATERIAL

License eligibility includes:

- A digital Works with WELL mark including mark variations that may be used for packaging, product profiles, marketing collateral, ads, among other approved use cases.
- Marketing, communications and trademark guidelines.
- Product review report noting the alignment of product group(s) and SKU(s) with the applicable feature part(s).

QR code and link to a customizable product profile page that outlines how the product group contributes to the achievement of one or more feature parts within the WELL Standard. Content of such product profile is subject to IWBI review and approval. Product profile pages will be displayed in the Works with WELL catalog.

## RENEWAL

Organizations must renew on an annual basis to continue to access program benefits and retain the license. Application documentation remains valid for 12 months after submission so long as the organization maintains an active subscription. After 12 months, organizations must confirm that licensing criteria continue to be met in order to maintain a license for a product group. If the product group and constituent SKUs, targeted feature parts or submission materials have changed, organizations must note changes as part of their renewal submission. If an organization has used multiple review cycles per year, they may preemptively renew some product groups in order to consolidate the renewal process.

At the point of renewal, if a product group no longer meets the minimum requirements for licensing, organizations must withdraw the product group and its associated SKUs. This removal process does not impact the organization's subscription term, even if all product groups have been withdrawn. With an active subscription, the organization may submit new product groups for review (additional fees may apply if all review cycles and product groups have been utilized).

Upon withdrawal of a product group or termination of the subscription, the organization shall immediately cease all use of the licensed mark. Unless otherwise agreed to by IWBI, organizations may have a wind down period of up to 30 days to sell, repackage or remove the licensed mark from any remaining inventory.

As part of regularly released WELL addenda, IWBI may periodically update product application criteria, which may affect product alignments. Organizations should remain up-to-date on changes made to feature parts that are aligned with their products. Organizations can opt-in to receive communications from IWBI about updates to the feature parts. If these changes affect alignments with approved products, organizations should resubmit their application documentation to show continued alignment as part of their next review cycle and/or renewal period.

## USE OF SUBMITTED INFORMATION

Pursuit of Works with WELL license eligibility requires the submission of information. By submitting this information, IWBI and its affiliates and their respective employees, agents, representatives and contractors are granted consent to access and view all information that is submitted in the application as necessary to perform an assessment and otherwise as consistent with this Guidebook and any written agreement with IWBI.

All supporting documents should contain only publicly available information. Documentation submitted to IWBI for review purposes will not be disclosed to third parties other than reviewers without consent of the organization.

## IMPORTANT DEFINITIONS

- **Product Category:** The general category of a product, based on Construction Specifications Institute (CSI)'s MasterFormat division.
- **Product Type:** A more specific classification of products, based on CSI's MasterFormat, which is nested under the product category (e.g., office furniture, acoustic ceilings).
  - Eligible product type: Product type that has the ability to license the Works with WELL mark because it has demonstrated compatibility with one or more feature parts. (See Scope & Eligibility section above for additional details.)
  - Ineligible product type: Product type does not have the ability to license the Works with WELL mark because it does not directly or substantially support any feature parts. (See Scope & Eligibility section above for additional details.)
- **Product Group:** Represents a group of related products or product SKUs that share some common attributes such as features, functions, materials and working principles. A product group includes products that are often identical aside from slight variations in color, materials, size and pattern.
- **Product SKU:** A unique string of text and/or numbers used to differentiate products that have at least one unique characteristic (such as color, pattern or size) that varies from the other products within the same product group. SKU stands for "stock keeping unit".
- **Application:** The responses an organization makes to the application criteria defined for the product type and the supporting documents provided to substantiate the proposed alignment. Each product group requires a separate application.
- **Submission:** A completed product list template plus one or more application(s) uploaded for review as part of a review cycle.
- **Review Cycle:** Period that encompasses the review of submission materials. The number of available review cycles is determined by the organization's subscription tier.

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