



WELL Building Standard™ (WELL)

Value and Differentiators

Delos™
Innovate Well

WELL Building Standard™ (WELL) Value and Differentiators

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Please feel free to contact:

Cindy Sisson - Delos, Business Development
704.906.9507 | cindysissondelos@gmail.com
120 Quaker Road, Mooresville, NC 28117

I. WELL BUILDING STANDARD GENERAL RESOURCES

[WELL Brochure](#)

[WELL Presentation](#)

[WELL Resources: Download the WELL Building Standard, Certification Guidebook and more](#)

[WELL Webinars, Courses, Workshops, and Events](#)

[Frequently Asked Questions](#)

II. TALKING POINTS - ON THE VALUE OF WELL

- The WELL Building Standard (WELL) is an evidence-based system for measuring, certifying and monitoring the performance of building features that impact health and well-being.
 - This first-of-its-kind building certification program places occupant well-being at the center of design and construction decisions.
 - WELL is grounded in a body of medical and scientific research that explores the connection between the buildings where we spend more than 90 percent of our time¹ and the health and wellness impacts on building occupants.
- Think of WELL as a readily available *encyclopedia on how the built environment can positively impact occupant health and well-being*.
 - The WELL Building Standard is a reference where quality information about human health and well-being is conveniently organized and translated to be applicable to the building sector.
- WELL is a *holistic approach to wellness in the built environment* that integrates design strategies with improvements to ongoing operational and policy protocols.
 - Each WELL feature is designed to address issues that impact the health, comfort or knowledge of occupants through design, operations and behavior.
 - WELL provides a comprehensive approach to health and well-being in the built environment, covering 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.
- WELL creates trust, visibility and recognition.
 - Becoming WELL Certified creates a strong brand management, reputational and marketing platform from which clients can showcase their investment and commitment toward employee health.
- *For most businesses, their single greatest asset is their employees, a term increasingly referred to as "human capital."*
 - The ability of all businesses to attract and retain employees, reduce negative health impacts and improve productivity are seen as essential and fundamental to their overall and continued success.
 - The same examples that apply to business owners and employees are also transferable to education (educators and students), commercial real estate (tenants and landlords), multifamily residential (operators and residents), health care (providers and patients) and virtually all types of places for people.
- WELL building decisions are not necessarily more expensive decisions, but more informed decisions.
 - People are the biggest asset in any building, and thus the ultimate goal should always be to attract, retain, reduce risks and enhance experience for this enormous spend.

¹ U.S. Environmental Protection Agency "Healthy Buildings, Healthy People: A Vision for the 21st Century." October 2001

- Employers spend 90 percent of their annual operating costs on people². This means that even a small impact on productivity, engagement and satisfaction in the workplace can have huge returns on investment.

III. TALKING POINTS – ON THE DIFFERENTIATORS OF WELL

- The WELL Building Standard™ is the first building standard to focus exclusively on the health and wellness of the people in a building, rather than its energy use or carbon footprint.
 - WELL is a performance-based system for measuring, certifying and monitoring features of the built environment that impact human health and well-being, through air, water, nourishment, light, fitness, comfort and mind.
- The International WELL Building Institute™ (IWBI™) requires all WELL Certified™ spaces to meet performance metrics for indoor air quality, water quality and acoustics.
 - Performance Verification, which is an onsite audit and visual assessment, occurs at least one-month post-occupancy and includes testing of the performance metrics and spot checks of all applicable features.
 - Further, WELL requires projects to conduct an occupant survey to gather feedback around a variety of topics. This allows organizations to gain insight on areas that require improvement, as well as to compare progress across industries and locations.
 - Independent, third-party onsite verification combined with occupant feedback creates unparalleled accountability for wellness in the workplace.
 - Recertification every three years ensures that the project maintains the same high level of design, maintenance and operations over time.
- WELL fees include the cost of Performance Verification and a WELL Assessor.
 - *Registration* through WELL Online includes the following:
 - Access to WELL Online and to IWBI’s project customer support team.
 - The project will be assigned a WELL Assessor who will provide technical support and answer questions about the overall WELL Certification process. The WELL Assessor will also be responsible for reviewing documentation and conducting Performance Verification.
 - Visibility of project profile on IWBI’s website and access to additional marketing collateral, for projects that elect to be made public
 - *Performance Verification* is included in IWBI fees. Performance Verification includes the following:
 - An onsite inspection of all WELL features that can be visually verified. The WELL Assessor will also spot check certain features, including ceiling heights, entryway design, materials and finishes, glare control, air filters, furniture design, food which is sold or distributed and onsite fitness facilities.
 - Performance Verification conducted by independent, third-party WELL Assessors at least one-month post-occupancy. WELL Assessors are assigned to a project upon registration by Green Business Certification Inc. (GBCI). WELL Assessors both verify that your project complies with the WELL Building Standard requirements and are responsible for the documentation review and Performance Verification phases of WELL Certification. Anything that can be quantifiably measured or visually verified will be checked by the WELL Assessor during WELL Performance Verification. The WELL Assessor can also assist in answering technical questions about WELL features throughout the WELL Certification process.
 - Performance testing completed by WELL Assessors, including but not limited to the following:
 - Indoor Air Quality tests for approximately 10 air contaminants.
 - Drinking water quality tests for approximately 30 water contaminants.
 - Light quality tests measuring artificial ambient light, task light level and total light.

² Knoll Workplace Research “What’s Good for People, Moving from Wellness to Well-Being”, Kate Lister 2014

- Acoustic quality tests measuring noise criteria of mechanical equipment, reverberation time and decibel levels from exterior noise.
- Travel, expenses and related materials for WELL Assessors are included in the cost of Performance Verification.
- When compared to a LEED project with Enhanced Commissioning, the final costs are very comparable. Performance Verification is an essential element to achieve WELL Certification, so it must be regulated by IWBI/GBCI.
- The independent, institutional, third-party validation of all performance metrics is the real value add for projects.
- *WELL Certification* demonstrates that the project has successfully documented compliance with all applicable features and passed third-party Performance Verification. Upon achievement of WELL Certification, the project will receive:
 - A WELL Certification plaque and certificate.
 - Branding kit, project team awards, sample quotes, press releases and other marketing resources to help you promote your WELL Certified project.

IV. ARTICLES AND NEWS CLIPS

FINANCIAL RETURNS HIGHLIGHTED FOR HEALTH AND WELL-BEING IN THE WORKPLACE

[Hard Return on Employee Wellness Programs - Harvard Business Review](#)

[Employee Wellness as Strategic Business Imperative - IBX](#)

[Financial Benefits of a Comprehensive Health and Wellness Plan - Vendura Wellness](#)

[Big Business Finally Learns Wellness is Good for Business - Huffington Post](#)

[Proving the Return of an Employee Wellness Program - Star Wellness USA](#)

["Healthy Business is Essential to Great Work" - Bloomberg Impact Report](#)

[5 Hallmarks of a Successful Corporate Wellness Program - Fortune](#)

[Healthy Workplaces Produce Workers Who Work Harder and Longer - The Guardian](#)

[Companies Ponder a Rating of Workers' Health - Wall Street Journal](#)

DESIGNING FOR HEALTH AND WELL-BEING

[Taking 'Healthy Design' from Movement to Reality - American Institute of Architects](#)

[The Next Chapter in Green Buildings: Health, Wellbeing, and Productivity in Offices - World Green Building Council](#)

[Drive Towards Healthier Buildings - Smart Market Report](#)

WELL IN THE NEWS

[2016: Sustainable Buildings Go from Being Green to Being Good for You - Guardian Sustainable Business \(Op-ed\)](#)

[Deloitte Anchor Tenant for 477 Collins Street - Deloitte](#)

[GRESB and WELL: Complementary Tools to Promote Transparency and Leadership on Health and Well-being - GRESB Insights \(Blog\)](#)

[Wellness of a Building is Key Plus for Landlords and Tenants - Sydney Morning Herald](#)

[WELL Building Standard Set to Storm the Property World - The Fifth Estate](#)

[CBRE Joins Forces with Delos to Promote Office Wellness - Commercial Property Executive](#)

[WELL Standard Offers Multiple Benefits for Owners, Says Real Estate Executive - Building Design + Construction](#)

[How Buildings Affect Health and Well-being – CBC News \(Canada\)](#)

[Could Wellness Be the Next LEED for CRE? – GlobeSt.com](#)

[Building WELL – Green Building & Design](#)

TESTIMONIALS

[How TD Bank HQ Achieved WELL Certification – Canadian Property Management](#)

“It’s really evolved from a real estate initiative to a business led initiative. People are coming to us from business asking for WELL space because they’ve heard all the great things about this particular project.” – *Martha MacGinnis, TD Bank Group*

[CBRE Releases Results of Employee Survey for Downtown LA Workplace 360 Office One Year After Opening](#)

“From the first day we opened a year ago, we saw that this new way of working was going to be transformative for our company, as well for office tenants in Los Angeles and across the United States. We’ve had over 10,000 clients, business, government and community leaders tour our DTLA office over the course of the past year and this has not showed any signs of slowing. We’ve won numerous awards for the space, and received tremendous amounts of media coverage—but at the end of the day, none of that is as meaningful as hearing directly from our employees that they are happier and more productive than they were before, that they feel healthier, and that they would not choose to go back to a traditional way of working. That’s the true test.” – *Lewis C. Horne, President of the Southern California Region for CBRE*

[The Latest Office Diet - Perspectives](#)

“A building that is well-designed provides tenants the opportunity to increase productivity and retention rates, lower absenteeism, reduce healthcare costs, and improve employee satisfaction and engagement. These benefits are sure to attract tenants to the building, therefore providing advantages to developers in terms of higher rents, tenant retention rates, and faster leasing time.” – *Daiichi Properties Inc.*

[Special Report: Inside the WELL Building Standard – Multi-Housing News](#)

“Colorado is unique in the sense that health and wellness is very hip as a lifestyle, so to have one of the first WELL Certified projects here, across from a park where people can run, I think will attract people to live here. This will knock people’s socks off, and I think is the next big thing.” – *Brian J. Levitt, President of NAVA Real Estate Development, Denver*

[5 Ways to Make an Office a Nice Place to Work, Not a Soul-Sucking Pit of Despair – Fast Company](#)

“At its core, this growing focus on workplace well-being harkens back to some of the core principles for human health we’ve always understood: the importance of exercise and movement, access to daylight, clean air, and healthy food. Being able to integrate these elements thoughtfully into our daily work environments will enrich our full lives, beyond what we do outside of work. Organizations that embrace workplace well-being will benefit from healthier and happier employees capable of increased productivity and innovation.” – *Mark Hiron, Principal/Design Director for Cannon Design’s Corporate Interiors Practice*

[Developing for Wellness – NAIOP Development Magazine](#)

“Fortune 100 companies, they get it. They’re investing in their employees. Even Fortune 500 companies are starting to invest in this... Anything you can do to make those employees happy, make them feel committed and engaged, and make them healthier is a good thing. We are long-time owners. We must strive to build for wellness at no greater rental cost. When prospective tenants compare a light-filled building with flexible work environments and pro-health amenities to a cubicle-based office building of the 1990s, there’s just no comparison.” – *Bill Fisher, AIA, LEED AP, Senior Project Manager, Liberty Property Trust*