

# WELL™: ADVANCING HEALTH THROUGH BETTER BUILDINGS

## WE SPEND OVER 90% OF OUR TIME INDOORS

And we know our bodies and minds are impacted by the buildings where we live and work. The WELL Building Standard™ (WELL™) deploys robust research and strategies that can improve our surroundings to benefit our overall health and well-being.

## WELL IS A COMPLETE APPROACH TO HEALTH



Comprehensive



Flexible



Measured  
& verified



Global



Supportive  
to users



Powered by  
technology

WELL provides the tools and expertise you need to become an agent of change for public health. Creating a true culture of health involves taking an **inclusive and holistic approach** that enables every person to share the wellness experience and involves a variety of enhancements to design elements, maintenance protocols and organizational policies.

## WE ARE IMPROVING WHAT WE MEASURE

WELL guides you through a review of your existing environment to **recommend tangible strategies** you can use to achieve your wellness goals. Through its flexible framework and performance-driven assessments, WELL helps you customize your approach to make incremental improvements and benchmark your success, all the way through to the WELL Certification milestone.

Healthy environments are not a snapshot in time, but an **ongoing commitment** to performance and transparency. WELL enables you to monitor and adapt to evolving conditions to ensure you're meeting your wellness goals. Leverage occupancy feedback, building performance data and sensor technology to continuously strengthen your impact.

# WELL HELPS ORGANIZATIONS THRIVE

## PEOPLE MATTER

Leading organizations attract and retain the best talent by creating a workplace optimized for health and well-being. The WELL approach unifies various stakeholders to bring a common vision for wellness. Representatives from real estate, design, operations, human resources and communications work together to create a meaningful employee experience. Early WELL projects are sharing their success using WELL.

We compete like everyone else for employees from many other industries, and embracing wellness gives us a leg up and allows us to attract higher quality employees because we're creating an environment that's attractive. The reaction so far has been overwhelmingly positive.

- Michael Huaco, SVP, Corporate RE, McKesson

[\*This Is the Future: Workplaces that Make You Healthier\*](#)

McKesson has already seen more people choosing to come into the office rather than work from home.



Cundall reported experiencing a 27% reduction in employee turnover compared to the previous year, totaling £122,000 (€132,500) in savings.

[\*Creating Positive Spaces: Using the WELL Building Standard\*](#)

# 2X

increase in  
hiring rate

"In the WELL Certified offices, the total employee turnover rate has fallen by almost a third, and the hiring rate for new talent has doubled."

- Ashley O'Neill

Vice President of Corporate Strategy and leader of CBRE Canada's Healthy Workplace Initiative

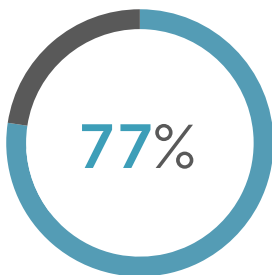
[\*The Business Case for Healthy Buildings, Insights from Early Adopters\*](#)

## PERFORMANCE MATTERS

Industry leaders know the importance of tracking critical business metrics to inform strategic decisions and investments. The WELL process helps organizations capture building performance data and employee experience feedback, allowing them to assess their progress, and make ongoing decisions to optimize their space and their business for productivity, creativity and collaboration. Workplace design and operations are intricately connected to a business's bottom line and early WELL projects are reporting on this relationship.

ASID's new WELL Certified office headquarters was designed for environmental sustainability, and health and wellness, with a focus on indoor air quality, employee satisfaction and productivity. In their new office, employee absenteeism has decreased by 19% and presenteeism by 16%.

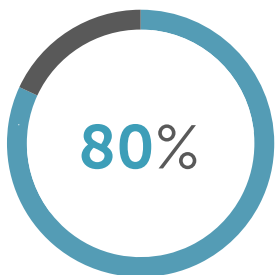
*[Doing Right by Planet and People:  
The Business Case for Health and Wellbeing in Green Building](#)*



felt an increase  
in collaboration

Symantec reported that 77% of employees feel their WELL Certified space fosters more collaboration & socialization, a 28% increase over their views toward their previous space.

*[Symantec's WELL project profile](#)*



of employees felt  
more productive

CBRE Madrid reported that 80% of employees believed their new WELL Certified office enabled them to be more productive.

*[Los beneficios de una oficina WELL, CBRE Spain](#)*

# WELL PROVIDES SOLUTIONS TO OPTIMIZE HEALTH



## AIR | Breathe easy

WELL promotes strategies to reduce or minimize sources of indoor air pollution.

- Air quality testing
- Material selection
- Ventilation and filtration
- Moisture control
- Maintenance and operations
- Construction processes



## WATER | Drink up

WELL prioritizes access to high quality water.

- Hydration promotion
- Water quality testing
- Filtration and treatment
- Maintenance and operations



## NOURISHMENT | Dig in to wholesome foods

WELL makes healthy foods the easy choice and encourages a better food culture.

- Fruits and vegetables
- Nutritional transparency
- Ingredient restrictions
- Portion management
- Accommodating special diets
- Food advertising and education
- Mindful eating spaces
- Food preparation guidelines
- Food production & sourcing



## LIGHT | Soak it in

WELL helps advance daylighting and electric lighting systems designed to increase alertness, enhance experience and promote optimal sleep patterns.

- Circadian design
- Daylighting
- Glare control
- Color quality
- Activity-based lighting levels
- Visual acuity



## MOVEMENT | Keep moving

WELL encourages the integration of activity and fitness into everyday life.

- Active buildings & communities
- Ergonomics
- Active furnishings
- Movement & circulation
- Active commuting
- Site planning & selection
- Physical activity space
- Physical activity promotion
- Self-monitoring



## THERMAL COMFORT | Get comfortable

WELL optimizes the indoor environment and improves individual control to provide productive and comfortable indoor environments.

- Performance metrics
- Thermal zoning
- Individual controls
- Radiant thermal comfort
- Ongoing monitoring
- Humidity



## SOUND | Attune your focus

WELL ensures optimal acoustical comfort to reduce distractions and promote focus.

- Performance metrics
- Acoustic zoning
- Sound barriers
- Material absorption
- Sound masking



## MATERIALS | Be assured

WELL improves human health through use of safer materials and finishes.

- Fundamental material safety
- Outdoor structures
- Waste management
- Site remediation
- Pesticide use
- Cleaning products & protocols
- VOC reduction
- Long-term emission control
- Enhanced material precautions
- Material transparency



## MIND | Stay centered

WELL supports cognitive and emotional health through design, technology and treatment strategies.

- Access to nature
- Focus support
- Sleep support
- Business travel
- Tobacco prevention & cessation
- Substance use education & services
- Opioid emergency response plan



## COMMUNITY | Connect with others

WELL fosters community engagement and social support through improved access and proactive initiatives.

- Community immunity
- New parent & family support
- New mother support
- Civic engagement
- Organizational transparency
- Restroom accommodations
- Emergency preparedness
- Community access & engagement
- Accessible & universal design

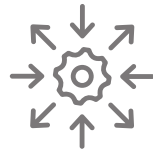
# WELL PUTS PEOPLE AT THE HEART OF THE PROCESS



# 1

## ASSESS YOUR WELLNESS GOALS

- Build a team
- Ask questions
- Set goals



# 2

## IMPLEMENT WELL

- Incorporate WELL
- Explore new strategies
- Document compliance



# 3

## VERIFY YOUR PERFORMANCE

- Validate implementation
- Test site
- Instill confidence



# 4

## MONITOR SUCCESS

- Promote achievement
- Revisit goals
- Make improvements

ENGAGE  
WITH YOUR  
OCCUPANTS  
AT EVERY  
STEP

# WELL PROVIDES UNPARALLELED SUPPORT

WELL's high-touch support platform empowers your project team to not only understand why WELL matters, but to leverage its power to create and communicate health impact.



## DEDICATED COACHING

To quickly answer questions, registered projects are provided with dedicated technical support throughout the certification process.



## BROAD TOOLKIT OF TEMPLATES, EXAMPLES, AND RESOURCES

To optimize your experience and ensure projects achieve success, we provide a variety of helpful resources. Access project profiles, cutting edge research, real-world technical implementation examples and consulting templates.



## FLEXIBLE PATHWAYS TO ACHIEVE WELL

To customize your approach to meeting health outcomes, projects can use published alternative adherence pathways or submit their own novel approach.



## INTERACTIVE RESEARCH WITH WELLOGRAPHIES

To educate the project team and building users, projects can access the science and evidence that backs the requirements.



## MOBILE ACCESS TO REQUIREMENTS

To facilitate discussions on the go, projects can utilize the Build WELL mobile app to access features, articles and additional research.



## MARKETING OPPORTUNITIES

To earn extra recognition and celebrate success, projects can utilize a full suite of marketing resources, including press release templates, example signage and a unique profile on the WELL project directory.



# WELL CELEBRATES AND REWARDS LEADERSHIP

Organizations pursue WELL Certification™ to demonstrate to their employees, their clients and their audiences that they are meeting WELL's global benchmarks for performance, gaining recognition for their visible commitment to human health. WELL Certification signifies to the public that companies have taken tangible steps toward improving the health of their community.

The mission to advance healthier buildings is growing rapidly with over 1,000 leading organizations pursuing WELL Certification and nearly 12,000 professionals expanding their expertise with the WELL AP (accredited professional) credential.

## PUBLIC RECOGNITION

[This is the Future: Workplaces that Make You Healthier - Fortune Magazine](#)  
[Healthy Workplaces Produce Workers Who Work Harder and Longer - The Guardian](#)  
[5 Ways To Make An Office A Nice Place To Work, Not A Soul-Sucking Pit Of Despair - FastCompany](#)  
[Enterprise, IWBI Join Forces to Advance Health and WELL-Being in Affordable Housing - Enterprise](#)  
[The Workplace of the Future - National Geographic](#)

## WELL AS WORKPLACE STRATEGY

[Designing the Workplace Experience – CBRE](#)  
[How to create a workplace that's fit for the future – Moving from wellness to wellbeing – JLL](#)  
[Create a workplace that makes people healthier – Colliers](#)  
[In the Future, Office Design Plans Will Prioritize Employee Wellness - Well + Good](#)

## LEADING BY EXAMPLE

[WELL Profile: Arup Boston](#)  
[WELL Profile: Mirvac Sydney](#)  
[WELL Profile: Cundall London](#)  
[WELL Profile: JLL Shanghai](#)

## EMERGING RESEARCH

[Doing Right by People and Planet: The Business Case for Health and Wellbeing in Green Buildings 2018](#)  
[Building the Business Case: Health, Wellbeing and Productivity in Green Offices 2016](#)  
[The Future of Wellness at Work 2016](#)  
[Playbook for Sustainably Healthy Workplaces](#)



Want to see how WELL might apply to your project?  
[\*\*EXPLORE WELL NOW\*\*](#)