

THE WELL BUILDING STANDARD

Rotterdam, April 10, 2018



dGm^R

BBA
BINNENMILIEU BV

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NICE TO MEET YOU



ANN MARIE AGUILAR

INTERNATIONAL WELL BUILDING INSTITUTE

DIRECTOR OF OPERATIONS EUROPE

Ann-marie.aguilar@wellcertified.com

A group of people are practicing yoga in a modern building. They are in a lunge position, using yoga blocks for support. The room has large windows and a concrete ceiling. The text "01" is displayed in the upper center of the image.

01

THE HEALTHY BUILDINGS MOVEMENT

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THE WELL BUILDING STANDARD™

The leading tool for advancing health & well-being in buildings and communities globally.

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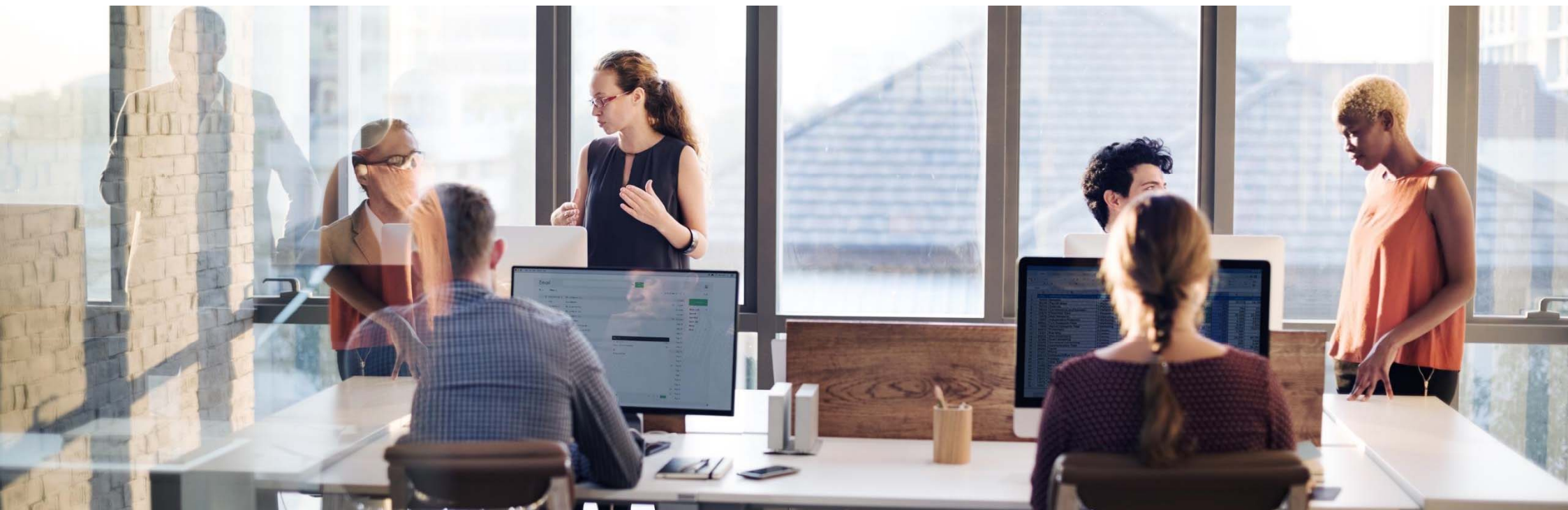
WELL IS FOR PEOPLE



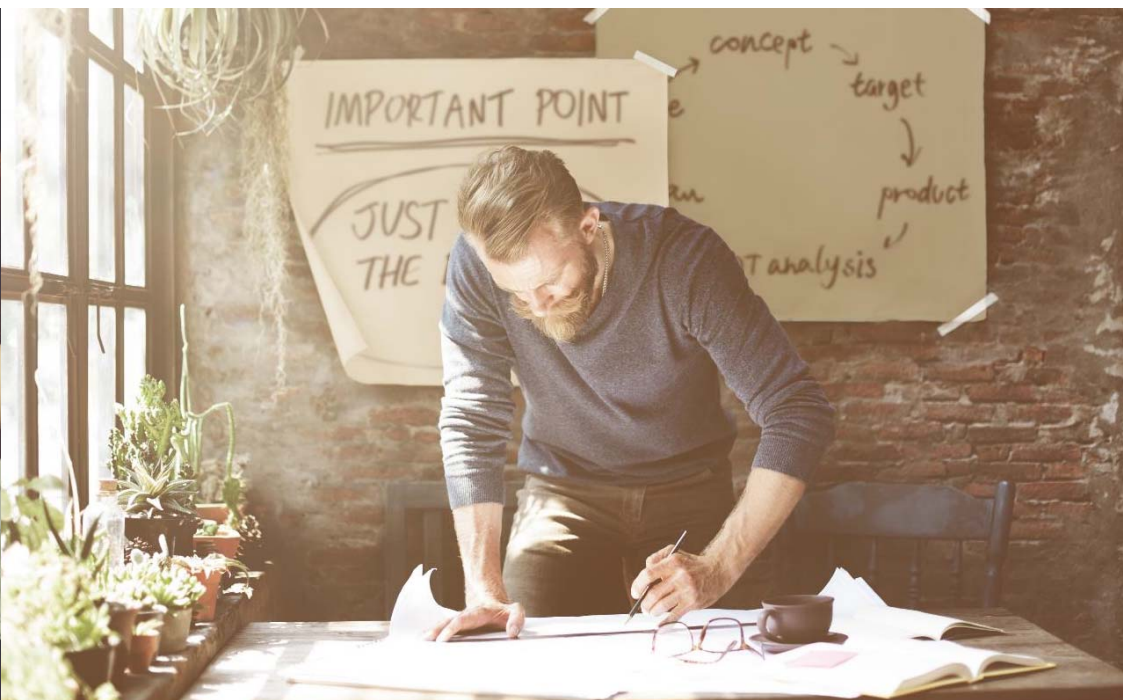
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**WE SPEND ABOUT 90% OF OUR
TIME INDOORS.**



**OUR ENVIRONMENT IS
CHANGING HOW WE LIVE.**



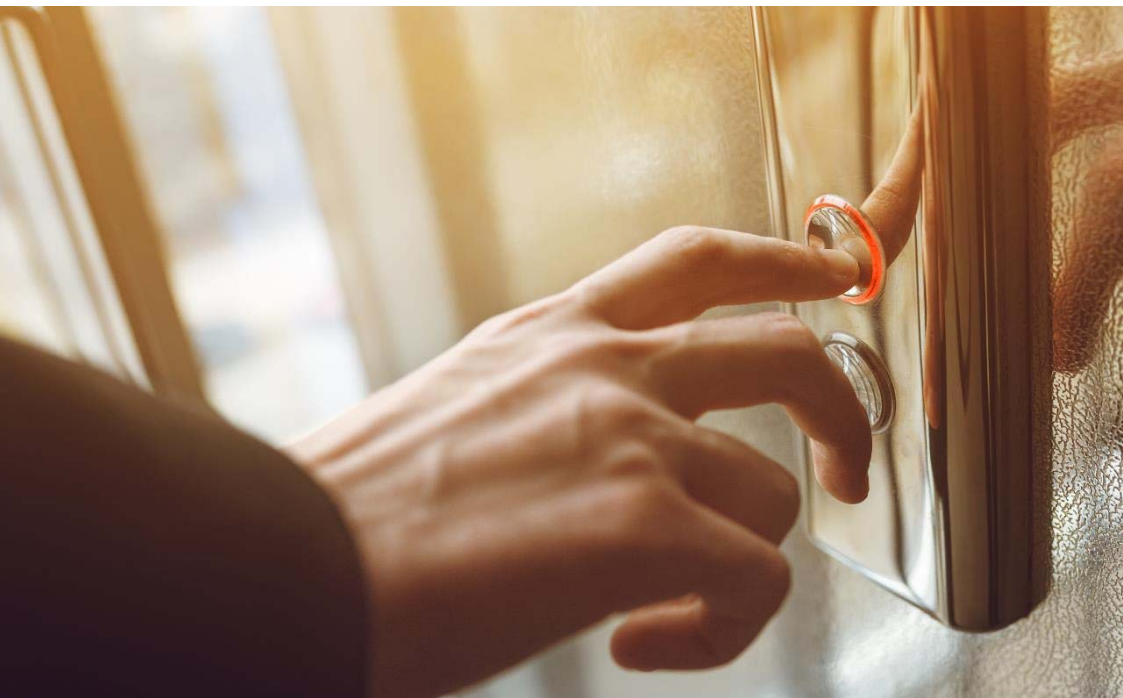
CHANGING WORK AND CULTURE.



CHANGING VIEWS.

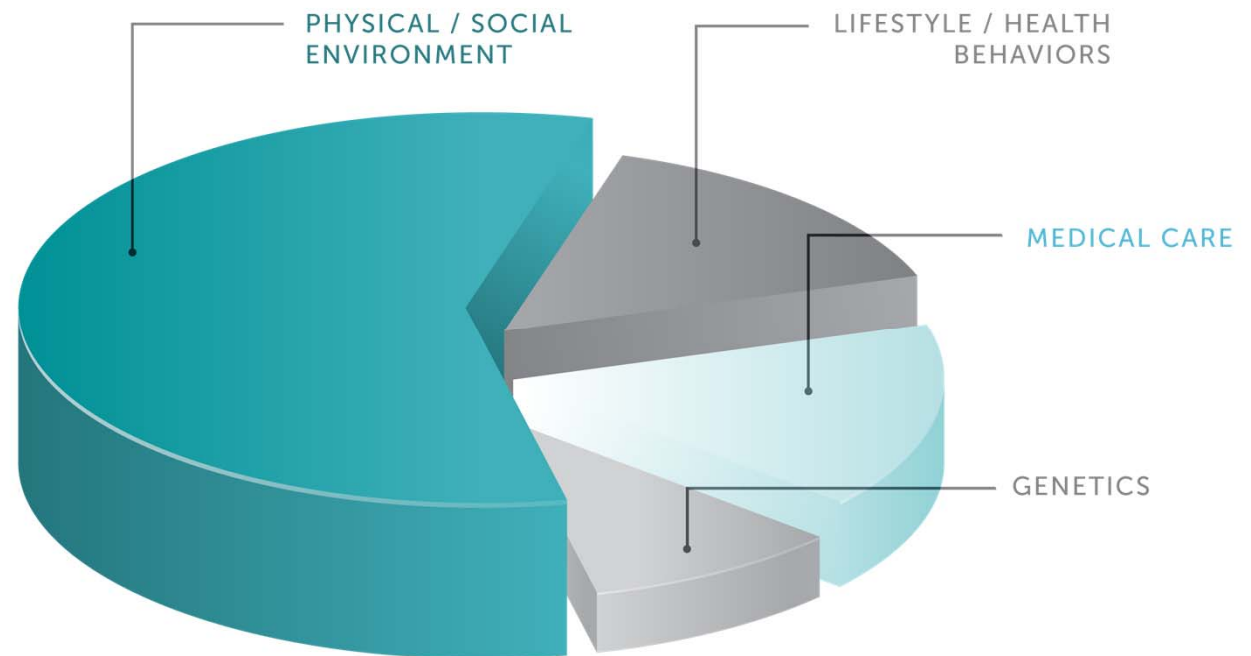


CHANGING WHAT WE EAT AND HOW WE FEEL.



CHANGING HOW WE GET AROUND.

WHAT DETERMINES THE STATE OF HEALTH?



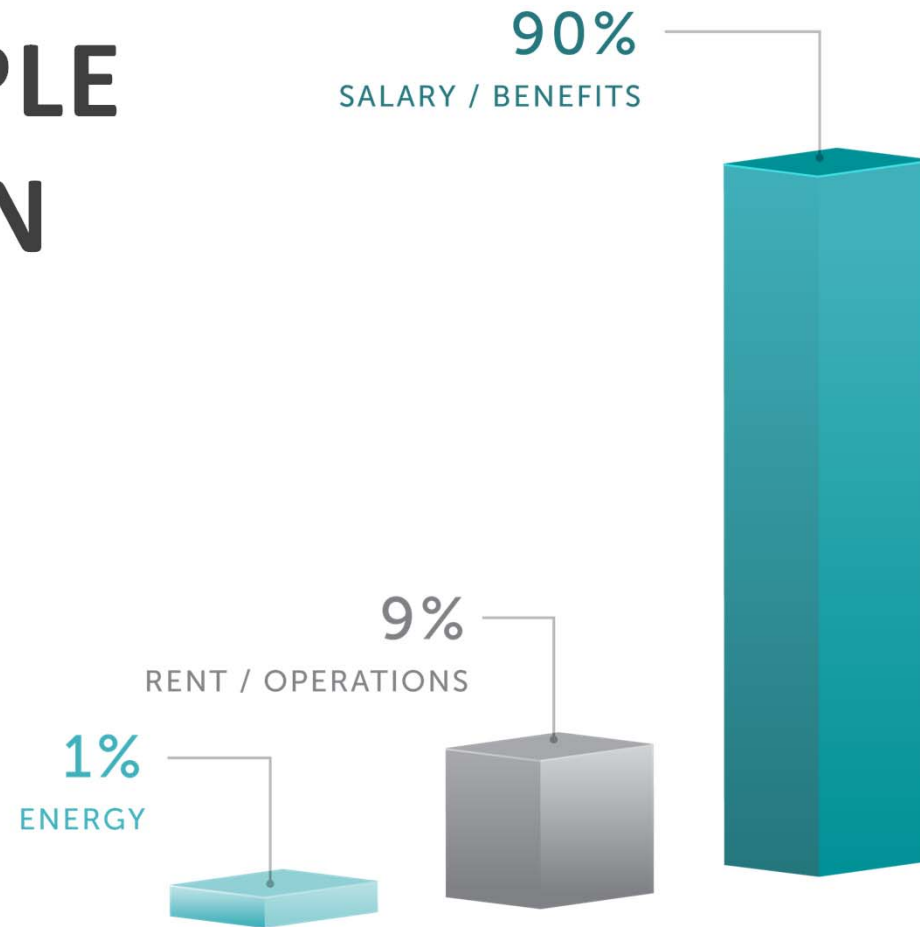
Source: Centers for Disease Control and Protection. Frequently Asked Questions. 2014. Available online at: <http://www.cdc.gov/nchstp/socialdeterminants/faq.html>



**THE BUILDINGS WHERE WE LIVE, WORK,
LEARN AND RELAX PROFOUNDLY IMPACT OUR
HEALTH, WELL-BEING AND PRODUCTIVITY.**

INVEST IN PEOPLE FOR RETURN ON INVESTMENT

Source: Knoll Workplace Research "What's Good for People, Moving from Wellnes to Well Being", Kate Lister 2004 Studies include those conducted by organizations including Harvard Business Review and World Economic Forum and the American Journeal of Health Promotion Image courtesy of World Green Building Counsel Report "Health, Wellbeing & Productivity in Offices"



A photograph of two women in a kitchen setting. The woman on the left, with brown hair tied back, is wearing a grey cardigan over a white top and a long wooden bead necklace. She is holding a yellow lemon in her right hand and looking towards the other woman. The woman on the right, with dark curly hair, is wearing a light blue button-down shirt and large hoop earrings. She is looking back at the first woman. In the background, there are white shelves with various jars and a basket of lemons on the counter.

02

GET TO KNOW WELL

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BETTER BUILDINGS

WELL positions building design and operations as agents of public health.

WELL measures, verifies and monitors building features that impact health and well-being.



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IWBI + GBCI

Green Business Certification Inc.
(GBCI), the same organization that
administers LEED certification,
provides third-party certification for
WELL.



DEVELOPMENT OF WELL

IWBI undertook a comprehensive expert peer review process, which included three phases—a scientific, medical and building expert review—and culminated in the release of the WELL Building Standard.



SCIENTIFIC

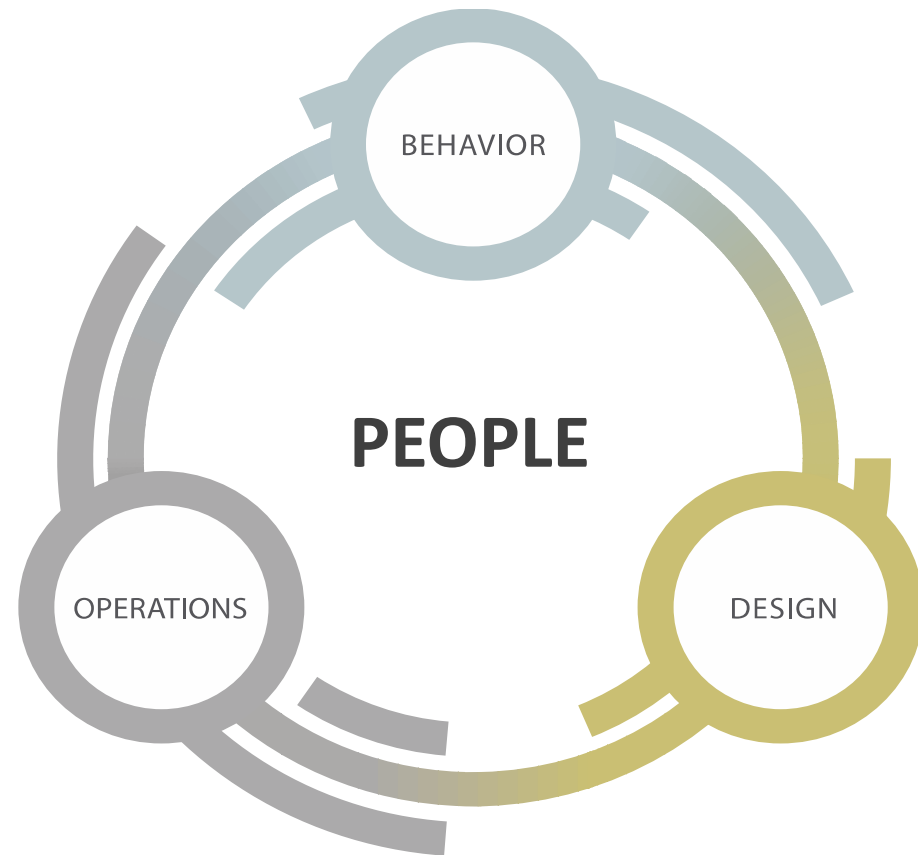


PRACTITIONER



MEDICAL

WELL IS HOLISTIC



A COMPREHENSIVE APPROACH TO WELL-BEING

The WELL Building Standard is made up of features that address seven concepts:



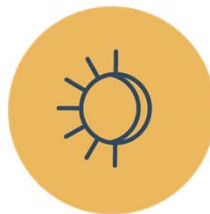
AIR



WATER



NOURISHMENT



LIGHT



FITNESS



COMFORT



MIND



03

A STANDARD BUILT FOR YOU



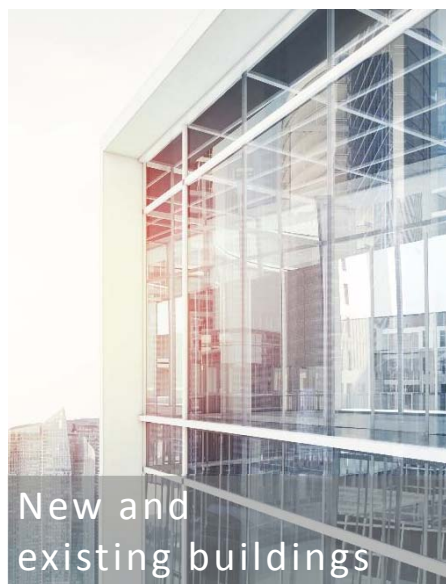
Education (pilot)



Multifamily residential (pilot)



Commercial kitchen (pilot)



New and existing buildings



Restaurant (pilot)



Retail (pilot)



New and existing interiors

ALL BUILDINGS IN

Choose from our project types and pilot programs – or work with us for a custom approach to your unique building project.

FLEXIBILITY FOR YOUR GOALS

After meeting required preconditions in WELL, select from optional optimization features to advance the healthy building elements that are most important to you.



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SILVER, GOLD OR PLATINUM



100%
OF PRECONDITIONS



100%
OF PRECONDITIONS

40%+
OF OPTIMIZATIONS



100%
OF PRECONDITIONS

80%+
OF OPTIMIZATIONS

VERIFIED PERFORMANCE

The WELL differentiator: data-driven
environmental assessments through on-
site performance verification.



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ALTERNATIVE ADHERENCE PATHS

Alternative adherence paths enable you to apply new, novel and creative ways of achieving WELL features.



PEOPLE + PLANET

WELL works in conjunction with
global green building rating
systems to enhance building
performance for human health and
our environment.



LIVING
BUILDING
CHALLENGE™



YOUR PARTNER IN WELL

Your WELL Assessor is matched to you after you register your project – and provides strategic oversight and support throughout the WELL process.



04

THE VALUE OF BETTER BUILDINGS

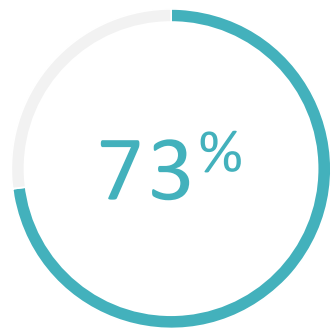


DELIVERING BUILDING PERFORMANCE Benefits

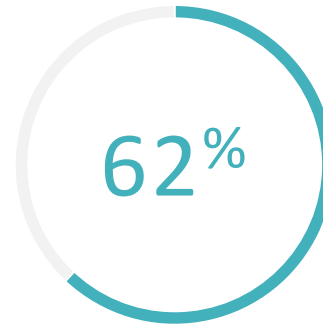
TO OWNER / INVESTOR:

- Quality assurance that documented design intent and operational policies are successfully implemented
- Due diligence in protecting human health
- Easily articulated benchmarked achievements, and recognition as market leaders by industry
- Rigorous, independent validation of building performance: futureproofing and pre-empting occupier inquiries

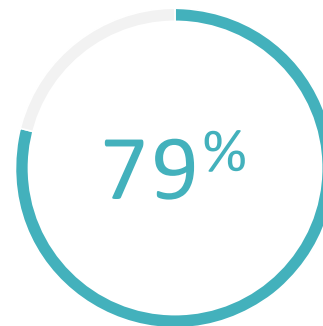
OWNERS VIEW THESE AS THE TOP BENEFITS OF HEALTHY BUILDINGS:



Positive impact on
building leasing rate



Positive impact on building
value



Positive impact on occupant
satisfaction



WELL AT WORK: Benefits

FOR EMPLOYEES AND CLIENTS:

- Health-focused environment
- Increased productivity
- Improved satisfaction and happiness at work

FOR COMPANY:

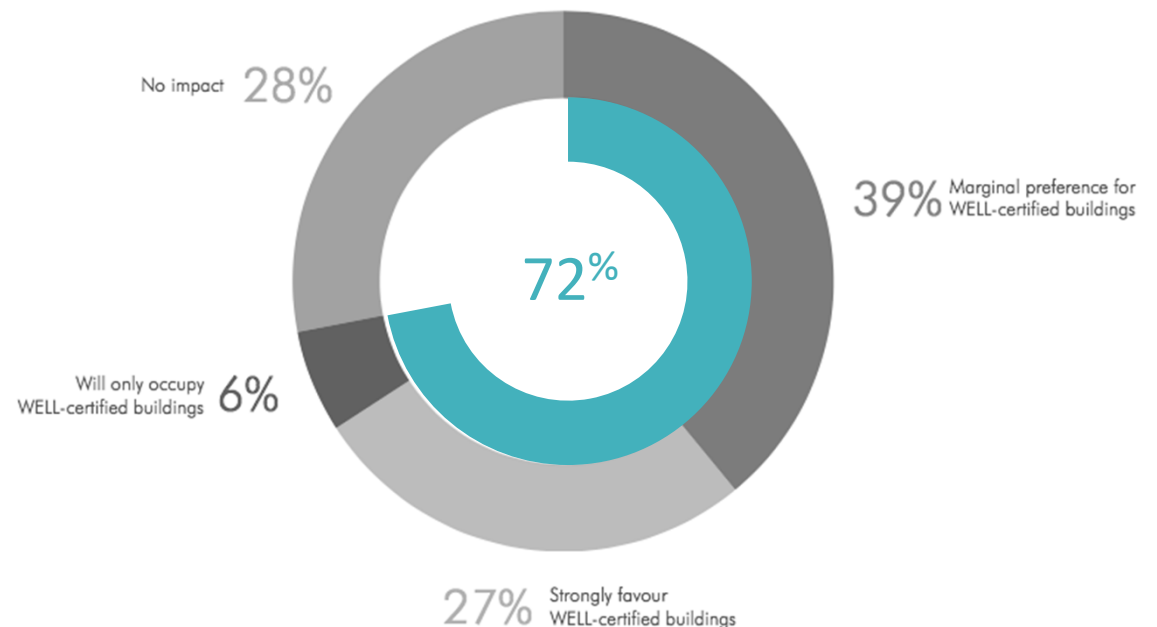
- Attract and retrain top talent, clients and investors
- Promote health to 100% of employees through WELL features
- Return on investment
- Lead the industry

WORKPLACE WELLNESS INITIATIVES INCREASINGLY INCLUDE REAL ESTATE

“Those in competitive markets concerned with attracting and retaining talent, engaging the workforce and boosting productivity are also thinking carefully about building selection.”

72% of those who have or are planning to introduce a formal wellness programme have some degree of **preference for WELL-certified buildings**.

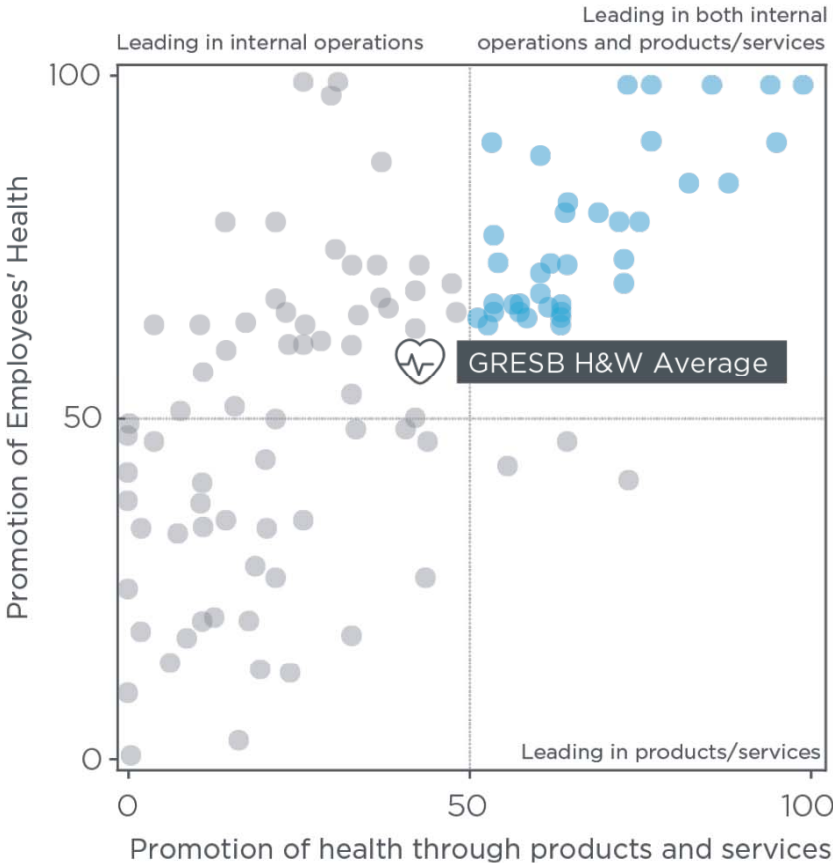
FIGURE 14: WELLNESS AFFECTING BUILDING SELECTION



Source: CBRE Research, 2017

GRESB Health and Well-Being Module

Global investment survey highlights 62 leaders that are integrating health and well-being strategies internally and externally



62

Leaders

174
Entities



Average Score

Source: GRESB Real Estate. Health and Well-Being Module; 2016. <https://www.gresb.com/2016-health-well-being-module>. Accessed March 6, 2017.

(n=174)



05

GET STARTED WITH WELL

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EXPLORE WELL

Considering WELL? Complete our project
assessment survey to help you learn about WELL
and next steps to achieving WELL Certification .

WELLCERTIFIED.COM/EXPLORE-WELL



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A light gray world map serves as the background for the slide. A vertical line divides the map down the center, separating the Americas on the left from the rest of the world on the right.

THE GLOBAL WELL MOVEMENT

757
WELL PROJECTS

142.4m
SQUARE FEET

32
COUNTRIES

Figures current March 2018

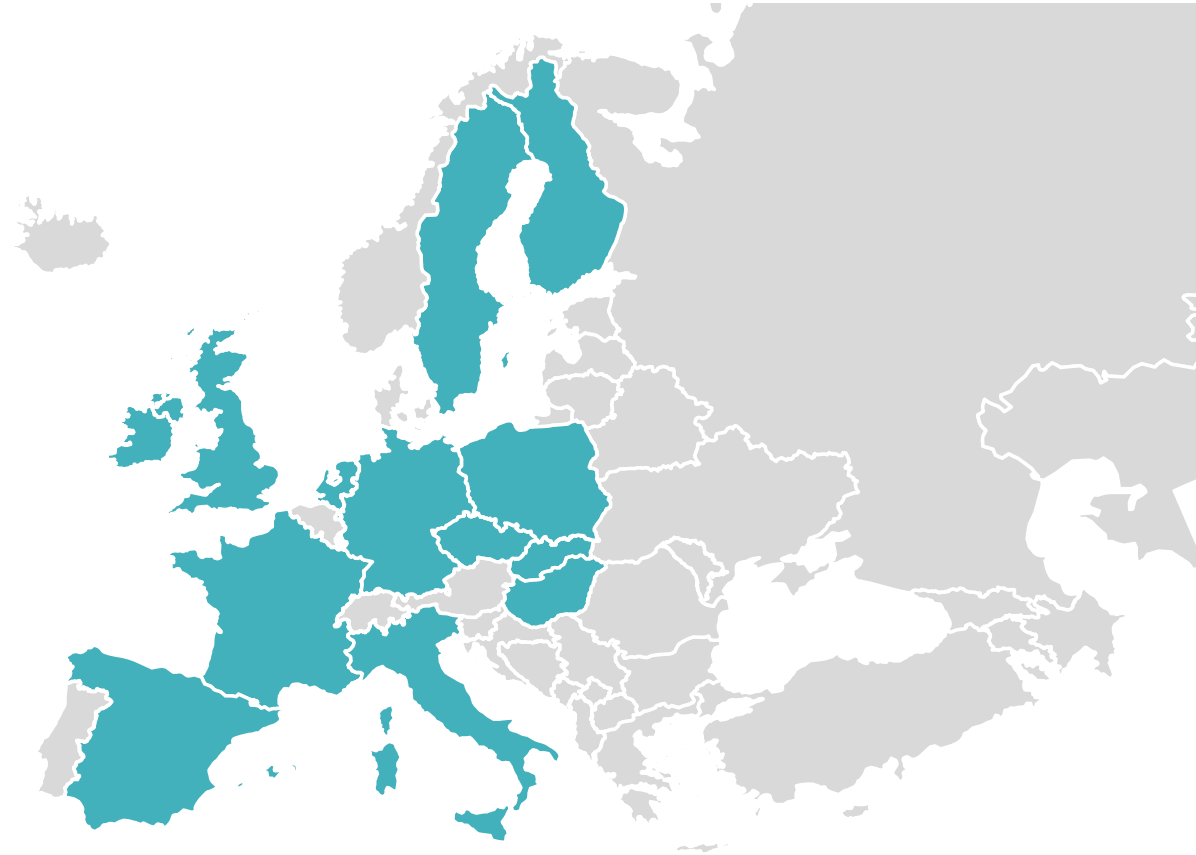
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WELL IN EUROPE

WELL PROJECTS **130**

SQUARE FEET **31.5m**
(25% of global)

Figures current 15 December 2017

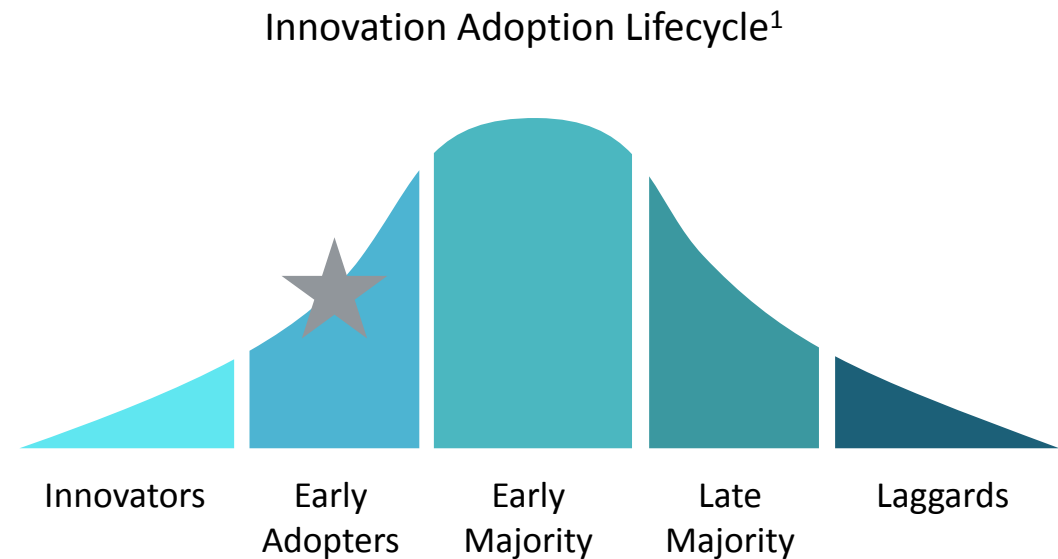


COUNTRIES 13

France, UK, Spain, Netherlands, Poland, Hungary, Sweden, Ireland, Slovakia,
Germany, Czech Republic, Finland, Italy *(by project #, largest first)*

FIRST WAVE SINCE 2014 LAUNCH

- Successful early adopters of sustainability ready for a reboot
- Innovators inspired by the novel approach to designing for health esp. AEC/developer industry learning to elevate their offering
- Owners with a proactive futureproofing strategy to mitigate risk and pre-empt occupier enquiries



INTERIORS
CASE STUDY

FIRST IN UK + EUROPE

CUNDALL LONDON



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<https://wellonline.wellcertified.com/project-profiles/one-carter-lane>

FIRST IN SPAIN

CBRE MADRID



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INTERIORS
CASE STUDY

SECOND IN UK

LANDSEC, LONDON

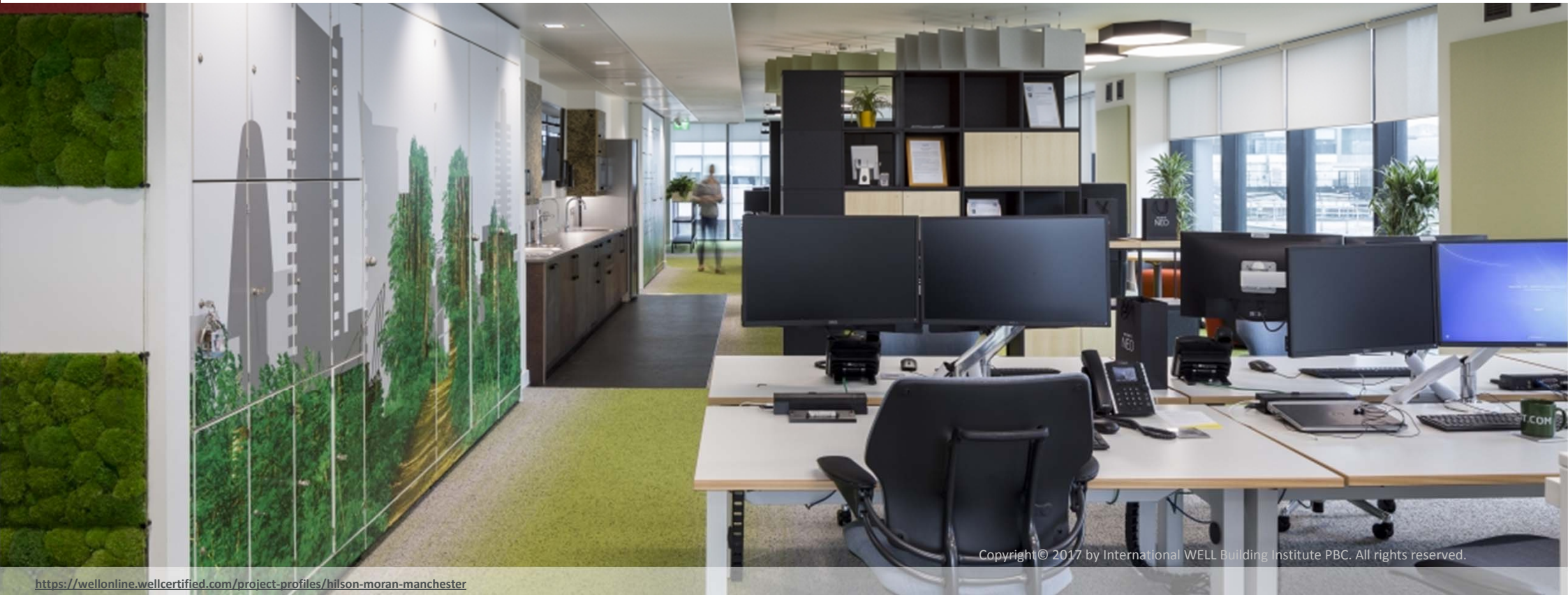


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<http://www.propertyweek.com/insight/legal-and-professional/landsec-studies-lighting-air-quality-and-even-taps-in-pursuit-of-well-certification/5092801.article>

FIRST OUTSIDE LONDON, UK

HILSON MORAN, MANCHESTER



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FIRST CERTIFIED INTERIORS PROJECT IN FRANCE

SANOFI CARTERET SITE, LYON

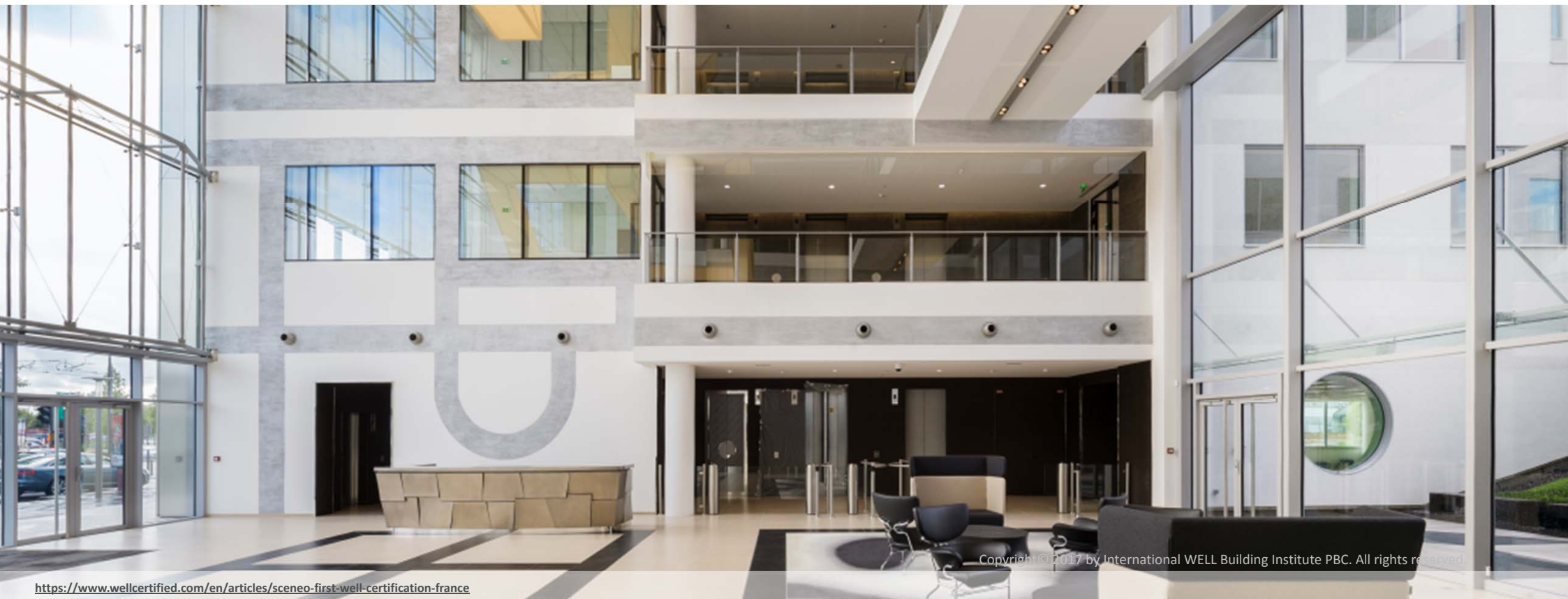


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CORE & SHELL
CASE STUDY

FIRST IN FRANCE

SCENEO



<https://www.wellcertified.com/en/articles/sceneo-first-well-certification-france>

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CORE & SHELL
CASE STUDY

FIRST CORE AND SHELL IN THE UK

PORTER BUILDING, SLOUGH



THE PORTER BUILDING



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<https://wellonline.wellcertified.com/project-profiles/porter-building>

FIRST PRECERTIFIED PROJECT IN EUROPE



VARSO TOWER, WARSAW



FIRST PRECERTIFIED PROJECT IN FRANCE



TOURS DUO, PARIS



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FIRST PRECERTIFIED PROJECT IN SWEDEN

SKANSKA

EPIC, MALMÖ



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LIVING WELL: MULTIFAMILY RESIDENTIAL

FOR RESIDENTS

- Health-focused environment
- Positive impact on health
- Improved energy and quality of sleep

FOR PROPERTY

- Recognition and market differentiation
- Increase in value

MULTI-FAMILY RESIDENTIAL

Country

China (61)
United States (28)
Barbados (6)
Canada (3)
Haiti (1)
Italy (1)
Japan (1)
Malaysia (1)
Mexico (1)
United Arab Emirates (1)
United Kingdom (1)

Figures current 22 January 2018

105
WELL PROJECTS

9
CERTIFIED

11
COUNTRIES
(Europe: Italy & UK)

DEMAND FOR WELL

Design for Healthy Behaviors is ranked #1 as both **most transformative** and **fastest-moving** sub-trend of the Health & Wellbeing macro trend.¹

ASID 2015 OUTLOOK

1. American Society of Interior Designers. Interior Design 2015-2016 Outlook and State of the Industry. Washington, DC; October 2016



AWARENESS OF IMPACTS IS GROWING

Nearly **two thirds of homeowners (63%) believe that products and practices used in homes can have an impact on health.** The most commonly cited health condition is **allergies (50%)**, followed by **asthma/respiratory illnesses (32%)** and **headaches/migraines (30%).¹**

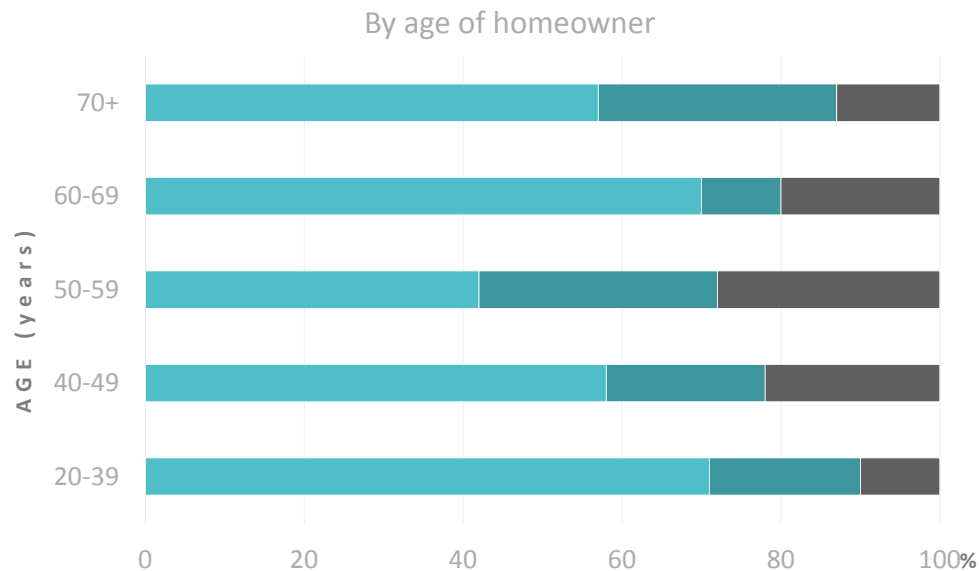
McGRAW HILL / DODGE (2014)



1. McGraw Hill Construction (2014) The Drive Toward Healthier Buildings - Smart Market Report.

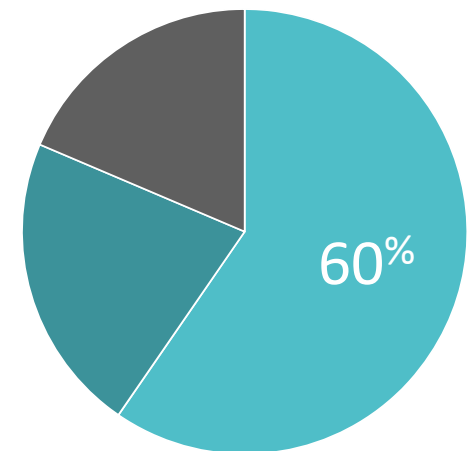
FUELING DEMAND FOR HEALTHY HOMES

WILLINGNESS OF HOMEOWNERS TO PAY EXTRA FOR A HEALTHY HOME



- WILLING TO PAY MORE
- DON'T KNOW
- WON'T PAY EXTRA

Average across all age groups



PILOT
CASE STUDY

FIRST MULTI-FAMILY RESIDENTIAL PROJECT

21W20 ST, NYC



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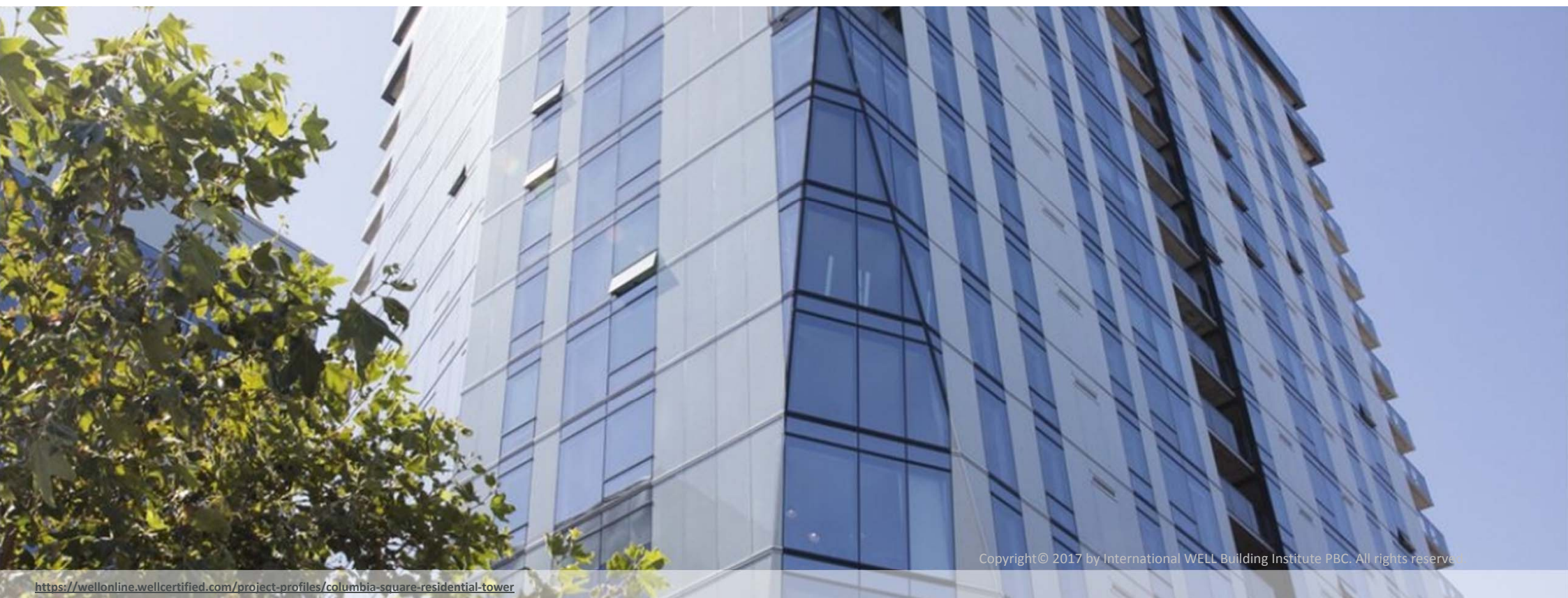
<https://wellonline.wellcertified.com/project-profiles/21-west-20th-street>

PILOT
CASE STUDY

FIRST MFR RENTAL APARTMENTS

HOLLYWOOD PROPER RESIDENCES

LOS ANGELES, USA



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<https://wellonline.wellcertified.com/project-profiles/columbia-square-residential-tower>

SEVEN MULTI-FAMILY RESIDENTIAL PROJECTS IN ASIA

YUANYUAN TIANJIAO

GUANGDONG SHENG, CHINA





THE WELL COMMUNITY STANDARD™

PILOT

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THE PREMIER GLOBAL STANDARD FOR SUPPORTING HEALTH AND WELL-BEING THROUGH INCLUSIVE, INTEGRATED AND RESILIENT COMMUNITIES.

The WELL Community Standard aims to impact individuals not just within the walls of their home or workplace, but **throughout the public spaces** where they spend their days.



PUTTING PEOPLE FIRST

The WELL Community Standard focuses on ten concepts to advance health-focused, integrated and supportive communities.



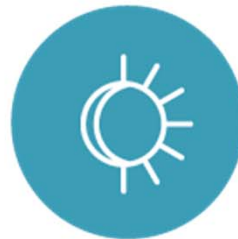
AIR



WATER



NOURISHMENT



LIGHT



FITNESS



COMFORT



SOUND



MATERIALS



MIND



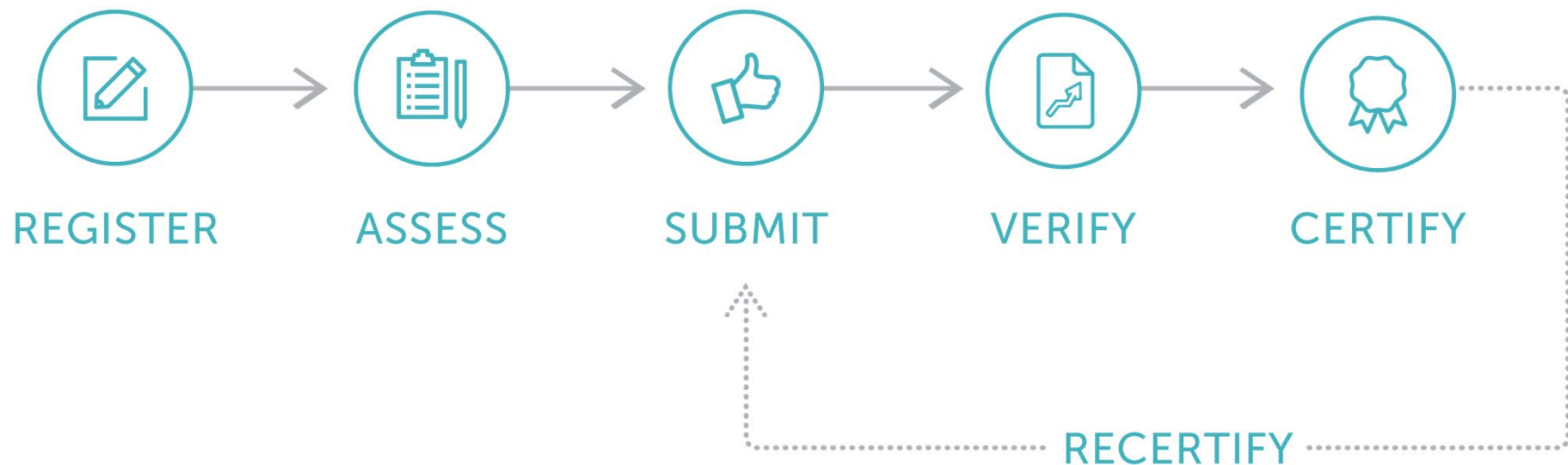
COMMUNITY

CERTIFICATION



- Project “locks in” scorecard
- First official step toward WELL Community Certification
- Project submits project plan for evaluation of all documentation stage features
- Upon successful review, project is Design Verified
- Project submits environmental measurements for all performance-based features
- Upon successful review, project earns WELL Community Certification

BEGIN YOUR JOURNEY TO WELL CERTIFICATION





A MOVEMENT OF LEADERS:

JOIN THE WELL AP
COMMUNITY

WELLCERTIFIED.COM/YOUR-COMMUNITY

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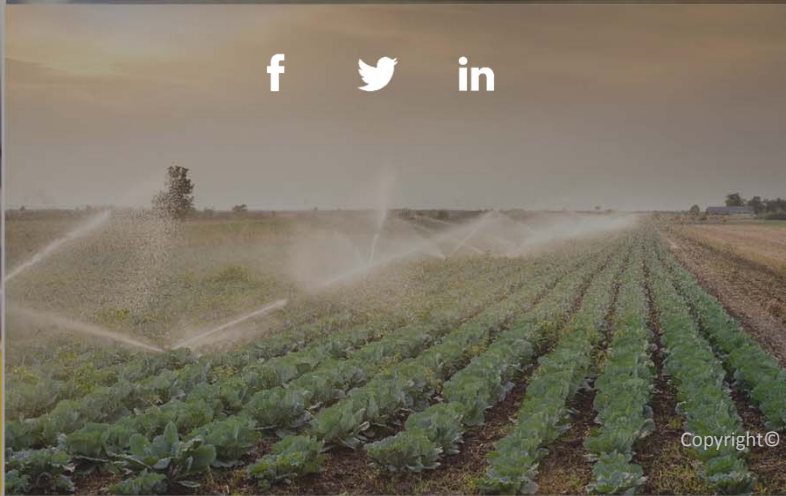
YOUR PATHWAY TO BECOMING A WELL AP





WE ARE WELL

WELLCERTIFIED.COM



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