

Style Guide



Contents

Introduction	4
Voice and tone	5
Definitions - The WELL program	6
Key terms	8
WELL Network	10

Voice and tone

IWBI's voice represents who we are as an organization and encapsulates our mission and values. IWBI strives to be:

Inclusive

At IWBI, we're all about people. We aim to inspire others to not only create beautiful and effective spaces but also entire communities that recognize and celebrate diversity. This means that we prioritize making our spaces accessible and welcoming to everyone.

Credible

A key value proposition is our commitment to unearthing evidence-based strategies that are backed by studies, surveys and science. At IWBI, we convene expert advisories of subject matter experts, recruit for the right academic credentials, and invest in our own research to ensure that we are always leading with science.

Compassionate

We are committed to taking care of one another, our community, and staying mindful of the world around us. We will always advocate for human rights of all kinds - not only those related to health and well-being.

Committed

We are committed to making a global impact that improves human health. We are dedicated to giving our community the best experiences, products and information to make that happen.

Authentic

Our message of health for all carries little weight if we don't practice what we preach. We will always be honest, transparent, genuine and human in our work and when addressing our community.

Definitions | The WELL Program

The International WELL Building Institute (IWBI) is the global authority for transforming health and well-being in buildings, organizations and communities around the world.

The International WELL Building Institute's mission is to lead the global movement for putting people first in business decision making and culture.

The WELL Building Standard (WELL Standard) is a library of holistic evidence-based building and organizational strategies that, when implemented, can improve the health and well-being of your people. The WELL Standard contains over 100 features, which are evidence-based strategies. These strategies are organized into 10 impact categories called concepts.

There are two ways in which we can use the term '**WELL**':

The WELL program (WELL) is an evidence-based roadmap for supporting the health and well-being of your people and your organization.

The WELL program (WELL) is the application of the WELL Standard; it allows organizations to implement the WELL Standard in a flexible and customizable way to meet specific health and well-being goals and drive outcomes for their business. Organizations are recognized through WELL achievements. The WELL Program also includes reporting, technical support and marketing benefits.

Engaging with WELL is **a journey of continuous improvement**, which centers around:

- Uniting key stakeholders around a shared vision for health
- Implementing strategies that align with key health goals
- Tracking and verifying progress through benchmarking and third-party review
- Earning WELL achievements and recognition the market trusts including ratings, certification and scores
- Amplifying leadership by integrating people-first metrics into stakeholder/ESG reports and launching co-branded marketing and tenant engagement campaigns

IWBI enables clients by providing them with a **robust set of tools for implementation and recognition**, including:

- Benchmark reports
- One-on-one technical guidance
- Digital project management and performance tools
- Occupant engagement resources
- Marketing and co-branding

Clients are also encouraged to leverage the diverse expertise of the WELL network (see 'WELL network' definitions), including our global community of consultants, designers and manufacturers.

To engage with the WELL Program:

- Organizations can enroll single locations to pursue a WELL Rating or WELL Certification achievement.
- Organizations can subscribe multiple locations (5 or more) to WELL at scale as enterprise or portfolio subscribers.
- Organizations subscribed to WELL at scale gain access to all that the WELL program has to offer.

Key Terms

WELL achievements are earned through the successful implementation of WELL features. Organizations select features to target based on their specific goals and track their progress by referring to their customized scorecard.

Organizations have the option to apply the WELL program and pursue WELL achievements in single locations or across multiple locations.

WELL Certification is the highest pinnacle of achievement of strategies across all 10 concepts within the WELL Standard. Certification is earned for individual locations and can be pursued across multiple locations.

When location-specific achievements are awarded by IWBI, organizations can refer to these locations as 'rated' and/or 'certified'.

WELL Ratings are achievements earned on a targeted subset of strategies from within the WELL standard. Ratings are achieved for individual locations and can be pursued across multiple locations.

- **The WELL Health-Safety Rating** for Facility Operations and Management is a set of evidence-based strategies for supporting health and safety through operational policies, maintenance protocols and emergency plans.
- **The WELL Performance Rating** is a set of evidence-based strategies for measuring, benchmarking and improving building performance to support human health and well-being.
- **The WELL Equity Rating** is a set of evidence-based strategies for taking action toward diversity, equity and inclusion goals and driving improvements in company culture and resilience.

WELL at scale is the most cost effective and streamlined way to gain access to one-on-one technical coaching and well-being across an entire organization or real estate portfolio. Subscribers can pursue unlimited certifications and ratings, gain access to one-on-one technical coaching and benefit from marketing support that amplifies impact. Enterprises that engage with WELL at scale can earn a WELL Score.

The WELL Score is a dynamic reflection of an organization's impact on the health and well-being of their people. The WELL Score is a benchmark that makes it easier for organizations to compare progress internally and against their peers. Every WELL strategy implemented, spanning policy changes, on-site testing, and design modifications, contributes to an increase in a WELL Score.

WELL Network

The WELL Accredited Professional (WELL AP) credential is a professional accreditation that denotes a comprehensive understanding of the WELL Standard. To achieve and maintain accreditation, individuals must pass a written exam and submit continuing education hours every two years. WELL APs are practitioners, entrepreneurs and individuals committed to the movement for people-first places who are looking to build expertise in health and well-being and expand their service offerings.

WELL Faculty is a professional designation that denotes leadership in delivering education and training on the WELL Standard and industry best practices. WELL Faculty are educators and highly sought-after speakers from around the world with a deep expertise in, and passion for, advancing the movement to transform health and well-being in buildings, organizations and communities.

WELL Enterprise Provider (WELL EP) is a designation for organizations that deliver a comprehensive suite of WELL solutions at a portfolio or enterprise scale. WELL Enterprise Providers (WELL EPs) offer strategic consulting services to major corporations, large real estate portfolios and multinational organizations that want to prioritize the health of their people and their business at scale.

WELL Performance Testing Organization (WELL PTOrg) is a designation for organizations that offer on-site testing of WELL. WELL Performance Testing Organizations must be equipped to offer on-site testing services, and have at least one approved WELL Performance Testing Agent on staff.

IWBI Membership is a designation for organizations committed to advancing human health in buildings and communities around the world. Members have access to exclusive discounts across IWBI's product suite, expanded brand visibility, market research opportunities and networking and leadership events. There are two membership levels; Cornerstone and Keystone.

IWBI Advisors are leading experts in their field who volunteer their time to help shape the evolution of the WELL Standard. From researchers to lighting specialists, advisors continue to help us bridge the gap between research and industry application, raising the bar for high-performing buildings and organizations around the world.

