



## OVERVIEW

WELL v2 represents a new paradigm for supporting and advancing human health through better buildings. Launching as a pilot, this next version of the popular WELL Building Standard is informed by key learnings from nearly 1,000 WELL projects and the evolving health research and data that we've amassed since its launch in late 2014.

The suite of enhancements you'll find in WELL v2 is aimed at making WELL more flexible, inclusive and optimized for all types of projects in every part of the world. Backed by a reimagined digital platform for WELL project management as well as comprehensive support and user resources, we've designed the WELL v2 experience to be seamless, intuitive and enjoyable for users. An updated pricing structure is simpler and more adaptable to a project's needs. Created by the International WELL Building Institute™ (IWBI™), in close collaboration with our global community of dedicated users and experts, we're very proud to launch WELL v2 to the world on May 31, 2018.

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## THE JOURNEY

We started by listening to the knowledgeable and committed community of thought leaders, customers, and consultants whose wide-ranging expertise spans the entire built environment continuum. WELL v2 reflects what we've heard: the need for a simplified, agile, customizable, global and powerful vehicle to advance human health in buildings.

IWBI has witnessed a passionate community of WELL APs, WELL project teams, owners, developers and other advocates embrace the WELL framework and contribute to its evolution and global uptake. This growing community has been generous in its feedback, both informally and through more formal channels, and has helped contribute to hundreds of alternative adherence paths (AAPs) and other enhancements that we've released in relation to WELL v1 to ensure project teams can achieve their goals for their particular project.

Over the course of the last year, we convened a series of nine in-person, global roundtables where WELL APs and WELL users could share details about their experiences to date, voice hopes for the future and directly inform our plans for this new version of WELL. Through that process, representatives of more than 190 organizations from more than a dozen countries offered diverse perspectives that, taken together, have shaped WELL v2.

The IWBI team shared the new set of WELL v2 features with a representative group of 250+ customers, partners and experts in March of 2018. We pored over every piece of feedback in this final round of review prior to the public launch, and we made a variety of further adjustments and clarifications to the final content as well as the usability of the digital portal where our community can access to WELL v2, register and work on projects.

We are deeply grateful to our engaged network of WELL customers and champions who have shared their expertise and perspectives and remain committed to working alongside the IWBI team to advance health through better buildings.



## OUR INTENTION

Together with our community, we have identified key areas that will help to strengthen WELL across the world, making it more flexible and user-friendly.

### **One mission.**

We understand that health concerns vary in each corner of the world. Through close collaboration with technical experts in key markets, our goal is to ensure more pathways in WELL that reflect local realities, making it relevant, equitable and inclusive to all, while working within a global framework to promote healthier buildings everywhere.

### **One impact.**

In order to do the most good, we believe that buildings should address a comprehensive set of health concerns, and that they must perform as intended. The latest version of WELL not only expands the number of health-focused concepts that WELL covers, but also reflects up-to-date research, and our knowledge of the most effective, tangible strategies that organizations can apply to drive positive change. Updates to Performance Verification not only make the process more accessible and economical for project teams, but also more predictable and reliable. Taking steps to prepare the market for continuous monitoring ensures that ongoing performance remains a top priority.

### **One WELL.**

While the nuances of projects differ - their goals, their geography, the people they serve - our focus has been on creating a WELL framework that accommodates a variety of needs. Through customized scorecards and an evolving feature library, our intent is to empower project teams to pursue the features that they care about most without sacrificing the comprehensive rigor that makes WELL the market standard for leadership. WELL is for leaders who value verified performance when the health and wellness of the people we care about is at stake.

The comprehensive updates that you'll see in this next version of WELL connect back to these fundamental goals. But even with this exciting launch milestone, our work isn't done. Our intention is to ensure that our update process for WELL is agile, meaning that as we bring this new version of WELL and supporting resources to market, we will continue to learn from our customers and make modifications to ensure WELL gets better and better at meeting the diverse needs of buildings - and people - around the world.

## WHAT'S NEW IN WELL v2?

### A unified approach: One WELL

- *For all project types:* The next version of WELL is designed to be applied by all buildings, streamlining and unifying several existing pilot programs (multifamily residential, commercial kitchen, retail, education facilities and restaurants) and remaining flexible enough to accommodate novel project types. Building upon the pathways that WELL v1 currently offers through alternative adherence paths, equivalencies and the "All Projects In" program, WELL v2 makes flexibility native to the standard itself. All projects leverage a universal set of preconditions and an expansive library of optimizations that can be applied to many different building types by incorporating different pathways and thresholds for achievement. We look forward to collaborating with WELL users of all project types to build new pathways and parts into this infrastructure as WELL evolves.
- *WELL Core:* The next version of WELL also adds more value for WELL Core projects (known as Core & Shell in WELL v1) across all building sectors. One of our key objectives for WELL Core is to motivate and support tenants in their own pursuit of health and wellness strategies. We want to help owners do more on behalf of their tenants and ensure that improvements addressing health and wellness are readily transferable to tenants seeking WELL Certification. For these reasons, in WELL v2, WELL Core will become the new base level of certification. Projects can achieve WELL Certified Core at 40 points, with the option to pursue additional points in order to achieve WELL Certified Core Silver, WELL Certified Core Gold, and WELL Certified Core Platinum.
- *Existing buildings:* The IWBI team crafted the WELL v2 feature set with a specific focus on feasibility for existing buildings and commercial interiors. We set a goal that all well-intentioned projects would be able to meet the preconditions without major capital expenditures. And we added new features and pathways that address building operations and maintenance as well as organizational policies and programs that have a significant impact on the health and wellness outcomes that are fundamental to WELL.

### Localized

- Through close collaboration with technical experts around the world, our goal is to build pathways into WELL that represent local perspectives. WELL v2 will proactively suggest equivalencies and regionally appropriate pathways for meeting health intents based on where projects are located. We've revamped the statistics and feature requirements throughout WELL v2 to improve global relevancy, and have begun work to identify the most pressing health issues in different geographies around the world to ensure we can continuously adapt WELL to address local opportunities and imperatives. This work, along with translation of the content into languages relevant to our top markets, is already underway and will be released on a rolling basis.

## 10 WELL concepts

- The next version of WELL expands the seven concepts that make up WELL v1 to more clearly highlight and differentiate WELL's range of approaches to advancing human health in the spaces where we live, work, learn and play. This approach allows us to better acknowledge significant aspects of health that have always been a part of WELL.

We have expanded the original seven concepts (*Air, Water, Nourishment, Light, Fitness, Comfort and Mind*) to 10 concepts: *Air, Water, Nourishment, Light, Movement, Thermal Comfort, Sound, Materials, Mind and Community*.

- The original *Comfort* concept has been broken out into *Thermal Comfort* and *Sound*. Features pertaining to ergonomics have been incorporated into the *Movement* concept (known as *Fitness* in WELL v1) throughout the framework.
  - *Materials* has been separated out from the original *Air* and *Mind* concepts.
  - *Community* is a new concept we're introducing that emphasizes equity, social cohesion and engagement. The WELL Community Standard will continue as a separate district-scale tool.
- *Numbering*: You'll also notice that features are numbered, starting at one, within each concept and given a concept-specific code. This reflects strong user feedback to organize and number features for easy reference.

## A re-imagined scoring system

- *Reduced number of preconditions for optimum flexibility*: We've reduced the number of preconditions required for certification by half to remove barriers to entry for diverse project types, resulting in a set of preconditions that we believe should be achievable for *any* project type. Fewer preconditions means more flexibility for project teams to focus on optimizations that reflect project wellness goals and interests, without sacrificing the holistic rigor that makes WELL the global market's premier building standard focused on the health and wellness of people in buildings.
- *100 possible points based on weighted optimizations*: WELL v2 introduces a 100-point scoring system. Preconditions are mandatory, and therefore do not have point values. Rather, projects achieve points through optimizations, which are weighted by potential for health impact, thus rewarding projects that apply high-impact features (projects must pursue a minimum of 50 points in optimizations to reach WELL Silver).

Additionally, parts within optimizations can now be pursued individually. Each part carries a distinct point value and can be used to achieve points towards the maximum points allocated to the optimization. Since WELL is a comprehensive approach to health and well-being, we've assigned a minimum number points that must be achieved in each concept to ensure that projects have a balanced impact on the people in each space.

## The new WELL scorecard

- *Feature improvements*: Case studies and customer feedback demonstrate that WELL is seeding positive outcomes and success across the world. To further increase WELL's ability to improve human health and well-being, IWBI has revisited and reviewed all features to reflect the latest understanding of health research and the applicability of interventions. A better balance between building-related interventions and wellness programming makes for a more comprehensive approach to health and wellness. IWBI will continue to learn from the research and design communities to incorporate new

understandings into an expanded feature library that will grow over time to reflect the latest thinking on how buildings can advance human health.

- Upon registration via WELL Online, project teams will input their project details and the platform will produce a recommended custom scorecard based on project parameters, optimizations pursued by other projects, health imperatives where the project is located, and the project's own priorities. The recommended scorecard is based on a new 100-point structure, with 10 additional points reserved for innovations, and is intended to be a helpful starting point for projects as they're defining their goals and further tailoring their scorecard.

## Evolving performance verification

- *Improved processes, protocols and equipment:* All WELL v2 projects will benefit from an improved Performance Verification process, a critical step in ensuring that WELL buildings are performing as intended and an important part of what establishes WELL as the market standard for leadership.
- *Sophistication and accuracy:* The new version of WELL introduces greater sophistication and accuracy to testing protocols and equipment used in WELL Performance Verification. IWBI is also introducing adjustments to testing protocols based on the findings of lab testing conducted on air quality, daylight and electric light, and other environmental parameters.
- *The opportunity to engage with new marketplace providers:* Performance Verification is evolving to be a more seamless process, including a new option for WELL v2 project teams to contract with local service providers, called performance testing agents, for on-site performance testing. This summer, Green Business Certification Inc. (GBCI) will begin training performance testing agents for this important new role in the certification process. Project teams will either contract with these providers directly, or will engage GBCI, to execute WELL performance testing on their projects. Fees associated with this step will be contracted directly with the performance testing agent. These results, along with additional information about the performance testing (including equipment types, all raw data collected, photographs of testing locations, etc.) are reported to GBCI, which will then conduct a comprehensive review, called the Performance Review, of all design and operational documentation, along with raw data from performance tests and results analysis. The combination of the on-site performance testing along with the Performance Review, constitutes WELL Performance Verification.

## New milestones along the way

- Our experience with WELL v1 has proved to us that projects should approach the Performance Verification milestone with patience and adequate preparation to be successful. Performance Verification is a key component of the WELL process, focused on accountability and benchmarking real-world performance. To encourage projects to take their time prepping for a successful Performance Review, we have created a new interim designation that can be used for promoting a project's progress on the way toward certification. In WELL v2, project teams can now submit for an early phase review by GBCI and, when successful, earn a WELL Design & Operations designation (WELL D&O™). WELL D&O is available to all buildings. While this does not constitute a full certification, or earn a plaque, it will be a recognizable mark and an official designation of achievement that

projects can utilize to communicate an interim achievement in the journey toward WELL Certification.

### Continuous monitoring

- Continuous monitoring, both through sensors to measure building performance, as well as surveys to assess the human experience, is the next step in the advancement of healthy, high-performing buildings. WELL v2 asks the market to take incremental steps toward this goal of understanding real-time building performance through the collection and reporting of performance data. For measured environmental parameters, WELL v2 requires annual submissions through WELL Online. Our aspiration is to prepare the market for a future state in which buildings and people can be in direct dialogue, in real-time. For ongoing monitoring, WELL v2 projects may use available consumer-grade products; projects that contract with GBCI-trained performance testing agents can utilize the results for purposes of recertification.

### WELL v2: Terminology

- NEW TITLE: WELL v2™ pilot, the next iteration (or version) of the WELL Building Standard™.
  - When distinguishing between versions, use WELL v2 or WELL v1.
  - Not necessary to mention pilot on second reference.
  - OK to use WELL in general to refer to the general principles and ecosystem of WELL.
- NEW: WELL Design & Operations Review will result in a new designation (WELL D&O™) that will be an optional interim mark that projects can use on their way to certification.
- NEW: performance testing agents (includes GBCI performance testing agents and GBCI-trained performance testing agents)
- NEW: WELL Reviewer (GBCI) The term “WELL Assessors” is being phased out.
- NEW: WELL Core | OLD: WELL Core & Shell – a new pathway that will result in a WELL Core plaque.
- Performance testing + Performance Review = Performance Verification (PV)  
[optional WELL D&O Review] + Documentation Review + Performance Verification = WELL Certification

## THE RESOURCES

### Digital accessibility

- WELL v2 is a powerful and meaningful update to the original WELL Building Standard. But equally important is ensuring that the new version is accessible, easy-to-navigate and loaded with resources to facilitate understanding, capture feedback and promote ongoing dialog.

With the release of WELL v2, we've upgraded the digital standard and we're also launching a new digital project management platform that reflects numerous rounds of user feedback, surveys, analytics and evolving user experience best practices. Product innovation and technology accessibility work hand-in-hand, and we know that projects can be only as successful as the digital experience and tools we provide. We're also continuing our commitment to translation of content and resources to further its global relevance and uptake.

### WELL Online

- Our online project management portal is where the rubber meets the road: it's where project teams register, upload documentation and communicate with their WELL coaching contact and WELL Reviewer, formerly known as the WELL Assessor. The reimaged portal features stronger user onboarding and guidance, intuitive menus and content organization and an engaging design intended to help project teams find the support and guidance they need, when they need it.

### A dedicated support structure

- Launched with WELL v1, engagement with WELL coaching contacts will continue to be an important means for project support in WELL v2. These dedicated contacts guide projects through the WELL process, from registration through to certification and recertification, helping projects overcome challenges and brainstorm solutions.

## PRICING THE VALUE OF WELL

The changes to the pricing structure behind WELL reflect our overall goals for WELL v2: simplification, accessibility and flexibility.

### What's changed

Instead of pricing adjusted by building type, overall pricing is now calculated at a nominal flat rate per square foot across the board. In WELL v2 projects will now have the option of a single-cycle payment or a three- or five-year subscription, depending on what best meets their needs. Project teams will select their own performance testing agent and thus the cost of on-site performance testing is separate from the new certification fees.

### Introducing two options:

- *Single Cycle:* The single-cycle payment opportunity is most closely aligned to WELL v1 pricing for a fee that is guaranteed as long as the project submits documentation within five years of registering, and recertification will incur additional fees that will be approximately 30% of the original certification fees.
- *Subscription:* Because we view WELL as a journey, we are excited to offer a new subscription option with WELL v2. The subscription can be prepaid or paid on an annual basis, giving customers the ability to integrate WELL fees within their annual budget and distribute them over time. The project's annual fee will not increase during the term of the subscription. Subscribers have no deadline for documentation submission so long as their subscription is active. They will also receive 10 complimentary AAPs and a 35% discount on WELL AP registrations for up to 10 members of the project team. Projects will still recertify every three years and the fees are included in the subscription. Subscribers can re-submit for additional earned points or a higher level of certification at any time within a 12-month period prior to recertification for no additional cost.  
*Subscription is currently only available to WELL v2 projects.*
- *Expanded pricing equity:* For projects in countries defined as lower-middle- and low-income countries according to the Atlas Method, an indicator of income developed by the World Bank, we're extending a 35% discount on registration and certification fees.

We're also introducing discounted sector-specific pricing for education, non-profits and affordable housing, along with government agency facilities.

Note that discounts cannot be combined.

- *Support for WELL Core:* WELL Core projects, with the exception of multifamily residential projects pursuing WELL Core certification, pay lower fees as do tenants in buildings that have achieved WELL Core.
- On-site performance testing no longer appears in the fee table. Project teams will select their own performance testing agent and contract with them separately.

## What's stayed the same

What hasn't changed is our commitment to the scientific rigor, technical excellence and verified performance that leadership organizations demand when it comes to achieving human health and wellness outcomes. To this end, we'll continue to offer a full suite of services to support your WELL journey, including:

- *Access to WELL Online*, the digital project management portal, as well as the IWBI Market Solutions team for WELL coaching. The WELL coaching contact provides direct support to the project administrator on elements of the WELL process, including feature interpretations and AAP submissions.
- *Review of your WELL documentation* – including design and operations policies, procedures, protocols and purchasing guidelines – all the infrastructure that sets you up for ongoing success and celebration of the new WELL D&O milestone.
- *Performance Review* by GBCI, including an in-depth scorecard report.
- *Certification recognition*, including award of the WELL plaque, certificate, access to logos and imagery, opportunities to create a robust project directory listing, opportunities for developing project case studies with IWBI, market visibility and more.
- *Education* options for individuals, teams and the market at large through webcasts, presentations, articles, thought leadership, social media and advocacy, along with access to the latest in research findings linking health and wellness to the places and spaces where we live our lives.



## HOW TO GET INVOLVED WITH THE NEXT VERSION OF WELL

Current WELL v1 projects may upgrade their registration to the new WELL v2 pilot for no added cost. However, this is not required: current WELL v1 projects can also opt to stay registered under WELL v1 for the entire length of the WELL v2 pilot period.

WELL v1 projects may complete their first recertification under either WELL v1 or any subsequent versions of WELL. For subsequent recertification rounds, WELL v1 projects must upgrade to the most current non-pilot standard in effect at that time. Project teams always have the option, but are never required, to upgrade to a WELL pilot.

New projects may elect to register under WELL v1 or the WELL v2 pilot. IWBI will soon publish guidance on how WELL v1 projects can benefit from select feature-level changes made to the WELL v2 pilot.

IWBI will announce a sunset schedule for WELL v1 when we move out of the pilot phase and formally launch the next version of WELL v2.