

What You Need to Know About WELL Portfolio, presented by Stephen Brown with IWBI

Introduction ([00:01](#)):

Welcome to Green Building Matters, the original and most popular podcast focused on the green building movement. Your host is Charlie Cichetti, one of the most credentialed experts in the green building industry and one of the few to be honored as a LEED Fellow. Each week, Charlie welcomes a green building professional from around the globe to share their war stories, career advice, and unique insight into how sustainability is shaping the built environment. Settle in, grab a fresh cup of coffee and get ready to find out why Green Building Matters.

Host ([00:35](#)):

Let's go ahead and jump right in. I'm really excited to learn about the WELL Portfolio, Stephen, and hear you talk about some of your clients that are affecting change and using the program. I really can't wait to hear how it's meshing and working with corporate sustainability reporting and ESG and things like that.

Stephen ([01:06](#)):

I'm going to introduce myself. I've been with the international WELL Building Institute for a little over five years. I'm based here in New York and I currently lead a development team and first came in contact with WELL when I was based in Hong Kong, supporting corporate clients there. I learned about the WELL building standard and instantly fell in love with it and its concept. When it came back to New York, I had been telling people about it ever since. It's been a great experience.

Stephen ([01:30](#)):

I'm going to just quickly highlight again, ESG landscape is what's driving everything and the portfolio program is a perfect fit for everything. I'm going to give you some quick high level, "Hey, here's what's happened in the marketplace and then how it all ties in with the world of WELL." Before the pandemic ESG was a growing phenomenon and Larry Fink always sent his yearly CEO letters out, pushing to be involved and have a strong ESG strategy. Fast forward to give you some things that are actually happening out there that start to connect with the world. First of all, in Hong Kong,

there's a requirement now for ESG reporting around environmental and social factors. We're going to see that requirements start to spread globally.

Stephen ([02:25](#)):

It's already starting to hit Europe and the US will be the last stop on that train. The SCC right now is expanding to include human capital management reporting again. Then Saxby right now is starting to add worker wellbeing to their human capital metrics. In Hong Kong. Money from their green bonds who will certify. I actually got a lower interest rate based on a list of things to achieve (inaudible). Low interest rate, which is a very exciting dynamic that's happening. The new world, China land, uses manipulated seats for green bonds sold to, put towards WELL certification. Flavor of how we're starting to see money coming in,

Host ([03:16](#)):

Is there a way for us to kind of see these kinds of wins and successes, Stephen in order to maybe promote and or convince our clients and some of our stakeholders that this is the path that we need to be going down?

Stephen ([03:37](#)):

We have all kinds of resources. We have our new investing for health, a landing page on our website. We're going to be providing the marketplace. There's investing for health on your website where people can get them. We can do a little.

Host ([03:55](#)):

There's a lot of collaborating alignment going on. We're trying to put ourselves in the middle of discussions everywhere and higher financial markets, just because the world is focused on health and wellbeing and human capital metrics right now.

Stephen ([04:10](#)):

Last thing on this is it's no surprise companies that focus on the health and wellbeing of their organization, we're already starting to see lots of stats now because a lot of studies have been done, but they're performing better in the marketplace. Again, no surprise to us, but just start talking about sort of the alignment with WELL and ESG. I don't know in the audience who's familiar with IWI and who's not, but just quickly for those that may not. If

the USGBC sort of supports and manages, EED certification, similar to how IWPI manages and supports that the WELLS certification, and IWI right now, we know that the spacing around make everyone everywhere, healthier, happier, more productive, and it's why we're leading a global movement to transform health and wellbeing with our people.

Stephen ([04:59](#)):

First approach organizations, communities, just to give you a flavor of what's happening right now if you're not focusing on people and you're going to be left behind and we're helping organizations leverage us to help attract new talent and improve your ESG performance. Back to business reoccupying spaces helping people as they rebuild to create healthier spaces. It gives them achievements and trophies and sort of milestones to be able to put out internally and externally what they're doing to focus on people's health and wellbeing. Next a quick kind of snapshot of the ecosystem of the reporting world. First of all, we had government regulations and then individual organizations were constantly trying to figure out how we could show how we were having less impact on the world CSR movements.

Stephen ([05:53](#)):

The investment community got involved and saw this ESG type of scoring and reporting to help us make better decisions and then COVID hit. What happened was the entire market now is focused on reporting, whether it's sustainability, ESG and a new focus on wellbeing, look at that. The next slide shows you what COVID did to our WELL growth spike. 18 months ago we had about 600 million square feet of real estate in little over 60 countries all in some form. Fast forward to now we have almost 3 billion and that's a billion with a base or a foot of real estate in almost a hundred countries enrolled in some form of WELL program.

Host ([06:34](#)):

Stephen, I know you broke up a little bit, but I know that for us at GBS, we've been an education partner for a while and we've helped a lot of people with their WELL credentials. I remember doing our training classes about 18 months ago. On your website down at the bottom there's a running tab of pre AP professionals and then people who are registered or they're about to take their WELL AP. About 18 months ago, that total number, if I

remember correctly, was 6,000. You can see the explosion that you guys have generated with this slide here alone. It's amazing the momentum that, WELL, WELL portfolio and program has.

Stephen ([07:11](#)):

There's a couple of very simple dynamics happening right now. There's a lot of things driving this growth. Two simple things are, one is people want to return to a healthy and safe space. The second thing in the ESG realm is everyone is looking for more standardized health performance metrics. The marketplace has really seen a major place to start getting those for benchmarking and future reporting. The entire ecosystem here, first of all, in today's world, investing in the health of your people has never been more critical. The pandemic accelerated the world's understanding of what we always knew to be true. It's imperative for organizations to prioritize health, but it's a risk not to do something. What we're seeing is we're having different levels of engagement. First of all, the fortune 500 organizations are ringing our phones off the hook, which is great because they have a huge impact on the real estate market, the investment world, and just getting more people involved in healthier movements. The other thing we're trying to do is just have more accessibility to healthy spaces and programs.

Stephen ([08:33](#)):

We're trying different things. Enterprise is a partnership we have done with low income housing, so they can have both a sustainable and a healthy house to move into. If you're not familiar. The US governors or a conference of mayors. These are mayors that run the cities of 36,000 people or more, they actually printed out healthy buildings last year. In that resolution, they recommended to different cities that they should use the WELL building standard or the WELL health safety rating as a roadmap to help sort of create healthier cities across the US. Of course the sustainable development goals is a global way to leverage.

Stephen ([09:16](#)):

We are in the cross hairs of everyone's conversation on how do we get a healthier world out there when it comes to sustainable development goals. Some of you may or may not know, but we've been aligned with them for now a couple of years. We have a new landing page that we've updated, here you can go through each of the 17 SDGs and figure out how we actually

align. We actually support 16 of the 17, in our standard. The next slide shows you where you can physically look at every feature online and we've tagged what SDG that feature helps support. This helps organizations, either target features that support SDGs, that they're trying to get more narratives for. It helps them figure out which ones they can start to report on, which is a great two for one when people leverage WELL.

Host ([10:06](#)):

I'll share with the group your website, but I want to give you a compliment, Stephen. The IWBI, WELL certified.com. What we're looking at here is version two. With 10 new concepts, this website is so easy to use. All the information is right there. You guys have done such a great job in putting the information out, and then the way you're delivering.

Host ([10:32](#)):

I appreciate that. We've got lots of websites and improvements coming. We're trying to make an even better user experience. Great to hear, but it is very well done and very easy to use. I'll put that link in the chat box for the group.

Stephen ([10:48](#)):

The other quick thing is the top two ESG strategies right now for reporting are people and planets. You can't pick one or the other anymore post pandemic because they impact each other so much. We always promote our clients that we work with. They should be using both WELL's certification and LEED or any other green certification that's popular in their region. I like to point out, we do not compete with other green certifications. We actually collaborate with them quite a bit. You'll see the overlap in our standards. It's about 20, 25%. And most of that's around air quality and healthy materials. In the collaboration we've created public crosswalks that help you understand where the overlap is. Your project teams don't have to do double work. If you're doing this and WELL this is equivalent to LEED and vice versa. The tools that are available online, were also like we are aligned with the sustainable development goals. We're also aligned with grass, which is great for the real estate investor and real estate portfolio owners.

Stephen ([11:51](#)):

This is a way to get more points and more narratives again, if they use WELL, because we cover it and help support so many different areas of grass now with the health and wellness module. In the world of reporting, CSR reports, ESG reports, there is a huge drive right now. One to just get that baseline of how healthy our portfolio is, what are we doing around focusing on that? We're already starting to see who is putting different WELLs stats and narratives in there just to give you a flavor. Everyone's trying to figure out what that is. First example is Goldman Sachs, they achieve the health safety rating across our global portfolio. They've mentioned that here as well as their individual certification location in India.

Stephen ([12:41](#)):

Again, this is under their healthy safe type of world and a healthy place to work narrative. Everyone's coming up with their different narratives. There's just one from green, who is starting to talk about how they are enrolled in the WELL portfolio program and also how they went for the health safety rating. Everyone's sort of describing this happens to be under building health, just because they're coming from the developer perspective. So green, for those of us who don't know the large developer builder in the US across the world, how many, what kind of portfolio does SL green have? They put 20 million square feet into our WELL portfolio program.

Host ([13:21](#)):

Wow. That is amazing. Another quick example is from Charter Hall, which is a developer out in Australia. They're kind of using the wellbeing, as their catch all title.

Stephen ([13:32](#)):

They're showing both individual certification stats as well as they're also part of the WELL Portfolio Program. They're going to continue adding narratives as we go. The bottom line is people are looking for a platform like the WELL portfolio that can help give them these metrics in narratives year over year, which you're going to be in higher demand as time goes on. I want to talk about how important transparency and labels are, especially in the world of health wellness safety. When you go to the market you don't know which apple may be covered in pesticides unless you have that

organic label. I always feel much more comfortable eating in a restaurant in New York with an A rating in the window versus something lower. I know it has been inspected, and has been verified.

Stephen ([14:14](#)):

Third parties come in to make sure it's running in a safe way. That kind of concept is the same. If you go to the next slide as the different labels that you can acquire from the WELL programs. Right now we kind of have three major buckets that people are tapping into. The new health safety rating, which is kind of the newest thing in the marketplace. It's popular as being promoted and consumer education through the TV ad campaign, of course, but it's also a helpful thing that you can do a little bit faster than full certification. It's something that you can, put something on every location in the portfolio quickly, everybody can get involved in the game. It's a great start of the WELL journey.

Host ([14:53](#)):

Stephen, if someone was interested in, or on the fence about the WELL health safety rating versus a complete WELL certification, how would they go about getting that question answered? What's the best for their particular situation?

Stephen ([15:08](#)):

You could have them call any of us over here at that team, that's an easy one, but then the way people look at the health safety rating, if the full certification has little over a hundred features in it the health safety rating is a smaller subset of that, which you have to get a minimum of 15 features. They're just operational and protocol features. They're all focused around health and safety, and what it is and then third parties verifies that your documentation is supporting and providing what it is. It's an easy way to kind of see what the WELL system is like. You use the platform, but it's a shorter amount of time it takes to achieve it. It doesn't take a big amount of capital because you're gonna have to do any physical thing.

Stephen ([15:53](#)):

It's all about your policies and protocols on how you monitor your air quality, how you monitor your water quality, different safety protocols that are in place. It's a great test drive before the pandemic, a lot of people said,

let me test a full building for WELL certification, just to see what that's like. Well, that can be a bigger test than maybe you're ready for. The health safety rating is a great sort of smaller way to engage with us. Once you learn how to do that and realize, 'Okay, I can keep growing and adding to this and fully certify or go to a portfolio as the next step.' I just say it's great for new people because so many new organizations, so many new typologies have gotten into this through the health safety rating from sports education, retail.

Stephen ([16:34](#)):

It's just something that's an easy first taste of starting to think about how do I create the policies and protocols to create healthier environments? That's an excellent description. I would imagine small business America would absolutely love this kind of stepping stone that they can help. There are 2,500 square foot space or that they could, they could still implement these best in class policies and procedures to protect them and their workforce. And then one day grow into a WELL certification. You got to hit. And that's, that's the thing, because we've had such a wide from single location to over 6,000 locations globally and everything in between. So yes, it's, it's just an easier way to, to begin the process and learning. Appreciate that. If you go to the next it, just to kind of visualize sort of when I talk about this WELL journey again, that first way into the WELL, programs is through a rating system like health safety, and we will have more ratings coming.

Stephen ([17:34](#)):

Some that focus more on a health equity, diversity inclusion. Is it focus on climate change, things that focus on more performance, type of things. It's the curation of features that are smaller bites. You can have these individual milestones in between full certifications portfolio scores. Longer-term. Examples of different WELL journeys to see how that sort o ends up. So if you look at a city they started with a couple individual certifications, one in India, one office in Hong Kong and then this year they achieve the health safety rating across their entire office and retail branch, network. Now they've just enrolled in the WELL Portfolio Program because now they want to have a longer term platform in you, this improvement over time.

Stephen ([18:20](#)):

And that covers the cost and everything of all these WELL certification and health safety ratings renewables in the future. Uber started with an individual certification, then they decided to put part of their portfolio in, and because health safety cost is part of the portfolio subscription then went in a different order. You see Lend-Lease and JLL. JLL is one of those where they started with a few certifications, or they actually enrolled the US and Asia Pacific Portfolio in the portfolio program, and then recently expanded to the globe when they added their Europe A portfolio, and then went for health safety after the portfolio subscription. There's a lot of different ways to start and engage with us. To visualize a little bit on how this looks and again, because this is a long-term thing, this is not something you just do quickly and get out of the way, this is not one single certification.

Stephen ([19:09](#)):

This is a journey to make your entire organization, your entire real estate portfolio is healthy as it can be. Over the way you're getting these individual certifications, maybe it's ratings that you're achieving. As you're doing this year over year, you're also increasing your portfolio score. Again, all these things are reportable which is the important part of what we're doing here. To visualize this milestone or a trophy case or whatever you want to look at it, everyone is trying to figure out how can we acquire things along the way, whether it's just achieving features through the different 10 concepts throughout the whole portfolio, individual certifications or ratings, or that ultimate portfolio score that you get year over year to again, show the progress you're making.

Stephen ([19:58](#)):

I just want to remind everybody about the WELL building standard itself before we jump into portfolio details. If you don't know this, I didn't know this when I first joined the WELL team. I always thought my genes that I was born with and my access to good medical care was going to impact how healthy I was or how long I lived, but it's the opposite. What impacts it is our physical and social environments and our behavior choices. Again, that's why doing things to the physical environment and policies and HR protocols is so important for our health. If you go to the next slide, just to remind everybody there's three major buckets of features or strategies

within the WELL building, certification the ones around HR policies. One bucket is around building operations.

Stephen ([20:42](#)):

The third bucket is around design and construction and interventions. It's that combination that really has the biggest impact on people inside the spaces and that long list of features that are all backed by science and research is that nice roadmap that organizations have to pick and choose their adventure on how they can impact the health outcomes of the organization. If you dial it down just a little bit more in the concepts, those features are broken down into these specific areas, and that's where you can start to figure out where do I want to focus on do I want to improve on, indoor air quality, which kind of the world is doing right now, or I want to focus on mental health. In the mind concept or any of the other choices of features, it's you pick what's important to your organization at any given time.

Host ([21:29](#)):

Stephen for our group, for the GBS group, that's looking at these 10 concepts and they're like, "Oh, wait, this looks a little different than when I'm studying.

Stephen ([21:38](#)):

And so this comes back to our version one versus version two. So the 10 concepts that we're looking at here is in what the WELL version two, which is out in the market being used in these 3 billion square millions, billion, square feet of properties. The GBS group, and maybe some of you are actually studying right now and you're looking at only seven concepts. WELL, that's version one, right? The switch from version one to version two for the exam is right around the corner. Actually, September 19th is the last day. You can take the version one, and then we start testing on version two on the 20th.

Stephen ([22:21](#)):

That's great. I appreciate that a crucial transition point here in the testing world. Let's just talk about the portfolio program itself. We actually developed this over a couple of years ago what it was a pilot and we had about 30 different organizations go through the pilot phase with us to help

sort of form the program today. We realized back then, and especially now it can be expensive and difficult to kind of try to WELL certify one location at a time. Post pandemic, you really can't do that anymore. You need to impact the entire organization out of the blocks. You can't tell anybody that they're not important enough to get the best programs for their health and wellbeing. So we had to develop a program that was one cost-effective, efficient and something that was really accessible to report improvements for this reporting driver right now. If you enroll in a portfolio the first thing you will get is one of our portfolio coaches from our coaching team.

Stephen ([23:25](#)):

Those coaches are to help you and your consultant, whoever is in the project team, understand one, the platform, how to use it, how to engage with it, have some strategic dialogues of sort of bite-sized pieces of different ways to engage with it. It's helpful so you don't have to be scared. There's gotta be somebody there that helps guide and answer throughout the relationship. Next what's great about the portfolio program is it really gives the client, the consultant, whoever again, is on that project team, a chance to really go through some goal setting from the C-suite that's coming down from the organization to whatever people goals you might be having to whatever performance outcomes that you're trying to target within your real estate portfolio. It's really good to get that sort of, "Hey, here are our goals, potions through the platform."

Stephen ([24:12](#)):

Once you sort of figure out what you're trying to go for, then you start breaking it up in a different way. You can start to break it up into different concept targets, you can break it up, and it's sort of the number of features and employments that you're trying to chase. To break it down into time frames because again, this is not something you're trying to do in one year. This is not something you're trying to do in three years. This is a long-term journey where you're constantly just trying to improve the overall health and wellbeing outcomes of your real estate and your organization. So you chop it up into these sort of more manageable bite-size timeframes just to give you an example of how the efficiency part of this works.

Stephen ([24:52](#)):

This is where the health safety rating program spun off of this was the efficiency of, "Hey, if you're pulling together documentation for a list of protocol operation policies, whatever it is, that'll apply to the entire portfolio." Pulling those together once and getting credit for every location is a much better way than to pull together documents one building at a time, which is kind of what was the, the option before portfolio. If you have a smoking policy that covers the entire globe, you pull the documents. Once you submit them on WELL Portfolio, and every single location now has achieved that feature. Once it gets third-party approved and you keep building from there, you don't have to go back and find those documents later. The next thing is this ESG and your sustainability goals and everything else you're trying to do. Let's try to align what the corporate goals are and then figure out what features and targets we can go for that support those and then work backwards.

Stephen ([25:51](#)):

When you start working with this, you'll have a dashboard that will give you sort of the progress of what you're doing. You can look at by concept, by asset, by region, by the global portfolio slice and dice in many ways, but you can customize what you're trying to accomplish. Again, right now, everybody just wants to get that baseline. Let's just assess how our portfolio looks today. Now we know let's start targeting where we can get the low-hanging fruit and it makes a difference. It's one of those things that every year, then you look back and see, all right, what have we accomplished? What do we want to accomplish this year? Again, that score really helps you figure out where you're starting and then you build from there.

Stephen ([26:34](#)):

It's about incremental improvements for the oldest asset, in your portfolio to the newest one, you can improve the output of everything, and that's the beauty of portfolio for people to say, "I have a lot of old assets." It'd be very expensive to get them individually certified. WELL, that's one of the many beautiful things about portfolio. You don't have to certify every location in your portfolio. You don't have to certify any, actually that's not the requirement. You're just trying to achieve as many features as you can. In those older assets, you can really hit them hard with the policies and HR pieces that can go across all assets and then longer term, if you want to

invest when you want to, you can start hitting those design and construction features.

Host ([27:17](#)):

I did not realize that in the WELL portfolio, it's not about the certification of each individual building. It's just a general assessment on the entire portfolio. I think that's a key point there. It's huge. That's what scares people sometimes when you hear one portfolio, instead of saying, "Oh, if I sign up for that, I have to sort out every location that's impossible." That's not the case. A lot of those LEED professionals out there might, if they haven't heard it or done their research on WELL portfolio, they might think of what LEED volume or LEED lead campus kind of equivalent. Nope. Nope. It's very, very, very different though. That's a great distinction. Thank you for bringing that up next.

Stephen ([28:06](#)):

Just give you another view of some different graphs and things that you can be able to pull up. The last point on the portfolio piece here is at the end of each 12 month period, you'll also get a portfolio report, which gives you a nice summary of everything that you accomplished that year. What some organizations do is obviously take parts and pieces cut and paste to help put into their overall sustainability or ESG report. Which has a lot on it here, but this kind of closes out the world of pricing, which is obviously an important piece when I'm trying to help everyone understand here is you kind of look at the different WELL programs and the WELL journey as a individual A La carte choice, or look at the WELL portfolio program is this sort of prefix option that helps you access all the other areas at a much more efficient cost-effective way.

Stephen ([28:56](#)):

If you look at health safety ratings, this program is a per location pricing structure and it's based on the volume of numbers. You can see the chart below, the more locations you put in the lower, the per location price, and there is a cap and there's a cap on all of our programs. Some of you may or may not know that. I've highlighted those in yellow, just because it gets bigger and more, it doesn't mean it keeps climbing and price. We have put caps on all the systems, to make this thing more accessible. If you look at individually certified, I've just given you a few examples of different size

buildings, kind of from small to large, just to give you a flavor of what that individual certification costs would be both from the WELL fees and a budget number for the performance verification piece.

Stephen ([29:39](#)):

If you notice the single certification is a 16 cents a square foot, just to give you a flavor of a comparison when we go to the portfolio program that price is out at a penny, a square foot, and that's up to 25 million square feet. Again, that's a cap for portfolios that are larger than 25 million, the price does not continue to climb. That is the, that is the most that yearly subscription will be. What's nice about the yearly subscription portfolio is one it's very budgetable, right? You don't have to guess, if I do three buildings, six buildings, 20 buildings, that variable costs that could really, go up and down, this is a fixed budgetable yearly item, based on the size of the portfolio. This happens to be actual numbers for a financial portfolio that I've worked with that has enrolled in a portfolio.

Stephen ([30:27](#)):

What they did is they looked at how, how safety costs would be for their portfolio and that they would have hit the capital 166,000 in the portfolio that is covered. You're already eating up a big chunk of the subscription. If they decided to fully certify one of their large buildings right now, you just passed what that yearly subscription fee would be. So you can understand sort of how the subscription model just helps you do a lot more within the WELL program, across the entire portfolio. You don't have that big surprise of multiple projects costing more as you do more. The thing that's not covered under the portfolio subscription though, is the performance verification piece because that's a choice. You decide if you want to fully certify a property within the portfolio or not, and you decide when and how you want to do that.

Stephen ([31:15](#)):

And that is an extra part of the commissioning piece. I'll just kind of take a deep breath on that. The last slide is just a short video on the portfolio program, just to try to sum it up and we can open it up to questions. One thing I want to point out that's happening in the marketplace right now is a lot of organizations are their first engagement with us is the health safety rating. We're letting organizations do whatever they spent on the health

safety rating across their entire portfolio. We're letting them deduct that from their first year subscription, if they decided to move forward with a portfolio. It's a better way to invest in a kind of a one-two engagement with us long term. Organizations like Citi, JP Morgan, LinkedIn, or just three recent ones, off the top of my head that have done it that way.

Host ([32:02](#)):

That's excellent information to, thank you, Stephen. Someone was asking about WELL professional work. Where are some of the areas that they can go to educate themselves on the portfolio? I think there was a web page that you flashed up there on that, on that lab, the videos, WELLcertified.com/portfolio.

Stephen ([32:15](#)):

I don't know if you're familiar with our new knowledge-base kind of website area, which gives a lot more details on all of our programs. It's also a portfolio section within that. When it comes to the portfolio program, we also have, lot of new resources that are coming soon. Again, the best thing right now is to reach out to anyone here at IWI and we can kind of help guide you through the high level stuff that we have that are internal right now. We're going to be having a lot of external tools coming up shortly.

Host ([32:54](#)):

Okay, wonderful. We've got a few questions coming in from some of our LEED professionals that are interested in, leveling up with WELL. What kind of pointers or suggestions would you give them? What are your thoughts on a lot of us coming from that construction, that AEC industry and LEED kind of just dovetails into that rather WELL. WELL is like you said about people. It's about policies and procedures and in health and WELLness and how, what kind of pointers would you give someone wanting to kind of bridge that from LEED to, WELL?

Stephen ([33:35](#)):

Great point. What we're finding right now is because we now have such a strong drive from the financial community and ESG reporting and all that, and it's actually, the C-suite is amazing. We've had so many CEOs that have once seen our TV ads say, "All right, this is something we need to get a part of." And then they immediately called their global head of real estate.

They're a global head of sustainability or ESG reporting team. They say, "Figure out how to get us involved with this because it's all coming from that perspective of we need to find a program that helps show how we can focus on our people's health and wellbeing." The thing that everybody has to do now. When you're in the world of LEED, I'm working with a lot more global sustainability leads now, again than I used to be, because they're a part of that reporting piece, of the yearly ESG or sustainability report. They're just adding sort of the LEED for climate chain metrics to WELL, for the human capital metrics and that pulls me in very easily. It's already the team that's doing the stuff around lead. They're just adding a layer of WELL. The beauty of WELL is I get to talk to a lot of other senior organizations, again, a lot of different, C-suite a lot of the head of HR, head of operations. It's just a whole different conversation with a whole lot more value and drive right now.

Host ([34:56](#)):

For those of you who are thinking about becoming a WELL- AP professional, I would highly recommend also just jumping onto the IWI website and looking for those crosswalks, you're familiar with LEED. Those crosswalks can help educate you on some of the synergies that LEED and WELL have in the field.

Stephen ([35:20](#)):

I think that'd be a great resource for our community to look at those of you who want to add that health and wellness component to your green building credentials.

Host ([35:36](#)):

Good point. We've had a lot of great, a lot of them are kind of education-based, Stephen. One of the things that I've asked is are there any resources that our people could go to to highlight the similarities or the differences in version one versus version two?

Stephen ([35:57](#)):

We actually have a couple of things. There's an article that was written that's on our website, under the resources that tells you the difference between the two programs. We have a webcast that's also in the resource page on our website. It talks about version two. Again, starts to discuss

some of the differences between version one at a very high level. Some of the main things that happened is we made the cost structure more affordable. We made it more flexible, especially for older assets, existing buildings and new. We lowered the preconditioned count and raised the optimization count because we knew all different assets can still get to a healthier building place, but just have to go through a different route. So there's that whole, and then it's designed to apply to all typologies. There's not any sort of commercial space that we can't apply for. WELL, version two, so we've also expanded in that room. Those are just some high levels. We also added the bronze level, which is no big deal, but again, we wanted to have this thing accessible to just more buildings, even older ones. We just added more ways to at least get it in the game for the group.

Host ([37:11](#)):

That's interested in learning more WELL certified.com, here's the resources tab. And then this is the knowledge base that you had mentioned earlier. Saving articles, press releases, all kinds of resources here that IWB,PR gives the group. Obviously, everyone probably sees off the GBS website, the blogs and articles and information that we put out there. There's been a lot of discussion, version one and version two, as far as education goes, and we're right up against that transition. If anyone has any other kind of specific questions to yourself, please, reach out to me directly and I'd be happy to help by playing one of the things that's happened over this time period.

Stephen ([38:01](#)):

I mean, one, everybody now has been educated on how important our environment is and an impact on our health, but that campaign was also now to educate the consumer on the brand of WELL which obviously, corporations and everybody is really appreciating that support because now when they put something on their door or their insurance, it has a lot more connection with a much greater audience. So that brand recognition is huge as this movement grows.

Host ([38:27](#)):

Completely agree. When you guys did that and it was amazing, it affected WELL professionals all over the world. It gave them almost a voice to talk to companies and manufacturers around the world that saw this and they're like, "Hey, how do I make my space safe? How do I protect my people?" It's

been an ongoing dialogue that we hear all the time. I just wanted to share that with the group. It was a great commercial and Stephen, thank you so much for your time today. This was a lot of information to digest. I really appreciate it. Thank you for your time. I want to encourage everyone to go out, learn more about the WELL credential, WELL health, WELL health, safety rating, and the WELL portfolio. Please reach out to us at GBS here or Stephen's team there at WPI in New York. I can personally tell you everyone that I've ever dealt with on your team over there. Stephen has been a really high class professional and incredibly helpful.

Stephen ([39:35](#)):

I appreciate that. Thanks for the time. Wonderful. Thank you, everyone. Have a great rest of your day.

Stephen ([39:43](#)):

I just want to say thank you to our loyal listeners. We actually are celebrating over one year here on the Green Building Matters Podcast. Me and the entire team are stoked and so glad to continue to listen every Wednesday morning to a new interview with the green building professional here in this industry, or just some pro tips that we want to make sure that you are getting straight from us straight to you. Thank you for listening to this episode of the Green Building Matters projects at gbs.Com. Our mission is to advance the green building movement to best in class education and encouragement. Remember, you can go to gbes.com/podcast for any notes and links that we mentioned in today's episode. And you can actually see the other episodes that have already been recorded with our amazing, yes. Please tell your friends about this podcast, tell your colleagues, and if you really enjoyed it, leave a positive review on iTunes. Thank you so much and we'll see you on next week's episode.