



MARKETING AND PR

FOR WELL COMMUNITY PROJECTS

Congratulations! Your project is joining a select group of buildings and spaces that have committed to enhance human health and wellness through the WELL Community Standard pilot. If you are looking to tell your community's story, here are some ideas to help get you started

BEFORE YOU BEGIN:

MARK YOUR REGISTERED PROJECT “PUBLIC” IN WELL ONLINE

As outlined in the [WELL Certification Guidebook](#) (p. 18), a project may opt out of the WELL project directory and publicity opportunities by electing to be a “private project” at time of registration. Before making any public statements about your registered project, please confirm with the project administrator that the project is marked public. For so long as the project maintains its election as a private project, the project cannot market or represent itself to the general public as having applied for certification, or as being certified, and no intellectual property including the WELL Community Standard™ trademarks may be utilized or displayed in relation to the project. Project owners may change the privacy setting for a project at any time before acceptance of the final award, using functionality in [WELL Online](#).

DISTRIBUTE A PRESS RELEASE

Once your project is officially registered through [WELL Online](#) (including the completion of the registration form and payment of all registration fees) under the WELL Community Standard and your project is marked public, go ahead and make it known! A press release template and other resources can be found on pages 6-7 of these guidelines.

Before making any superlative claims about your project (ie, that it is the first, second, etc., of any type in any geographic area) contact IWBI communications at media@wellcertified.com for verification.

SEND IWBI YOUR PHOTOS

IWBI is always looking for high-resolution digital photos of WELL Community Standard projects for use in our marketing and PR efforts including promotional advertisements, literature, website, and news articles. Contact IWBI at marketing@wellcertified.com to learn more.

BE SOCIAL

There’s an active WELL community on social media! Promote your achievement and join IWBI’s conversation on [Facebook](#), [Twitter](#) and [LinkedIn](#), and be sure to tweet [@WELLcertified](#) with the hashtag [#WeAreWELL](#) to let us know about your work.

SEND US A TESTIMONIAL

How has registering to achieve WELL Community Certification™ helped you? Submit a quote or testimonial about how WELL Community Certification has benefited your organization or project to marketing@wellcertified.com.

PROFILE YOUR PROJECT ON OUR WEBSITE

IWBI welcomes you to showcase your project as a leader in advancing healthy buildings and communities on the [WELL project directory](#). In order to be featured, send a 100-word project description and photo to marketing@wellcertified.com.

Please note that sending materials to IWBI does not guarantee that such materials will be used on IWBI’s website(s); materials are included at IWBI’s sole discretion.

PR TIP

If you've visited IWBI's [WELL project directory](#) and noticed that your project isn't listed, you may be marked as private in our system. Public projects benefit from publicity opportunities, such as inclusion in the WELL project directory. A project that maintains the election as a private project cannot market or represent itself to the general public as pursuing WELL Community Certification. IWBI also will not be able to verify your registration to media and outside parties if your project is listed as private. More information about the distinctions between public and private designations can be found in the [WELL Certification Guidebook](#) (p. 18).

If you'd like to change the status of your project, enlist a project administrator to update the privacy information in [WELL Online](#).

BRANDING GUIDELINES FOR YOUR PRESS RELEASE

Consult the [IWBI Branding Guidelines](#) online for additional guidance.

IWBI™ NAME

The official organization name is the International WELL Building Institute™. "IWBI™" is the official acronym. Use the complete name and ™ on any first reference. Subsequent references in copy may use IWBI.

NOTE: When using "IWBI" as a noun, do not precede with "the." For example: Contact IWBI for more information.

NOTE: Contact IWBI at marketing@wellcertified.com to request permission to use the IWBI name or logo, and include the following acknowledgment when applying IWBI branding: *International WELL Building Institute™, IWBI™, and the related logo are trademarks used with permission from the International WELL Building Institute.*

REFERENCING WELL COMMUNITY PROJECTS

Projects registered to pursue WELL Community Certification have been registered with the intent of earning WELL Community Certification for their project once it is complete. A project that is registered can only be referred to as registered under the WELL Community Standard, and is not authorized to use the WELL Community Certified seals and/or logo.

When describing projects registered under the WELL Community Standard:

DO SAY:

- (Project name) is registered under the WELL Community Standard™ pilot.
- Upon completion, this project will apply to become WELL Community Certified™ pilot.
- This project is registered under the WELL Community Standard™ pilot through the International WELL Building Institute™ (IWBI™).

DON'T SAY:

- (Project name) is WELL Community registered. Note: Projects cannot register to achieve a specific level of certification.

- This project is WELL Community qualified, compliant, reviewed, enrolled, verified, designed, certifiable, etc.

WELL COMMUNITY CERTIFICATION

As a registered project, you may wish to describe your project's pursuit of WELL Community Certification. Only when a project achieves certification can it be referred to as a WELL Community Certified™ project.

- WELL Community Certified™ with a capital "C" and no hyphen is used to describe a project that has achieved certification.
- "WELL Community Certification" with a capital "C" is used to describe the certification process.

SAMPLE PRESS RELEASE FOR WELL-REGISTERED PROJECTS

WELL Community Standard pilot

[COMPANY NAME] ANNOUNCES INTENT TO PURSUE CERTIFICATION UNDER THE WELL COMMUNITY STANDARD™ PILOT FOR [PROJECT NAME]

[Summarized project description]

(Location, Date) – [Company name] has registered under the WELL Community Standard™ pilot for its [project name]. Administered by the International WELL Building Institute™ (IWBI™), the WELL Community Standard™ is a district-scale rating system centered exclusively on health and wellness and aims to set a new global benchmark for healthy communities. Now registered for this pioneering new building certification program, [project name] will help make this vision a reality.

[Quote from company executive]

Managed by IWBI, the WELL Community Standard builds on the principles of its WELL Building Standard, a performance-based system for measuring, certifying, and monitoring features of buildings and communities that impact human health and wellness. Developed with a robust team of WELL Community Standard Working Group members and contributors to provide comprehensive industry perspective, the WELL Community Standard has focused on evidence-based research and understanding requirements for community health and wellness to derive appropriate, actionable strategies and interventions. WELL Community Certification is based on 10 concepts of community performance— Air, Water, Nourishment, Light, Fitness, Sound, Mind, Temperature, Materials and Community.

Projected to open/be completed in [project completion date], [project name] would be awarded WELL Community Certification™ by IWBI upon rigorous testing and a final evaluation by Green Business Certification Inc. (GBCI), which is the third-party certification body for WELL, to ensure it meets all WELL performance requirements.

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NEWSWORTHY STATS & ADDITIONAL RESOURCES

View our [online press kit](#) and [website homepage](#) for notable facts and figures.

Visit our [WELL project directory](#) for a look at certified and registered projects in your area. NOTE: The WELL project directory does not include projects that are marked as private, so before making any superlative claim about your project based on information from the project directory, contact IWBI communications at media@wellcertified.com for verification.

Additional information and background language on WELL is available online:

- [WELL Community Standard](#) page
- [Resource Library](#) (Category: Marketing)
- [Articles](#)
- [Frequently Asked Questions](#) (v1)

View the [IWBI Branding Guidelines](#) to ensure you're using IWBI and WELL trademarks and branding elements accurately.

HELPFUL CONTACTS

International WELL Building Institute™

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LOGO/BRANDING USE

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