



## MARKETING AND PR FOR WELL-REGISTERED 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 v2 pilot, the next version of the WELL Building Standard™. If you are looking to tell your building'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 Certification trademarks or certification marks may be utilized or displayed in relation to the project. Project owners may change the privacy setting for a project at any time through their project administrator using functionality in [WELL Online](#).

### DISTRIBUTE A PRESS RELEASE – WELL-Registered Projects

Once your project is officially registered through [WELL Online](#) (including the completion of the registration form and payment of all registration fees) to pursue WELL Certification or WELL Core Certification and marked public, go ahead and make it known! A press release template can be found on pages **6-9** of these guidelines. Please refer to the appropriate template for your project, and please contact IWBI communications at [media@wellcertified.com](mailto:media@wellcertified.com) if you wish to make changes to or otherwise deviate from these templates:

- WELL Certification
- WELL Core

**NOTE: Before making any superlative claim that your project is the first, second, etc., of any type in any geographic area, contact IWBI communications at [media@wellcertified.com](mailto:media@wellcertified.com) for verification.**

### SEND IWBI YOUR PHOTOS

IWBI is always looking for high-resolution digital photos of WELL-registered projects for use in our marketing and PR efforts including promotional advertisements, literature, website and news articles. Contact IWBI at [marketing@wellcertified.com](mailto: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 Certification helped you? Submit a quote or testimonial about how WELL Certification has benefited your organization or project to [marketing@wellcertified.com](mailto:marketing@wellcertified.com).

### PROFILE YOUR PROJECT ON OUR WEBSITE

IWBI welcomes you to showcase your project as a leader in advancing healthy buildings on the [WELL project directory](#). In order to be featured, the project admin can upload a project description and photo in WELL Online. The platform has populated several questions that can be used to guide you in promoting your project on the wellcertified.com directory. Don't forget to mark your project as "public."

#### 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 Certification under the WELL Building Standard. 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 [WELL Branding Guidelines](#) online for additional guidance.

#### IWBI™ NAME

The official organization name is the International WELL Building Institute pbc™. "IWBI™" is the official acronym. Use the complete name 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](mailto:marketing@wellcertified.com) to request permission to use the IWBI name, 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-REGISTERED PROJECTS

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

When describing WELL-registered projects:

DO SAY:

- Project name is registered to pursue WELL Certification under WELL v2 or WELL Core, as applicable.
- Upon completion, this project will apply to become WELL Certified™ or WELL Certified™ Core, at the applicable level (Silver, Gold, Platinum or Core, Core Silver, Core Gold, Core Platinum), as applicable.
- This project is registered to pursue WELL Certification or WELL Core Certification, as applicable, through the International WELL Building Institute™.

DON'T SAY:

- Project name is WELL Gold Registered. Note: Projects cannot register to achieve a specific level of certification.
- This project is WELL Qualified, Compliant, Reviewed, Enrolled, Verified, Designed, Certifiable, etc.

## WELL CERTIFICATION

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

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

Please do not hesitate to contact IWBI at [marketing@wellcertified.com](mailto:marketing@wellcertified.com) if you have any questions regarding how to properly refer to your project.

## Referencing WELL v2

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 Building Standard.

## SAMPLE PRESS RELEASES FOR WELL-REGISTERED PROJECTS

### WELL Certification

[COMPANY NAME] ANNOUNCES INTENT TO PURSUE WELL CERTIFICATION FOR [PROJECT NAME]

[Summarized project description]

(Location, Date) – [Company name] announced today its plans to pursue WELL Certification for its [project name] by the International WELL Building Institute™ (IWBI™) through the WELL v2™ pilot, the next version of the WELL Building Standard™ (“WELL”). WELL is focused exclusively on the ways that buildings and communities, and everything in them, can improve our comfort, drive better choices, and generally enhance, not compromise, our health and wellness. Now registered for this leading building certification program, [project name] will be [minor description].

[Quote from company executive]

In its efforts to achieve certification, [project name] will implement advanced technologies such as [insert features]. [Insert detailed project description and additional features].

Administered by IWBI, WELL is a performance-based rating system for measuring, certifying, and monitoring features of our buildings that impact human health and wellness, through Air, Water, Nourishment, Light, Movement, Thermal Comfort, Sound, Materials, Mind and Community. WELL is grounded in a body of evidence-based research that explores the connection between the buildings where we spend approximately 90 percent of our time, and the health and wellness impacts on us as occupants of these buildings.

Projected to open/be completed in [project completion date], [project name] would be awarded WELL 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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## WELL Core

[COMPANY NAME] ANNOUNCES INTENT TO PURSUE WELL CORE FOR [PROJECT NAME]

[Summarized project description]

(Location, Date) – [Company name] announced today its plans to pursue WELL Core for its [project name] by the International WELL Building Institute™ (IWBI™) through the WELL v2™ pilot, the next version of the WELL Building Standard™ (“WELL”). WELL is focused exclusively on the ways that buildings and communities, and everything in them, can improve our comfort, drive better choices, and generally enhance, not compromise, our health and wellness. Now registered for this leading building certification program, [project name] will be [minor description].

[Quote from company executive]

In its efforts to achieve certification, [project name] will implement advanced technologies such as [insert features]. [Insert detailed project description and additional features].

Administered by IWBI, WELL is a performance-based rating system for measuring, certifying, and monitoring features of our buildings that impact human health and wellness, through Air, Water, Nourishment, Light, Movement, Thermal Comfort, Sound, Materials, Mind and Community. WELL is grounded in a body of evidence-based research that explores the connection between the buildings where we spend approximately 90 percent of our time, and the health and wellness impacts on us as occupants of these buildings.

Projected to open/be completed in [project completion date], [project name] would be awarded WELL 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

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

Visit our [WELL project directory](#) for a look at WELL 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](mailto:media@wellcertified.com) for verification.

Additional information and background language on WELL is available in our [WELL brochure](#) and [Frequently Asked Questions](#).

## HELPFUL CONTACTS

International WELL Building Institute™  
646.883.5001  
[wellcertified.com/contact](mailto:wellcertified.com/contact)

Communications and Public Relations  
[media@wellcertified.com](mailto:media@wellcertified.com)

Marketing  
[marketing@wellcertified.com](mailto:marketing@wellcertified.com)