Driving the Healthy Building Movement: The Fitwel Certification System

CoreNet June Program
The Center for Active Design is the leading international non-profit organization that advances design strategies to foster healthy and engaged communities.
Physical inactivity is now comparable to smoking as the leading cause of preventable death in the world.
Today’s children are expected to be the first generation to have a shorter life expectancy than their parents.
The Business Case for Health

In the United States, the annual private sector employee absenteeism rate is 3%, costing businesses $2,074 per employee, per year.

49% of building owners are willing to pay more for buildings demonstrated to have a positive impact on health.

78% of millennials see workplace quality as important when choosing an employer and will trade other benefits for better workplaces.

Prioritizing Health & Wellness Drives Financial Performance

A study comparing 45 companies who received high scores in a health and wellness self-assessment had their stock price appreciate by 235%, compared to the S&P 500 Index appreciation 159% over a 6-year simulation period.


*Disclaimer: The information provided is for educational purposes only and should not be considered as financial or legal advice.
Fitwel® has a vision for a healthier future where every building is enhanced to support the wellbeing of its occupants, and support healthy communities.
The World’s Leading Certification System for Health

400+ Projects Certified or In Progress
650+ Ambassadors
445,000+ Total occupants impacted

Named one of FastCompany’s 2017 Top 10 Most Innovative Companies in Social Good!

01 Chobani
02 GoFundMe
03 Zipline
04 Nike
05 Unilever
06 Patagonia
07 Qlik
08 Fitwel
09 Yazda
10 Alphabet
The U.S. CDC and GSA led Fitwel’s development and pilot phase. The Center for Active Design is Fitwel’s operator and is responsible for 3rd party certification.
3,000+ evidence-based research studies support Fitwel

55+ operational and have the strongest health evidence base and potential to make the highest impact for health design strategies
Fitwel’s weighted points system supports prioritization
Stronger impact = more points

- Impacts
  - Community Health
  - Reduces Morbidity + Absenteeism
  - Social Equity For Vulnerable Populations
  - Increases Physical Activity

- Provides Healthy Food Options
- Promotes Occupant Safety
- Instills Feelings Of Wellbeing

Photo courtesy of Perkins+Will
What Makes Fitwel Unique

- Cost-effective
- Dynamic weighted point system
- No prerequisites
- Applicable across a portfolio
A Portfolio-Based Approach

1. Newell Rubbermaid Design Center, Kalamazoo, MI. Courtesy of Perkinst-Will
3. 25 York Street, Toronto, CA. Courtesy of Menkes Development Ltd.
4. Arbor House, Bronx, NY. Photo courtesy of Bernstein Associates

Commercial Interior Spaces  Single-Tenant Building  Multi-Tenant Building  Multi-Family Residential
Healthy Housing Rewards™ + fitwel®

Intervale Green
Photo courtesy of WEDCO
Fitwel Costs

$500
Annual registration fee per project

$6,000
Maximum certification fee

Photo courtesy of Bernstein Associates
Fitwel Champions and Advisors
Case Study: Multi-Tenant Office Building
Tribeca West
Kilroy Realty Corporation

Fitwel Rating: ★
• Kilroy applies Fitwel to 23% of its portfolio.
• 10 Fitwel certified properties in Los Angeles, San Francisco, Bellevue & Seattle
“Fitwel allows us to demonstrate to our tenants that our buildings promote healthy outcomes both inside and out. Further, the system provides an accessible roadmap to allow our building teams to make positive, tangible changes that will help our health scores improve over time.”

Sara Neff
Senior Vice President of Sustainability

Photo courtesy of Kilroy Realty Corporation
Kilroy: Key Milestones & Impact

2016
Kilroy becomes a Fitwel Champion

May 2017
Sustainability Team works with the management team, building engineers & security team to gather documentation

June 2017
The management team walked the sustainability team through the site.

July 2017
Sustainability team engages tenants, improves the food environment & expands emergency supplies

August 2017
Kilroy receives a Fitwel 1 Star Rating for Tribeca West
October 2016: Perkins+Will becomes a Fitwel Champion, committing to achieving certification for all of its North American offices.

December 2016: Team hosts a kick-off meeting in early December. Gather documentation throughout the month and submit their project for review at the end of the month.

January 2017: The team reviews the Initial Review Report issued by the Fitwel Certification Team.

February–July 2017: The team incorporates feedback then submits additional information and updated documentation in July for further consideration.

August 2017: Perkins+Will receives a Fitwel 2 Star Rating joining Fitwel certified offices in Durham, Atlanta and London.

September 2018–present: Perkins+Will continue to advance additional Fitwel certifications within its offices in North America and the United Kingdom.
Perkins+Will Minneapolis: studioIDS

**Location**
- Walk Score of 90+
- Proximity to transit

**Building Access**
- Pedestrian route to transit
- Commuter survey

**Outdoor Space**
- Restorative garden
- Farmers market

**Indoor Environment**
- Chemical storage ventilation
- Indoor air quality policy - minimal use of materials

*Fitwel Rating: ★★

Photo courtesy of Perkins+Will*
Perkins+Will Minneapolis: studioIDS

**Fitwel Rating:** ★★★

**Shared spaces**
- Common break area
- Multi-purpose room for wellness activities

**Workspaces**
- Natural daylight
- Views of nature
- Active workstations

**Emergency Procedures**
- AED machine
- Certified first responders
- Emergency notification

**Water Supply**
- ADA water supply
- Filtered water bottle filler

Photo courtesy of Perkins+Will
Lessons Learned

- Location
- Stairwells
- Lactation room
- Documentation requirements
- LEED and Fitwel