



Health & wellness on the forefront:  
**The rising demand for Fitwel**

# Our speakers



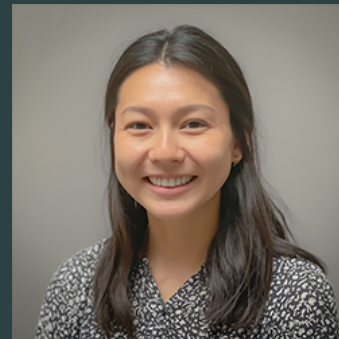
**Zachary Flora**

VP of Market Growth  
Center for Active Design



**Owen Hull**

Development Manager  
Lendlease



**Sonia Ohashi**

Consultant  
Goby





CENTER

FOR ACTIVE

DESIGN

The Center for Active Design (CfAD) is the leading international non-profit organization that advances design strategies to foster healthy and engaged communities.

FITWEL CHAMPION

# Tishman Speyer

Industry Advisor, Fitwel Viral Response Module



New York, NY  
Photo Courtesy of  
Tishman Speyer

Fitwel is on a mission to create a healthier future where **every building** is enhanced to support the wellbeing of its occupants, and support healthy communities



# Fitwel | History and Development



**The U.S. Center for Disease Control (CDC) and General Services Administration (GSA)** led Fitwel's development and pilot phase

**The Center for Active Design** is Fitwel's operator and is responsible for 3<sup>rd</sup> party certification

# Fitwel | Growth by the Numbers

**1.3+ M**

People Impacted

**6,100+**

Global Users

**50+**

Countries Represented

**2,700+**

Registered Projects

**660 M SF**

Registered

**1,000+**

Certified or Pending

**190%**

2019-2020 Annual Growth

**644%**

Q4 2019 - Q4 2020 Growth

**136%**

Increase in Tenant Registration

# Fitwel | Unique Market Solution



Cost Effective



5,600+ Peer Reviewed  
Evidence Base



No Barriers to  
Eligibility



Easily Scalable



Integrative Approach



Tech Platform

# Fitwel Certification Process

## Step 1 Register

- Navigate to the Fitwel Platform
- Create an account and enter basic project information

## Step 2 Assess

- Select appropriate Fitwel Scorecard
- Respond to associated Fitwel Strategies

## Step 3 Benchmark

- Archive a historical snapshot of your responses

## Step 4 Submit

- Upload required documentation to show compliance with Fitwel Strategies

## Step 5 Review

- Respond to comments from Fitwel on the Fitwel Platform

## Step 6 Certification

- Project is designated a numerical certification score and associated Star Rating

---

## Recertification

- Fitwel Certification is valid for 3 years
- Recertification can be initiated via the Fitwel Portal at any point within 3 years of the date of certification

# Fitwel Scoring

## Fitwel Star Rating

★ ★ ★ 90-104

★ ★ ★ 105-124

★ ★ ★ 125-144

FITWEL CHAMPION

EYP

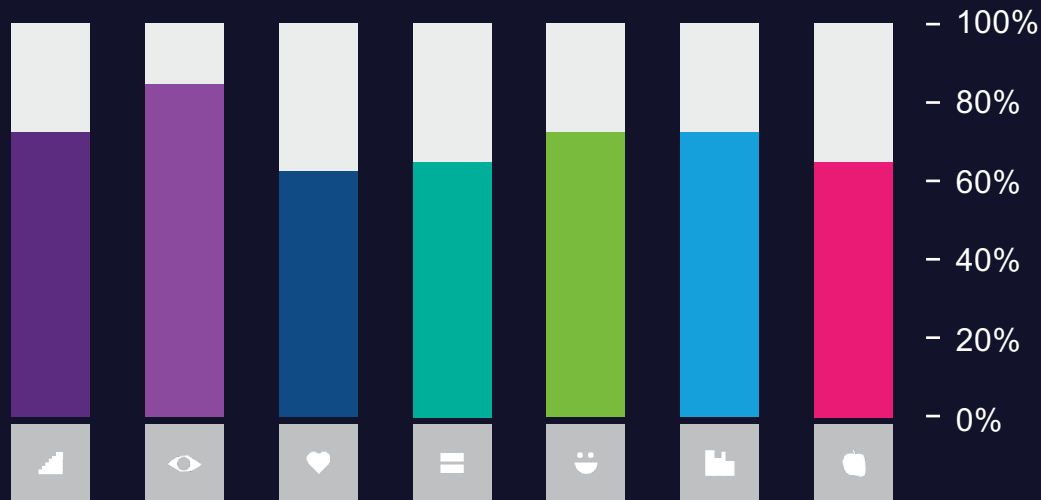


EYP Office  
Photo Courtesy of EYP



# Fitwel | Data-Driven Decision Making

## Average Health Impact Across 7 pillars



3-Star Projects  
Outperform 1-Star Projects  
by

**27%**

in these Health Impact  
Categories:



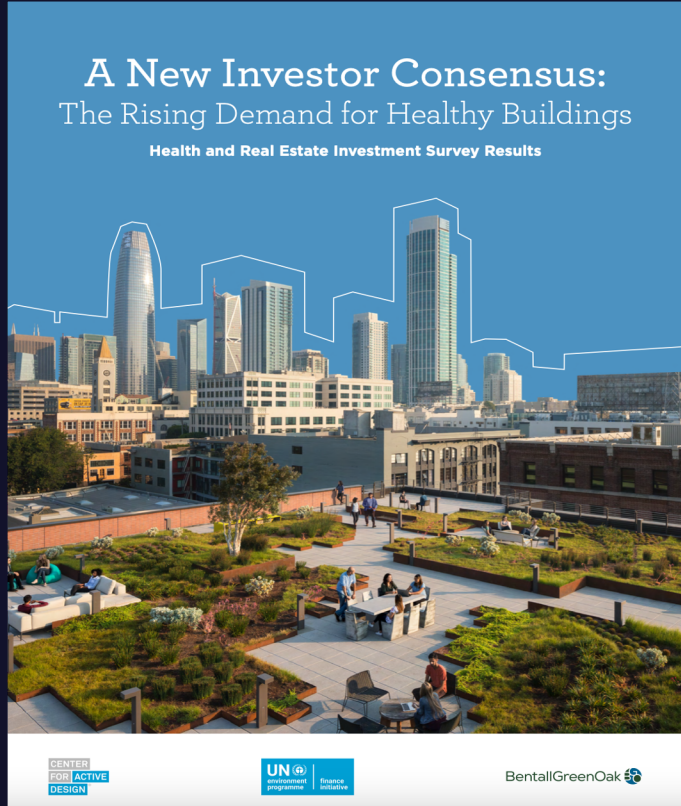
Instills Feelings Of  
Wellbeing



Reduces Morbidity  
+ Absenteeism



# Fitwel | Rising Demand for Healthy Buildings



## Key Findings:

**87%** of respondents saw demand for healthy buildings increase over the last 12 to 24 months

**92%** of investors plan to enhance health + wellness over the next 3 years

*This report captures the insights of an international sampling of real estate investors representing USD **\$5.75** trillion total AUM.*

Published Q1 2021

# Fitwel | Application Across Assets

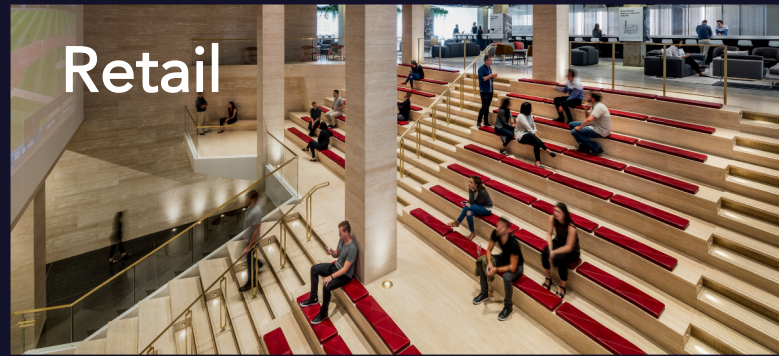
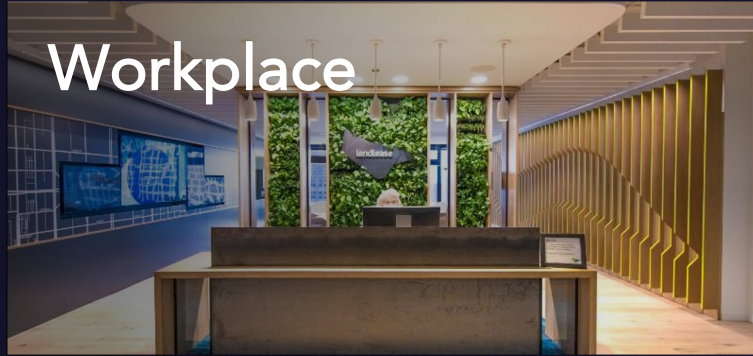


Built  
Certification



Design  
Certification

# Fitwel | Building Scorecards



Lendlease Chicago office.  
Photo courtesy of Lendlease.  
theMART. Photo courtesy of  
theMART. AMLI Ponce Park.  
Photo Courtesy of AMLI  
Residential. Greenbridge.  
Photo courtesy of GGLO.



# Fitwel | Site Scorecards

## Commercial Site



## Community





FITWEL CHAMPION

**Triovest**

Industry Advisor, Fitwel Viral Response Module



# Fitwel's

## Viral Response Certification

Provides annual, third-party certification of policies and practices informed by the latest public health research on mitigating the spread of infectious diseases within buildings.

Photo Courtesy of Triovest

# Fitwel | Viral Response Certification

**Flexible and scalable approach**, allowing for use by a single asset or a diverse portfolio

Includes **minimum requirements** to establish a consistent and multi-faceted approach

**Fully integrated** within Fitwel's online platform and other Fitwel building certifications

**Comprehensive policies and protocols** backed by rigorous evidence base

# Fitwel Champions and Advisors



ALEXANDRIA



TISHMAN SPEYER



TRIOVEST

KILROY

Anthem

VORNADO  
REALTY TRUST

MetLife

ARUP



BEACON  
CAPITAL PARTNERS

BentallGreenOak



BOMA  
COUNCIL

bxp Boston  
Properties

BOZZUTO

BRIGHTWORKS  
SUSTAINABILITY

Brookfield  
Properties

CBRE

CLARK  
CONSTRUCTION



CODEGREEN

CUSHMAN &  
WAKEFIELD

DLC  
europe  
element 4

EMPIRE STATE  
REALTY TRUST

EYP/  
Architecture & Engineering



Fannie Mae

Gensler

goby  
The ESG Platform

hord | coplan | macht



HUDSON  
PACIFIC  
PROPERTIES

INTEGRAL  
GROUP

JLL

LaSalle  
INVESTMENT MANAGEMENT

lorax  
PARTNERSHIPS LLC

KingSett  
CAPITAL

menkes

mercyHOUSING

Perkins&Will

QuadReal



SKANSKA



Stantec

Steelcase



TERRAPIN  
BRIGHT GREEN

THE  
TOWER  
COMPANIES

URBAN  
VENTURES

VITACON  
LIFE IS ON

VITUS  
COMMUNITIES OF  
OPPORTUNITY

VERDANI  
PARTNERS

wsp



# Fitwel Platform

### Scorecard Summary

Summary Areas of Opportunity Areas of Strength

Your building scored 101 (101.01) points and is 1-star "Fitwel Certified"

★ (90-104 points) ★★ (105-124 points) ★★★ (125-144 points)

#### Areas of Opportunity

Strategy	How the Strategy Connects to Health	Additional Total Points
1.3 Building located in an area with a Walk Score of 90 or above	Buildings and campuses in more walkable locations can increase opportunities for regular physical activity, social interaction, and access to amenities, fostering improved health.	4.47
12.4 Provide an automated emergency address notification system	An emergency address notification system decreases the time it takes occupants to respond to emergencies, contributing to enhanced safety and reduced absenteeism.	3.63
10.4 Provide access to free water supplies in a prepared food area	Readily accessible drinking water in cafeterias and prepared food retail areas can increase access to potable water, and can prompt improved hydration and decreased consumption of sugar-sweetened beverages.	3.08
5.3 Implement active design strategies in the stair design	Implementing active design strategies in stairwell design can encourage occupants to use the stairs when traveling across floors, contributing to increased daily physical activity rates.	2.8



### The Residences

Scorecard MFR v2.1  
ID# 54592669  
1000 Broadway, New York

← The Residences Overview Edit Project

Health Impact Categories (HIC)

Fitwel Score: 103 (90-105-125)

Scorecard Status: **Certified**

Submitted Score: 103

[Download Final Review](#) [Scorecard Summary](#) [Begin Recertification](#)

#### Location

1.1 / 2.26 points Strategy Edited

Building located in an area with a Walk Score of 50 or above

Rationale & Sample Evidence

	Yes	Alternative Compliance	No
1 Location	11.93 points ✓		
2 Building Access	15.62 points ✓		
3 Outdoor Spaces	17.89 points ✓		
4 Entrances and Ground floor	8.33 points ✓		
5 Stairs	4.32 points ✓		
6 Indoor Environment	17.47 points ✓		

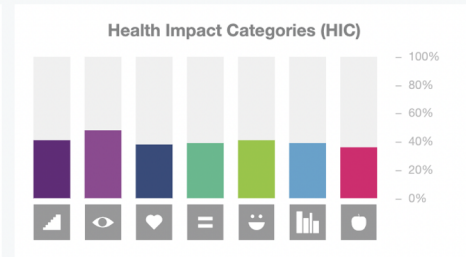
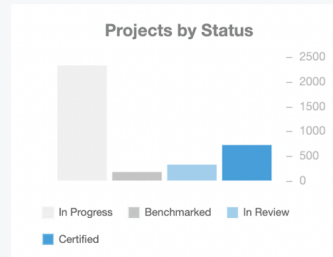
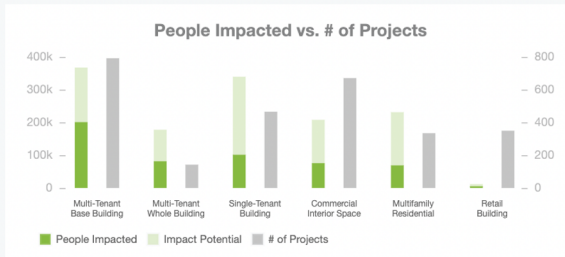
Attach Documents (0) 20 MB max file size  
1 document attached

Ⓞ Strategy Requirements and Compliance Documentation

← All Accounts

## Goby

Edit Account





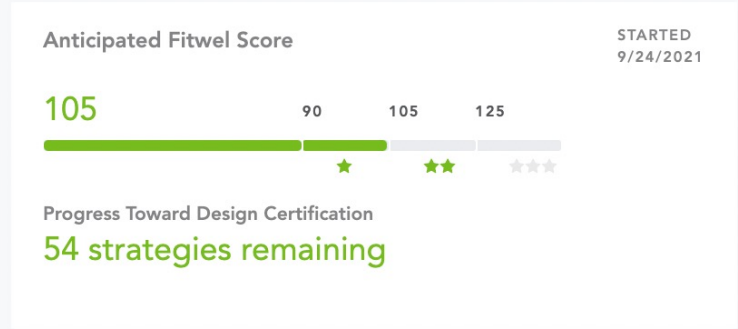
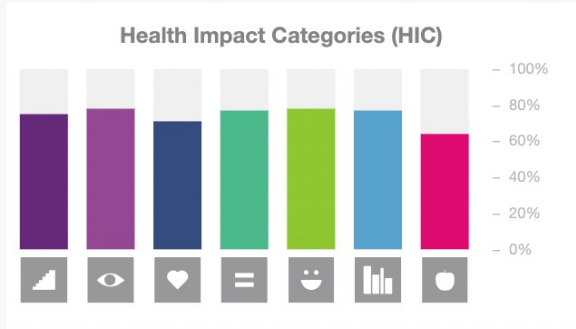
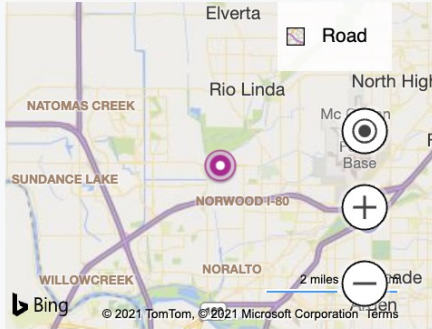
# Gardens on Main

Scorecard MFR v2.1

ID# 43495121

100 Main Street, Sacramento

Edit Project



[US COVID-19 Response Plan Applied \(In Progress\)](#) [Scorecard Summary](#) [Benchmark](#) [Submit](#)

- 1 Location 1 of 4
- 2 Building Access 0 of 8
- 3 Outdoor Spaces 4 of 11
- 4 Entrances and Ground floor 1 of 8
- 5 Stairs 4 of 6
- 6 Indoor Environment 2 of 10

## Location

1.1 / 2.26 points [Strategy Edited](#)

Building located in an area with a [Walk Score](#) of 50 or above

Rationale & Sample Evidence

Yes	Alternative Compliance	No
-----	------------------------	----

Attach Documents 20 MB max file size

1 document attached

Strategy Requirements and Compliance Documentation



# Emergency Preparedness

12.1 / 0.82 points

Strategy Edited [↗](#)

## Establish and Implement a comprehensive [Emergency Preparedness Plan](#)



Rationale & Sample Evidence [↗](#)

[🔒](#) Viral Response Module, Strategy 3.1

☑ Strategy Requirements and Compliance Documentation ▾

### REQUIREMENTS

Establish and implement a comprehensive Emergency Preparedness plan for the project that:

1. identifies a minimum of one potential emergency scenario for your geographic region.
2. outlines protective actions for each of the potential emergency scenarios identified. (evacuation, sheltering, shelter-in-place, lockdown, backup generators)
3. identifies emergency resources that will be kept on site for each of the potential emergency scenarios identified.
4. outlines a framework for building-wide communication.
5. outlines recurring trainings, drills, or emergency exercises.
6. establishes an emergency response team(s).

OR

Meet one of the following:

- Establish a contagious disease preparedness protocol that is at least as rigorous as the Fitwel Contagious Disease Outbreak Preparedness Protocol (found at [www.fitwel.org/fitwel-standards](http://www.fitwel.org/fitwel-standards))
- Achieve credit for the Fitwel Viral Response Approval

### COMPLIANCE DOCUMENTS

Submit the official or draft copy of one of the following:

- emergency preparedness plan.
- contagious disease outbreak preparedness protocol

Your building scored 105 (104.59) points and is 2-star "Fitwel Certified"



★ (90-104 points) - ★★ (105-124 points) - ★★★ (125-144 points)

## Areas of Strength

Strategy	How the Strategy Connects to Health	Current Points
<b>3.9</b> Provide <a href="#">regular occupants access</a> to a <a href="#">fruit or vegetable garden</a>	An on-site fruit or vegetable garden provides convenient access to fresh fruits and vegetables, expanded opportunities for regular physical activity, and increased social interaction among occupants.	4.73
<b>2.5</b> Provide <a href="#">safe street infrastructure</a> for pedestrians and bicyclists	Safe and accessible street infrastructure supports increased travel by foot or bicycle, contributing to increased physical activity and enhanced mental health.	4.11
<b>10.1</b> Provide access to a <a href="#">full service grocery area</a>	A full service grocery store can increase occupant access to healthy foods, contributing to enhanced feelings of well-being, improved eating habits, and nutritional benefits.	3.7
<b>6.8</b> Confirm that <a href="#">lead</a> has been properly abated and control measures are implemented	A lead-safe property reduces the risk of exposure to lead, contributing to diminished adverse health effects, prevention of cognitive impairment and behavioral problems, and promotion of social equity for vulnerable populations.	3.7
<b>3.1</b> Provide <a href="#">regular occupants access</a> to an outdoor	Access to outdoor common spaces - such as parks and courtyards - increases opportunities for regular physical activity, exposure to daylight, and social interaction, contributing to enhanced	3.29

S WELLS ST

W POLK ST

W HARRISON ST

ALTA GRAND CENTRAL  
14 STORIES

FUTURE BUILDING  
40 STORIES

THE COOPER  
29 STORIES

FUTURE BUILDING  
42 STORIES

PODIUM  
3 STORIES

THE REED  
41 STORIES

RIVER CITY  
18 STORIES

CHICAGO RIVER SOUTH BRANCH















**Questions?**



# Get in touch!



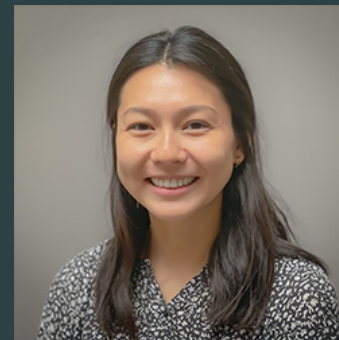
**Zachary Flora**

[zach@centerforactivedesign.org](mailto:zach@centerforactivedesign.org)



**Owen Hull**

[owen.hull@lendlease.com](mailto:owen.hull@lendlease.com)



**Sonia Ohashi**

[sohashi@gobyinc.com](mailto:sohashi@gobyinc.com)

*Thank you!*