



Leading the Way of the Healthy Building Movement with Fitwel Standard



Photo by [sergio souza](#) on [Unsplash](#)

We shape our buildings; thereafter they shape us. - Winston Churchill

Do you believe workers are happier and more productive when their offices are designed with physical and mental wellness in mind? Do you believe apartment tenants are healthier and more engaged in their communities when the place they live promotes active lifestyle through thoughtful planning? We do and so are many forward thinking developers and owners. As the Principal of Redwoods Design Studio Architect and a Fitwel Ambassador, Eric Lam and his team recognize how design can improve the well-being of building occupants and the immense influence it has on the value of real estate properties.

What is Fitwel?

Fitwel is an evidence-based certification standard that strives to improve the health and productivity of building occupants through enhancements to workplace design and enforceable policies. The standard is a result of a 5 year long research based on more than 3,000 case studies of various environments. It quantifies the different strategies put forth by Center of Disease Control (CDC) and General Services Administration (GSA) on the health and wellness impact of the occupants.

Who is this for?

- Developers and owners of Single Tenant Commercial Building, Multi-Tenant Commercial Building, Multifamily Residential Building (Senior, Affordable, Market-Rate)
- Tenants of commercial spaces.

Why should your property meet the Fitwel standard?

In workplaces: The estimated cost for employers due to absenteeism is more than two thousand dollars per employee, which translates to 153 billion dollars every year nationally.

When selecting an employer, Millennials are more likely to take into account their quality of life (including design and feel of worksite). They are now the majority of our workforce.

For housing: The major concerns of many tenants are indoor air quality and indoor environmental quality including noise and light pollution. The most common chronic disease of childhood in the US is asthma, and is often the result of exposure to allergens and other triggers in the home.

To find out additional benefits of Fitwel Certification and how your property can meet the Fitwel standard, make an appointment with Eric Lam at <http://redwoodsdsa.chat/fitwel2020> for a 30 minutes complimentary consultation.

About Eric Lam, Fitwel Ambassador

As the co-founder of Redwoods Design Studio Architect, Eric Lam has the expertise in the design and construction of interior renovation and adaptive reuse projects in the commercial real estate market. Eric is a licensed architect and is NCARB certified. In addition, he is a LEED Accredited professional and a Fitwel Ambassador. Eric volunteers at several non-profit organizations and serves on both local and national AIA Boards.

Quick Facts - RDSA

Year founded: 2006

No. of projects built: 150 (as of 7/31/2019)

Total square footage designed: approx. 500,000 SF

Average size of projects: 25,000 SF

Size of largest project: 200,000 SF

Size of smallest project: 600 SF

Approximate value of all projects: approx. \$90 millions



Setting a Standard for the Healthy Building Movement

The **Fitwel Certification System** is the premiere system for optimizing building design and operations to improve health and productivity outcomes.

In just one year, Fitwel has become the leading global health certification system, advancing a unique portfolio-based approach, and engaging with more than 600 companies. Generated by expert analysis of over 3,000 academic research studies, Fitwel is implementing a vision for a healthier future where all buildings and communities are enhanced to strengthen health and wellbeing.

BY THE NUMBERS

180+

Projects Certified/
Pending Certification

650+

Projects Registered

570,000+

Total People Impacted

1,600+

Global Users

WHO IS USING IT?



Fitwel was created as a joint initiative led by the U.S. Centers for Disease Control and Prevention (CDC) and the General Services Administration (GSA), with the Center for Active Design selected as the operator in 2016. The GSA and the CDC remain CfAD partners to incorporate future research findings as the science evolves and Fitwel expands into all sectors.

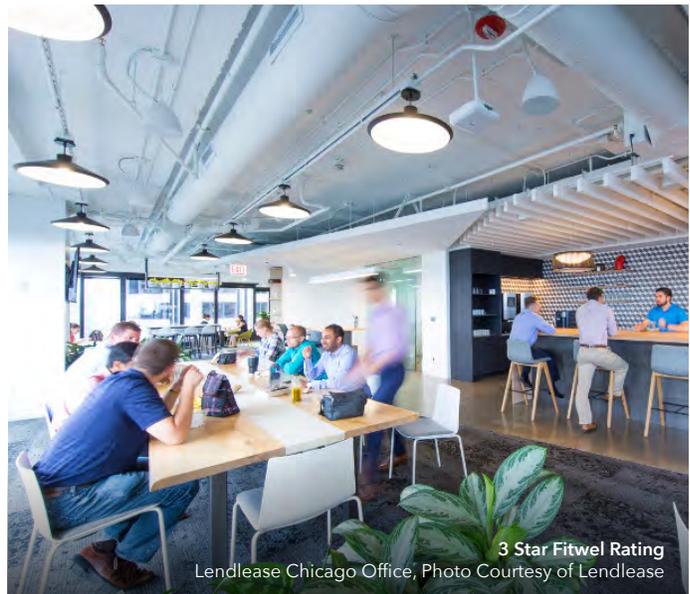


The Center for Active Design, operator of Fitwel, is the leading international non-profit organization using design to foster healthy and engaged communities. As a resource for design professionals, the real estate community, policy makers, and community organizations, CfAD applies multi-disciplinary expertise to empower decision makers, providing publications, original research, certification, technical assistance, and digital tools that result in measurable outcomes.

Fitwel for Workplace and Multifamily Residential

Fitwel provides tailored strategies for existing and new construction multifamily residential and workplace properties, optimizing unique opportunities for each project.

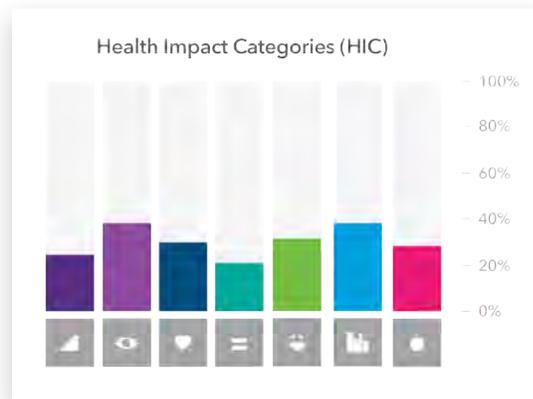
Fitwel's 55+ strategies for building improvements are metric-driven, lending themselves to demonstrated results for building occupants. All strategies are voluntary, with no cost prohibitive pre-requisites, allowing all buildings to support health, regardless of size, location, or year built.



Achieve Certification using a Data-Driven, Digital Portal

Certification doesn't have to be a painful process.

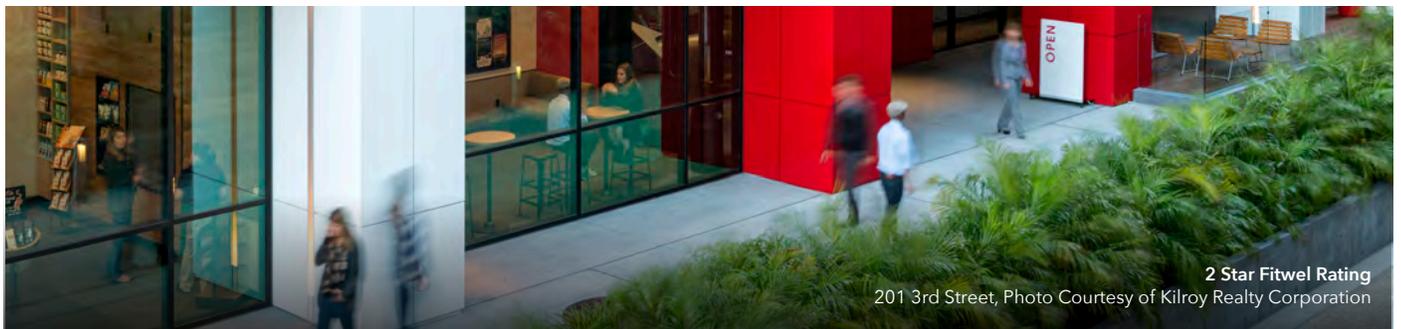
The Fitwel Portal makes it easy thanks to its interactive, digital interface that gives you faster access to key information on building performance and health impact. The Fitwel Portal is an all-encompassing platform that allows you to register, benchmark, and submit a single project or an entire real estate portfolio for Fitwel certification.



Certification Process

Fitwel guarantees that all projects advance through the certification and review process in 16 weeks. For those companies committing to use Fitwel at scale, a 12 week process is offered.

Fitwel uses a verified approach to evaluate each project's certification documentation. Through a double-blind process, two independent reviewers assess each project and then confirm a numerical score. Developed by public health professionals, this method ensures each review is unbiased and consistent.



Join the healthy building movement

 @fitwel
www.fitwel.org

Featured Press

Forbes

February 2019

Making Wellness Design Affordable With Builder Incentives

Fannie Mae, the massive mortgage funder, introduced its Healthy Housing Rewards Initiative in 2017 to encourage multi-family developers to use Fitwel to build wellness-enhancing properties for the affordable market.

RE journals

November 2018

Iconic Chicago building, theMART, achieves Fitwel certification

CfAD has announced that theMART, located in the River North neighborhood of Chicago, has achieved a Fitwel 2 Star Rating, recognizing the property's ability to support the physical, mental and social health of its occupants.

AP

February 2019

Fitwel® Announces an 80% increase in Certifications in One Year, Showing a Surging Trend in Building for Health

CfAD announces a sharp uptick in the application of the Fitwel Certification System, with an 80% increase in projects achieving certification between 2017 and 2018.

Bupa

February 2019

Creating workspaces that have a positive impact on our peoples' health and wellbeing

In early 2018, Bupa was officially certified as a healthy workplace by Fitwel, the world's leading award for using building design to support the health, wellbeing and productivity of the people working inside it.

Partnerships

Our partnerships ensure efficient alignment with industry-leading financial and sustainability tools.



Header Photo: The Pearl, Silver Spring, Maryland, Fitwel 2 Star Rating, Photo Courtesy of The Tower Companies

FITWEL & Design is a registered trademark of the U.S. Department of Health & Human Services (HHS). Participation by the Center for Active Design and/or any other organization does not imply endorsement by HHS.

Concourse

Fitwel Rating: ★

Anthem, Inc.

Fitwel Champion

Fitwel Leadership
Advisory Board Member

Anthem

Anthem successfully achieves Fitwel Certification for its workplace in Norfolk, Virginia.

Why Anthem Became a Fitwel Champion

Anthem became a Fitwel Champion in 2017 to understand where it should prioritize future investments that will optimize and support employee health within the workplace. Anthem began by conducting a gap analysis of its existing building portfolio using the Fitwel Strategies, a process which illuminated the strengths and opportunities for their workplaces. Anthem then used the Fitwel Portal to assess and benchmark its Concourse property, make alterations to the building based on the Fitwel Strategies, and attain Fitwel Certification.

Concourse

Built in 1991 and renovated in 2012, the Concourse office is a 314,775 square foot, 4-story, suburban office building in Norfolk, Virginia that is impacting the health of over 1,500 building occupants. The Concourse has also achieved Energy Star and LEED Commercial Interior certification. The building features an expansive lobby, which connects to the many onsite common spaces and meeting rooms to facilitate on-site meeting, collaboration, and social activity.



Prioritizing Health Through Fitwel

Based on the Fitwel Strategies, Anthem prioritized and strengthened new and existing building features. Anthem has a strong on-site healthy food strategy for its building cafeterias and vending machines, which includes additional labelling and pricing discounts for healthy foods options. Moreover, Anthem regularly conducts surveys on its food and fitness facilities, so that it can continuously improve its offerings. The Concourse also includes an open and well-located stair that promotes ease of access and increased levels of movement peppered throughout the day. Anthem strengthened existing features by including items such as additional signage to promote health, an updated pest management plan, and amenities with lactation rooms.

After advancing through the certification process for a few projects, including Concourse, Anthem is now working on an organization-wide communications campaign to educate employees on their Fitwel commitment, and their critical goal of continuing to promote employee health.



Rita L. Hagerman

Facility Manager - Virginia
Cushman and Wakefield at Anthem

“The Fitwel case study and certification takes a holistic look at our work environment and highlights amenities that could benefit associates in healthy ways. For example, a healthy option would be using stairs instead of elevators or utilizing the walking path around the property. Another great feature that’s helped raise our Fitwel score is the recently installed hydration stations. These bottle fountains encourage associates to drink more water and reduces environmental waste at the same time.”



Hakon Mattson

Director of Sustainability at Anthem

“We are using Fitwel as a benchmarking opportunity to look at our portfolio of existing buildings and where we can make investments to ensure they are best in class for our associates.”



Common break areas at Concourse
Photo Credit: Anthem, Inc.

Key Milestones in the Fitwel Process

- July 2017**

Anthem commits to benchmark and certify a number of buildings in its portfolio, including its Concourse property in Norfolk, Virginia, becoming a Fitwel Champion.
- Summer - Fall 2017**

Building on its commitment to health promotion, Anthem uses Fitwel to conduct a gap analysis of its portfolio of existing buildings. This process helps them determine opportunities for them to enhance their workplaces.
- November 2017**

Anthem joins the Fitwel Leadership Advisory Board, and the Anthem Facilities and Sustainability Team officially kick off the certification process for the Concourse Property with support from the Human Resources staff.
- December 2017 - February 2018**

With an already robust food standard program and open, accessible stairs, Anthem focuses on adding signage and updating policies to positively influence the indoor air quality.
- February 2018**

Anthem earns a Fitwel 1 Star Rating for its Concourse Property.

Estimated Costs in Achieving Certification

Certifying Concourse had minimal costs for Anthem. During the initial construction of the building, Anthem had already made design decisions aligning with Fitwel’s health-promoting strategies. Additionally, Anthem had already implemented operational strategies such as healthy food policies at an enterprise-level across their buildings.

How Concourse is Meeting Fitwel’s Health Impact Categories



20% of selected strategies
Impacts Community Health



72% of selected strategies
Reduces Morbidity + Absenteeism



63% of selected strategies
Supports Social Equity



69% of selected strategies
Instills Feelings of Well-Being



66% of selected strategies
Provides Healthy Food Options



66% of selected strategies
Promotes Occupant Safety



38% of selected strategies
Increases Physical Activity