

Better Places for People Case Study Report – 2017

Case Study Submission Document

This document provides general details on the overall Case Study Report and the guidelines for submissions of projects to be considered for the Case Study Report.

To submit a project for consideration for the Case Study Report, [click here](#).

The form contains 20 questions relating to building type, location, data collected, and key messages and will take approximately 10-15 minutes to fill out.

Entries will close 4 July 2017 5 pm Toronto time.

For more details refer below; for any questions, please contact Colin Powell, Project Manager for Better Places for People, at cpowell@worldgbc.org.

Introduction

WorldGBC's "Better Places for People" global project is one of the leading global initiatives promoting health, wellbeing and productivity in green buildings around the world. Working through approximately 20 national Green Building Councils, we have produced reports on green & healthy [offices](#) and [retail](#) spaces which have been downloaded several thousand times and referenced in dozens of online industry and media publications.

In a follow-up to our 2016, [Building the Business Case report](#), we are now looking for the best new case studies to feature in an electronic report that we plan to publish in late 2017/early 2018. We are looking for approximately 15 case studies, from different regions, building types, and new and existing buildings.

Purpose

To aggregate best practice examples, successes, and learnings from the implementation of green and healthy building features that contribute to the health, wellbeing, and productivity co-benefits of green buildings.

Objectives of the Case Study Report

- Showcase the most advanced and innovative buildings that feature health and wellbeing and green in their design and/or operation, from a diverse array of building typologies and geographies;

- Communicate data showing that the co-benefits of health, wellbeing, and productivity are inclusive to the business case for green buildings;
- Promote WorldGBC's metrics framework as a tool for businesses to implement and measure health, wellbeing, and productivity benefits in the green building environment.

Limitations

The Case Study Report is not intended to be a peer-reviewed scientific report on the data surrounding health, wellbeing, and productivity benefits in green buildings. Data will be reviewed to the best of our ability, within the organisational and privacy constraints of the submitter. All constraints that render this to not be possible will be stated. The case studies presented are not intended to be an endorsement of any specific building certification system.

Audience

While the overall report is aimed at a wide range of stakeholders, including building owners/investors, developers, occupiers, HR professionals, sustainability and corporate executives, and facilities managers, it will be difficult to produce a group of case studies that appeals to everyone at the same time. Submitters will be asked to choose their audience and every effort will be made to fit the data and narratives to a particular audience to ensure maximum exposure and impact. In general, however, the report is aimed at those who will respond to both the productivity business case for green buildings in addition to the resource-efficiency business case. We will market this report to influence those outside the common "green building" circles in order to make the case that healthy & green buildings are quickly becoming a must-have for real estate.

Guidelines for Case Studies

If you are considering submitting a project for potential inclusion in the Case Study Report, here is some key information that we will seek in the [Expression of Interest](#) and how it will be evaluated:

- **Building typology:** All building typologies will be accepted, but a diverse collection will be sought.
- **Building location:** An even geographical distribution is sought.
- **Resource efficiency data:** Buildings will be required to either be certified by a green building certification body and/or be able to provide data that details how the building is resource (energy, carbon, water, and waste) efficient compared to other buildings.
- **Health and wellbeing data:** A robust case study will showcase a link, using third-party data, between the environmental, human experience, and economic factors associated with a health and wellbeing intervention in a green building, as detailed

below in the WorldGBC Metrics Framework. Furthermore, a case study that includes data on how specific features are both resource efficient and healthy will be prioritised.



Figure 1 - WorldGBC General Metrics Framework

The WorldGBC metrics framework is not a pre-requisite for a case study to be included but a powerful case study will include a similar approach to addressing the connection between the building environment, the experience of people in that built environment and relevant economic, productivity, or other outcome metrics that can be justified.

Data Quality: We believe that while all case studies have value, some provide more rigour describing the impact of health and wellbeing interventions in green buildings. We will prioritise case studies that include quantitative resource and health and wellbeing data that is:

- Third-party measured;
- Cross-sectional (measuring a wide range of features related to the built environment and the people in that built environment)
- Longitudinal (not just pre- and post-occupancy, but with consideration of long-term monitoring for some time before an intervention and after a new occupancy).

With this in mind, the following figure shows the "tiers" of case studies we have developed using that as the highest qualification.



For example, the "lowest" tier, or least robust, case study, Tier 1, includes only one-year of post-intervention data that was obtained internally without verification from third-parties. The "highest" tier, or most robust (as discussed before), case study, Tier 4, contains data from a number of years pre- and post-intervention with data administered and/or verified by third-parties. This verification will be sought from case studies that are accepted to move forward.

Pictures/Videos and other Media

This report will be visually appealing. High-quality photos with captions, labels, and credits are required for each case study. Those without accompanying photos will not be considered. If a video of the building has been produced, this can be included even if it has been featured elsewhere. Other methods of communication, including infographics, are also welcome, and their inclusion will be evaluated based on fit with the overall report.

Submission milestones

July	4 July 25 July	Expressions of Interest Closed Conditional acceptance of EOIs approved and submitters notified
August	15 August	1-on-1 calls between WorldGBC and Accepted EOIs
September	20 September	One-page summaries of case studies complete
October	31 October	Full case study text due (MAX 3 pages)
November	30 November	First draft of designed case studies complete and sent to submitters for review
January	29 January	Second draft of designed case studies complete and sent to submitters for final approval
February	28 February	Final draft complete
March	Varies	Global events for launch of report (TBD) Potential Launch Events: Ecobuild UK (London) March 6-8, 2018 Green Cities (Sydney) Time TBA CoreNet Global (Singapore) March 16-18, 2018