



GLOBAL WELLNESS
INSTITUTE™

WELLNESS COMMUNITIES & REAL ESTATE INITIATIVE

OO **WE CREI**

OUR "WHY"

Educate & Communicate
Guide & Inspire
Measure & Assist
... in understandable and relatable
(human-centric) outcomes...
wellness in the built environment.



WECREI

OUR "WHAT" (OUR DELIVERABLE):

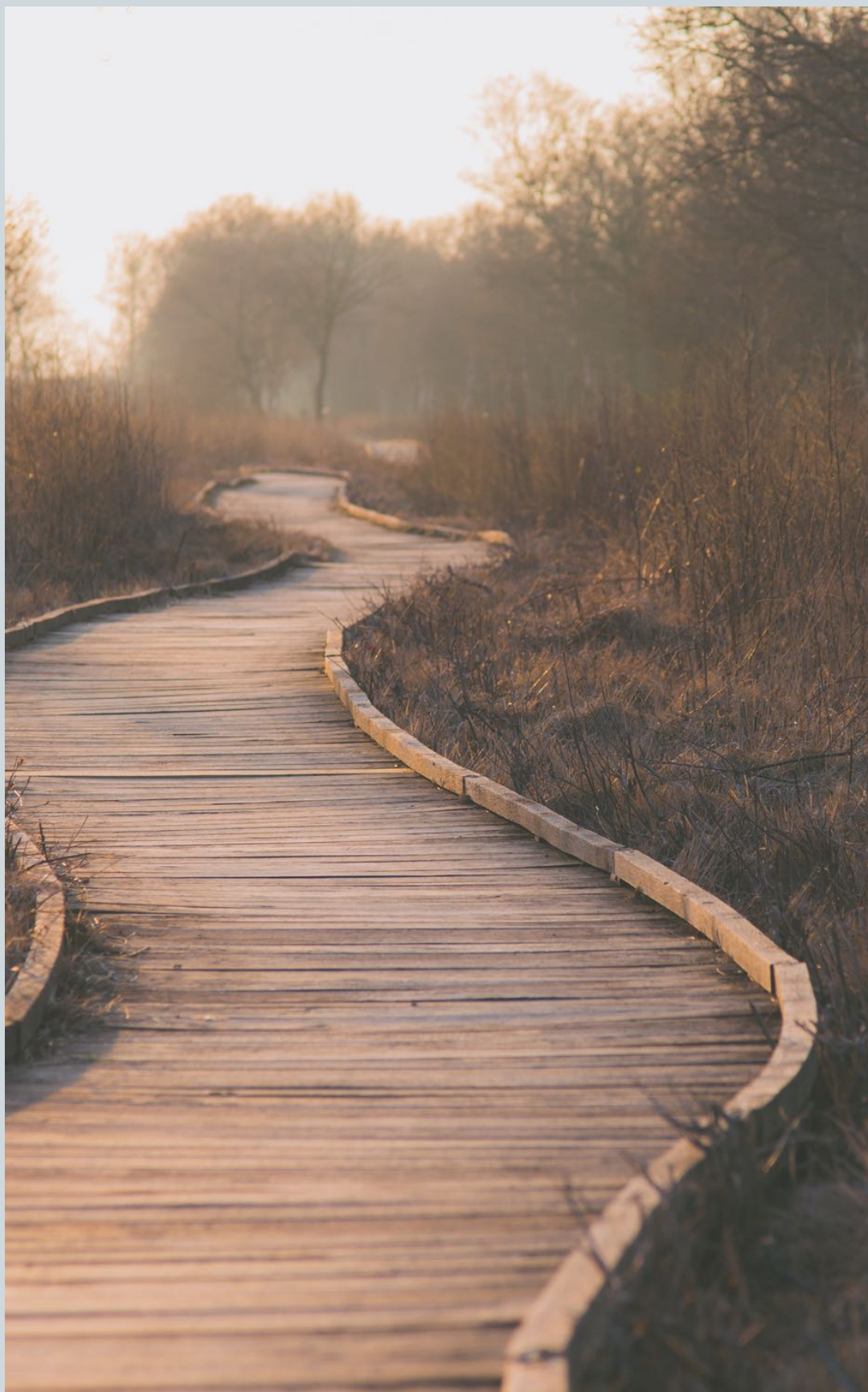
A living, breathing, dynamic framework for planning, developing, operating, activating and cultivating wellness communities.

- **A set of elements** – not rules, key areas of non-negotiable focus – that guide the development of wellness communities.

A conduit to take this holistic framework into ACTION to guide the creation of immersive wellness communities, relevant for generations.

- **Measure and communicate** the impacts of the transformation into wellness communities.
- **Collect and share** best practice outcomes and convene thought leaders worldwide to create and activate these frameworks with whomever the stakeholders may be.





HOW WE WILL DO IT (HOW IT IS APPLIED AND LIVES ON):

Think Tank/Do Tank – Leverage GWI's global reach and notoriety and share the WCREI framework, and encourage, advise and guide developers to create wellness communities that are transformative.

- **For new developments:** Conceive the framework for the specific development opportunity, with value proposition and financial payoff. Help through implementation. Measure the outcomes. Communicate the results. Reassess in 1-3 years to understand how the project creates value in perpetuity.
- **For re-thinking existing or next phase developments:** Apply the framework and present fresh perspectives and document the struggles and opportunities of bringing wellness forward in the next and future phases of development.
- **For smaller global wellness innovators:** Share the framework to put their work in the context of wellness communities, providing collaborative opportunities for greater exposure (governments, private developers, cities) and a greater chance of being built.

**LET'S
START THE
JOURNEY**



01

OUR FOCUS

**We work at the intersection
of “Wellness”**

*(the active pursuit of choices and lifestyles that lead to a state
of holistic health)*

and “Real Estate”

*(the built environment at different scales and for a diversity of
uses)*

**to create “Wellness
Communities”.**

A hand holding a pen is visible in the upper left corner, positioned as if about to write on a document. The background is a warm, golden sunset or sunrise over a body of water, with a dark, silhouetted mountain range in the distance. A semi-transparent blue rectangular overlay covers the central portion of the image, containing the title and definition text.

WELLNESS COMMUNITIES AND REAL ESTATE

Are *built* environments, *proactively* designed to support the *holistic health* of those who live, work, play or learn there.

02

GUIDING PRINCIPLES

GUIDING PRINCIPLES

These Principles encompass our beliefs and values, as well as guide our initiative.

01

INTENTIONAL

Envisioned, designed, and built on purpose – each community is fueled by an intentional wellness vision that will endure for generations.

02

SCALABLE

A 4-home neighborhood in Switzerland, a large-scale master plan in North America, a revitalized Borghi in Italy, or a wellness office park in Singapore – the elements of wellness communities are demonstrable at all scales.

03

FOCUSED

Focused on delivering meaningful benefits that enhance the health and wellbeing of the people who engage with the community, and the value and reputation of the real estate for the developer.

04

CONTEXTUAL

Adaptable and responsive to local context – not formulaic or measured by a checklist that must be followed rigorously.

05

ACTIVATED

Immersive and dynamic – wellness communities are human-centric, inclusive, activated, living breathing, and engaging places that support wellbeing for life.

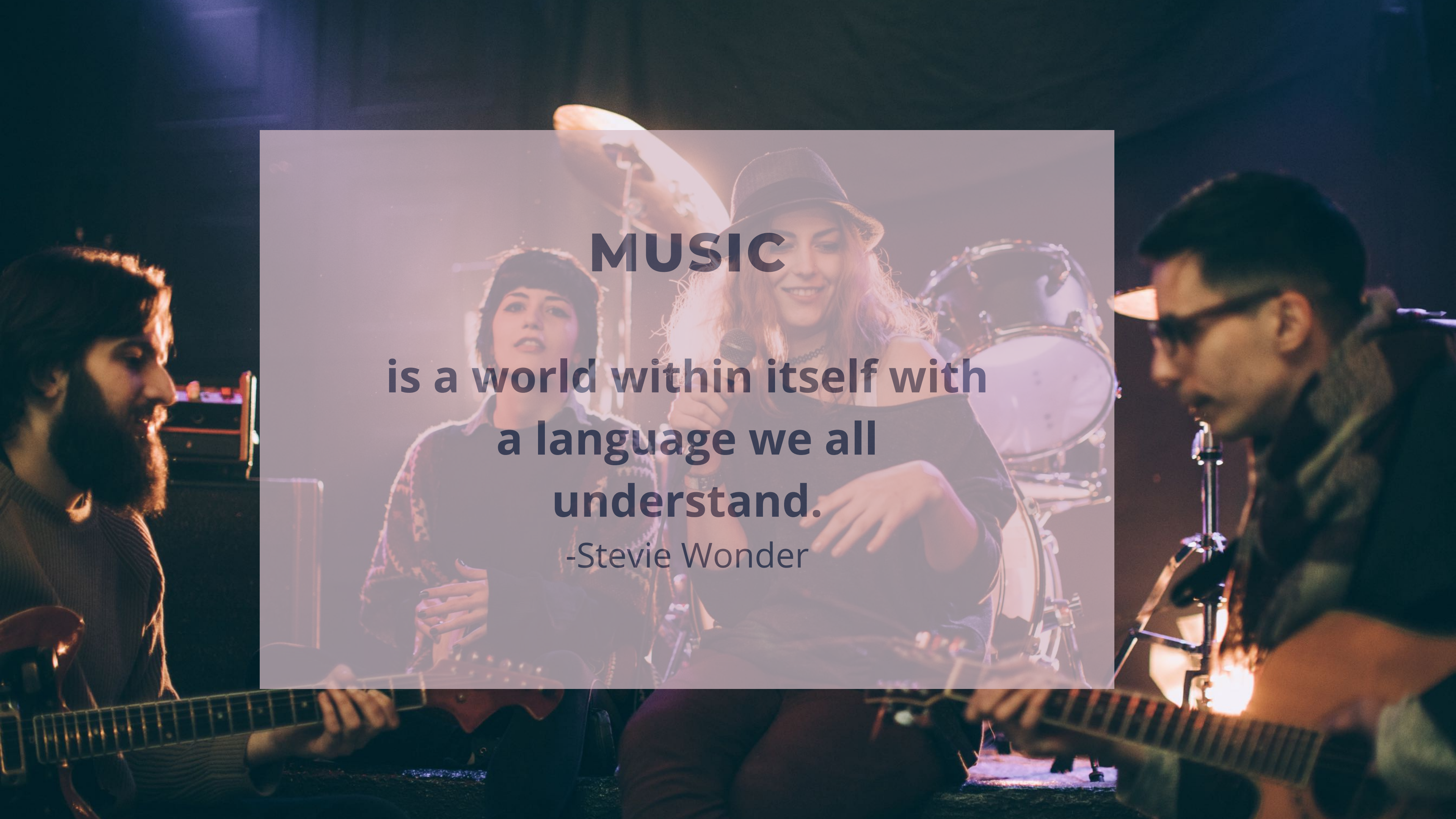
06

RESPECTFUL

Holistic wellness communities celebrate traditional wellness practices proven over thousands of years, and creatively infuse them in future wellness communities.

**DOMAINS,
ELEMENTS &
INGREDIENTS**

03



MUSIC
is a world within itself with
a language we all
understand.
-Stevie Wonder

DOMAINS



SOCIAL



PHYSICAL



MENTAL



ENVIRONMENTAL



ECONOMIC



CIVIC

SOCIAL



ELEMENTS

- SOCIALIZATION
- SUPPORT SYSTEMS
- CULTURAL VITALITY
- PLAY & RECREATION

INGREDIENTS

- >Indoor/Outdoor & Formal/Informal Spaces to Engage
- >Amenities & Services, Safety
- >Cohesive Diversity, Arts & Performance
- >Expression
- >Active & Passive Play Options
- >Social and Community Networks

ELEMENTS

- MOVEMENT
- FOOD & NUTRITION
- AGING & INTERGENERATIONAL LIVING
- TECHNOLOGY

INGREDIENTS

- >Walkable, Bikeable Options
- >Farmer's Markets, Farms, Equitable Access
- >Health & Wellness Plans, Ageless & Aging in Place
- >Wired & Connected For the Future of Life/Work/Learning



PHYSICAL

MENTAL



ELEMENTS

- DELIGHT & ENJOYMENT
- SENSE OF BELONGING
- LIFELONG LEARNING
- SPIRITUALITY

INGREDIENTS

- >Placemaking & Quality Beautiful Spaces
- >Community, Affinity, Group
- >Connections & Engagement
- >Culture, Arts, Education
- >Philanthropy

ELEMENTS

- MATERIALS
- NATURAL SYSTEMS
- MOBILITY SYSTEMS
- RESILIENCE

INGREDIENTS

- >Biophilic Design, Waste Reduction & Renewal
- >Green Space Integration & Conservation
- >Public Transportation Integration
- >Operational Continuity & Adaptation



ENVIRON
MENTAL

ECONOMIC



ELEMENTS

- AFFORDABILITY
- COMPLETE COMMUNITY
- LIFE-CYCLE VALUE
- LOCAL ECONOMY

INGREDIENTS

- >Housing Product Diversity for Different Incomes
- >Live/Work, Diverse revenue streams
- >Re-investment
- >Local Employment & Long-term Impact

ELEMENTS

- SENSE OF OWNERSHIP
- COLLABORATION
- INTEGRATION

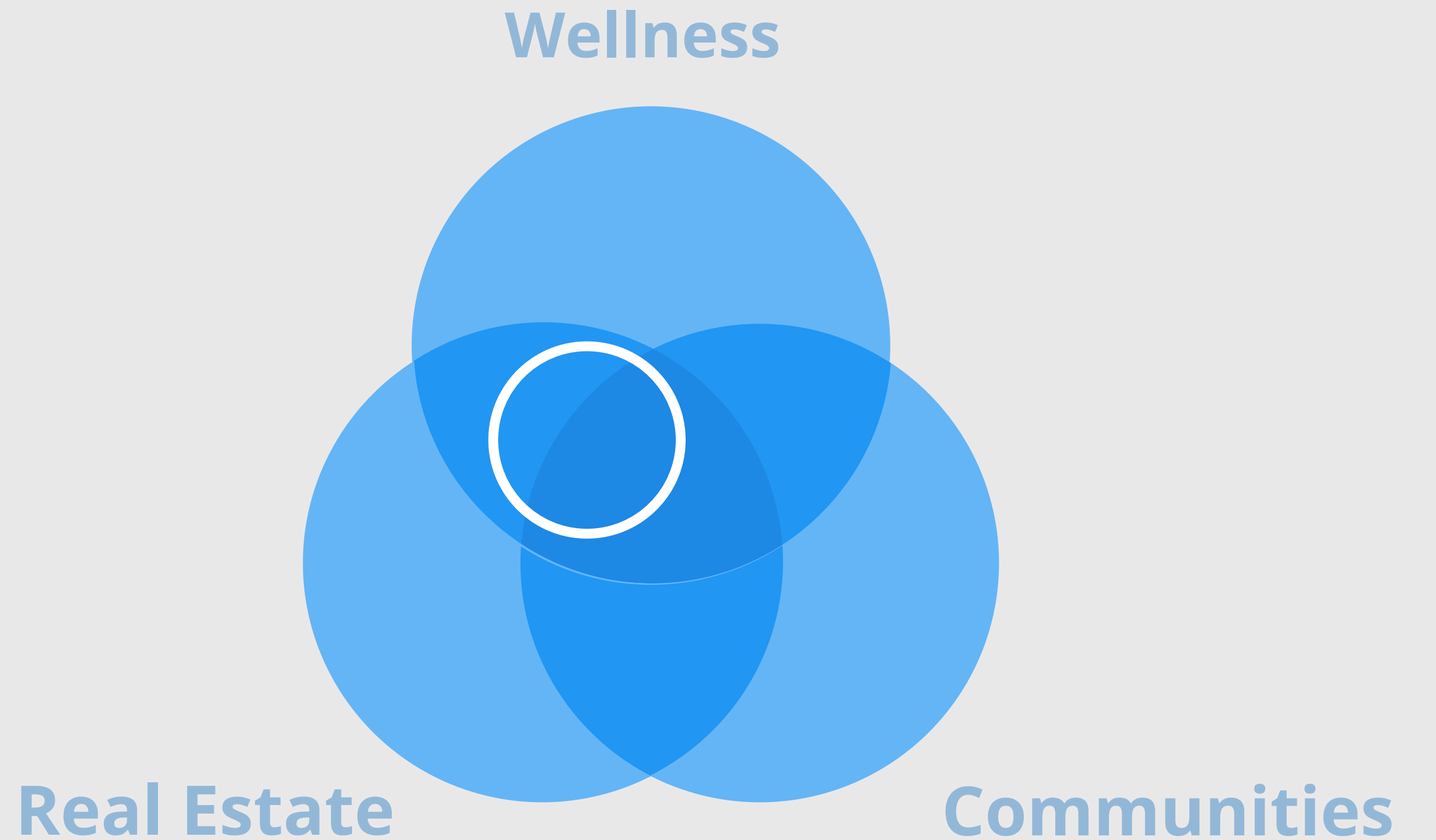
INGREDIENTS

- >Governance & Management
- >Engagement in Decision-making
- >Community & Stakeholder Perspectives



CIVIC

OUR FOCUS



We work at the intersection of Wellness and Real Estate, with a strong focus on what makes great wellness communities

We Inspire, Educate and provide Thought Leadership to Provoke action towards Wellness in our built environments.

We do this by leveraging the Global Wellness Institute's global reach and notoriety, and creating a framework to encourage developers to generate wellness communities, big and small, that are transformative.

To achieve this, we assist the global real estate development community by communicating, guiding, educating, consulting, and inspiring them into action.

INITIATIVE MEMBERS

Teri Slavik-Tsuyuki, (Co-Chair) Principal, tst ink, LLC (USA)

Jean-Francois Garneau, (Co-Chair) Chief Development Officer, INITIAL Real Estate & ALIO – Building Wellbeing (Switzerland)

Helen Foster, Principal, Foster Strategy, LLC (USA)

Craig Collins, Chief Operating Officer, Tavistock Development Company (USA)

Amaya Genaro, Vice President of Community Services, Rancho Mission Viejo (USA)

Kristen Maher, Senior Vice President of Community Design, Rancho Mission Viejo (USA)

Max Reim, CEO, Co-Managing Partner & Founding Principal

Live Work Learn Play (Canada)

Grant Gamble, Chief Executive Officer, Alliance Wellness Group (Australia)

Joan Balagué, (Special Rapporteur, EMEA) Founder and Managing Partner, Slow Life Architects, Barcelona (Spain)

Amy MacDonald, Owner and CEO, Under a Tree, Consultancy (USA)



