

# CERTIFIED METRICS

## EVORA and Fitwel Set a New Social Standard

### EVORA and Fitwel Join Forces

Our industry-leading partnership with Fitwel introduces a groundbreaking **Certified Metrics** assessment, launching with a pilot project. This new initiative is dedicated to elevating wellbeing in residential and workplace environments, benefitting residents, occupants, and communities. Moreover, it will formalise the evaluation of social wellbeing for the real assets sector.

This partnership aligns perfectly with EVORA's core purpose: accelerating the adoption of real asset sustainability and enhancing the wellbeing of the planet and its people.

### Pioneering a Standardised Social Reporting Framework

Fitwel's standard healthy building certification system evaluates real assets across several categories, but the social aspect of ESG reporting remains the most challenging for nearly half of real estate investors (BNP Paribas, 2019).

In response, EVORA and Fitwel are co-developing **Certified Metrics** – a standardised, evidence-based framework to align global social reporting. This new framework will help deliver data insights, support compliance and ESG submissions, create rankings for industry performance comparisons, and facilitate gap analysis for targeted improvements for the first time within this domain.

The first step is a joint launch of the **Certified Metrics pilot programme** to deliver data insight for the new framework. The pilot project will enable real asset players to assess their entire fund or portfolio against evidence-based standards, generate insights on social and material risk, verify performance through third-party reviews, compare with industry peers using social benchmarks, and inform data-driven investment decisions.

In turn, this will support comprehensive social reporting, mitigate health and safety risks, and enhance and drive investment value.

## Pilot Programme for Certified Metrics: Approach and Objectives

As part of the [Certified Metrics pilot programme](#), EVORA will work with Fitwel to rigorously assess 300 real assets in Europe and North America against Fitwel's supporting metrics and targeted outcomes for health and wellbeing. These forward-thinking participants will be part of the first-generation benchmarked certification.

- Introduce consistency and clarity into the reporting of social wellbeing, with a strong emphasis on the essential role of social elements.
- Assess the industry's readiness to report on social factors.
- Incorporate any additional critical social factors from the [Certified Metrics pilot programme](#) into the official [Certified Metrics](#) in 2024 to meet market needs.
- Empower the real estate community to measure their social performance against industry peers for the first time.
- Clearly demonstrate the direct relationship between social wellbeing and asset value, marking a historic milestone.

## Measuring Success: Evaluating Social Impact on Asset Value

- [Support High-Quality Environments](#): evaluate a project and/or portfolio's success in addressing core environmental health hazards, including air and water quality, noise, maintenance, and more, to enhance sustainability and wellbeing.
- [Create Climate Change Resilience and Preparedness](#): assess how effectively a project and/or portfolio mitigates and adapts to climate change challenges, emergencies, and disasters, safeguarding resilience in assets.
- [Engage with Occupants and Community Stakeholders](#): use social metrics to evaluate collaboration and address stakeholder concerns, integrating feedback and cultivating engagement in projects and portfolios.
- [Promote Equity](#): leverage social metrics to evaluate the successful implementation of policies and interventions that ensure safe access to opportunities, spaces, and health for all occupants and employees.
- [Optimise Assets for Walking and Active Transportation](#): evaluate the success of creating an environment that encourages sustainable mobility and wellbeing by walking, biking, and using public transportation.
- [Enhance Access to Natural Elements](#): employ social metrics to evaluate the successful integration of biophilia into the environment, enriching the connection between people and nature and fostering wellbeing.

“

EVORA's long-standing relationship with Fitwel has moved a step closer now thanks to our collaboration on the [Certified Metrics](#) standard. We're delighted to be part of the first independent industry framework to address social wellbeing and climate resilience factors – and look forward to further insights from our Pilot Scheme participants, who are key to ensuring the metrics can be adopted across global markets.

**Philippa Gill | Executive Director, Strategic Accounts | EVORA**