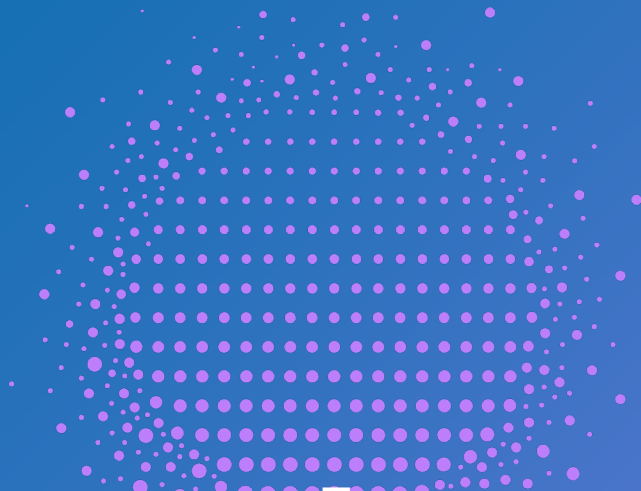


**Creëer een omgeving waar mensen zich welbevinden.**



**Consultancy.**  
HEYDAY

14 april 2022

# Normaal!?



# Was normaal...

According to repeated nationwide surveys,

## More Doctors Smoke **CAMELS** than any other cigarette!

Doctors in every branch of medicine were asked, "What cigarette do you smoke?" The brand named most was Camel!

You'll enjoy Camels for the same reasons no other doctors know: Camels have a smooth, mild, rich, spicy taste, and a flavor unmatched by any other cigarette. Make this switch now. Smoke only Camels for 30 days and see how well Camels please your taste. How well they suit your throat on your steady smoke. You'll see how enjoyable a cigarette can be.

**THE DOCTORS' CHOICE IS AMERICA'S CHOICE!**

**WILLIAM C. CROFT**  
Camel "I smoke Camels because they are the only cigarettes I can smoke without feeling any discomfort."

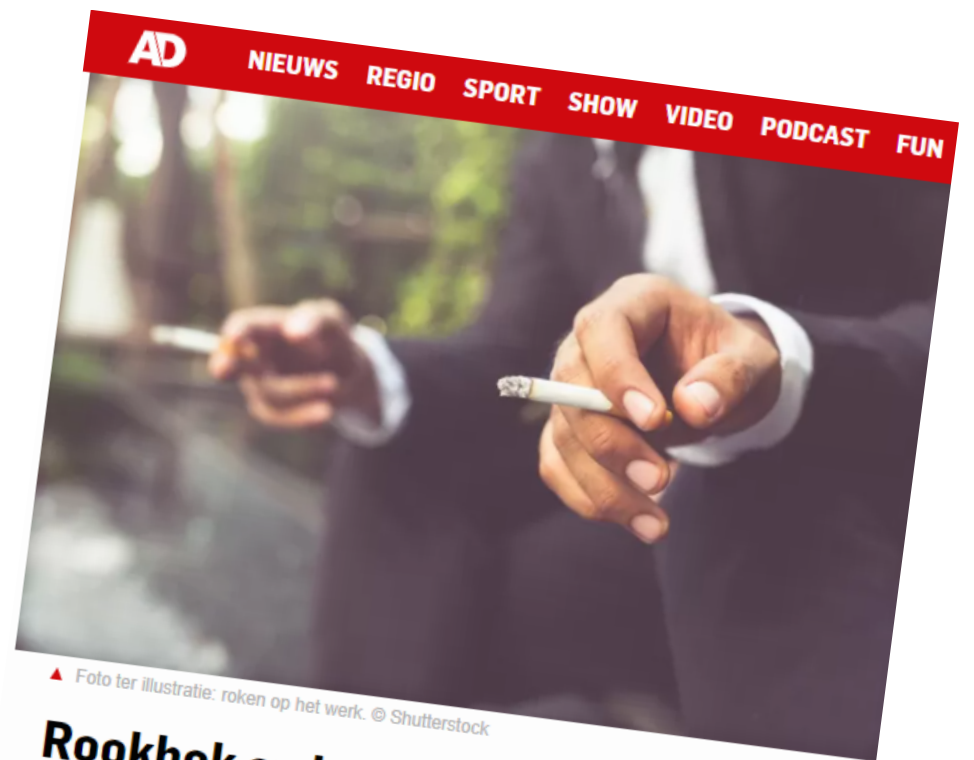
**DR. ROBERT L. CROFT**  
Camel "I smoke Camels because they are the only cigarettes I can smoke without feeling any discomfort."

**DR. ROBERT L. CROFT**  
Camel "I smoke Camels because they are the only cigarettes I can smoke without feeling any discomfort."

**For 30 days, test Camels in your "T-Zone" (T for Throat, T for Taste).**



# Normaal?



▲ Foto ter illustratie: roken op het werk. © Shutterstock

## Rookhok op het werk verdwijnt: 'Roken kan, maar niet meer op ons terrein'

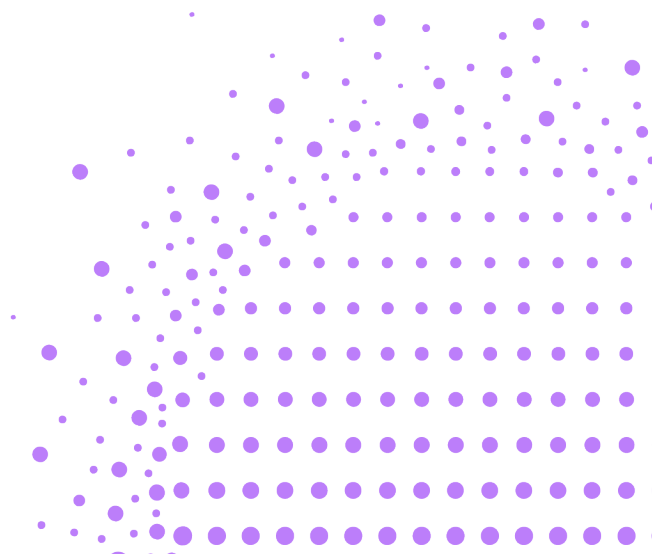
De aanval op de sigaret bereikt de werkvloer. In het nieuwe jaar sluiten grote bedrijven en organisaties het rookhok.

Marc Kruyswijk en Tahir Ramdjan 02-01-20, 23:00 Laatste update: 04-01-20  
13:52

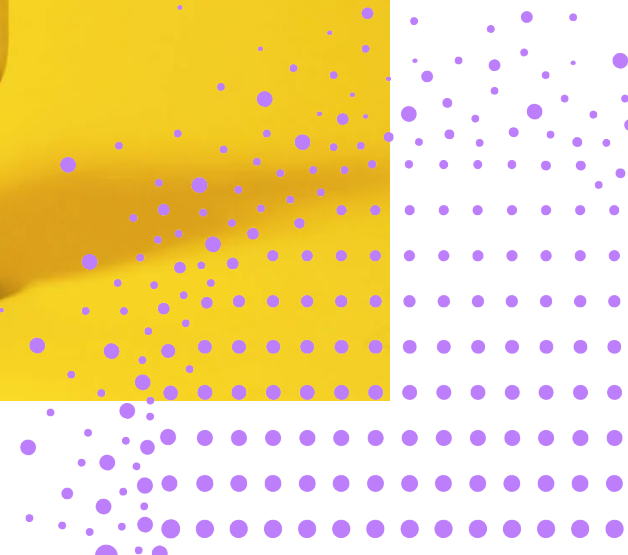


Medewerkers van het ABN Amro-hoofdkantoor in Amsterdam moeten voortaan een eindje gaan wandelen als ze willen roken. Even snel op het binnenplein een sigaretje opsteken is er niet meer bij. „Roken kan”, zegt een woordvoerder van de bank, „maar niet meer op ons terrein.” Meer grote ondernemingen en organisaties voeren zulk beleid; het rookhok op de werkvloer gaat eraan.

# Niet meer normaal...



# Het nieuwe normaal...?





**Wat wordt het nieuwe  
normaal?**



**Shenna  
de Bruin**  
**WELL AP**



**Pieter  
Buis**  
**WELL AP**

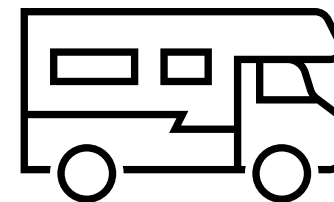
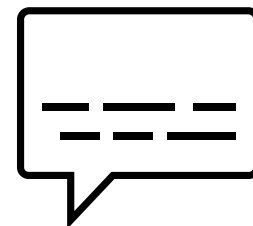
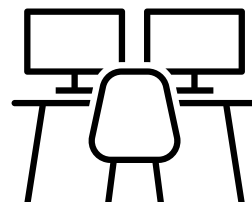
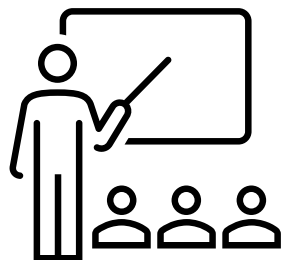
## **Agenda.**

- **Wie zijn wij?**
- **Waarom welbevinden?**
- **Toolkit om te certificering of als raamwerk**
- **Wie is HEYDAY?**

# Wie ben ik:



**Shenna  
de Bruin**  
**WELL AP**



# In rollen zoals...



**Shenna  
de Bruin**  
**WELL AP**

Het creëren van een hybride werkomgeving passend bij medewerkersbehoefte.

Facilitair projectleider t.b.v. de realisatie van een nieuw kantoorpand.

Projectleider afstyling twee kantoorpanden.

Het adviseren en implementeren van de wasserijvoorziening in een gevangenis voor 1200 gedetineerden.

Het coördineren van een interne verhuizing.

Het opstellen van een functioneel en ruimtelijk programma van eisen voor de nieuw te realiseren huisvesting.

# Voor opdrachtgevers zoals..



**Shenna  
de Bruin**  
**WELL AP**



Rijkswaterstaat  
Ministerie van Infrastructuur en Milieu

**KVK**

✗ Gemeente  
✗ Amsterdam  
✗



FEDERALE OVERHEIDSDIENST  
**JUSTITIE**

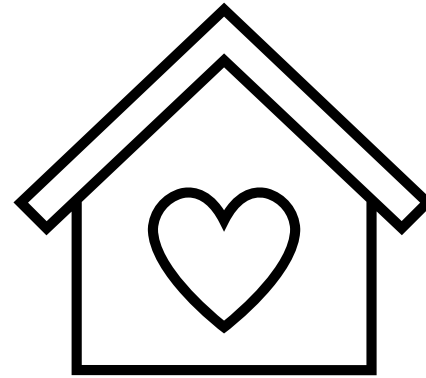


**ProRail**

# Waarom Welbevinden



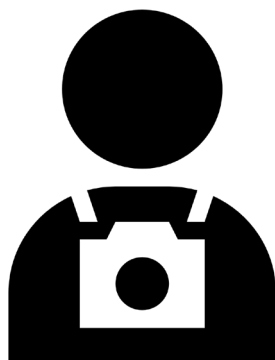
**Shenna  
de Bruin**  
**WELL AP**



# Wie ben ik?



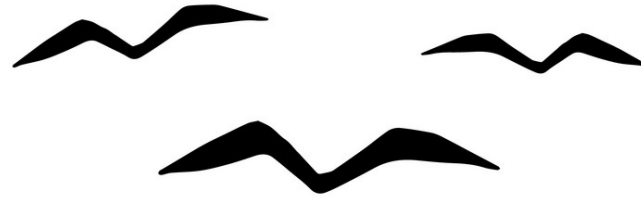
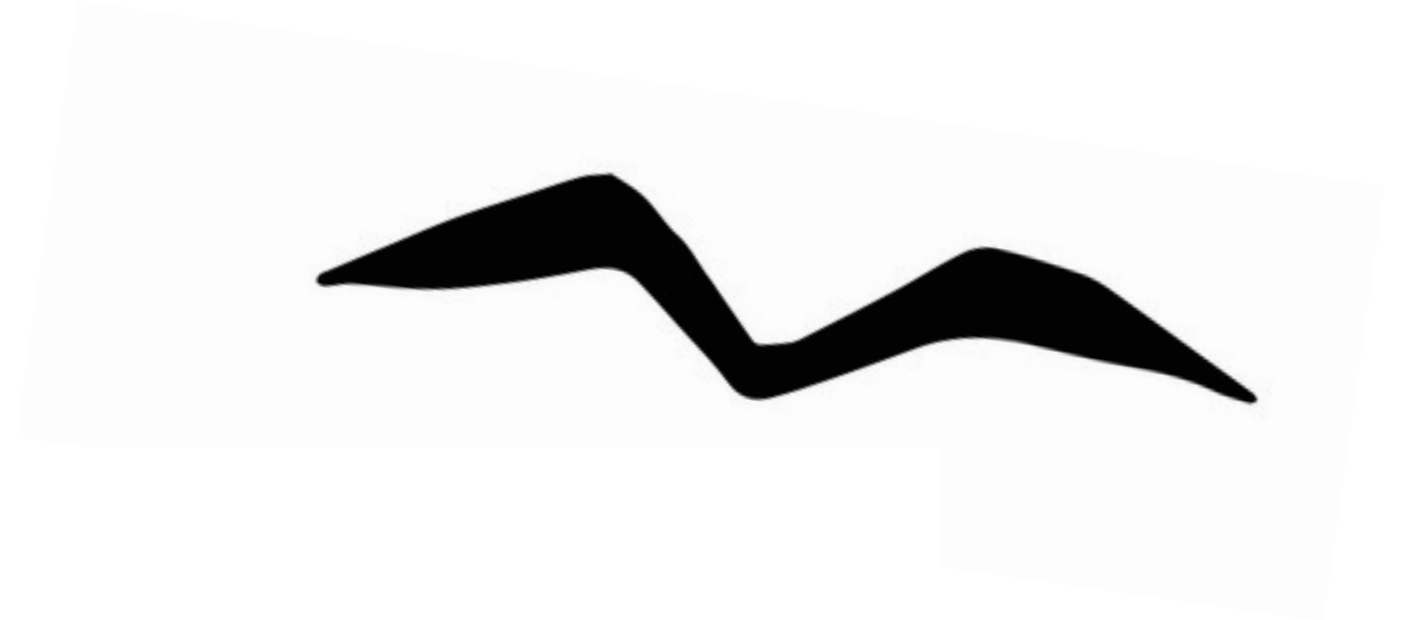
**Pieter  
Buis**  
**WELL AP**



# Wie ben ik?



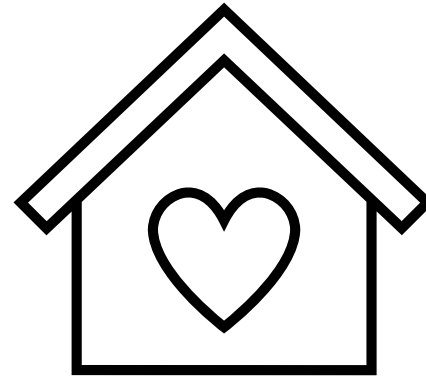
**Pieter  
Buis**  
**WELL AP**



# Waarom Welbevinden



**Pieter  
Buis**  
**WELL AP**



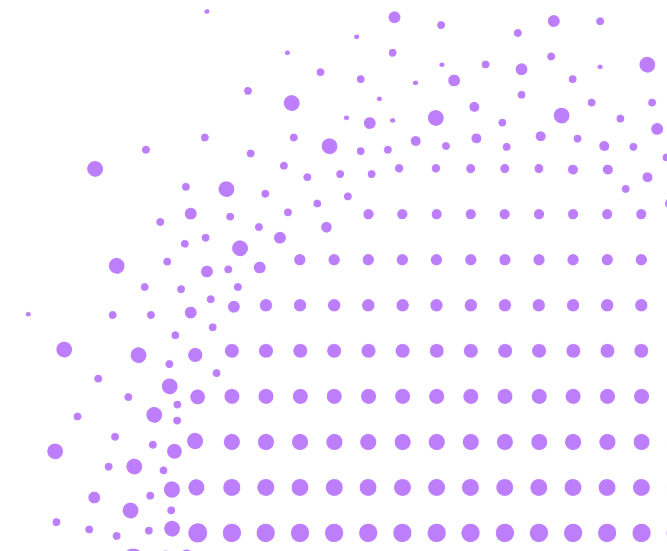


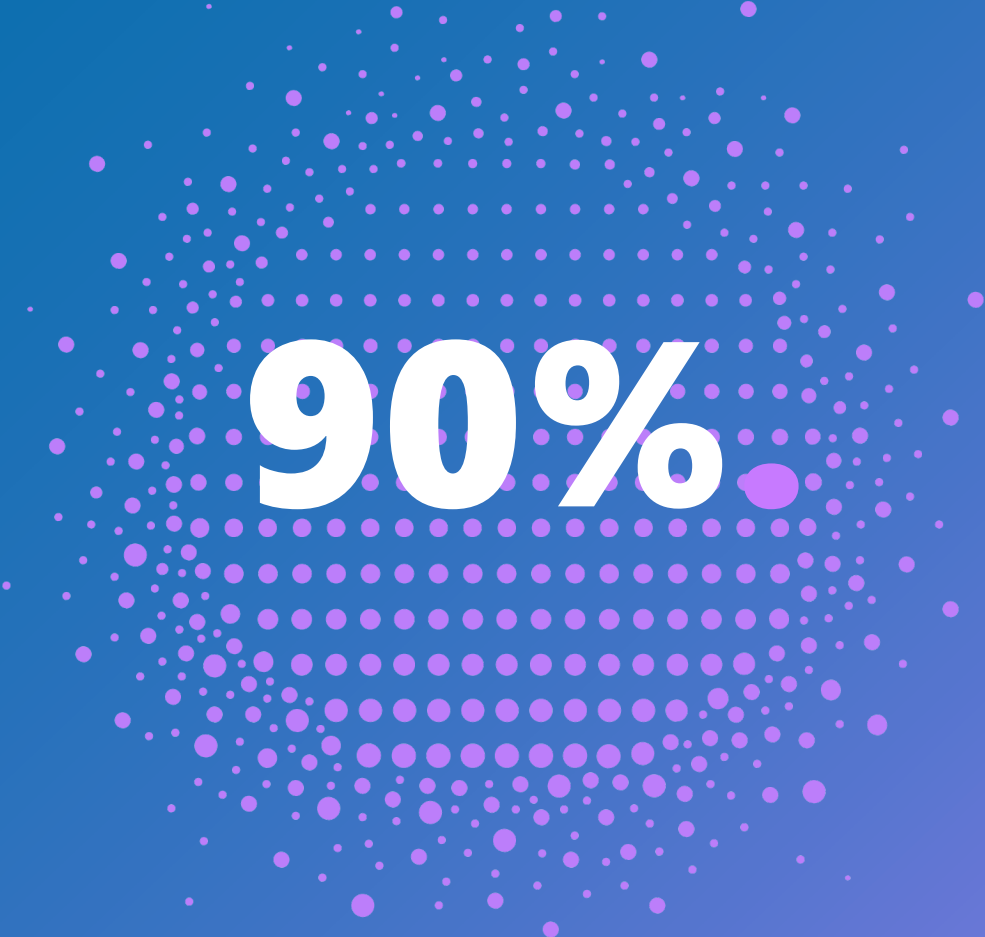
**Hoe creëer je een omgeving  
waar mensen zich  
welbevinden?**

A decorative graphic consisting of a dense cluster of small, light purple dots arranged in a roughly circular shape, centered behind the text.

**De wereld heeft gebouwen  
en faciliteiten nodig waarbij  
het draait om de mens.**

# Menshouderij in kantoren van vroeger en nu...





**90%**

# Ontwikkelingen...



Rijksoverheid

verpen > Coronavirus COVID-19 > Ondernemen en werken >

## Het coronavirus en ventilatie in gebouwen

In gebouwen is voldoende luchtverversing (ventilatie) nodig. Dit verkleint verspreiding van ziekteverwekkers die luchtweginfecties veroorzaken, bijvoorbeeld het coronavirus. Beheerders van gebouwen moeten daarom op de hoogte zijn van de bestaande eisen (in het Bouwbesluit) en de geldende landelijke richtlijnen.



## Ventilatie en het coronavirus (COVID-19)

Volgens het RIVM wordt het virus vooral verspreid door de wat grotere druppels. Dit is gebaseerd op de kennis van nu.

Being chronically bored at work can have damaging consequences – and we need to talk about it more, say

all know what burnout is and why it's bad. But fewer of us have heard of 'boreout' – a related phenomenon that's arguably just as pernicious.

While burnout is linked to long hours, poor **work-life balance** and our **mourisation of overwork**, boreout happens when we are bored by our job that we feel it is totally meaningless. Our job seems pointless, our value.

It gets as much attention as its workaholic cousin, but experts say that boreout – which occurs across industries – can result in some of the same negative effects for workers. It's also bad for companies, because a workforce with high staff turnover.

But it is, and being able to identify it in ourselves, is critical for taking also actions both workers and companies can take to alleviate it. That as we emerge into an evolving new world of work that 'boreout' being, boreout could merit just as much attention as other

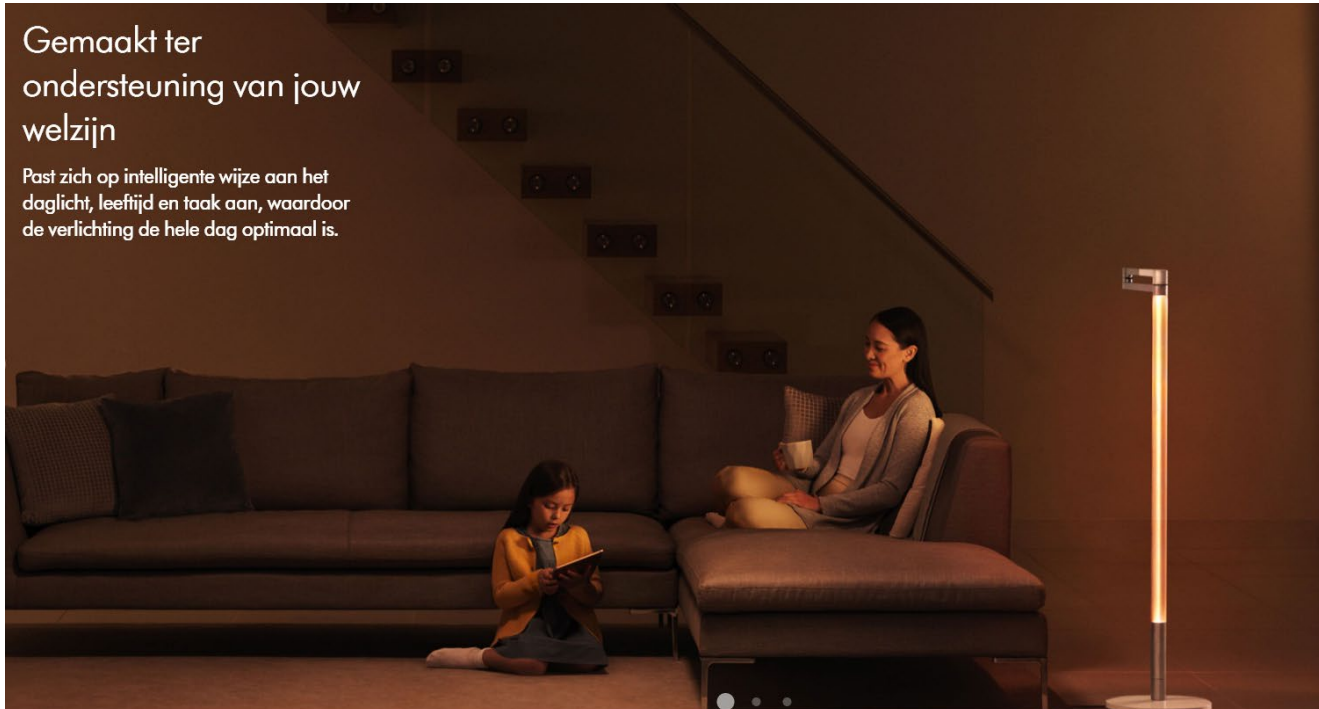
What is boreout?

"Boreout is chronic boredom. That sums it up," says Lotta Harju, an assistant professor of organisational behaviour at EM Lyon Business School, France, who has studied

# Thuis = verwachting kantoor.

Gemaakt ter  
ondersteuning van jouw  
welzijn

Past zich op intelligente wijze aan het  
daglicht, leefstijl en taak aan, waardoor  
de verlichting de hele dag optimaal is.



**dyson** purifier cool  
formaldehyde

Reinigt de lucht in de hele kamer<sup>1</sup> en verkoelt je met  
krachtige circulatie.

Detecteert en vernietigt formaldehyde, continu<sup>2</sup>

Verwijdert 99,95% van het fijnstof, niet groter dan 0,1 micron<sup>3</sup>

## Regelt de hoeveelheid blauw licht, dag en nacht

In tegenstelling tot lampen die altijd hetzelfde soort licht geven, past de Dyson Lightcycle taaklamp de  
kleurtemperatuur en de helderheid voortdurend aan het licht in uw omgeving aan. De lamp regelt de  
hoeveelheid blauw licht in verhouding tot het beschikbare daglicht.



Het juiste licht binnen handbereik. Met  
de Dyson Link app.<sup>4</sup>

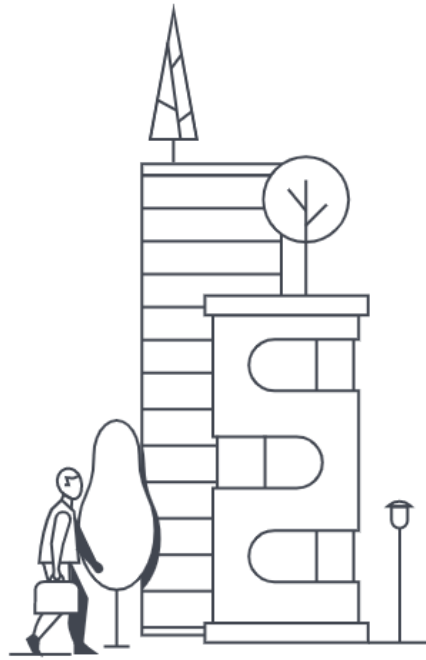
Kies uit de volgende ingestelde standen om de verlichting aan te  
passen op jouw dagelijkse routine

# Edge Technologies...



## WELLBEING

We don't just avoid sickleave, we create spaces in which people thrive.



## DESIGN

We believe that life comes first, not last, in buildings.



## SUSTAINABILITY

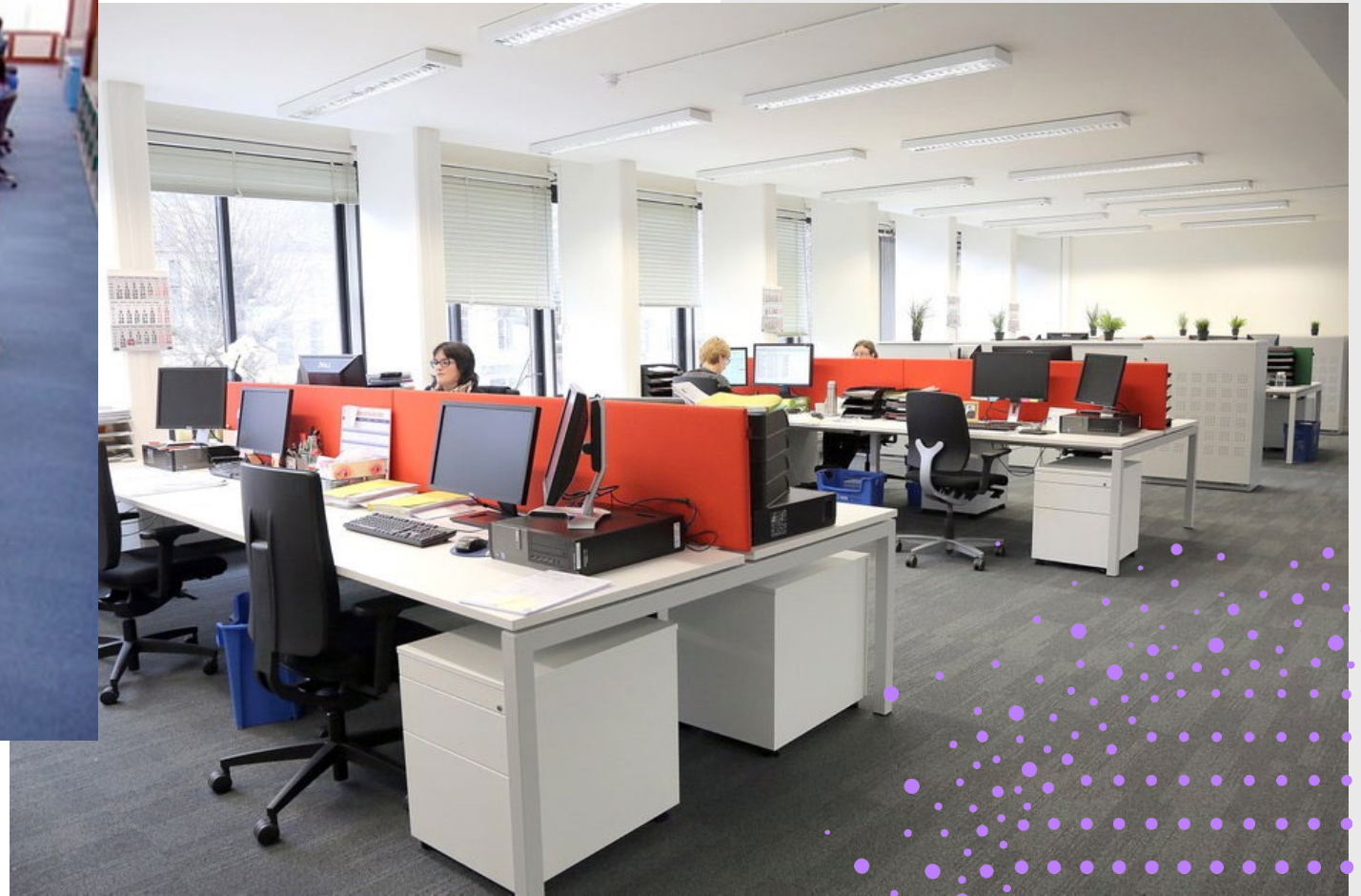
We go beyond sustainability labels, zeroing in on energy and material waste.



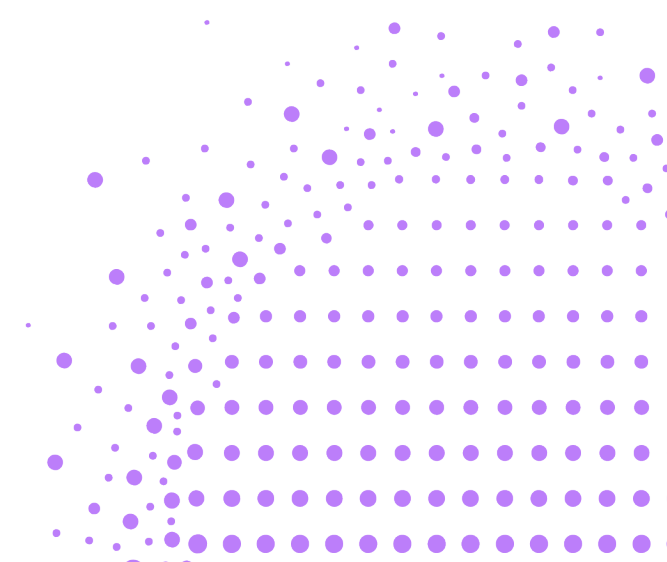
## TECHNOLOGY

We lead the digital transformation of real estate to create unparalleled services.

# Minder van dit...



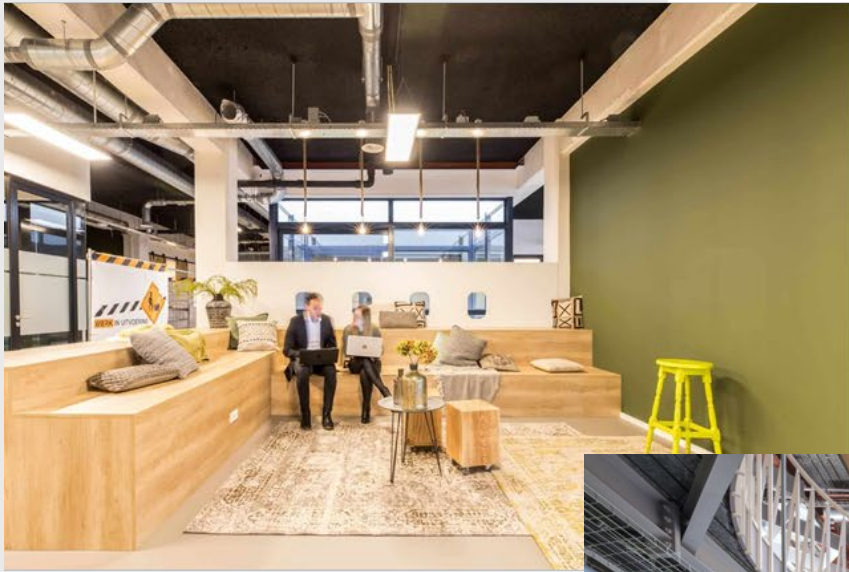
# Meer van dat...



# Minder van dit...



# Meer van dat...



# Waarom aandacht besteden aan welbevinden?

Aantrekkelijke werkgever, retentie medewerkers, lager ziekteverzuim en bijhorende kosten.

Hogere productiviteit medewerkers, hogere waarde vastgoed...

Bijdrage aan maatschappij en duurzaamheid...

**Welbevinden: de mate  
waarin iemand zich  
lichamelijk, geestelijk en  
sociaal goed voelt.**



**Het draait niet alleen om  
techniek of nieuwe  
gebouwen!**



# Onze missie.

“Wij helpen organisaties bij het creëren van gebouwen, omgevingen en facilitaire services waarbij het welbevinden van de mens centraal staat, waardoor we gebouwen beter maken en mensen blij.”

# Tools, een raamwerk nodig...

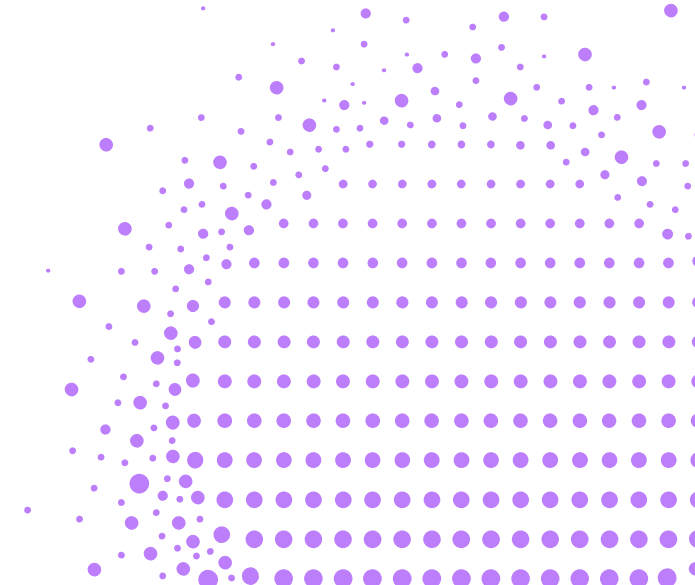
Om te kunnen adviseren, om plekken te creëren waar mensen productief zijn, gedijen, welke bijdragen aan het zich lichamelijk, geestelijk en sociaal goed voelen van mensen.



# Wij gebruiken een toolkit...



De WELL Building Standard is een hulpmiddel om meer ruimtes en diensten te creëren die de gezondheid en het welzijn van de mens verbeteren.



# Wat zit er in de WELL toolkit?



AIR



WATER



NOURISHMENT



LIGHT



MOVEMENT



THERMAL  
COMFORT



SOUND



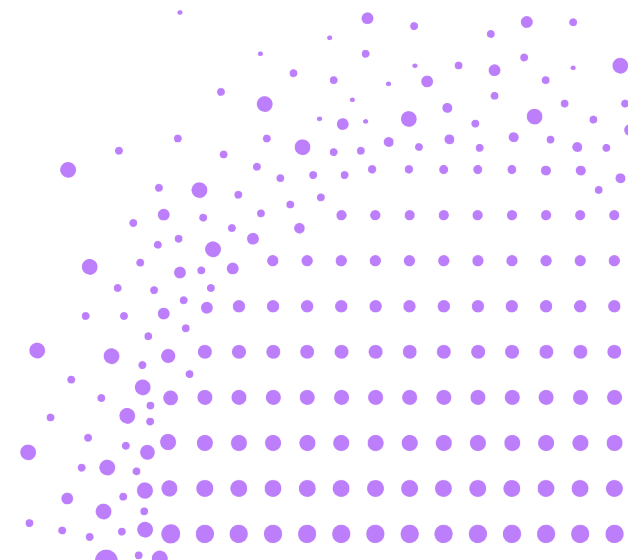
MATERIALS



MIND



COMMUNITY



# Uitgewerkt en meetbaar...

The screenshot displays the WELL v2, Q4 2021 website interface. The top navigation bar includes the WELL logo, a search bar with "WELL v2, Q4 2021", and user options for "Imperial", "中文", and "Sign in". The left sidebar contains a "Back to website" link, "Overview", "Standard", and a "CONCEPTS" section with icons for Air, Water, Nourishment, Light, Movement, Thermal Comfort, Sound, Materials, Mind, Community, and Innovation. The main content area is titled "Air" and lists 12 features (A01 to A12) with their respective point values. The "Air Quality" feature (A01) is highlighted, showing a "PRECONDITION" status. The "SUMMARY" section states that this WELL feature requires projects to provide acceptable air quality levels, as determined by public health authorities. The "REQUIREMENTS" section is partially visible, showing "Part 1: Meet Thresholds For Particulate Matter" with specific thresholds for different space types.

WELL v2, Q4 2021

Imperial 中文 Sign in

Back to website

Overview

Standard

CONCEPTS

Air

Water

Nourishment

Light

Movement

Thermal Comfort

Sound

Materials

Mind

Community

Innovation

Glossary

Appendices

Air

Overview

P A01 Air Quality

P A02 Smoke-Free Environment

P A03 Ventilation Design

P A04 Construction Pollution Management

4 Pts A05 Enhanced Air Quality

3 Pts A06 Enhanced Ventilation Design

2 Pts A07 Operable Windows

2 Pts A08 Air Quality Monitoring and Awareness

2 Pts A09 Pollution Infiltration Management

1 Pt A10 Combustion Minimization

1 Pt A11 Source Separation

1 Pt A12 Air Filtration

CONCEPTS / AIR / FEATURE A01 PRECONDITION

## Air Quality

Provide a basic level of indoor air quality that contributes to the health and well-being of building users.

OVERVIEW ALTERNATIVES 12 FAQ 3 VERIFICATION

### SUMMARY

This WELL feature requires projects to provide acceptable air quality levels, as determined by public health authorities.

[Read more](#)

### REQUIREMENTS

Part 1  
Meet Thresholds For Particulate Matter

For All Spaces Except Commercial Kitchen Spaces & Industrial

For Commercial Kitchen Spaces & Industrial

WELL Core Collapse All

# Gedetailleerd, bv lucht...

Part 1

Meet Thresholds For Particulate Matter

For All Spaces Except Commercial Kitchen Spaces & Industrial

For Commercial Kitchen Spaces & Industrial

Choose between the following:

Option 1: Acceptable thresholds

The following thresholds are met in occupiable spaces:

a. PM<sub>2.5</sub>: 15 µg/m<sup>3</sup> or lower.<sup>8</sup>

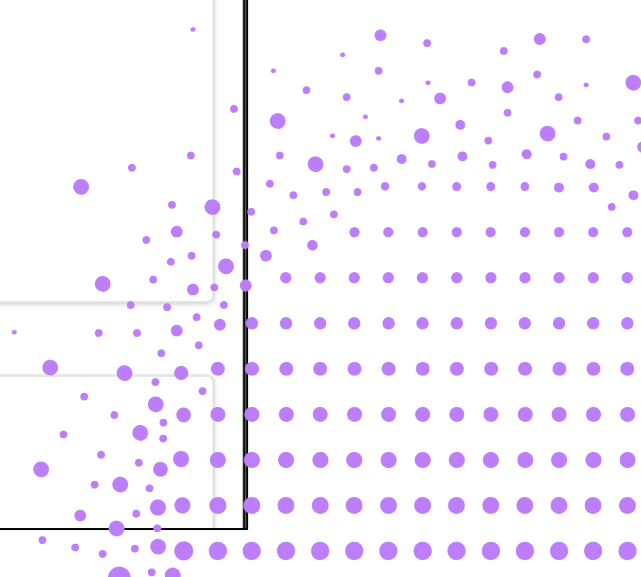
b. PM<sub>10</sub>: 50 µg/m<sup>3</sup> or lower.<sup>9</sup>

Verified by: Performance Test

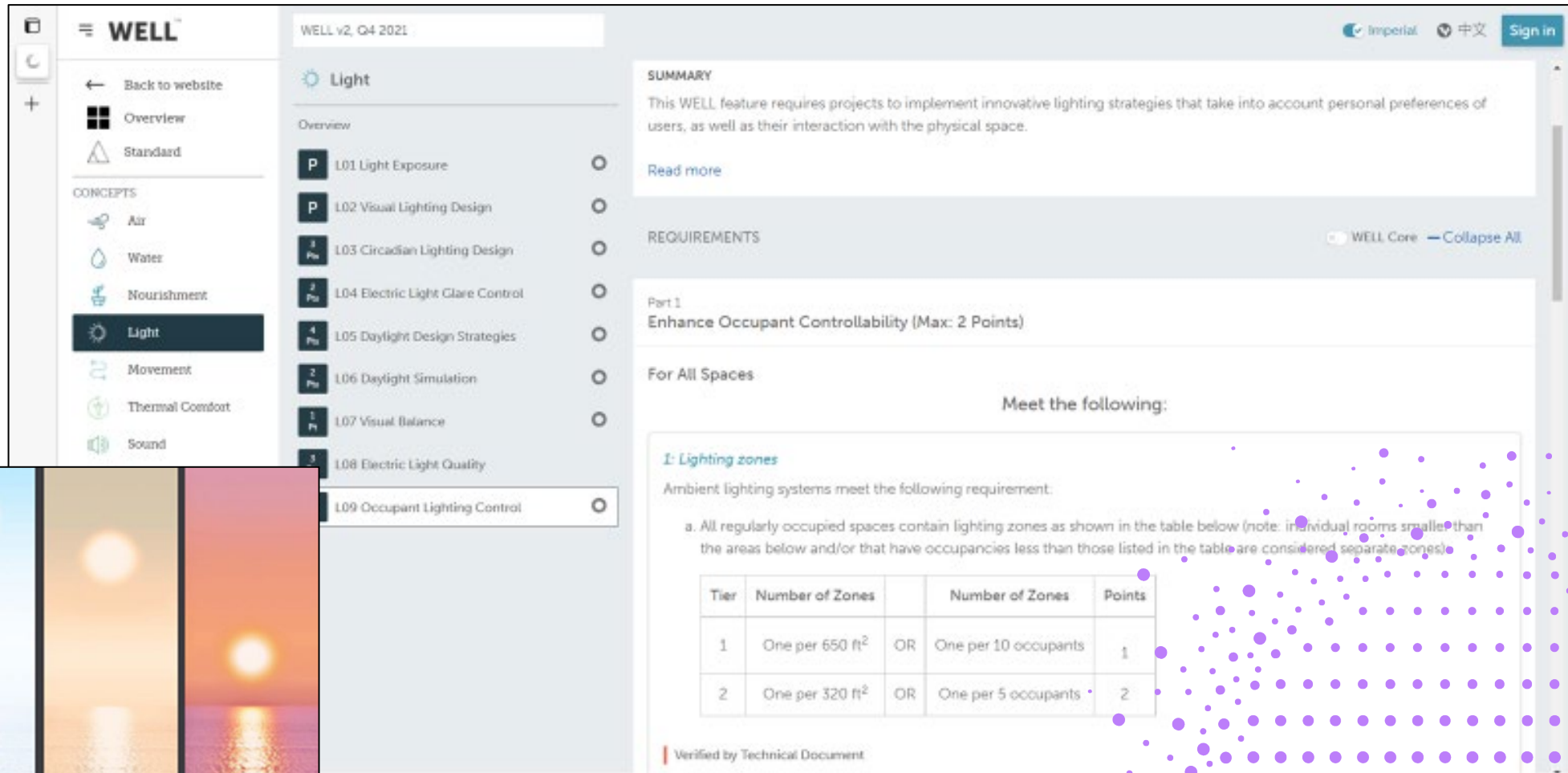
OR

Option 2: Modified thresholds in polluted regions

Note: Projects pursuing this strategy are limited in WELL Certification level to gold , regardless of total points achieved.



# Licht dat jouw ritme volgt...



WELL v2, Q4 2021

Light

Overview

- L01 Light Exposure
- L02 Visual Lighting Design
- L03 Circadian Lighting Design
- L04 Electric Light Glare Control
- L05 Daylight Design Strategies
- L06 Daylight Simulation
- L07 Visual Balance
- L08 Electric Light Quality
- L09 Occupant Lighting Control

SUMMARY

This WELL feature requires projects to implement innovative lighting strategies that take into account personal preferences of users, as well as their interaction with the physical space.

Read more

REQUIREMENTS

Part 1

Enhance Occupant Controllability (Max: 2 Points)

For All Spaces

Meet the following:

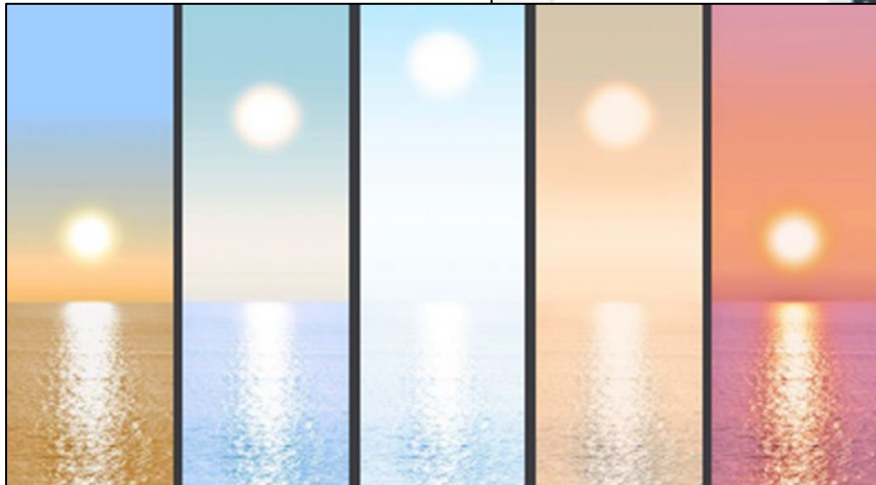
1: Lighting zones

Ambient lighting systems meet the following requirement:

a. All regularly occupied spaces contain lighting zones as shown in the table below (note: individual rooms smaller than the areas below and/or that have occupancies less than those listed in the table are considered separate zones)

| Tier | Number of Zones             | OR | Number of Zones      | Points |
|------|-----------------------------|----|----------------------|--------|
| 1    | One per 650 ft <sup>2</sup> | OR | One per 10 occupants | 1      |
| 2    | One per 320 ft <sup>2</sup> | OR | One per 5 occupants  | 2      |

Verified by Technical Document



# Beweging...

WELL™

Back to website

Overview

Standard

CONCEPTS

Air

Water

Nourishment

Light

**Movement**

Thermal Comfort

Sound

Materials

Mind

Community

Innovation

Glossary

Appendices

Resources

WELL v2, Q4 2021

Movement

Overview

P

V01 Active Buildings and Communities

P

V02 Ergonomic Workstation Design

3 Pts

V03 Circulation Network

3 Pts

V04 Facilities for Active Occupants

4 Pts

V05 Site Planning and Selection

2 Pts

V06 Physical Activity Opportunities

2 Pts

V07 Active Furnishings

2 Pts

V08 Physical Activity Spaces and Equipment

1 Pt

V09 Physical Activity Promotion

1 Pt

V10 Self-Monitoring

3 Pts

V11 β Ergonomics Programming

SUMMARY

This WELL feature requires projects to design staircases for everyday use and leverage aesthetics, visibility/positioning, and prompts to encourage stair use.

[Read more](#)

REQUIREMENTS

Part 1

**Design Aesthetic Staircases (1 Point)**

For All Spaces

At least one staircase is open to regular occupants, services all floors of the project and is aesthetically designed through the inclusion of at least two independent strategies from the following list on each floor:

a. Music.<sup>7</sup>

b. Artwork.<sup>7</sup>

c. Light levels of at least 215 lux when in use.<sup>7,18</sup>

d. Windows or skylights that provide access to daylight.<sup>7,18</sup>

e. Natural design elements (e.g., plants, water features, images of nature).<sup>7</sup>

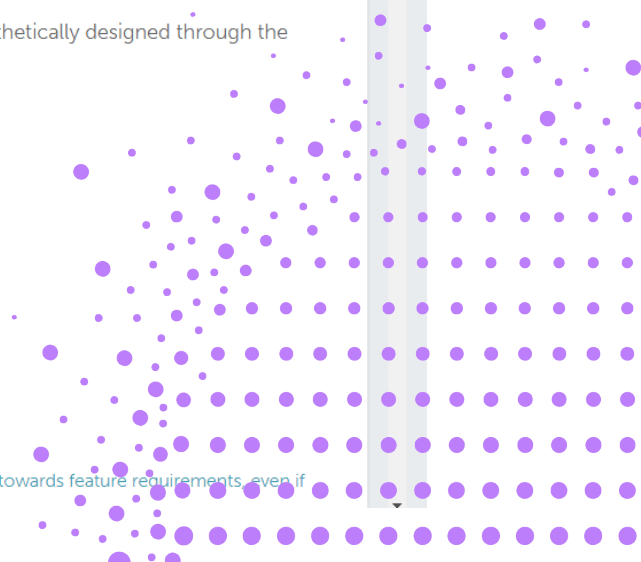
f. Gamification.<sup>17</sup>

Verified by On-site Photographs, Letter of Assurance – Owner

**Note:**  
Interiors projects may count base building stairs, which connect the project to the ground floor or lobby towards feature requirements, even if base building stairs are outside of the project boundary.

Imperial 中文 Sign in

WELL Core Collapse All



# Mind...

WELL™

Back to website

Overview

Standard

CONCEPTS

Air

Water

Nourishment

Light

Movement

Thermal Comfort

Sound

Materials

Mind

Community

Innovation

Glossary

Appendices

Resources

WELL v2, Q4 2021

Mind

Overview

P

M01 Mental Health Promotion

P

M02 Nature and Place

4 Pts

M03 Mental Health Services

2 Pts

M04 Mental Health Education

2 Pts

M05 Stress Management

2 Pts

M06 Restorative Opportunities

1 Pt

M07 Restorative Spaces

1 Pt

M08 Restorative Programming

2 Pts

M09 Enhanced Access to Nature

3 Pts

M10 Tobacco Cessation

2 Pts

M11 Substance Use Services

Imperial 中文 Sign in

Part 2  
Provide Nature Access Outdoors (1 Point)

For All Spaces

Meet the following:

1: Outdoor nature

One of the following requirements is met:

a. Outdoor nature access facilitated by the conditions below:

1. Outdoor space of an area of at least 5% of the project interior area must be accessible to all regular occupants.

2. At least 70% of the accessible outdoor space as viewed from above must include plants or natural elements, including tree canopies.

b. Nearby nature access facilitated by the conditions below:

1. At least one green space or blue space is within a 650 ft walk distance from the project boundary and available to all regular occupants during open hours of the space(s).

2. Total combined green space must be at least 1.25 acre.<sup>16</sup>

Verified by Technical Document

AND

2: Outdoor nature access

The following requirement is met:

a. Occupants are encouraged to access outdoor nature (e.g., presence of signage or maps to outdoor nature, availability of knowledge, etc.)

# Verplicht en optimalisatie...



## AIR

14 features

4 preconditions

10 optimizations



## WATER

8 features

3 preconditions

5 optimizations



## NOURISHMENT

13 features

2 preconditions

11 optimizations



## LIGHT

8 features

2 preconditions

6 optimizations



## MOVEMENT

12 features

2 preconditions

10 optimizations



## THERMAL COMFORT

7 features

1 precondition

6 optimizations



## SOUND

5 features

1 precondition

4 optimizations



## MATERIALS

14 features

3 preconditions

11 optimizations



## MIND

15 features

2 preconditions

13 optimizations

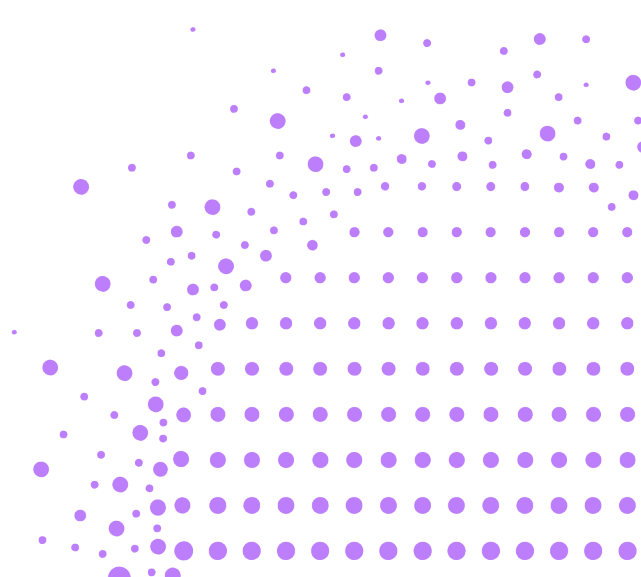


## COMMUNITY

16 features

3 preconditions

13 optimizations



A decorative graphic consisting of a dense cluster of small, light purple dots arranged in a roughly circular, cloud-like shape, centered behind the text.

# **Certificeren of WELL als raamwerk?**

# Het begint bij ambitie.



Creëren van een ambitie, i.s.m.  
stakeholders binnen jouw organisatie

Uitvoeren van een scan

Bedenken hoe te verbeteren.

Implementeren met aandacht voor  
cultuur, draagvlak, communicatie en  
verandermanagement.

# HEYDAY Quicksan

**KVK**



**CLEVR**

A decorative graphic consisting of a dense cluster of small, light purple dots arranged in a roughly circular shape, centered behind the text.

**Welbevinden  
binnen HEYDAY**

# Dit zijn wij:



Shenna de Bruin



Pieter Buis



Babette Dirksen



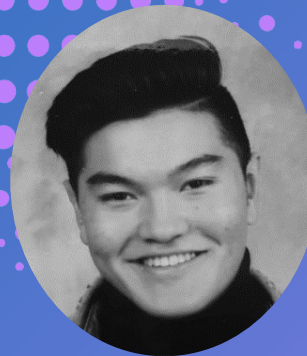
Lodewijk Bosscher



Jamie  
Kleinherenbeek



Louise Bosman  
Jansen



Darryl Vink



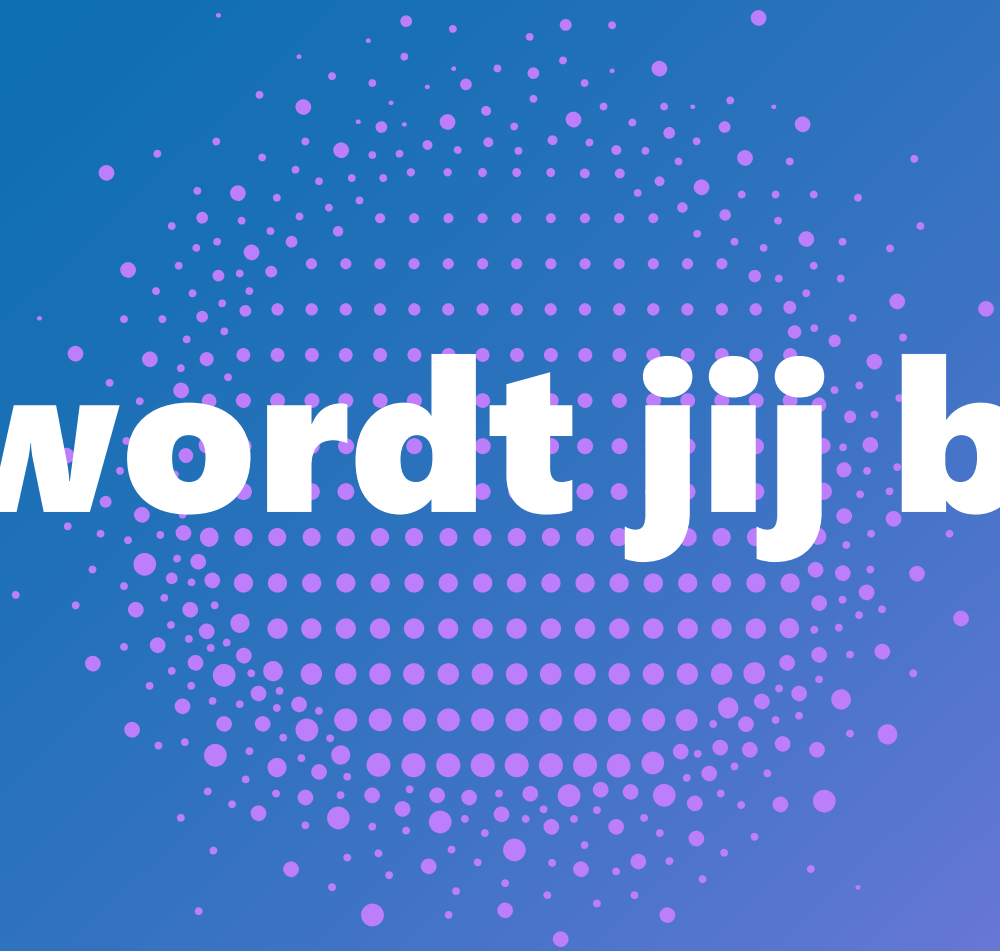
Jij?



**Waar wij blij van  
worden?..**

A decorative pattern of purple dots of varying sizes, arranged in a circular, cloud-like shape, centered behind the text.

**Het creëren van gezonde  
gebouwen waarin  
pandgebruikers  
welbevinden**

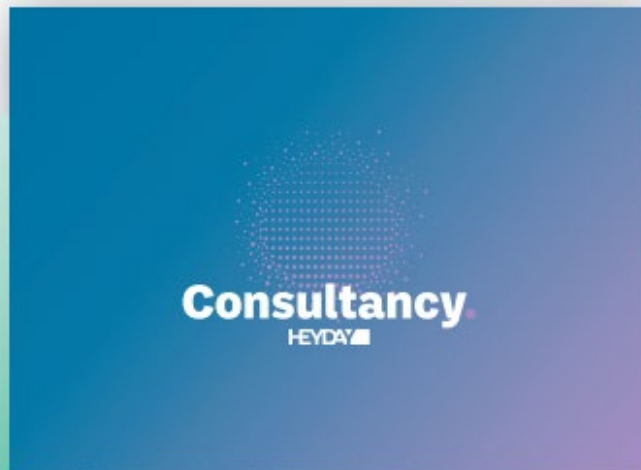


**Waar wordt jij blij van?**

**Eindeloze mogelijkheden  
om je als facilitair  
professional te  
specialiseren binnen  
HEYDAY!**



**Maar..**  
**Wie is HEYDAY?**



keyloop™

heijmans

**DENSO**  
Crafting the Core

alliander

 Julius  
Clinical

**N**  
Naturalis  
Biodiversity  
Center

 **ARCADIS** Design & Consultancy  
for natural and  
built assets

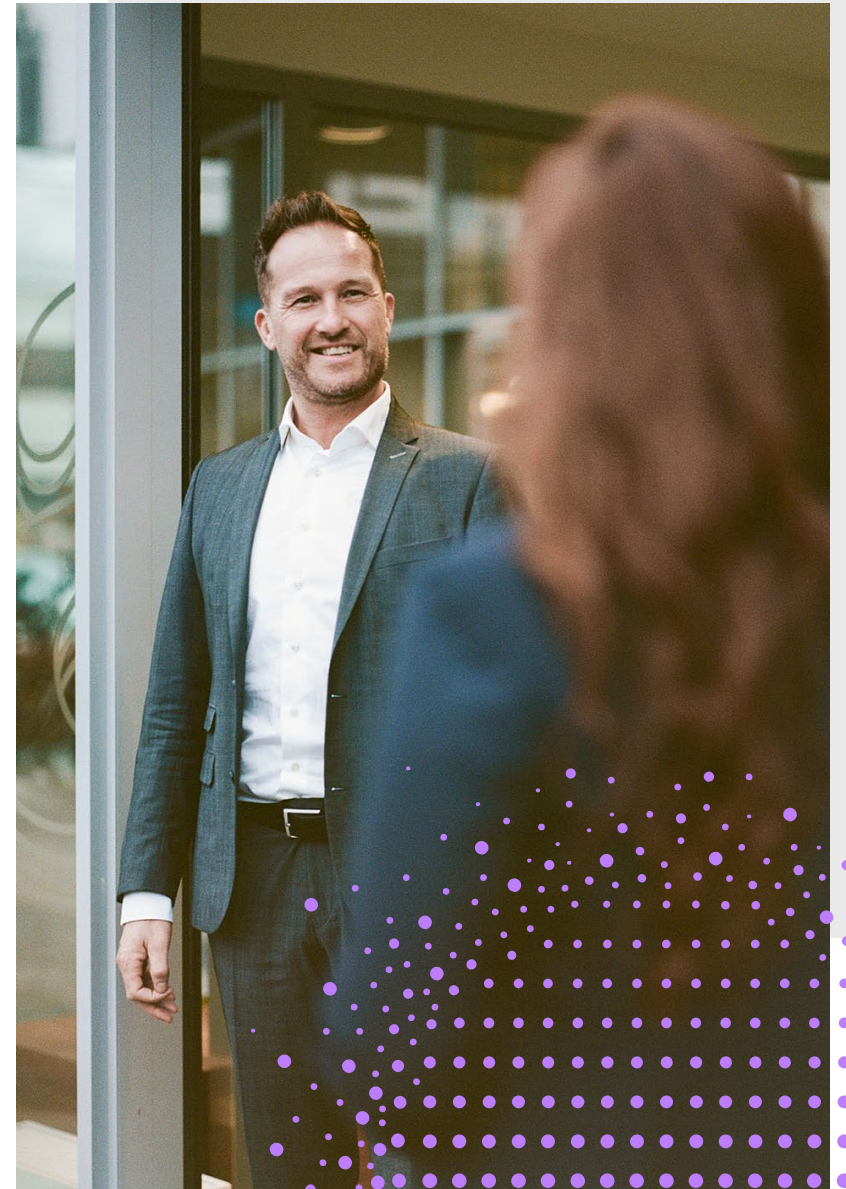
 **nationale  
nederlanden**

 **Zwolle**

 Europaisches  
Patentamt  
European  
Patent Office  
Office européen  
des brevets

Alliance   
Healthcare

**VGZ**





**Interim.**  
HEYDAY

## **Tijdelijke capaciteit**

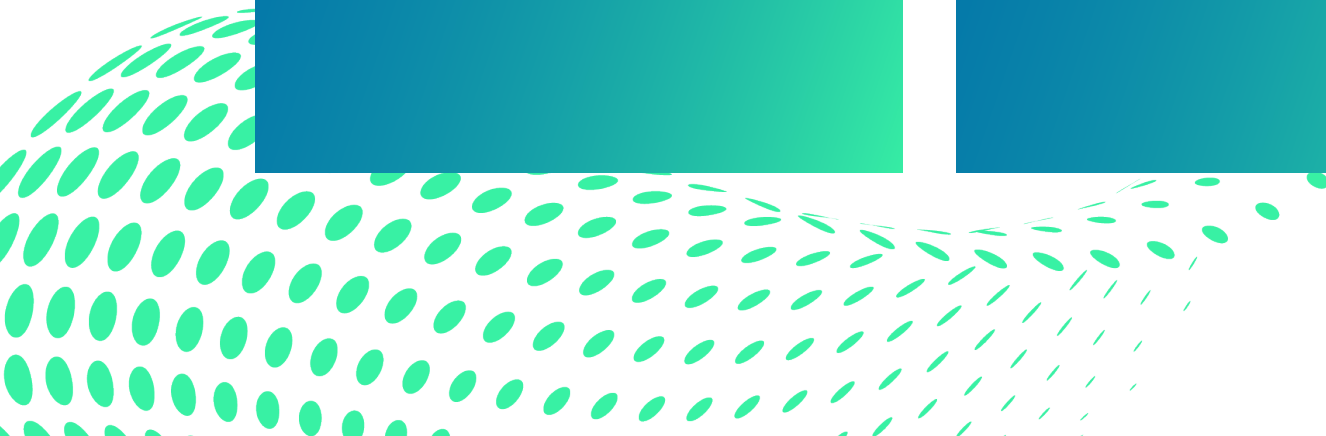
Je bent op zoek naar een interimmer die tijdelijk je team ondersteunt of een nieuwe rol binnen je organisatie opstart.

## **Verbetermanagement**

Je zoekt een interimmer voor een verbetervraag binnen je organisatie, waar specifieke kennis en expertise voor nodig zijn.

## **Projectmanagement**

Je zoekt een interimmer die je opdracht succesvol van A naar B brengt. Een professional die je organisatie direct begrijpt en je team meeneemt.





# Consultancy.

HEYDAY 



# Toekomstgericht faciliteren.

Duurzaamheid

Welbevinden

Data & Technologie

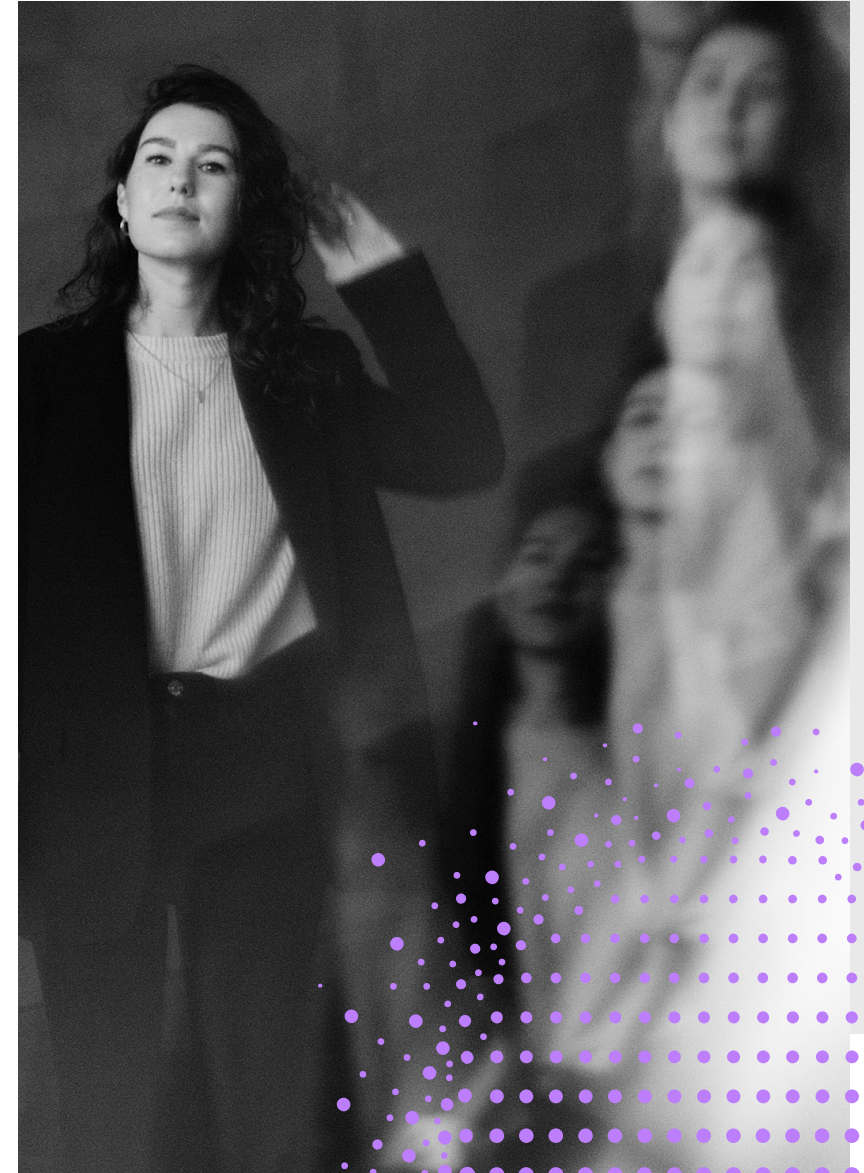
....

# Organisatie en optimalisatie.

Visie, missie & strategie ontwikkeling

Organisatieverandering

Performance meting

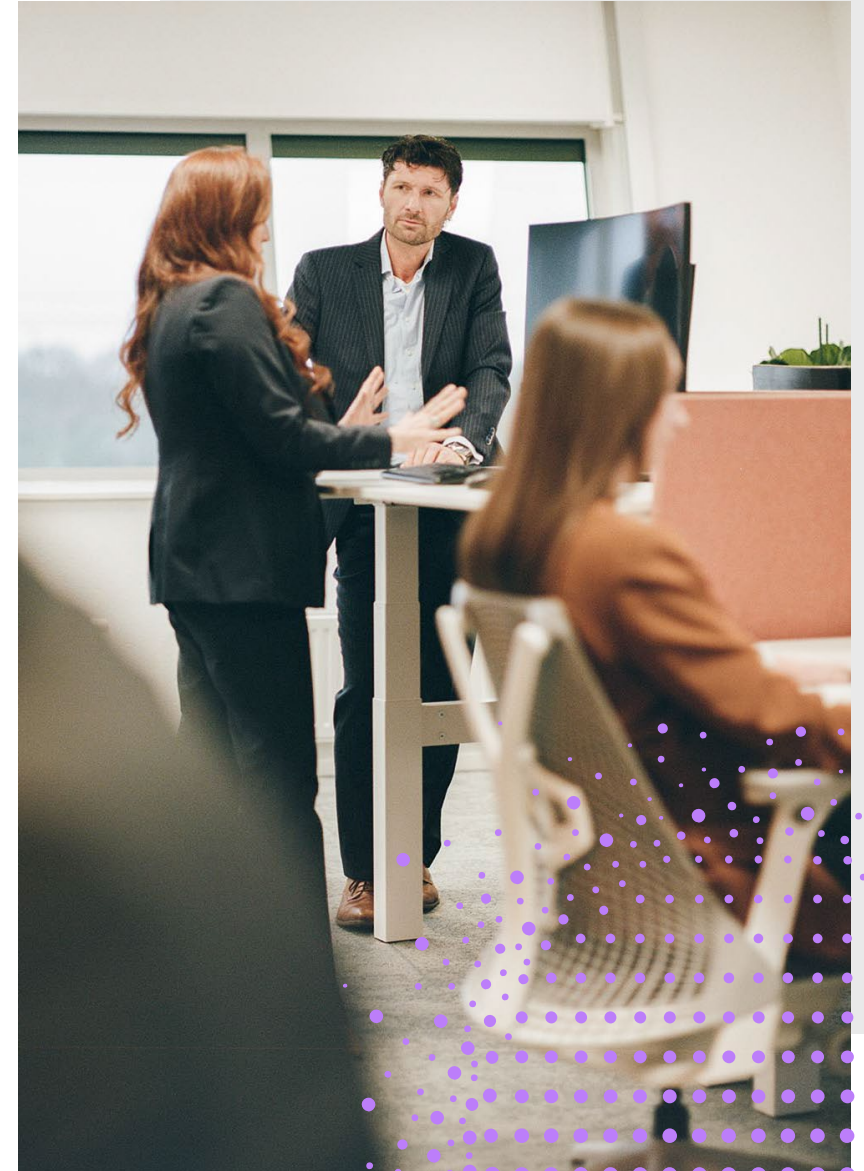


# Huisvesting en werkplek.

Huisvestingsstrategie

Future Workspace

Werkplekconcepten



# Interim & Consultancy cijfers.

**360**

Opdrachtgevers

**80+**

Professionals



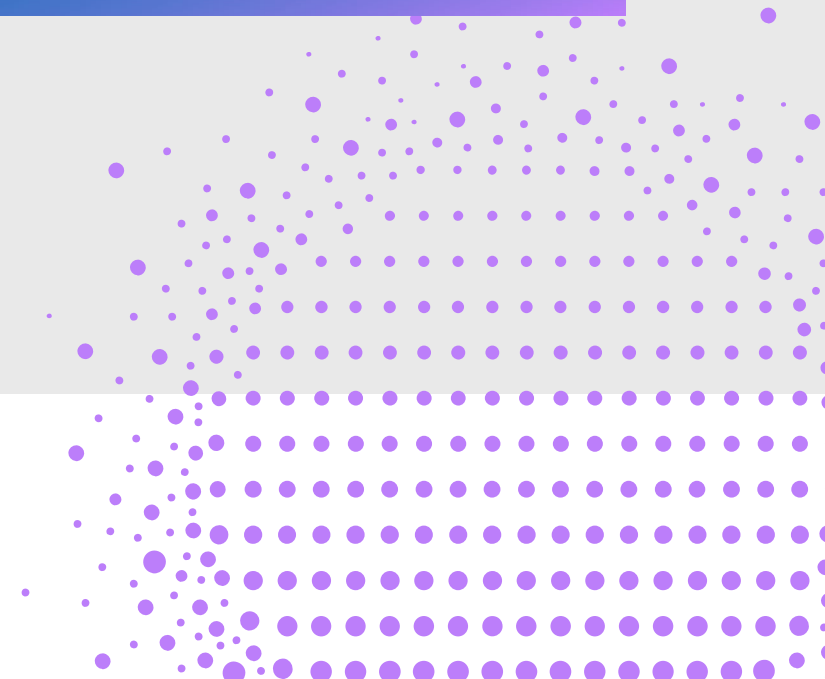
HEYDAY staat voor bloei- en groeitijd.

En als mensen bloeien, groeit de organisatie mee.

# HEYDAY.

Wij zijn HEYDAY. Wij maken mensen  
**blij & gebouwen beter.**

HEYDAY gelooft in een  
werkomgeving die voelt als **thuis.**



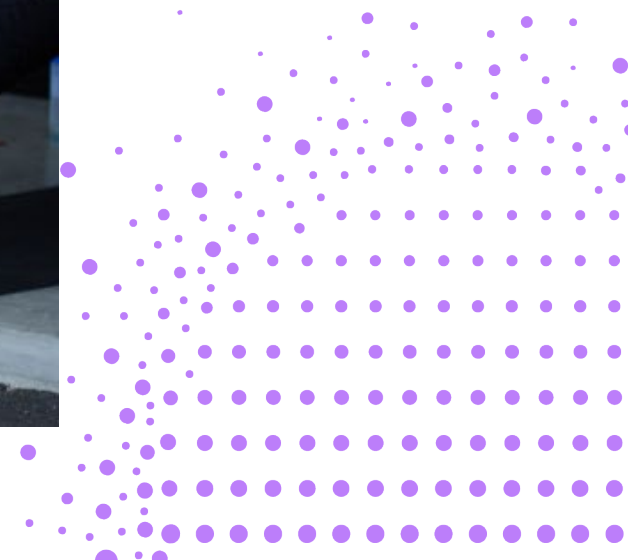


**Meedenken in wat het  
nieuwe normaal wordt?**

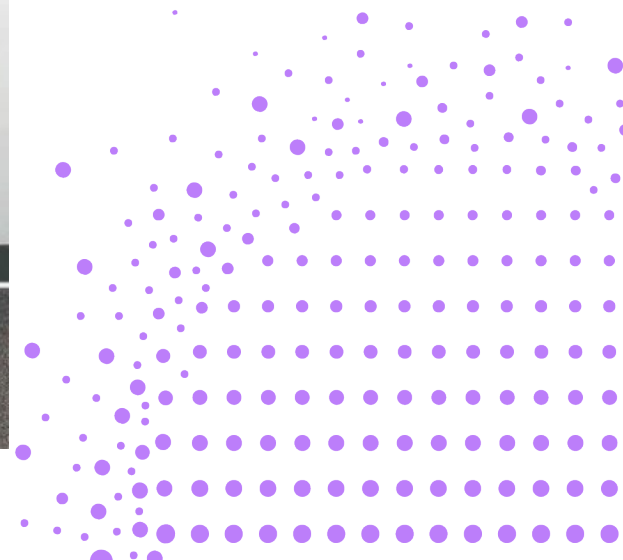
# Is dit bij jou ook niet normaal?



# Het nieuwe normaal..?



# Het nieuwe normaal..?





**Hebben we jouw interesse?**



**Dan leren we jou graag  
kennen!**