

**GOOD NATURE HOTEL KYOTO awarded the World’s First WELL Certification(v1)  
 based on the newly established hotel-specified criteria.  
 Gold level WELL Building Standard™ (v1) acquired on August 6, 2020.**

BIOSTYLE Co., Ltd. (headquarters: Shimogyo-ku, Kyoto; President: Tatsuya Miura) announced that it has acquired Gold Level WELL Building Standard™ Certification (hereinafter “WELL certification”) as of August 6, 2020 for GOOD NATURE HOTEL KYOTO, the hotel it opened in December 2019. WELL Certification can only be awarded to environmentally friendly buildings which benefit human health and wellness. This is the first WELL Certified hotel-specified project (v1) in the world.



WELL BUILDING STANDARD™ certificate



GOOD NATURE HOTEL KYOTO courtyard on the 4<sup>th</sup> floor

GOOD NATURE HOTEL KYOTO, located on the 4th to 9th floors of GOOD NATURE STATION, a shopping complex situated at Shijo Kawaramachi, Kyoto, promotes the eco-friendly new lifestyle concept, dedicated to the comfort of body and mind through its innovative environmental design and approach to health and well-being. We are actively committed to realizing a bright and environmentally friendly society through enjoyable and practical activities such as our “BIOSTYLE PROJECT”.

Upon our acquisition of WELL building Standard™(v1), GOOD NATURE HOTEL KYOTO worked on establishing a total of more than 100 appropriate preconditions and optimizations specific to hotels, in collaboration with the International WELL Building Institute 《※》 (hereinafter “IWBI”), the public benefit corporation which maintains the WELL certification system, and Obayashi Corporation, a building design and construction contractor. GOOD NATURE HOTEL KYOTO achieved gold level WELL Certification by meeting more than 60 preconditions and optimizations, such as:

- Appropriate ventilation method to assure purified air and a clean secure space, restrooms devised to prevent infection from pathogens, and antibacterial deep cleaning

- One-of-a-kind circadian lighting system intended for good sleep and awakening, developed from BIOSTYLE Co., Ltd.'s own research
- A magnificent green wall representing the flora of Kyoto
- The guest rooms featuring a prominent design motif that expresses the uniqueness of Japan and Kyoto
- Original wellness programs for guests

Keihan Holdings Co., Ltd. and its group company BIOSTYLE Co., Ltd., which operates GOOD NATURE HOTEL KYOTO, are continuing to contribute to realizing the SDGs through these conducive efforts.

(Appendix)

### 1. About WELL Building Standard™ (WELL Certification)

WELL Certification is the world's first building and indoor environmental evaluation system focused on the health and comfort of those living and working in buildings. One of the major characteristics is that evaluation is determined not only from the perspective of environmental engineering but also from a medical standpoint especially regarding how comfortable, safe and healthy buildings are for people. There are two WELL Building Standards: v1 and v2. WELL Building Standard™ v1 evaluates a total of 105 elements as to building and indoor environment in the seven measurement concepts of (1) Air, (2) Water, (3) Nourishment, (4) Light, (5) Fitness, (6) Comfort and (7) Mind. Based on the number of Preconditions and Optimizations met, Platinum, Gold or Silver Certification is awarded (from highest to lowest). Interest in WELL Certification has been spreading mainly in the United States, and in 62 countries worldwide, since its launch in 2014. There is a growing interest in obtaining the certification in Japan. Upon our acquisition of WELL building Standard™(v1), GOOD NATURE HOTEL KYOTO established Preconditions and Optimizations specific to hotels using the "All Projects In" project type, which enables measurement elements to be customized to project types that do not fit into the established WELL Building Standard.

For more information, please refer to the official website of Green Building Japan (GBJ)

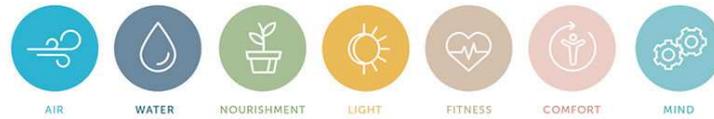
[https://www.gbj.or.jp/well/about\\_well/](https://www.gbj.or.jp/well/about_well/)

※ : IWBI (International WELL Building Institute, PBC)

A public benefit corporation which maintains and manages the operation of the certification system (which includes the revision and renewal of the evaluation standard).

# THE WELL BUILDING STANDARD™

SEVEN CONCEPTS FOR HEALTHIER BUILDINGS



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The seven concepts of the WELL Building Standard™(v1)

## 2. Five aspects of uniqueness and commitment

These five aspects were particularly highly regarded for their uniqueness and commitment according to WELL Certification measurement.

### ① A clean secure space

We have introduced an appropriate ventilation method to purify the air, restrooms devised to prevent infection from pathogens including novel coronavirus, strengthened antibacterial deep cleaning, and a daily cleaning procedure which maintains a high standard of hygiene

### ② Beauty and design to enrich the mind

The guest rooms and other areas of the hotel feature a prominent design motif that expresses the uniqueness of Japan and Kyoto. The design is compliant with Kyoto's strict landscape ordinances.



Lobby on the 4<sup>th</sup> floor with a design inspired by Kibune, Kyoto's tranquil retreat



Cherry blossom, maple and pine motifs in each of the 141 rooms



Japanese traditional architectural features incorporated into each room

### ③ A natural sanctuary in the heart of Kyoto

A magnificent green wall of Asiatic Jasmine (*Trachelospermum Asiaticum*) represents the flora of Kyoto, while the easily accessible courtyard features a traditional Japanese rock garden that does not use water, in place of a waterscape, which is one of the WELL certification preconditions. Guests can feel embraced by nature even in the center of downtown Kyoto.



A magnificent green wall representing the flora of Kyoto



A traditional Japanese rock garden in place of a waterscape



Rooms that enable guests to feel at one with nature

### ④ One-of-a-kind circadian lighting system

All rooms are equipped with a circadian lighting system developed from BIOSTYLE Co., Ltd.'s own research. (Patent pending)

This system regulating guests' exposure to light before sleep and right before waking up can help our body into a physiologically relaxed state resulting in a high quality of sleep and waking up refreshed.



Room lighting during night-time



Operation screen of circadian lighting system

### ⑤ Original wellness programs for guests

Hotel guests are invited to take part in experience-based activities and tours in the building and neighborhood. The hotel's original amenities are carefully selected to enhance guests' awareness in health and wellbeing. These programs and amenities conform with our "GOOD NATURE" concept.



Room amenities  
Traditional Kyoto tea set  
Kiyomizu-ware



Bath amenities  
Original organic brand *NEMOHAMO*



Wellness programs  
including yoga and meditation,  
exclusive to hotel guests

### 3.Project members



#### Tsuyoshi Yamashita

Director of GOOD NATURE STATION.

Manages GOOD NATURE STATION, the flagship of Keihan group's "BIOSTYLE" and leads Keihan group's SDGs strategy "BIOSTYLE PROJECT".

Prior to that, he assumed various key positions such as manager of Keihan Holdings Co., Ltd. office for Biostyle in July 2018, and CEO of Kyoto Century Hotel Co., Ltd. after he joined Keihan Electric Railway Co., Ltd. in 1995.



#### Miwa Sakurai

General Manager of GOOD NATURE HOTEL KYOTO, the first female general manager in Keihan group's hotels.

Before becoming the General Manager of GOOD NATURE HOTEL KYOTO which opened in December 2019, she was the Wedding Manager and Rooms Manager at THE THOUSAND KYOTO, one of the associated hotels of Keihan Hotels and Resorts, which she joined in 2014.

She joined Urayasu Brighton Hotel in 1993 and became the hotel's Wedding Manager in 2000, after her hotel career started at Kyoto Century Hotel Co., Ltd. in 1983.

**【Greeting from project members】**

GOOD NATURE STATION develops sustainable products and operates its facilities under the “GOOD NATURE” concept, which promotes the appreciation and experience of only reliable and environmentally friendly products and service which leads to the vitalization of human beings and the earth itself. Interest in health-conscious lifestyles and organic items has been growing recently. While such organic items have clear certification standards that foster consumer trust, our key issue was that there were not enough specific criteria set for hotels to objectively show guests the level of security and comfort environment our hotel offers.

This drove GOOD NATURE HOTEL KYOTO to acquire the WELL Certificate which measures features of buildings and offices using unwavering concrete standards in terms of human health and well-being. Since WELL Certification was initially launched for office buildings, GOOD NATURE HOTEL KYOTO commenced working on establishing appropriate Preconditions and Optimizations in the hotel project category using the "All Projects In" project type, in collaboration with IWBI, the public benefit corporation which maintains the WELL certification system. GOOD NATURE HOTEL KYOTO and BIOSTYLE Co., Ltd. are honored to achieve the world's first WELL Certification (v1) based on the newly established hotel-specified criteria.

We will continue to dedicate ourselves to using our "GOOD NATURE" concept, which offers guests a comfortable experience that appeals to the five senses, to create a sustainable and friendly environment which promotes the physical and mental health of everyone who uses our facilities, while having a positive impact on the local community, and on the earth."

SDGs achieved at GOOD NATURE HOTEL



(Reference Information) GOOD NATURE HOTEL KYOTO

GOOD NATURE HOTEL KYOTO, located on the 4th to 9th floors of GOOD NATURE STATION, a shopping complex situated at Shijo Kawaramachi, Kyoto, is dedicated to the comfort of body and mind through its innovative environmental design and approach to health and well-being. The “Good Nature” concept promotes the appreciation and experience of reliable and environmentally friendly products and service that offer guests a comfortable experience that appeals to the five senses.

Rooms are outfitted with natural wood and are spacious at 28~90 m<sup>2</sup>, which allows guests a relaxed stay. The “GOOD NATURE” concept is embodied by a wide range of experiences and activities including yoga, seated meditation, quality cuisine, beauty treatments, and our original cosmetics which guests can enjoy in addition to spending quality time in the guest rooms.

We focus on providing a secure comfortable environment based on our “GOOD NATURE HOTEL KYOTO Five Pledges” which outline various measures to prevent the spread of the novel coronavirus, such as limiting the number of reservations to maintain sufficient social distance between guests.

**【Hotel Overview】**

Hotel Name : GOOD NATURE HOTEL KYOTO

Address : 318-6 Inari-cho 2-chome Kawaramachi-Shijo sagaru, Shimogyo-ku, Kyoto, 600-8022, Japan

Room size : 28 m<sup>2</sup>~90 m<sup>2</sup>

Room number and type : Total 141 rooms

[120 Twin rooms (30 rooms available for 3 guests, 15 rooms available for 4 guests), 21 Double rooms]

Check-in : 3 pm

Check-out : 11 am

Access : 5-minute walk from Gion-shijo station, Keihan railway

2-minute walk from Kyoto-kawaramachi station, Hankyu railway

About BIOSTYLE Co., Ltd.

BIOSTYLE Co., Ltd., a group company of Keihan Holdings Co., Ltd., operates GOOD NATURE STATION, a shopping complex located at Shijo Kawaramachi, Kyoto, which opened in December 2019.

BIOSTYLE Co., Ltd. develops sustainable products and operates its facilities under the “GOOD NATURE” concept, which promotes the appreciation and experience of only reliable and environmentally friendly products and services which leads to the vitalization of human beings and the earth itself. We are continuing to contribute to realizing the SDGs through these corporate commitments and aim to achieve sustainable business growth in harmony with the community.

**For more information and media inquiries**

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