



World Wellness Ranking - Official Rules

1. Registration and Eligibility

1.1 Who Can Apply?

- **Companies, Organizations and Business:** Any entity from any industry and country that provides wellness-related experiences, events, products or services.
- **Individuals:**
 - Visionary Chief Executive Officers and Founders
 - Scientists and Researchers
 - Technological Innovators
 - Influencers, Educators, and Communicators

1.2 Registration Process

- Applications must be submitted via

<https://worldwellnessranking.com/world-wellness-ranking-phase-1-registration-for-candidates>

- Open registration period: **April 1 – June 30, 2025.**
- All submissions will be assessed for compliance with the outlined requirements.

1.3 Direct Invitations by Wellness Certified

- **Wellness Certified**, as the organizing entity, has the authority to **directly invite** companies, businesses, organizations, and individuals to apply.
- These invitations are extended to candidates who hold significant relevance in the wellness industry and whose contributions align with the objectives of the ranking. These candidates must comply with the outlined requirements under equal conditions.

1.4 Participation Fee

- A one-time participation fee is required upon submission.
- This fee covers administrative costs, assessment, and inclusion in the ranking process.
- Wellness Certified will grant a **100% discount on the Registration Fee** to the first 50 candidates who register for the World Wellness Ranking.

IMPORTANT: The payment of the fee does not guarantee selection in the World Wellness Ranking, nor does it influence the ranking position. All entries are evaluated based on established criteria, ensuring a fair and transparent assessment process.

1.5 Evaluation Criteria for the World Wellness Ranking



The **World Wellness Ranking** assesses candidates based on five key criteria, each contributing to a total score of 100%.

Based on their final percentage, selected candidates are classified within the **Wellness Diamonds Scale**, ranging from **1 Diamond (Foundation)** to **5 Diamonds (Exceptional)**.

The **World Wellness Ranking** assesses candidates based on their contributions to the **wellness industry**, including **initiatives, services, products, events, and experiences**. Each category is weighted to reflect its impact, ensuring a fair and comprehensive evaluation:

1. **Long-Term Commitment (20%)** – A minimum of three years dedicated to wellness-related **initiatives, services, products, events, or experiences**, demonstrating consistency and sustained impact in the industry.
2. **Experience & Quality (20%)** – A commitment to excellence backed by **certifications, testimonials, and customer satisfaction data**, ensuring trust and credibility in all wellness offerings.
3. **Product & Service Quality (25%)** – Proven **effectiveness, safety, and reliability** of wellness products, services, and experiences, directly contributing to client well-being.
4. **Innovation & Leadership (20%)** – The introduction of pioneering **wellness-related methods, technologies, business models, initiatives or experiential concepts** that push industry boundaries.
5. **Impact on Social Well-being (15%)** – Meaningful contributions to **communities and society**, promoting inclusivity, accessibility, and positive social change through wellness initiatives.

The Evaluation Criteria & The Wellness Diamond Scale

Candidates are classified based on their final evaluation score:

♦ **1 Diamond (Foundation) – 30% to 39%.** Basic wellness standards established, ensuring a **safe and welcoming environment**, with initial steps toward service excellence in **wellness initiatives, services, products, events, or experiences**.

♦ ♦ **2 Diamonds (Developing) – 40% to 59%.** Progressing in **quality enhancement**, actively implementing client feedback, and refining service protocols to **improve wellness offerings**.

♦ ♦ ♦ **3 Diamonds (Established) – 60% to 79%.** A **mature, well-integrated quality framework** with strong client satisfaction, **well-trained staff**, and **consistent excellence** in wellness products, events, services, or experiences.

♦ ♦ ♦ ♦ **4 Diamonds (Advanced) – 80% to 94%.** Recognized as **industry leaders**, delivering **innovative wellness experiences, products, services or events** with a strong focus on **client-centricity and measurable impact**.

♦ ♦ ♦ ♦ ♦ **5 Diamonds (Exceptional) – 95% to 100%.** Setting the gold standard in wellness by providing transformative experiences through groundbreaking products,



services, events, experiences and cutting-edge innovation, with an unwavering commitment to excellence.

Important Notice: Each provider's final ranking is determined solely by their evaluation score. The payment of a fee does not guarantee selection or a higher placement in the ranking.

Each criterion is carefully assessed to ensure a fair and balanced evaluation, with a total score of 100%.

2. Phases of the World Wellness Ranking

2.1 Phase 1: "Wellness Call for Excellence" (*April 1 – June 30, 2025*)

- Open application period for companies, organizations, and individuals.
- Direct invitations from **Wellness Certified**.
- Submission of required materials and payment of participation fee.

2.2 Phase 2: "Integrity & Impact Assessment" (*July 1 – June 7, 2025*)

- Review of applications based on established criteria.
- Compliance verification by **Wellness Certified**.
- Selection of eligible candidates.

2.3 Phase 3: "Voices of Wellness" (*July 8 – August 9, 2025*)

- Announcement of selected candidates.
- Open voting by the public (40%) and expert jurors (60%).

2.4 Phase 4: "The Global Wellness Revelation" (*August 10, 2025*)

- Official announcement of the **World Wellness Ranking** results.
 - Recognition of awardees and distinction assignments.
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3. Voting System

3.1 Voting Phase

- **Expert Jury Voting:** Conducted exclusively by a panel of experts via the blockchain platform, ensuring that all votes are securely recorded for maximum transparency and credibility.



3.2 Expert Jury Panel

- Experts in wellness-related industries can apply to be jurors at <https://worldwellnessranking.com/become-an-expert-juror>
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4. Code of Ethics

All participants, jurors, and voters must adhere to the **World Wellness Ranking Code of Ethics**, which includes the following principles:

- **Integrity & Transparency:** Participants and jurors must ensure honesty in their submissions, evaluations, and votes.
- **Fair Competition:** No candidate may engage in unethical practices such as vote manipulation or misrepresentation.
- **Confidentiality:** Jurors must maintain confidentiality regarding internal deliberations.
- **Respect & Professionalism:** All participants must uphold respectful conduct towards fellow competitors and the jury.
- **Conflict of Interest:** Jurors and voters must disclose any potential conflicts of interest and refrain from biased evaluations.

Failure to comply with the **Code of Ethics** may result in disqualification.

5. Results and Recognition

5.1 Distinctions and Awards

Selected participants in the **World Wellness Ranking** will receive distinctions and awards in recognition of their outstanding contributions to the wellness industry. These accolades celebrate their commitment to excellence across various aspects, including wellness services, products, experiences, and social impact.

By being recognized in the ranking, participants demonstrate their leadership in the wellness sector, and their achievements will be celebrated with official certifications and distinctions that highlight their dedication to promoting well-being. These awards not only acknowledge their efforts but also help elevate their profile, showcasing their commitment to high standards of wellness and inspiring others in the industry to follow suit.



"Wellness Distinctive": Given to participants in the tourism and hospitality sector.



"World Wellness Route": Candidates in the wellness tourism sector may be included in the World Wellness Route, a curated collection of wellness destinations, experiences, and services that embody the highest quality in wellness tourism.



"Wellness Category" Designation: Awarded to candidates offering products or services that significantly enhance well-being.



Wellness Diamonds Scale: Based on their final percentage, selected candidates are classified within the **Wellness Diamonds Scale**, ranging from **1 Diamond (Foundation)** to **5 Diamonds (Exceptional)**

5.2 Additional Benefits

- **Global Presence**: Featured in the **World Wellness Ranking** reports and media.
- **Networking**: Access to a network of wellness professionals and organizations.
- **Limited License for Branding**: **Selected participants** will receive a **limited license** to use the **World Wellness Ranking** logo, distinctions, and branding materials in their **websites, advertising, and social media** for **12 months** following publication of the ranking.

For more details, visit www.worldwellnessranking.com.