

Winning Market Share in a Carbon-Conscious World

CWC / Wood **WORKS!**
Maritime Lumber Bureau (MLB)
June 7, 2023

R.M. (Rick) Jeffery
President and CEO



Canadian Wood Council
Conseil canadien du bois



Image of The Monocular House, RHAD Architects, Chester Basin. NS Courtesy of Wood Design and Building Awards

The Challenge and Opportunity

3 billion people will need adequate housing by 2030

<https://unhabitat.org/>

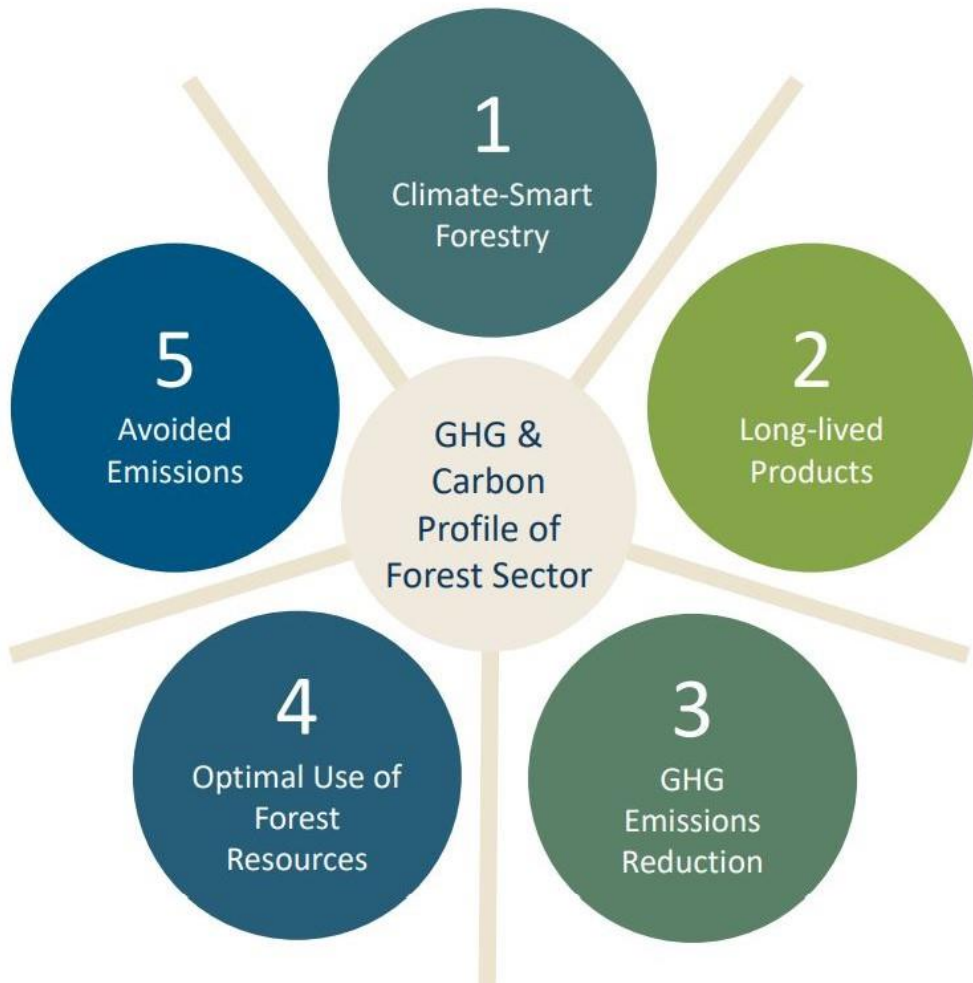
CMHC Affordability 3.5 million housing units

Building with wood reduces embodied carbon in construction and is an important part of the net-zero solution

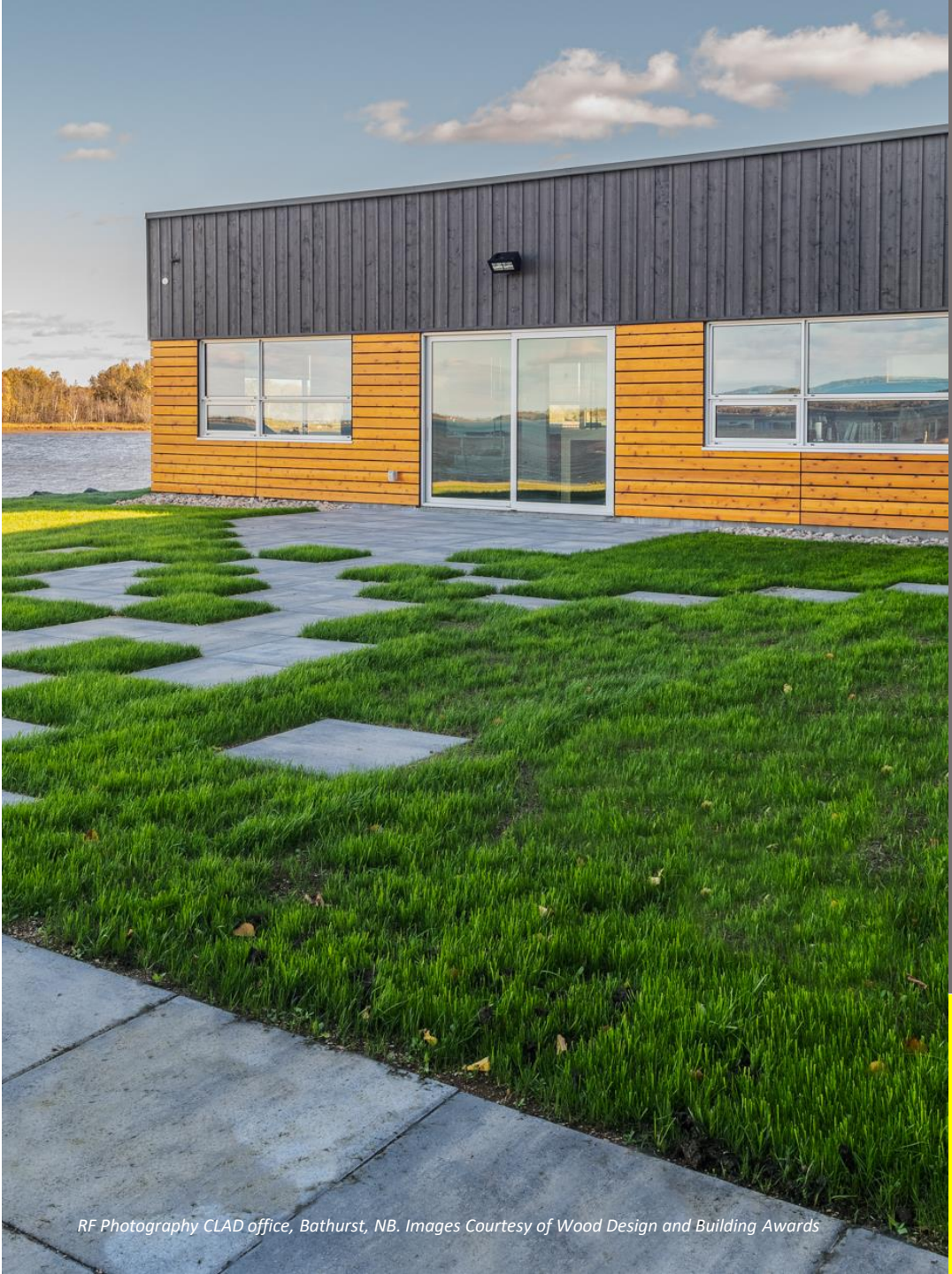
Optimize the use of wood in the built environment



Capturing the Opportunity for Wood Products

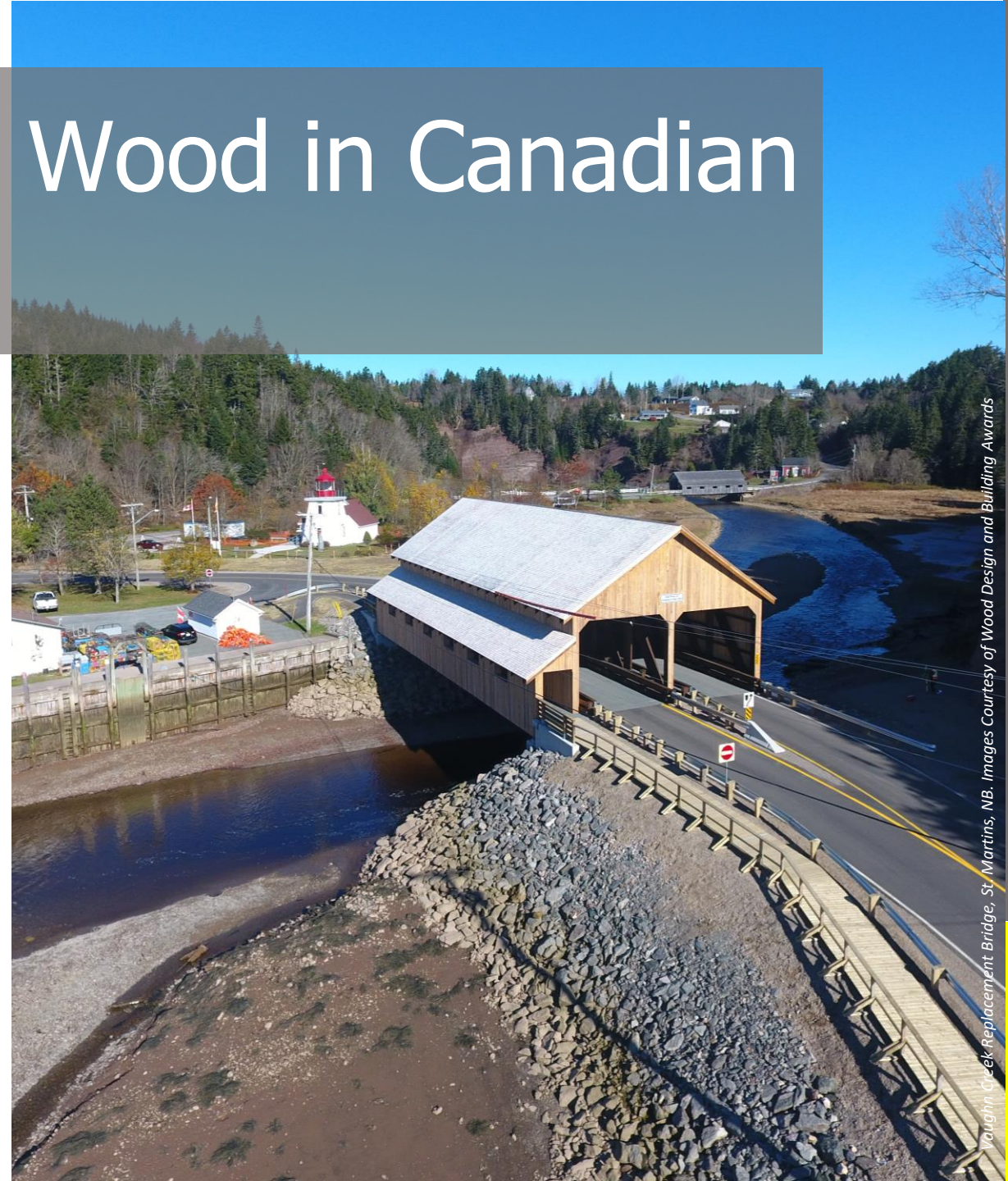


Slide courtesy of Forest Products of Canada (FPAC) and National Council for Air and Stream Improvement (NCASI)



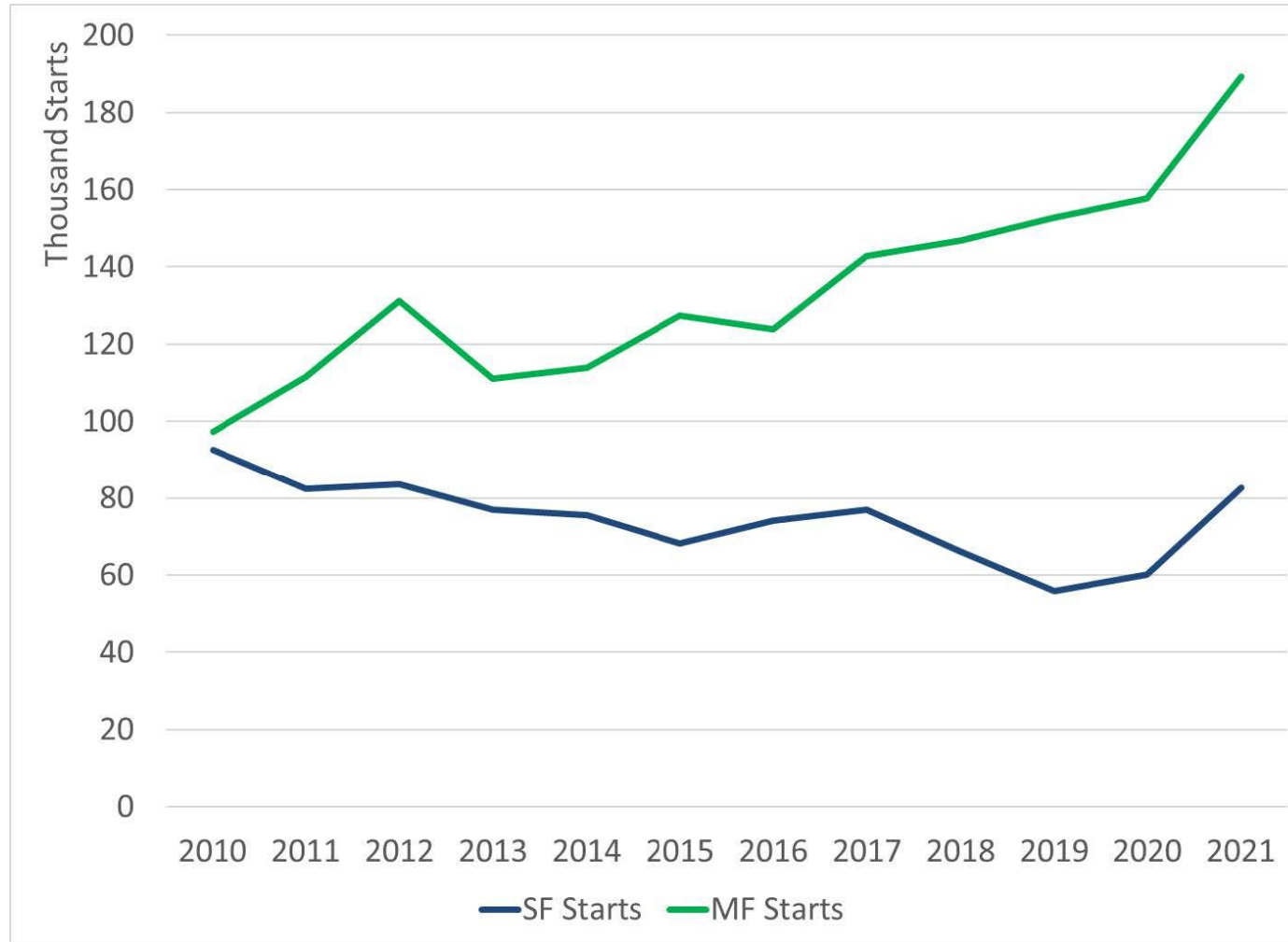
Setting a Bold Target for Wood in Canadian Construction

- Net-zero a big opportunity for wood
- Develop a Sector-Specific National Industrial Strategy to Achieve Net-Zero
- Let's accelerate from 100's of buildings to 1000's
- Prism LMI Study Accelerated Growth Target 13% wood to 21%
- CWC building the pathway



Moving up the Value Chain

Residential Housing Trends in Canada



Single family is down moderately in terms of starts, but the story is the steep growth in multifamily starts.

The Best Opportunities

- Mid-rise:
Light Wood Frame and
Mass Timber Systems
- Offsite Manufacturing
- Retrofitting
- Infill and Extend
- Hybrid Building Systems
- BIO Products

Analysis of timber supply to
align with Opportunities



Image courtesy of Wood Design and Building Awards, Green Gables Visitor Centre, PEI

Materials Matter – Carbon Matters

Opportunities for Wood

- Codes, Legislation, Mandates, Expectations – 2030 NBC – embodied carbon
- Government procurement to require Whole Building Life Cycle Analysis (WBLCA) starting 2025
- Industry needs to provide real data

Environmental survey from CWC and FPAC is a key initiative

- Confidential
- Online
- Unique to each site/company
- No cost to the company

Canadian Wood Council Members



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