The Canadian Wood Council’s Wood WORKS! Model:
Template to Advance Wood Globally?
Intelligent City

Monad - Corvette Landing, Esquimalt BC, Standing Stone Dev., 2018

12 storey mass timber pre-fabricated modular construction

Passive House Certification, towards Carbon Zero

83 affordable homes
Intelligent City + LWPAC
Monad - Corvette Landing, Esquimalt BC, Standing Stone Dev., 2018

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CWC – To expand market access and increase demand for Canadian wood products through:

- Codes, Standards & Regulations
- Education & Market Development (WoodWORKS! & Cecobois)

Our Vision

“To be passionate, credible agents of change leading an advanced and sustainable wood culture.”

Our Mission

“To ensure the built environment in Canada maximizes the use of wood-based solutions by Advocating, Educating, Connecting”
• Mission...
To ensure market access in order to maintain and expand markets for Canadian wood products in North America.
Canadian Wood Council & Wood WORKS!

- Principal Activities...
  - Building Codes, Design Standards and Regulations
  - Technical Information and Transfer
  - Current and future practitioner education
  - Recognition Programmes
  - Communications
Education and Communication Program

Wood Solutions Fair - Vancouver
Wood Design Luncheons - Victoria/Kelowna

Free technical assistance
Wood WORKS! Program

“A partnership between the primary industry, manufacturers and the provincial and federal governments”
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Inspire

Recognize

Excellence in Wood Design

Support

In-House seminars, Conferences, Luncheons, Technical Info, Tours & Referrals

Enable

Universities / Colleges / Trade programmes

Exemplary buildings, Opportunities, Potential, and Benefits
Inspire
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Enable
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Recognize

Photo: Seagate Structures / Polux Chang
### Annual Goals

<table>
<thead>
<tr>
<th>Goal</th>
<th>Achieved</th>
</tr>
</thead>
<tbody>
<tr>
<td>235 projects influenced</td>
<td>238</td>
</tr>
<tr>
<td>128 million bd. ft. equiv. (lumber)</td>
<td>126</td>
</tr>
<tr>
<td>$151 million in wood sales</td>
<td>$163</td>
</tr>
<tr>
<td>45,000 education hours</td>
<td>47,500</td>
</tr>
<tr>
<td>19,500 construction professionals reached</td>
<td>20,100</td>
</tr>
<tr>
<td>Implemented Education Plan</td>
<td>✓</td>
</tr>
<tr>
<td>Initiated Low-Rise Commercial Buildings Program</td>
<td>✓</td>
</tr>
<tr>
<td>Supported Tall Wood Buildings EOI</td>
<td>✓</td>
</tr>
<tr>
<td>Mid-Rise - Built or at Design/Conceptual Stage</td>
<td>585</td>
</tr>
</tbody>
</table>

### Since 1998

- Directly Influenced more than 1800 projects;
- Generated *incremental* wood sales of $1.1 Billion
- Carbon benefit of 6.85 million tonnes CO$_{2e}$ (to 2016)
Why Wood?

• Carbon Sink
• Renewable
• Recyclable
• Reusable
• Organic
• Cleans Air
• Cleans Water
• Provides O₂
• Biodegradable
• Habitat Source

If Not Wood, what?

• Avoids CO₂
• Strong
• Lightweight
• Flexible
• Diverse
• Attractive
• Easy to Use
• Available
• Inexpensive
• Versatile

If Not Wood, what?

If Not Wood, what?

If Not Wood, what?

If Not Wood, what?