

ONTARIO WOOD WORKS!

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1. Presentation Summary

Wood *WORKS!* is a national campaign to increase the use of wood in commercial, industrial and institutional construction. In North America, this market for wood is valued at US\$20 billion. The Canadian Wood Council leads this program with funding support from the wood industry, the federal government and provincial governments across Canada.

We build pride in our wood culture through awareness and education and we build proficiency in using wood through training, networking and technical support.

- We support the development of technical documents and raise the awareness of the availability of this information to the design community.
- We raise awareness of the Wood Works Software and other online technical tools developed through the Canadian Wood Council.
- We develop messaging to combat negative press and anti-wood advocacy efforts
- We raise the comfort level in the design and use of wood for all stakeholders including the design community, code officials, regulators, industry, builders and more.
- We help bridge the gap in post secondary curriculum by guest lecturing and bringing industry and design experts into the classroom.
- We highlight the benefits of using wood for the environment and for human health.
- We develop and host seminars, workshops and Wood Solution Fairs to provide existing practitioners and students with Continuing Education.
- We participate in Trade Shows and annual events to raise the profile of wood and interact with professional associations.
- We offer project specific technical support.

We celebrate ‘wood champions’ who inspire excellence in building with wood.

- Our annual Wood Design Awards program celebrates wood champions and projects.
- We showcase these projects in a yearly calendar and the annual Awards Book, demonstrating the possibilities and inspiring other designs.
- We also showcase projects in annual case studies, which describe a specific project in-depth.

Four Key Market Initiatives.

- **Mid-Rise Wood-Frame Construction** – We advocated for the change to the building code to permit the use of combustible construction up to 6 storeys in Ontario and we are supporting the market by providing information and resources.

- **Tall Wood Buildings** – We are gathering information from tall wood buildings around the world and bringing that information back to Ontario designers to help them realize the possibilities of wood.
- **Low-Rise Construction, Retail and Warehouse** – We believe this sector has great potential as a market opportunity for the use of wood, we're developing a strategy and slowly gaining market acceptance.
- **Bridges** – There is a lot of potential for the use of wood in this market in Canada, on-going development is required in order to address durability concerns.