



# Wood Initiatives in Canada and the US

A Very Brief Overview

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Products Australia**  
*Knowledge for a sustainable Australia*



# Where in the World ?



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# Background 1980-2015

**10 years**

**Clearcut Wars of BC**

**10 years**

**Wood Promotion Canada**

**15 Years**

**Wood Promotion North America**

## Key Initiatives

- Canadian Wood *WORKS! Campaign*
- North American Wood is Good Campaign
- Vancouver 2010 Winter Olympics
- US WoodWorks Campaign



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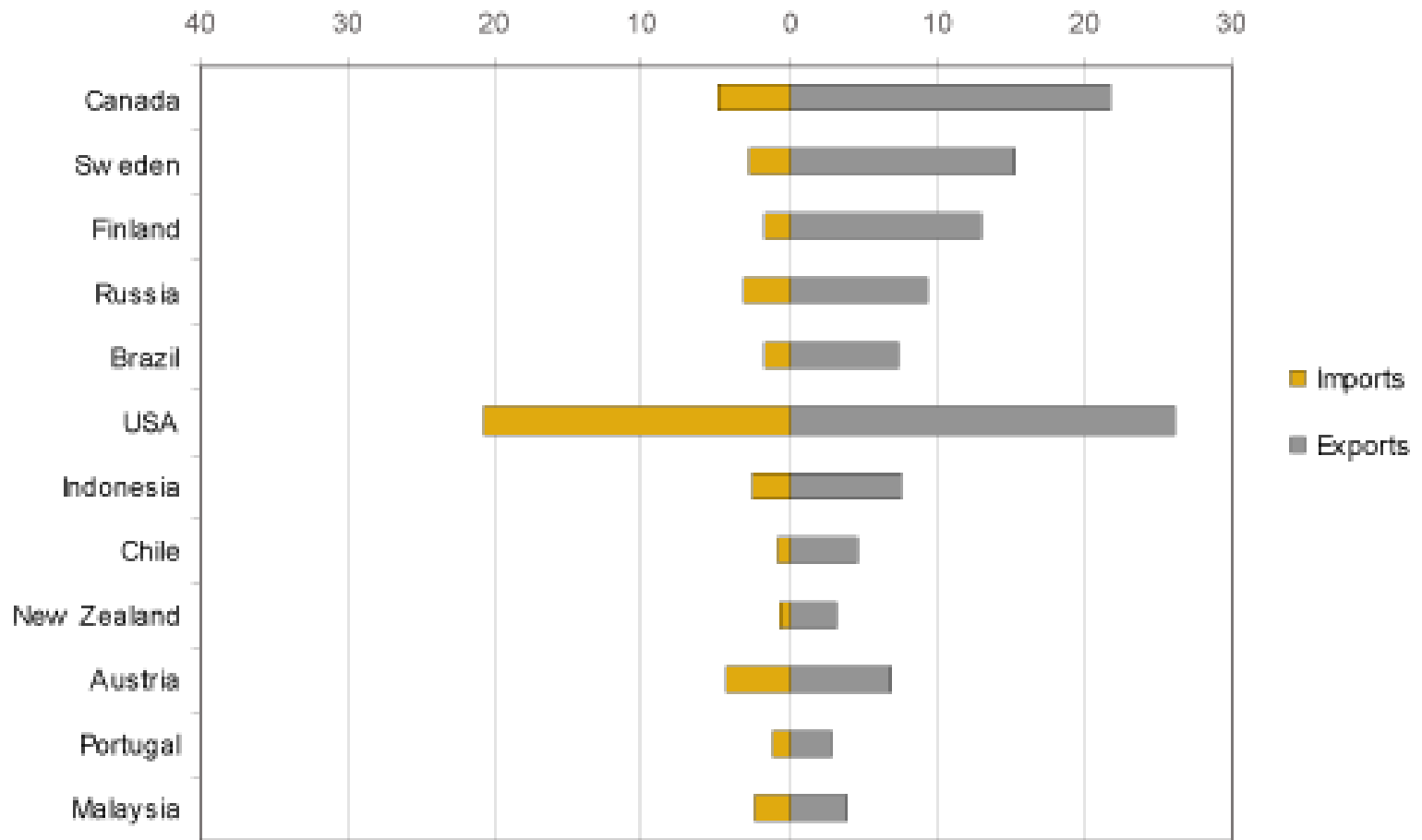


# Three Things

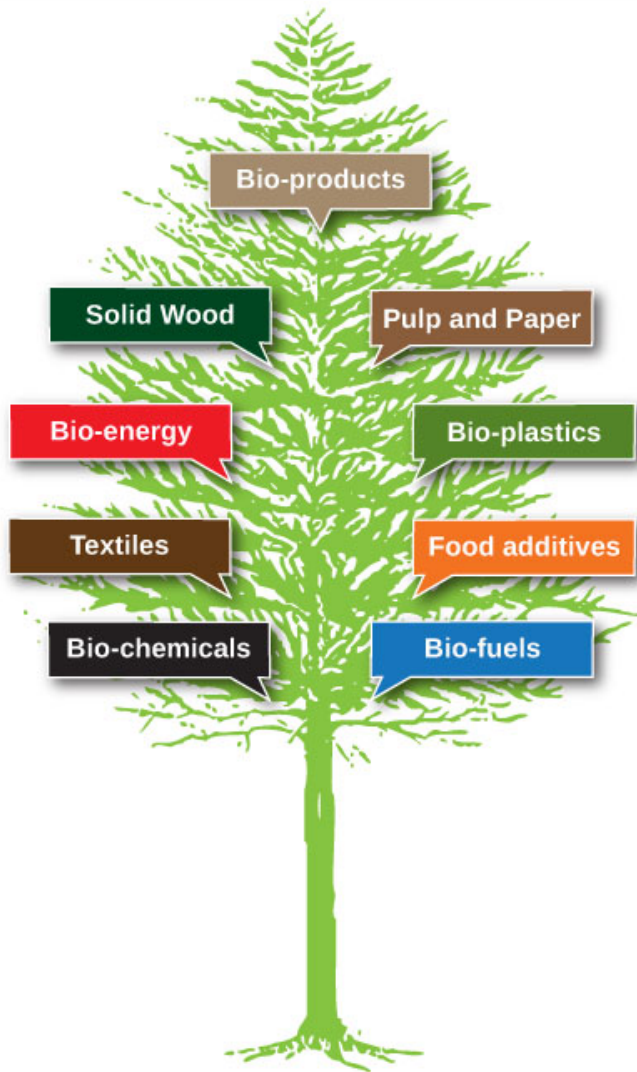
- Bio-Pathways
- Expanding Wood Markets
- Softwood Lumber Board



# Why We're Interested (Net Exporters)



# Bio-Pathways



FPAC.ca  
APFC.ca

**FPInnovations**  <sup>TM</sup>

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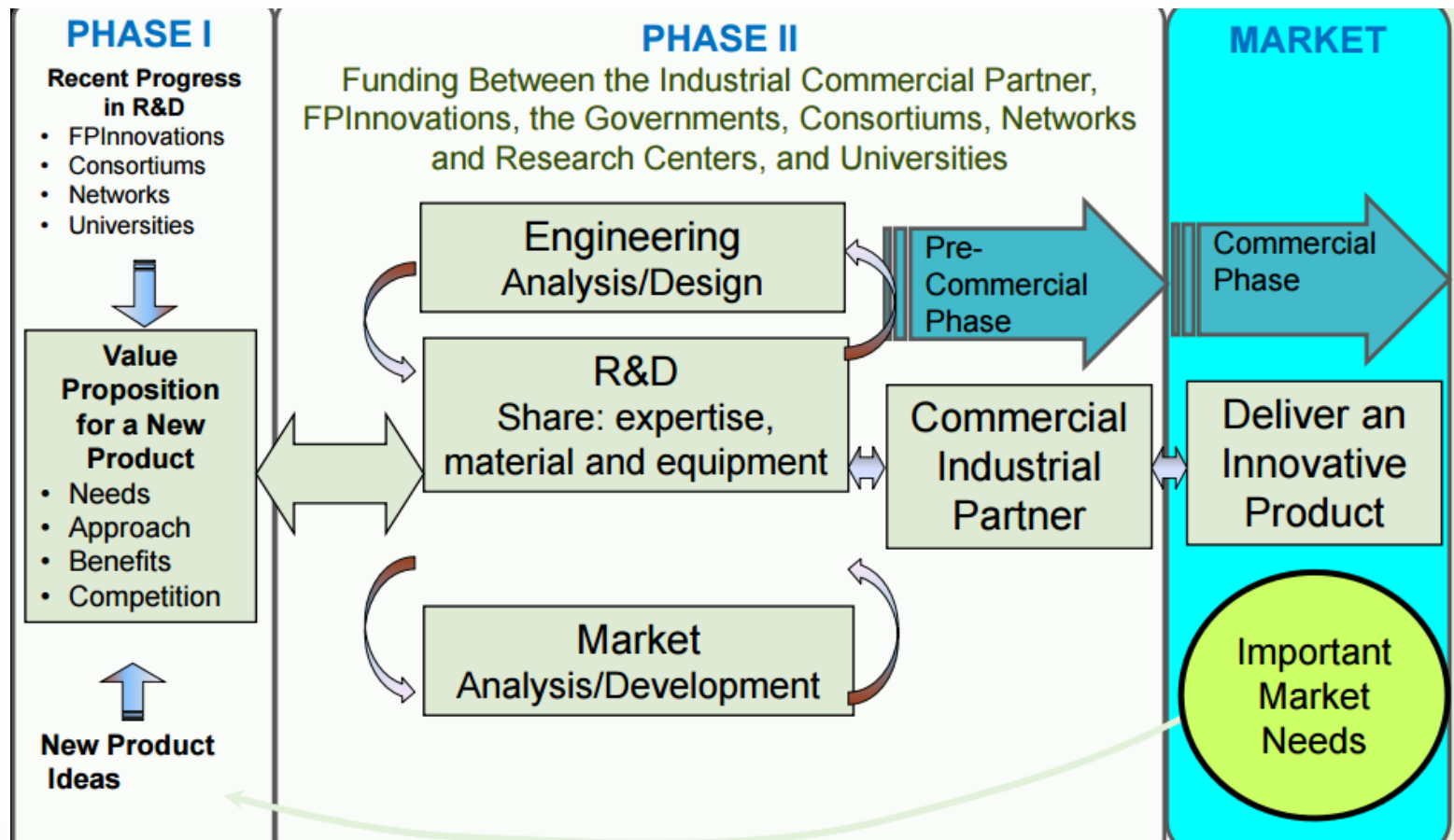
# Bio-Pathways Market Potential

(billions US\$)

	<u>2015</u>	<u>2030</u>
Bio-energy, bio-chemicals and fiber composites	\$505	\$1309
Conventional forest products	\$495	\$545



# Model to Develop New Products



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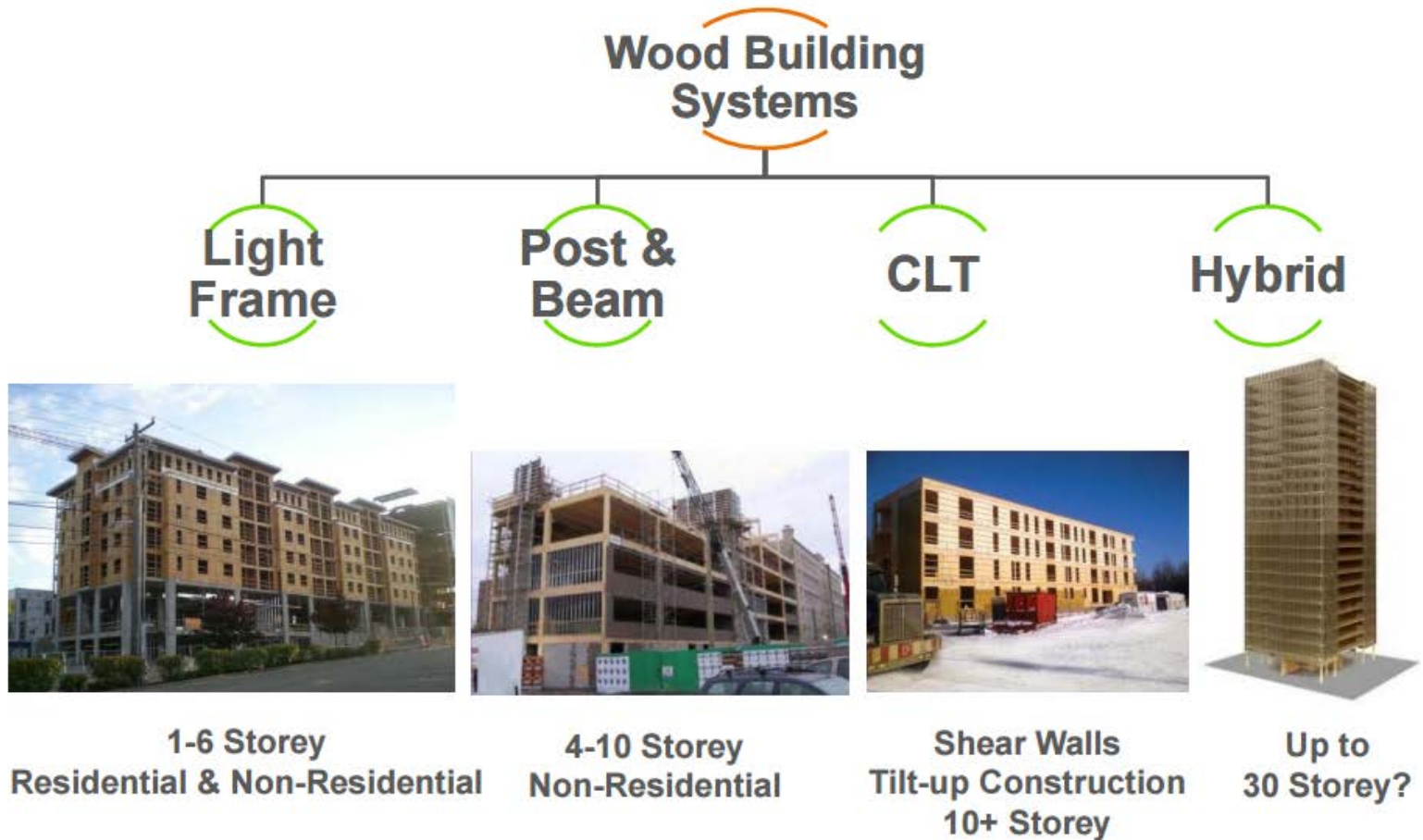


# Pulp & Paper Products

- Transform old mills into bio-refineries
- Chemicals, fuels and polymers from sugar and lignin
- New composites of cellulose materials
- Nano-technologies



# Expanding Wood Products



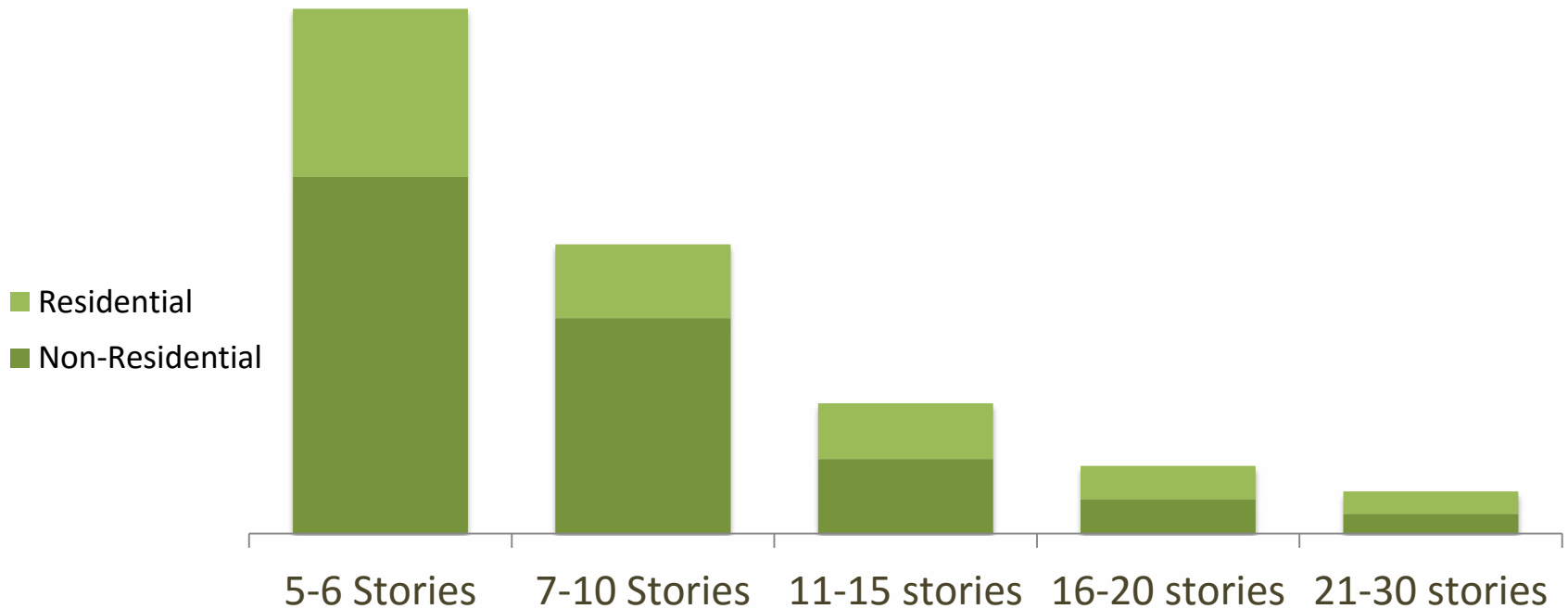
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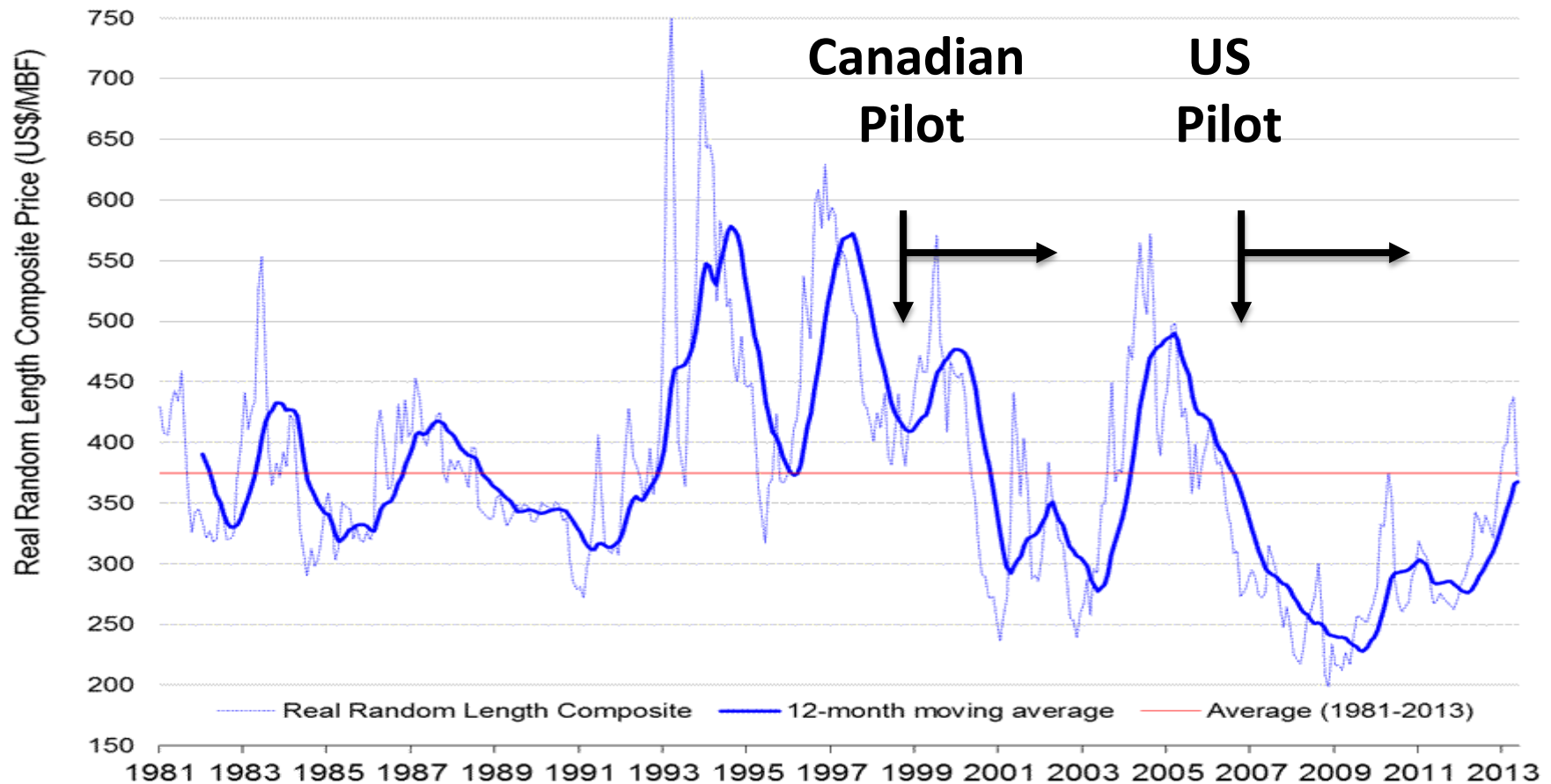


# US Non-residential Opportunity

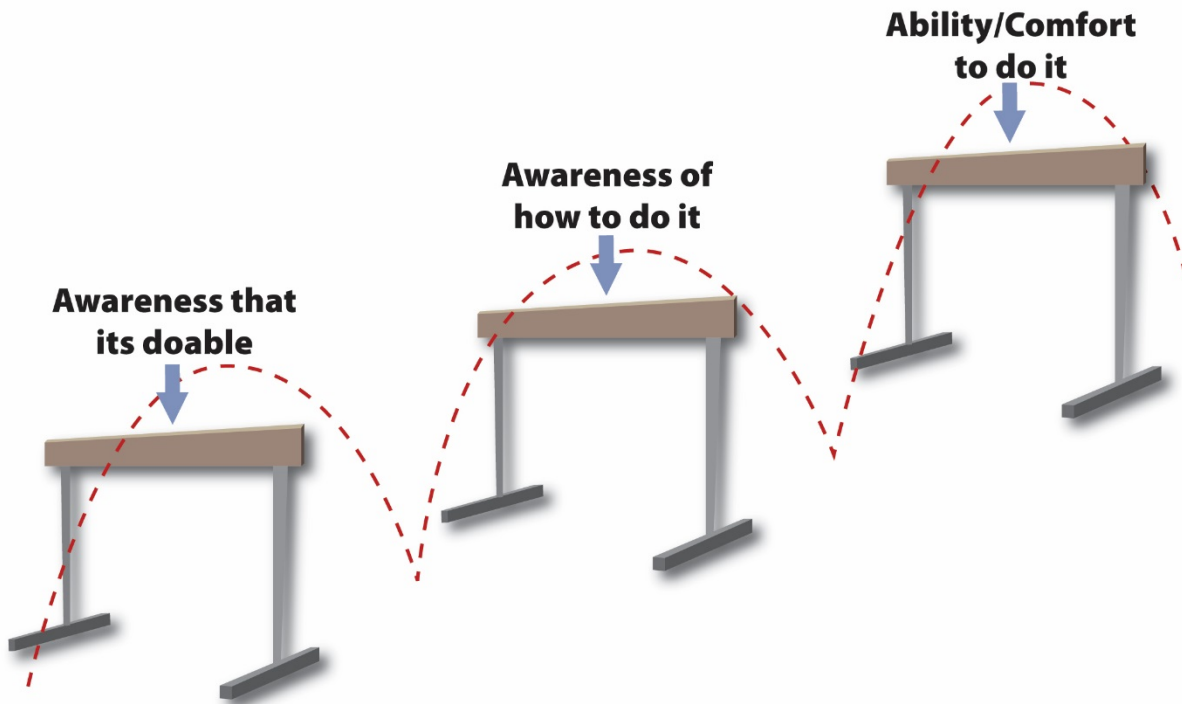


Non-Res	2.035 bbf	1.229 bbf	.425 bbf	.195 bbf	.113 bbf
Residential	.958 bbf	.420 bbf	.318 bbf	.192 bbf	.129 bbf
<b>Total</b>	<b>2.003 bbf</b>	<b>1.649 bbf</b>	<b>.743 bbf</b>	<b>.387 bbf</b>	<b>.242 bbf</b>

# Canadian and US Non-residential Pilots



# Non-residential Hurdles



Wood Champions

Schools

Corporate/Franchises

Wood Systems (CLT)

Mid-rise



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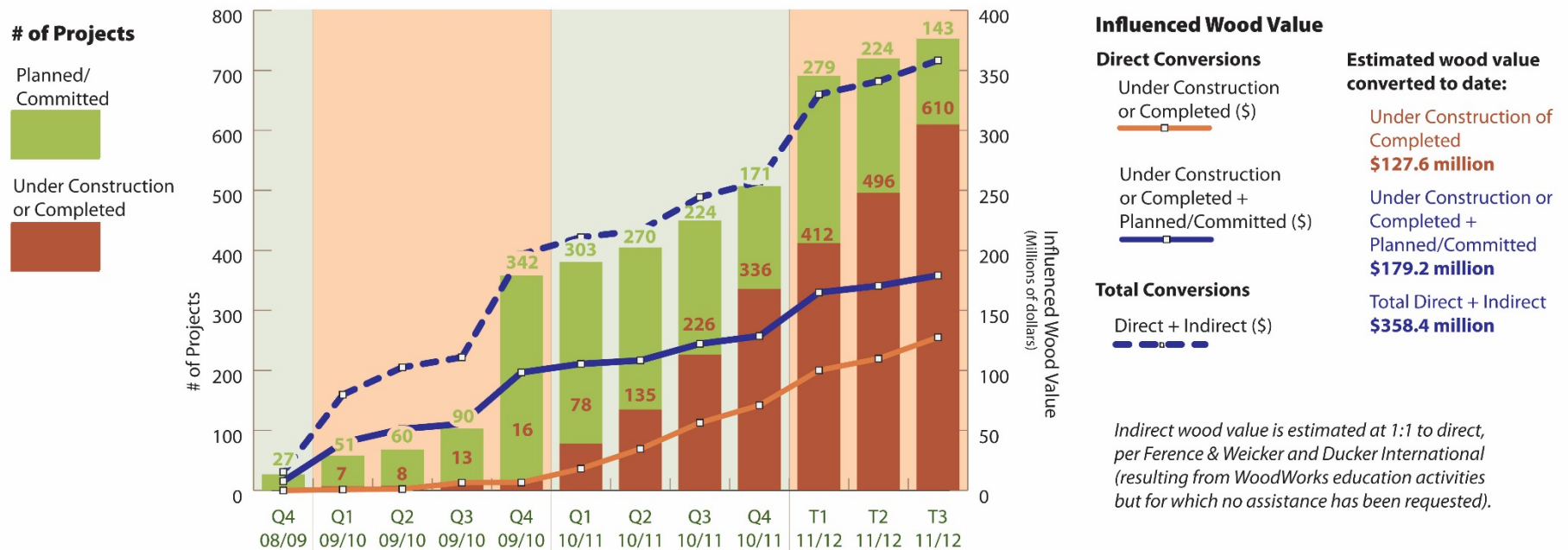


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# WoodWorks US Pilot

## Number of Projects and Influenced Wood Value Over Time



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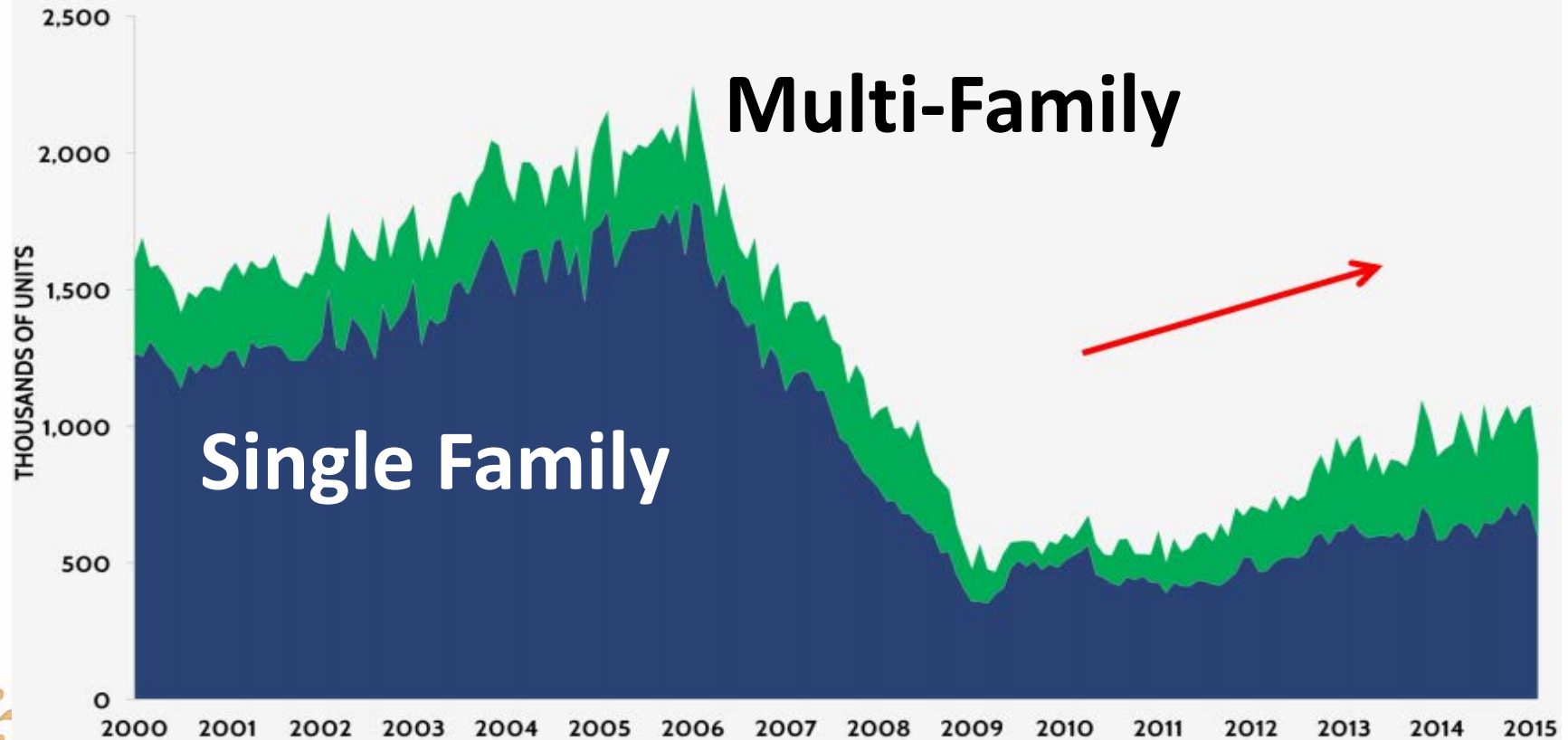
# Lessons Learned

- It's a marathon, not a sprint
- Concentrate your pilots to ensure critical mass
- Engineers are most credible as influencers
- Be driven by projects first, building types second
- Engage the distribution channel early and lots
- “Seeing is believing” (demonstration projects)
- Benchmark, track and re-measure



# US Housing Starts

HOUSING STARTS  
(SEASONALLY ADJUSTED)



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# Mid-Rise Breakthrough



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# Check-off Programs

## Non-Residential



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## Residential



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