

Forestry Innovation Investment  
Wood First Program

**Investment  
Plan**

2025/26



**Forestry Innovation  
Investment®**

*The Hive, Vancouver | Photo credit: KK Law*

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Western hemlock | Photo credit: Michael Bednar

# 1. How to use this investment plan

This document provides an overview of FII's Wood First program priorities for 2025/26. The Investment Plan is a key element of FII's Wood First program Call for Proposals process, providing guidance to anyone interested in proposing activities to FII for cost-shared funding.

Funding applicants are expected to align programs and funding proposals with the priorities identified in this Investment Plan if they wish to secure funding from FII.

Applicants should clearly communicate in their funding proposals how proposed activities fit with the strategic objectives, priority activities, audiences and behaviours laid out in this plan. Funding applicants are **strongly encouraged** to review the [Wood First Program Application Guide](#), [Wood First Program 2023-2026 Strategy](#), [British Columbia Market Development Summary](#), and other information provided as a part of the Call for Proposals process. All relevant information can be found at [www.bcfii.ca](http://www.bcfii.ca) or by contacting FII.

Successful funding recipients are accountable for funding received and are expected to assess and report on deliverables and outcomes of their funding programs and activities. FII continuously assesses these outcomes to refine the Wood First program strategy and priority investments.



*Sayward forest on Vancouver Island, B.C. | Photo credit: Brudder Productions*

## 2. Introduction

Much of British Columbia's (B.C.) history is connected to forestry—an industry that has long sustained B.C. communities and local economies. Forestry Innovation Investment (FII) was established as a provincial agency in 2003 to maintain and diversify markets for B.C. forest products. FII works with the forest industry, research institutions, government and other stakeholders to deliver programs that support the growth and development of the provincial forest sector.

This Investment Plan details FII's Wood First program investment priorities for 2025/26 and provides guidance for organizations seeking FII funding through its annual Wood First program Call for Proposals process. FII's investment focus is informed by an ongoing program of market research and input from a range of B.C. building, industry and government stakeholders, who are involved at all steps of the strategy development and planning process. FII provides funding to non-profit forest and construction sector organizations, such as industry trade associations and academic and research organizations. Government agencies/ministries can also receive funding for work that they propose and deliver in relation to the Wood First Investment Plan.

The annual Investment Strategy is developed in the context of FII's Strategic Plan, which covers a five-year horizon, and FII's more detailed annual three-year Service Plan. These documents and other corporate reports are available on FII's corporate website [bcfii.ca](https://bcfii.ca).

## 3. About FII

FII is B.C.'s market development agency for forest products. As a Crown agency of the B.C. government, FII helps to develop and diversify markets for B.C. forest products to ensure the forest sector continues to be a key contributor to the provincial economy.

FII works with the forest industry, research institutions, government, Indigenous organizations and other stakeholders to deliver innovative, forward-looking programming that responds to today's market dynamics as well as tomorrow's challenges and opportunities. This is done through delivering and co-funding a mix of research and capacity building, as well as market development and promotional activities.

### Mandate

1. Promote wood's environmental merits as a preferred, sustainable, renewable building material.
2. Expand global markets by creating more opportunities in existing and new markets—especially in high-potential Asian countries like Japan, South Korea, China, India and Vietnam.
3. Showcase B.C.'s leadership in innovative wood use and manufacturing to advance the use of wood at home and abroad.
4. Collaborate with government and industry partners to maximize our effectiveness in supporting the growth of the mass timber and engineered wood products sector in B.C.

Our work involves natural resources which are connected to many First Nations communities located in or closely associated with forests across the Province of British Columbia. We recognize their connection to the forests and are grateful to those on whose traditional lands we reside, work, or visit.

In the spirit of reconciliation, FII acknowledges that its head office is situated in the traditional territories of the xʷməθkʷəy̓əm (Musqueam), səliwətał (Tsleil-Waututh), and Skwxwú7mesh (Squamish) Nations.

## Programs

### Wood First

#### Advancing innovation and capacity in B.C.

The Wood First program works with B.C.'s manufacturing, education, training, design and construction industries as well as government to advance wood construction technologies and expertise in B.C. FII then leverages this leadership to promote B.C. internationally as a leading source of technology, products and expertise for the use of wood in construction, interior design and daily living.

### Market Initiatives

#### Diversifying markets in Asia and North America

The Market Initiatives program leads the development of export markets and new market segments, particularly in fast-growing Asian economies. This helps to diversify the sector, reduce market risk and open new opportunities in higher-value segments of the forest economy. Market Initiatives also focuses on growing market segments in North America, such as the multi-family, mass timber/tall wood and value-added sectors.

### Market Outreach

#### Promoting B.C. forests and products around the world

The Market Outreach program positions wood as an environmentally responsible, preferred building material and highlights B.C. as a reliable supplier of quality products from sustainably managed forests. By providing credible, fact-based information, FII ensures that audiences in B.C. and globally understand that using wood from B.C.'s sustainably managed forests can help to address climate change and advance low-carbon innovation.

More information on FII's strategic priorities, programs and activities can be found at [bcfii.ca](https://bcfii.ca)





Bayview Elementary School | Photo credit: Michael Elkan Photography

## Funding and governance

As a Crown corporation of the B.C. Government, FII is funded by the B.C. Ministry of Jobs, Economic Development and Innovation (JEDI). Funding supports both industry-led market initiatives and specific goals set by the B.C. Government for the sector and FII. FII's activities align with the international and domestic market development objectives of both JEDI and the Ministry of Forests (FOR). A Board of Directors governs FII, ensuring consistency with government's strategic priorities. Industry has an active role in advising FII and its Board to ensure that programs reflect industry priorities and growth opportunities.

While FII works closely with forest sector associations on these activities, it also leads in initiating and managing related projects on behalf of the Province. Where forest sector organizations or research institutes are positioned to support project activities, FII may contract with them directly to assist with or lead project implementation.

## Commitment to diversity, equity and inclusion

FII recognizes that our work impacts our stakeholders, partners and employees in different ways. We aim to identify and mitigate the barriers that diverse groups may experience in accessing our information, programs and services. We acknowledge our shared responsibility amongst all levels of the organization to ensure that our work considers the diverse needs of the populations we aim to serve.

## Guiding principles for investments

To maximize economic benefit to the forest sector and the province, FII's decisions regarding its activities and funding to other organizations are guided by the following key principles. These principles provide a framework to balance investments across markets and areas of competing interest within the forest sector.

- **Developing fact-based market strategies:** Priorities and strategies must be firmly rooted in current, relevant and comprehensive market information that provides a compelling business case for each market initiative.
- **Generating measured results:** FII must evaluate and demonstrate the results of its investments on an annual basis. Projects must have well-developed performance measures, details on how the project's results and outcomes are measured and explanations for how they relate to overall performance objectives.
- **Balancing short- and long-term investments:** As a priority, FII looks for projects that generate the desired impact and return on investment in the short term (i.e., within one year). FII recognizes, however, the need to take a long-term perspective in funding some activities in emerging markets where there is a compelling business case to do so, and that the return may take several years to be achieved.
- **Fostering collaboration:** FII encourages collaboration among industry stakeholders, the research sector and government to ensure a coordinated international approach and strong Canadian brand. Higher priority will be given to activities that clearly demonstrate a high degree of stakeholder support and collaboration.
- **Encouraging innovation:** FII anticipates changing market, economic and geopolitical forces that impact the forest economy. To respond to market dynamics and ensure the best activities are identified for each market, FII encourages industry to bring fresh ideas and approaches to help achieve industry priorities.
- **Supporting the B.C. industry:** Ensuring the overall health of B.C.'s forest economy means that funded activities should benefit as much of the industry as possible. FII seeks to support proposals that encourage market development in terms of:
  - primary and secondary manufacturing, including value-added products
  - different producing regions within B.C. that supply a variety of commercial species (e.g., S-P-F, hem-fir, cedar)
  - a variety of product groupings, including solid wood, mass timber, panels, value-added, bioenergy, bio-chemical and pulp and paper products





*Cross-laminated timber (CLT) fabrication | Photo credit: Matthew Bolt Photography*

## 4. Wood First program

The B.C. Government started the Wood First program in 2009 to keep the province's forest industry strong and competitive globally. This program benefits current and future generations and helps strengthen B.C. communities. FII's Wood First program promotes and supports innovation in manufacturing, building design and construction to advance wood use in the province. The program achieves its goals by positioning wood as a preferred building material and B.C. as a global leader in wood innovation.

The focus of the program is to advance wood use and innovative wood technologies in both residential and non-residential buildings in B.C. Furthermore, it aims to establish B.C. as a showcase for forest products in design, manufacturing, construction and daily living.

Planning and delivering the Wood First program is a joint effort involving the building industry, the forest sector and the government. FII manages and administers the program, aligning priorities and ensuring funds are used effectively.

The Wood First Advisory Committee is an advisory group representing a cross-section of primary and secondary manufacturing industries, design and construction professionals, and wood product end-use sectors. It provides recommendations on program priorities. Based on these recommendations, FII creates an investment plan that allocates and prioritizes funding annually across activities in several categories, including research, education, marketing and value-added capacity building.

Most of the program's activities are carried out by third-party organizations under a cost-sharing framework, with some funding coming from industry contributions. These organizations receive funding from FII through an annual competitive Call for Proposals.

FII has separate strategies and investment plans for its Market Outreach, Market Initiatives and Wood First programs. **This [Wood First Investment Plan](#) summarizes the activities and highest-priority areas for Wood First investments in the 2025-26 funding cycle.**

## Wood First strategy

### Goal

B.C. is a leader in using innovative forest products and building systems.

### Objectives

#### Objective 1: Support innovation

B.C. is capable of manufacturing, designing and constructing with innovative, next-generation, wood-based products and building systems that respond to market demand.

#### Objective 2: Accelerate adoption

Owners, architects, engineers, designers, developers and builders specify more wood because they understand the benefits and have the skills, ability and confidence to choose wood products and building systems over alternative materials.

#### Objective 3: Drive leadership

B.C. advances the use of wood by mobilizing provincial research, experts and technology that embrace and showcase wood, including community and Indigenous projects in B.C.



Vienna House | Photo credit: Wade Comer

## Funding

This Investment Plan aims to align priorities and ensure the best use of funds to support the advancement of wood use in B.C. The funding for FII's Wood First program comes from B.C. Ministry of Jobs, Economic Development and Innovation.

FII Wood First funding is to result in benefits that can be accrued or accessible to not-for-profit groups or associations representing multi-company interests and other industry stakeholders. FII invites funding proposals from **non-profit organizations**, including:

1. groups or associations representing multi-company interests and serving the objectives of a large geographic area or the majority of producers of a specific species or product category
2. academic and research institutions, including universities, colleges and trades
3. First Nations Regional Tribal Councils and Indigenous non-profit organizations
4. B.C. Government Ministries/Agencies and Municipal non-profit organizations

Benefits should not be limited to the proprietary interests of any single organization or company. FII does not provide business loans or small business grants, and Individual businesses are not eligible to apply for Wood First funding. For-profit organizations should consider partnering with a non-profit organization if they are interested in applying for funding. For more details on eligibility, see the [Wood First Application Guide](#).

This Investment Plan is a key reference tool for organizations developing their funding proposals.

**Proposals** must follow the format and requirements of the FII online funding management system. They will be evaluated by a panel of FII staff, the Chair of the Wood First Advisory Committee and independent industry experts. Final funding decisions are made by FII's CEO. Successful applicants will enter into recipient agreements with FII.

FII's investments in each category will be limited to the levels of the respective **allocations**. If proposed activities do not align with the priorities outlined in this Investment Plan, FII reserves the right to allocate investments to activities delivered by FII (or others) in that same category to support the advancement of wood use in B.C. and to fill gaps not covered by eligible funding applicants.

Funding recipients are **accountable** for the funds they receive and are expected to assess and report on the deliverables and outcomes of their funding programs and activities. The FII Wood First program will monitor funded projects to ensure funds are used appropriately and activities are on track. Tracking projects and activities is important for measuring progress towards the Wood First program objectives and target behaviours.

FII expects projects to include **measures and metrics**, including tasks and methods to obtain feedback (e.g., satisfaction, economic benefits gained) and/or key information and data (e.g., attendance at events, amount of wood use). This information will be linked to explicit metrics used to track the performance of Wood First program-funded recipients and projects, as well as to refine Wood First investment priorities. FII continuously assesses these outcomes to refine the Wood First program strategy and priority investments.



## 5. 2025/26 Investment priorities

The 2025/26 priority audiences and activities in this Investment Plan are aligned with the opportunities and challenges as outlined in the Wood First Program Strategy.

FII's Wood First program investments and priorities are organized into four investment categories to provide a framework for planning, funding and assessment from year to year.

1. Strengthening manufacturing and business capability
2. Research and innovation
3. Education and skills development
4. Marketing, promotion and outreach

The following elements are important to consider across ALL investment categories, audiences and activities:

**Priorities and single vs. multi-year activities:** Funding applicants should ensure their proposals directly address the objectives, priority audiences and activities outlined in this plan. While funding is only committed for the next fiscal year and funding cycle, if activities like research are expected to span multiple fiscal years, an overview of key steps and work elements for each additional year should be clearly outlined. Include results from earlier research phases related to the proposal.

**Collaboration:** FII encourages collaboration among recipient organizations with similar activities. If multiple recipients target the same audiences or activities, it is strongly recommended that they collaborate on a coordinated strategy that demonstrates a common vision, plan and alignment with target audiences and priority activities. Examples include events and educational activities that profile wood products, building systems and technologies to architects, engineers, developers and manufacturers, such as workshops and lunch and learns, or collaborative research projects between universities and non-profit research organizations.

**Knowledge mobilization:** Knowledge mobilization includes activities related to the production and use of research results, including knowledge dissemination, synthesis, transfer, exchange and co-creation by researchers and knowledge users. FII expects projects to publicly share information, results and lessons learned. For projects funded under the Research and Innovation investment category (4.1), FII requires a knowledge mobilization plan. The knowledge mobilization plan requirements are in the [Wood First Application Guide](#).

**Activity impact tracking:** FII requires funding recipients to assess and report on deliverables and outcomes for their funding programs and activities. One core measurement tactic for some activities is exit surveys, which evaluate activity effectiveness and impact. To improve data collection and analysis, FII will work with funding recipients to administer online exit surveys using technologies that facilitate an efficient and economical workflow. Further details are in the [Wood First Application Guide](#).

## 2025/26 Priority activities

The following sets out the target audiences, desired outcomes and priority activities for each investment category.

All desired outcomes and priority activities relate to wood products and wood and wood-hybrid building assemblies, unless indicated otherwise.

### Investment category: Strengthening manufacturing and business capability (SMBC)

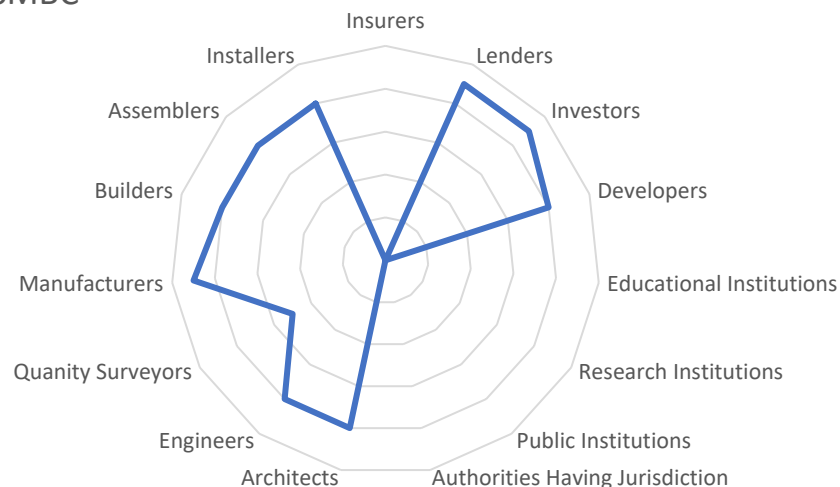
This investment category aims to increase productivity, reduce costs and **improve capacity and efficiency** along the supply chain.

Although recent building regulation updates have removed many barriers to wood acceptance, the **speed of planning and approvals of sustainable housing and neighbourhood infrastructure** (e.g., schools, community and health care facilities) remains crucial for **addressing affordability, productivity and quality of life**. Providing expert technical support for **building design, construction and code compliance, as well as optimizing building design and construction projects** to make wood products and building systems **feasible**, is a priority.

Manufacturing-related activities should relate to **marketing and business models, product/system design and manufacturing processes, production capabilities, and knowledge and skills upgrading**. General manufacturing industry outreach and communication activities will be supported only if they drive interest and adoption of other program elements under this category (e.g., company-specific projects). Proposals under this category must include specific efforts and performance parameters to evaluate the impacts and results of funded activities.

The target audiences for this investment category are Lenders, Investors, Manufacturers, Builders, Assemblers, Installers, Architects, Engineers, Developers and, to a lesser extent, Quantity Surveyors.

Target audiences: SMBC



## Desired outcomes

- **Engaged and informed industry network** to further technical expertise, knowledge exchange and skill sets.
- **Competitive advantages** for companies gained through interaction and collaboration.
- **New wood products and building systems** meet market demand.
- Improved **supply chain, manufacturing and construction efficiencies**.
- **Innovative concepts** for new **products, manufacturing processes, or business models**.
- **Strategies to attract, train and retain design and manufacturing skillsets**.
- Increased wood market share in **6-storey+ residential and institutional building** applications, including **exposed wood**.

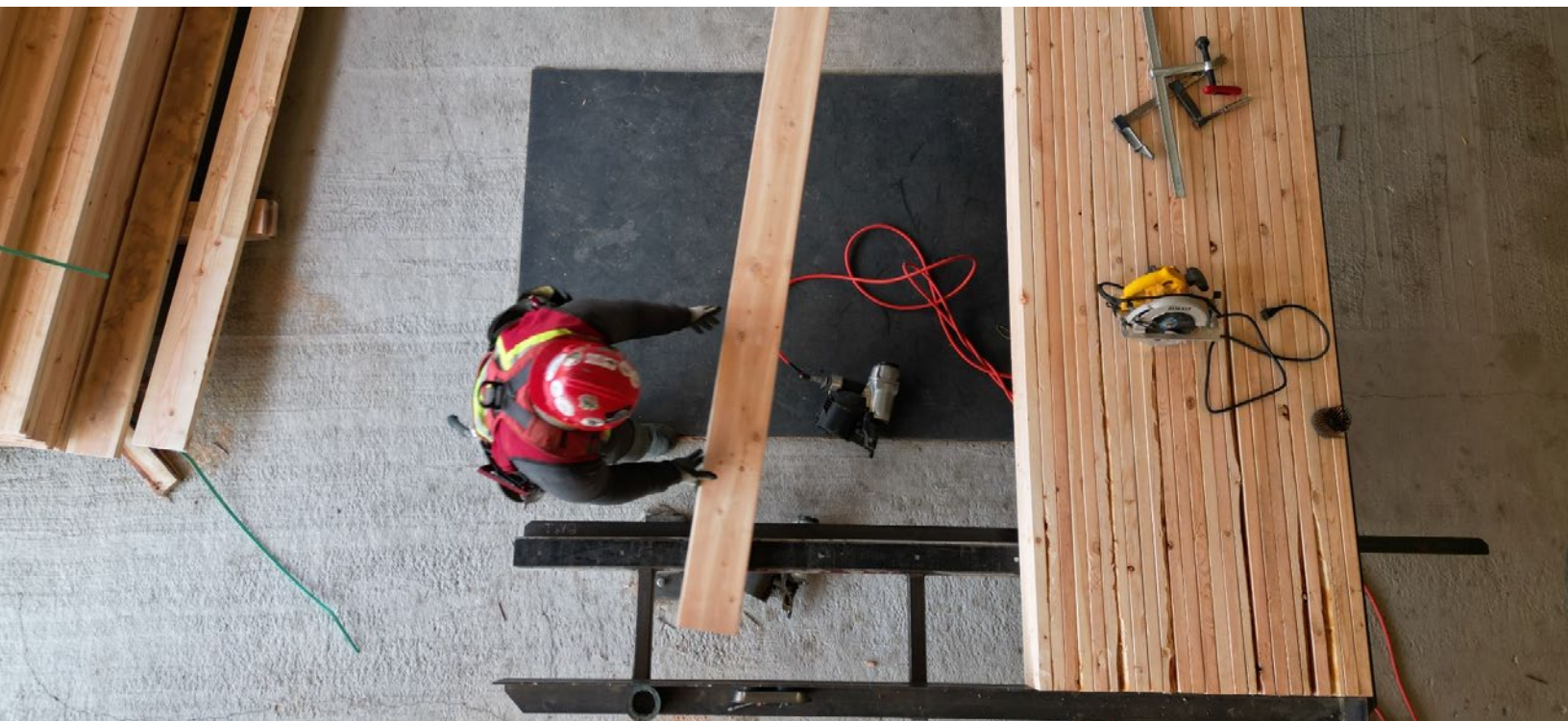
## Priority activities

Initiatives or projects related to business improvement, productivity increase, product development, human resources, training, networking, marketing and communication, building design and construction with a focus on the following areas:

- **Building and Construction Optimization**
  - Provide expert technical assistance, advisory services and guidance related to new building systems and related code and alternative solutions options.
  - Identify key challenges and opportunities, such as development cost charges, density bonuses, community amenity contributions, expedited permitting processes and financial incentives, to encourage developers and builders to choose sustainable and resilient mass timber solutions.
  - Collaborate with authorities with jurisdiction to enable cost-competitive construction of mass timber and hybrid buildings.
  - Provide expert guidance related to the alignment of policies with environmental and social goals and how building materials like mass timber can help achieve them.
- **Business Development, Manufacturing Improvement**
  - Plant optimization (e.g., data integration, automation and smart factory approach).
  - Productivity best practices.
  - Prefabrication, design for manufacture and assembly.
  - Technical tools to streamline planning, costing and design (e.g., BIM).
  - Procurement, financing and payment strategies.
  - Support services (e.g., related to testing, design and product development).
  - Talent strategies (e.g., standardized training programs).
  - Marketing and branding exercises and strategies, conferences and trade shows.



- **Market Analysis, Product and Systems Development**
  - Market intelligence, strategies and tactical plans to advance the industry or specific sectors, such as prefabrication, automation, talent recruitment and retention.
  - B.C. wood products and systems to comply with net-zero energy-ready building requirements and potential for circularity.
  - Opportunities for standardization.
  - Creation of new wood products and mass timber use and manufacturing in B.C.
- **Instruction, Tools and Events**
  - Materials and tools, such as workshops, case studies, checklists and tours, to address priority practices.
  - Events which enable dialogue and information exchange across multiple audiences involving wood products and construction.
- **Human Resources, Workforce Development**
  - Employee recruitment, development, and retainment, including training programs and/or training materials.



NLT fabrication | Photo credit: Jason Harding

## Investment category: Research and innovation

This category focuses on identifying solutions and opportunities through applied research in **policies, real estate markets, supply chains, finance, design, engineering and material sciences, health and wellness, construction means and methods, adaptive reuse, carbon and climate**. The goal is to overcome barriers in using wood-based products and building systems. To help **address housing affordability**, the emphasis is on solutions that **reduce construction costs and development timelines**, such as **standardization** or **prefabrication**.

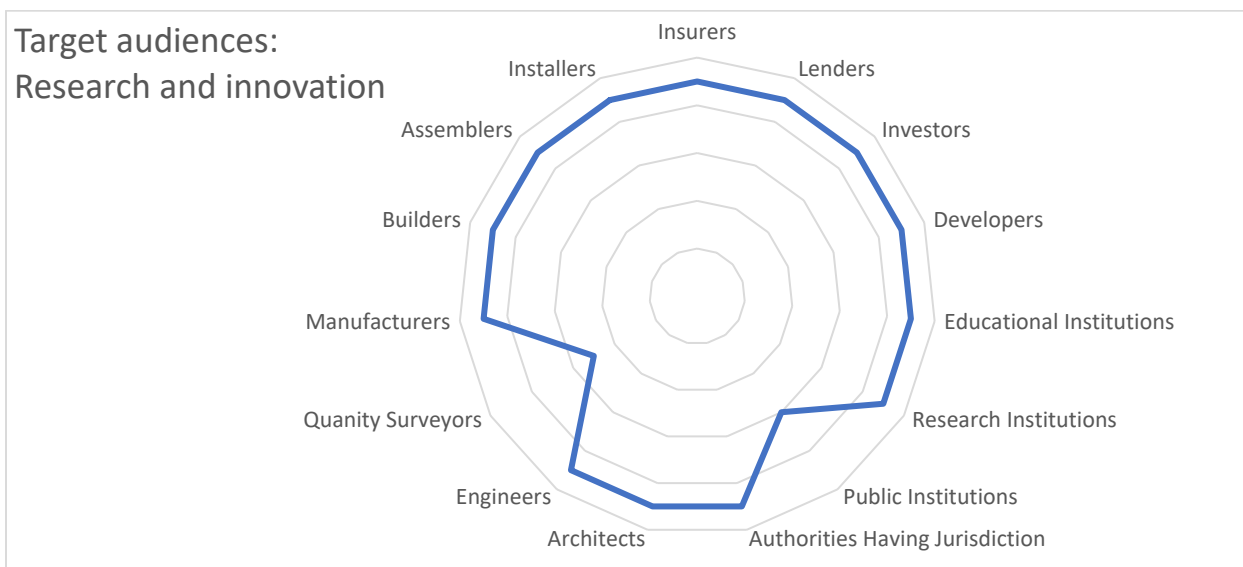
Projects may include developing feasibility assessments, guides, digital tools, case studies and market research related (but not limited) to **mid-rise and tall buildings for non-market rental, market rental, condominiums, low-rise industrial and other building typologies** involving wood, mass timber, and wood-hybrid building systems.

Wood First program investments prioritize research that leverages funding from other sources and is collaborative and complementary. FI encourages research initiatives to consult with industry and practitioners in B.C. to coordinate projects and explore all applicable funding and research programs and resources, including the [Canadian Wood Construction Research Network](#), [Mitacs](#), [National Research Council](#) and the [Think Wood Research Library](#).

Wood First program investments are intended for projects that can be completed within a single annual funding period. However, recognizing the complexity of many research projects and the constraints of funding or academic calendars, if a project is expected to span more than one fiscal year, a clear overview of the key phases and work elements for each additional year should be outlined. Include results from earlier research phases related to the proposal.

A **knowledge mobilization** plan is expected for any project in this investment category. The requirements for this plan are described in the [Wood First Application Guide](#).

The target audiences for this investment category are broad and include most groups, except Quantity Surveyors and Public Institutions.



## Desired outcomes

- **Increased knowledge and proficiency in the delivery of wood and hybrid building products and systems**, including but not limited to mass timber as it relates to manufacturing, design, construction, insurance, regulations and permitting, delivery models, contracts, and procurement.
- **Best practices, examples, and opportunities** related to **land use, design, and construction** to support a transition to performance-based design principles, allowing for innovation, and driving efficiencies in real estate development.
- **Competitive insurance premiums for construction and fixed property insurance** based on broker and insurance underwriter requirements related the actual risk.
- **Scalable, repeatable applications** that offer **significant market potential** within B.C.
- **Best practices** in wood design and construction **capitalizing on** the material **benefits, overcoming challenges, and improving economic viability**.
- **New technologies, processes and products** for installers, assemblers, manufacturers, and other industry stakeholders.
- **Increased range and depth of real estate product** developed **across the sectors**, such as more projects in the **7-18 storey residential market**, growth of mass timber share in **non-residential market segments**.
- **Circular businesses models** for **construction materials** emerge.
- **B.C. is a hub for biophilic research and applications in wood**

## Priority activities

**Technical research**, including studies, assessments and evaluations, **feasibility studies** and research-informed **guides** related but not limited to:

- **Design, Permitting, Construction and Operations**
  - Performance-based designs, alternate compliance paths and similar tools to further advance the adoption of performance-based building codes.
  - Fire (e.g., egress, fire rating, fire fighting practices, code, sprinkler systems and subsequent water damage, post-fire smoldering), moisture during construction and operation (e.g., protection, monitoring, leak detection, remediation), strength, stiffness (e.g., shear walls), acoustical, coatings (e.g., waterproofing, hygienic, anti-viral).
  - Design related regulations to support the application of wood and wood products, including prefabrication of building elements and mass timber.
  - Contracts, supplementary conditions, other terms and conditions and public procurement strategies to support the application of wood and wood products, including prefabrication of building elements and mass timber.



- Other research-based guides and case studies that advance knowledge in B.C. of high-performance and next-generation wood and hybrid building systems.
- **Market, Finance, Supply Chain, Procurement, Standardization, and Prefabrication**
  - Standardized systems, building designs, details, structural connections, CLT panels, floor plans, alternate solutions and specifications.
  - Advanced off-site construction.
  - Fibre optimization and value-added manufacturing, including by-product innovation.
  - Market intelligence related to real estate development and identification of strategies to help establish mass timber as a conventional construction methodology.
  - Topics related to development, ownership and operating costs and risks, including:
    - Structural and non-structural repair methods following loss scenarios; for example, fire/water and measures to increase repairability.
    - Durability of mass timber structures: Design, construction and operating measures that safeguard structural durability and prevent future repairs.
    - Measures during course of construction and building operations to minimize risks and protect business and property.
    - Insurance premiums, capacity to insure and reinsurance
  - Delivery methodologies, contracts, financing, payment, procurement.
- **Carbon, High Performance and Reuse-Retrofit-Repair-Overbuild**
  - Short, medium, long-term climate impacts related to different building materials.
  - Retrofitting of existing buildings, including maintenance, rehabilitation and repairs.
  - Utilizing overbuild-typology to extend the life cycle of existing assets and substantiate social, environmental and other benefits.
  - Evaluation of building typologies and regulations, data collection and benchmarking on embodied carbon and life cycle analysis.
  - Circular built environment (i.e., design for disassembly and adaptation, cascading use of wood, waste prevention, reduced lifecycle impacts of wood).
  - Cost management and quantification best practices, risk management and investment decisions acknowledging benefits, such as schedule savings and its financial, health and safety implications, value, affordable housing and others.
  - Prefabricated construction best practices—mass timber, light wood-frame, hybrid—repeatable, scalable building types.
  - Integrated design and virtual construction approaches, including procedures/concepts to implement building information modelling (BIM), developing libraries for Canadian wood products in design software, constructability and alternate project delivery approaches, such as integrated project delivery (IPD).
- **Health, Wellness**
  - Pro-health, biophilic effects of wood applications, including psychological, social and performance outcomes.

- Analysis of the physical properties related to (but not limited to) moisture buffering of indoor air, antibacterial effects and acoustics.
- Technologies like coatings, paints, additives and those related to hygienic, antimicrobial and other properties relevant for infection prevention and control, resilience and longevity, to increase the application in new sectors, including healthcare, laboratory, commercial kitchens, medical and pharmaceutical manufacturing.
- Quantification of biophilic benefits, carbon benefits and value proposition from wood applications.
- Evaluation of mass timber buildings for health and post-occupancy performance/perceptions.



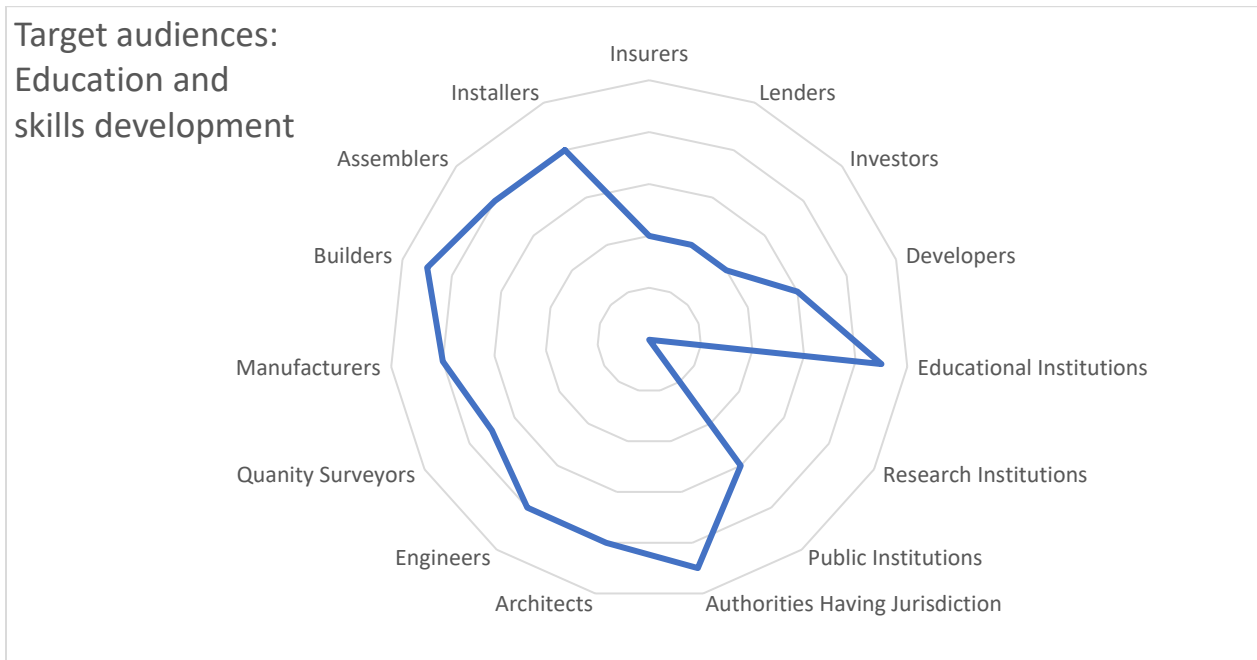
*Marpole Community Centre | Photo credit: KK Law*

## Investment category: Education and skills development

This investment category aims to **increase knowledge and experience** in designing and constructing with wood products by **developing educational programs, materials and tools for new talent and professionals**. These efforts are designed to speed up the adoption of wood products and building systems.

To address the **industry's challenges of decreasing productivity and labour shortages**, proposals in this category may also focus on **recruiting, training, educating, and retaining both new and experienced talent**. FII encourages strategic collaborations and networking with third parties and/or material-agnostic venues to deliver these programs.

The target audiences for this investment category include Lenders, Investors, Developers, Builders, Public Institutions, Architects, Engineers, Assemblers, Installers and Authorities Having Jurisdiction.



## Desired outcomes

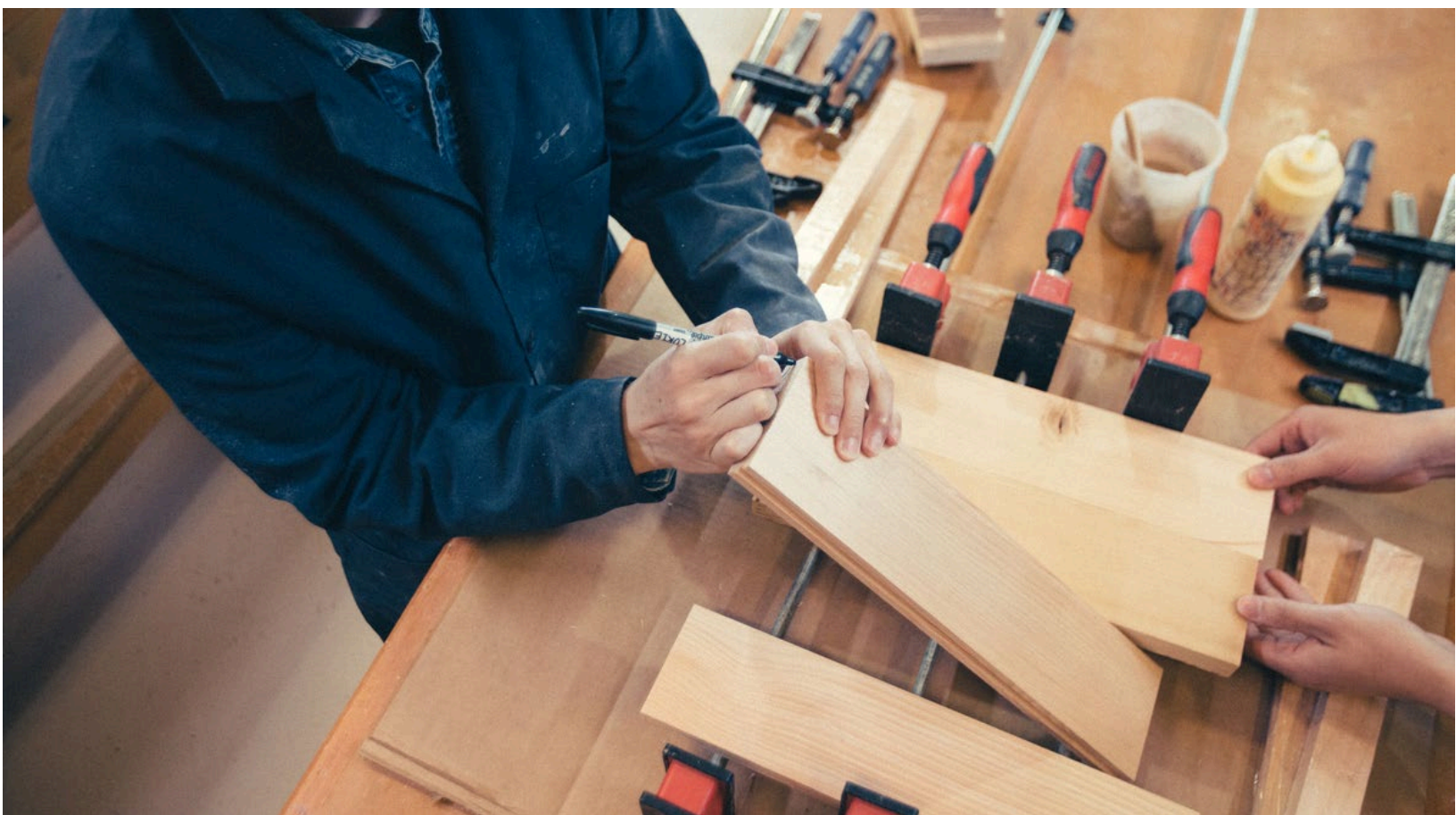
- Increased knowledge, acceptance and application of recent building code changes and associated structural systems.
- New planning policies, building code provisions and approvals to further increase the application of wood products (e.g., height, density, percentage exposed).
- **Educational materials and programs** relevant to design, trade and other construction professions, and undergraduate, graduate and continuing education courses.
- Optimized wood-based **curricula, materials** and occupational **credentials**.
- Talent trained to meet industry demand and new technology requirements.

## Priority activities

- **Learning Guides and Tools**
  - Illustrate learnings from the latest BC Building Code changes and recent projects under the new building code to further increase knowledge and adoption by all industry stakeholders.
  - Profile successful proforma, business case, life-cycle cost, and market value.
  - Provide tools or expertise regarding standardization of building design, including floor plans, details, structural connectors and alternative solutions.
  - Compare and evaluate building materials and building systems in capital cost, energy performance, embodied carbon, occupant health, operational cost, recyclability/reusability and deconstruction/ disassembly/circularity potential.
- **Education and Training**
  - Develop content, including drawings, lessons learned and guides, for multiplatform dissemination (i.e., web-based, seminars, events):
    - Building code provisions, including provisions related to exposed wood
    - B.C. secondary wood products, including doors, windows, mouldings, joinery, engineered wood products and prefabricated solutions
    - Mass timber installation, including moisture management, the transition from concrete to wood, connections, acoustics, fire safety
    - New technologies and digital tools, early concept design tools and calculators
    - Energy efficiency and high performance
    - Carbon reduction
    - Health and wellness of occupants
    - Biophilic design
    - Integrated project design, costing and estimation, quality assurance/control and commissioning
    - Circular building practices, such as retrofits, renovations, extensions and overbuilds
    - BIM/DfMA, virtual and other technologies and best practices
    - IPD and other project delivery methodologies



- Incorporate the use of new products, materials and systems into curricula of architect, engineer and technologist students, including interactive design/build workshops.
- Organize and facilitate design and construction-related competitions for talent in training, including apprentices and students
- Develop and promote career pathways, deliver skills development and training programs, including but not limited to institutions, districts and Indigenous communities. Areas of interest are:
  - Secondary manufacturing (non-structural products)
  - Manufacturing of engineered structural products and specialty skilled trades, such as CNC operation and BIM
  - Wood design and construction, including basic digital literacy
  - Skill transfer from traditional trades (e.g., steel installers) to trades required for mass timber/hybrid mass timber



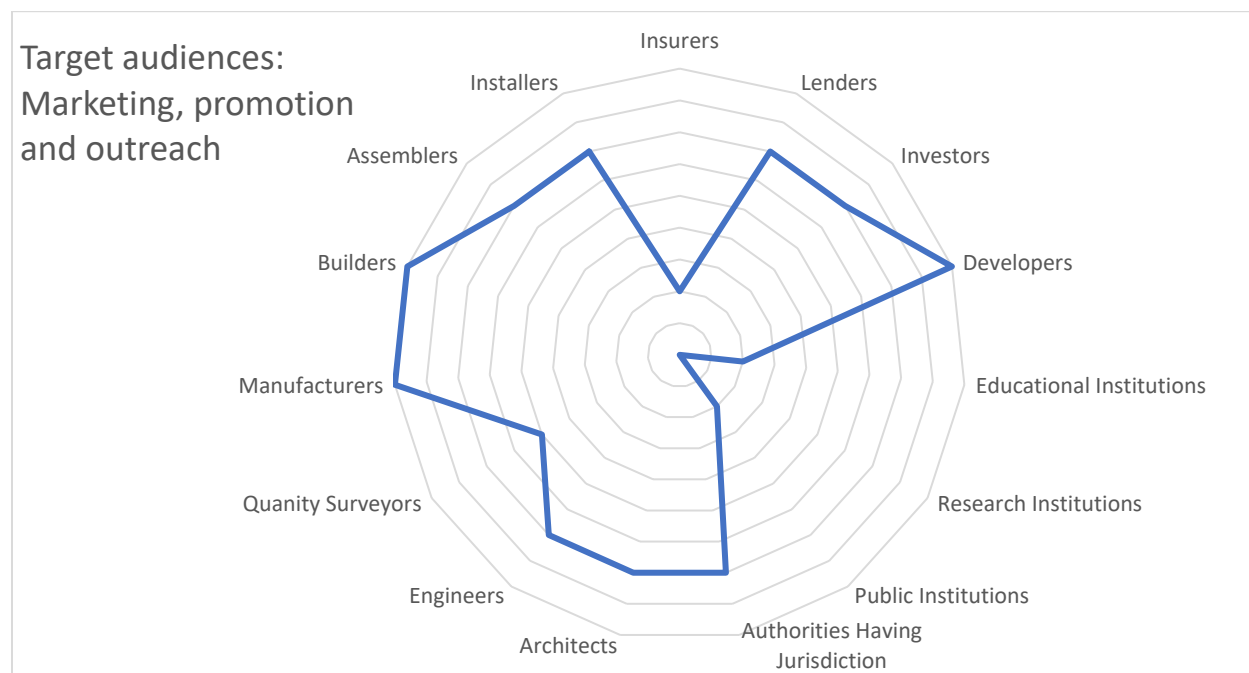
UBC Wood in Manufacturing | Photo credit: Brudder Productions

## Investment category: Marketing, promotion and outreach

B.C. has made significant advancements in enabling to use of wood and mass timber in conventional building systems. To **build market share and identify new opportunities**, initiatives should focus on **increasing awareness, building relationships and creating collaborations**.

[naturally:wood](#) showcases the benefits of wood products and wood as a building material both domestically and internationally. Funding recipients should **leverage messaging and materials from naturally:wood and other funding recipient organizations and programs to create highly relevant and current content, ensuring consistent information and facts** are shared with target audiences.

Initiatives should focus on Developers, Lenders, Investors, Builders and Manufacturers, while maintaining a modest outreach to Authorities Having Jurisdiction, Architects, Engineers, Installers and Assemblers.

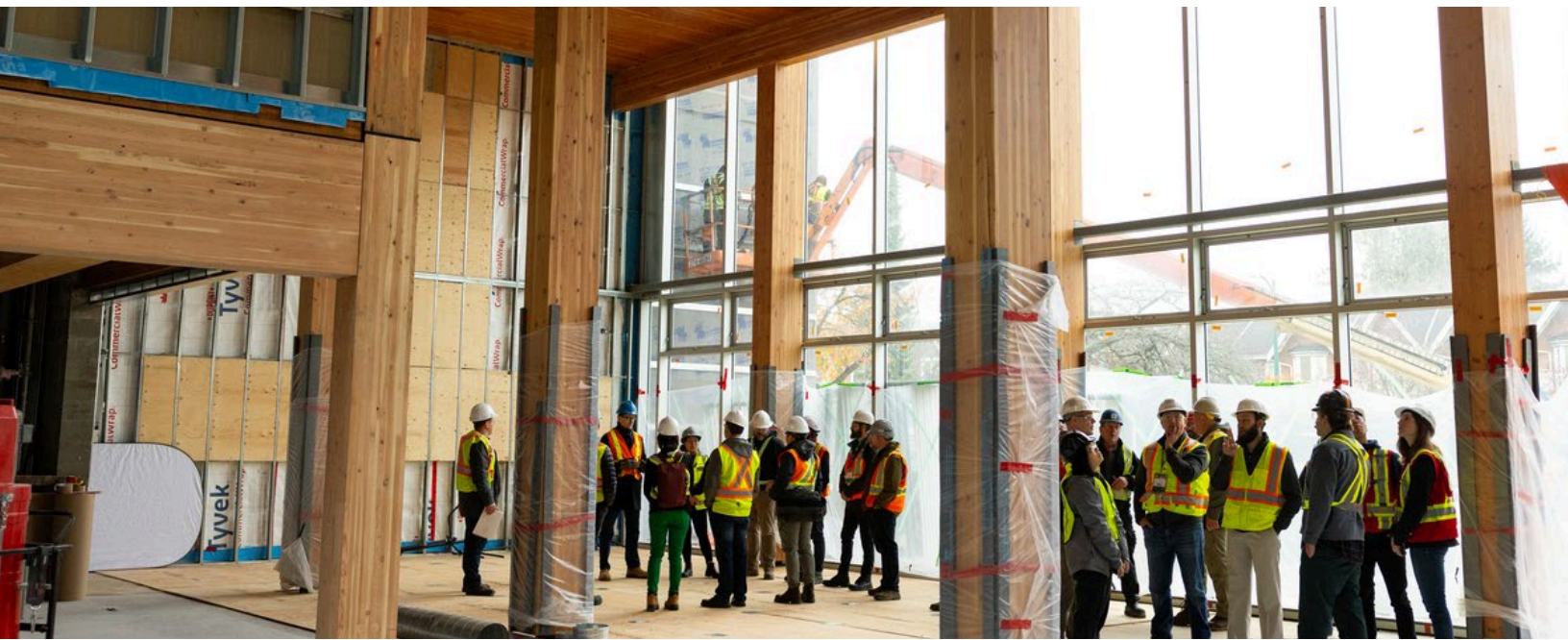


## Desired outcomes

- Increased market acceptance of wood as a sustainable and economical building material.
- Increased awareness and demand for wood.
- Demonstrated **industry leadership** along the supply chain.
- Showcased innovative business best practices/solutions.
- **Positive perception of careers** in trades, consulting and construction.

## Priority activities

- Showcase projects, highlighting guidance related to new building systems, code and alternative solutions options, particularly around post-disaster resilience, durability, value and life cycle costing and climate change adaptation and mitigation.
- Educate audiences on alternatives to new construction, including renovation, design for disassembly, reuse, overbuilt and durability.
- Promote excellence and innovation in B.C. businesses, their workforce development and utilization:
  - Wood product manufacturing
  - Assembly
  - Installation
- Highlight careers in wood-related trades, addressing opportunities and misperceptions associated with wood construction trades.



Alliance Francaise WoodWORKS BC Summit Construction Tour | Photo credit: Arkitek Creative

## 6. 2025/26 Allocations and cost sharing

The Wood First program Call for Proposals supports market and industry capacity development activities focused on B.C. International market development activities delivered outside of B.C. are funded through a separate Market Initiatives program Call for Proposals<sup>1</sup>.

FII receives most of its annual funding from the Ministry of Jobs, Economic Development and Innovation. FII expects to receive a similar level of funding as in current and past years.

### Funding allocations

FII's total budget for Wood First activities through the Wood First Call for Proposals is expected to be \$2.5 million.

Table 1 shows the investment category allocations of FII's 2025/26 Wood First Investment Plan. These allocations are based on the priorities for this funding cycle (outlined in Section 4.2) identified by the Wood First Advisory Committee (WFAC), FII staff, B.C. industry consultation and market assessments. FII reserves the right to adjust these allocations until FII enters into formal funding agreements.

**Table 1: 2025/26 Wood First Investment allocations—Call for Proposals**

Investment category	Amount	Percent of subtotal
<b>Strengthening manufacturing and business capability</b>	\$900,000	36%
<b>Research and innovation</b>	\$850,000	34%
<b>Education and skills development</b>	\$600,000	24%
<b>Marketing, promotion and outreach</b>	\$150,000	6%
<b>TOTAL</b>	<b>\$2,500,000</b>	

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<sup>1</sup> Information on the Market Initiatives program Call for Proposals can be found at [www.bcfii.ca](http://www.bcfii.ca)



## Cost sharing

FII funding is provided on the premise of collaboration, partnerships and cost-sharing contributions. Most projects must be cost shared with contributions from industry or other sources (funding recipient contribution). It is the proponent's responsibility to secure and confirm these contributions by the time they submit their application. Funding recipient cost-sharing must be in cash; in-kind contributions cannot be used to calculate the cost-sharing contributions. Projects with contributions above the minimum level show strong support and will be ranked higher in some aspects of the proposal evaluation.

The following table shows the **minimum-level** cost-sharing requirements.

**Table 2: 2025/26 Minimum-level cost-sharing requirements**

Investment category	Funding recipient percent contribution (at least)	FII percent contribution (up to)*
<b>Research and innovation</b>	n/a	100
<b>Strengthening manufacturing and business capability</b>		
Company-specific needs assessments	n/a	100
Company-specific site visits, plant assessments or consultations	20	80
Company- and Building-specific project assistance/technical support	50	50
<b>Education and skills development</b>	20	80
<b>Marketing, promotion and outreach</b>	50	50

\*Note: If one or more third parties contribute to a given eligible activity, FII would, subject to available funds, reduce its share proportionally.

FII reserves the right to adjust these cost sharing ratios until they sign a final contract. If FII receives less than the anticipated program funding from the Province, available funding will be adjusted on a pro-rata basis. Proponents will be notified of changes should any occur.

# Appendix 1: Target audiences

(in alphabetical order, not in order of priority)

Audience	Definition
Architects	Persons or entities who/that plan, design and review the construction of buildings.
Assemblers	Persons or entities who/that (in-plant or on-site) take wood-based components and assemble into a wood-based product (e.g., assemble engineered wood panels, insulation, barriers and cladding into a prefabricated wood wall product).
Authorities having jurisdiction	Planning, Building, Procurement and Fire Officials (Provincial and Municipal).
Builders	Persons or entities who/that run construction projects; work with both Assemblers (off-site) and Installers (on-site).
Developers	Persons or entities who/that assume the risk of and manage adding value to property for a profit.
Educational institutions	Elementary, secondary and post-secondary public education institutions (universities, institutes of technology, colleges), private and out of province public degree granting institutions, seminaries and theological colleges, First Nations-controlled institutes, and other private career-training institutions.
Engineers	Persons or entities who/that analyse and design buildings and the built environment with expertise in performance of building materials and structural analysis and works closely with architects and other engineering specialists.
Installers	Persons or entities who/that install pre-manufactured products, with some site-fabrication as necessary, on a construction project.
Insurers	Persons or entities who/that underwrite an insurance risk.
Investors	Persons or entities who/that invests capital in property, including private equity firms, investment funds, pension funds, endowments, foundations and similar.

Lenders	Persons or entities who/that provide financial backing for real estate development (e.g., in form of construction loans), including banks, credit unions, and other financial institutions.
Manufacturers - primary	Persons or entities who/that manufacture raw materials or materials in their near-natural state (e.g., logs) to produce primary products such as cants and lumber.
Manufacturers - secondary	Persons or entities who/that further process products that have already undergone some manufacturing (e.g., lumber) to produce value-added products (e.g., doors, cabinets, walls, flooring, furniture, glulam, plywood).
Public institutions	School boards, facility manager associations and authorities responsible for the decisions related to public services infrastructure, such as schools and healthcare.
Quantity surveyors	Persons or entities with expert knowledge on construction costs and contracts who/that provide services such as cost consulting, cost estimating, value determination, risk management, loan monitoring and calculation.
Research institutions	Private or public organizations that carry out research on wood-based products or building systems.



*The Confluence | Photo credit: Matthew Bolt Photography*

Corporate Office  
1200 - 1130 W Pender St,  
Vancouver, BC Canada V6E 4A4  
T 604 685 7507 | F 604 685 5373  
info@bcfii.ca | www.bcfii.ca



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