GROWING DEMAND
CREATING OPPORTUNITIES TO INCREASE LUMBER USE IN CONSTRUCTION

IN 2022, THE SLB:

- Generated 113 BF OF INCREMENTAL DEMAND for every $1 invested.
- Delivered more than 5.3 MILLION METRIC TONS OF CO\textsubscript{2} PRODUCED A CARBON BENEFIT OF 29 MILLION METRIC TONS OF CO\textsubscript{2} the equivalent of not burning 29,270 rail cars of coal.

SINCE 2012, THE SLB:

- Generated 11.8 BBF of total new demand with SLB investments.
- Generated an average of $45.58 in revenue for each $1 spent on SLB programs.

Produced a carbon benefit of 29 MILLION METRIC TONS of stored and avoided CO\textsubscript{2}.

106.6 MM BF of incremental demand.

19 STATES have adopted tall mass timber provisions to the 2021 IBC, in part with support from the AWC.

100% The surface area of mass timber ceiling that can be exposed in Type IV-B buildings up to 12 stories under the 2024 IBC as a direct result of AWC education and involvement.

Think Wood sent 512 Sales Qualified Leads (SQLs) to WoodWorks for project support or further nurturing in 2022, bringing the total number of leads transferred to 1,138 since 2019.

WoodWorks directly converted 465 light-frame and mass timber buildings, and influenced a total of 1,728 projects to choose wood, resulting in 869 MM BF of incremental lumber in 2022.

Think Wood and WoodWorks co-nurtured leads that led to 48 touchpoint projects breaking ground in 2022, representing 106.6 MM BF.

74% of projects that WoodWorks supported in 2022 used light-frame construction. 26% percent used mass timber, up from 21% in 2021.

50,000 Professionals, Students, and Educators engaged with the Think Wood Mobile Tour in 2022, during 12 tour stops that covered over 11,000 miles across the United States.

48 touchpoint projects

5,288 COURSES

LEARNERS COMPLETED

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48 touchpoint projects breaking ground in 2022, representing 106.6 MM BF.

The surface area of mass timber ceiling that can be exposed in Type IV-B buildings up to 12 stories under the 2024 IBC as a direct result of AWC education and involvement.