

GROWING DEMAND

CREATING OPPORTUNITIES TO INCREASE LUMBER USE IN CONSTRUCTION

IN 2022, THE SLB:

Generated
2 BILLION BOARD FEET (BBF)
of incremental demand.

Generated
113 BF OF INCREMENTAL DEMAND for every \$1 invested.

SINCE 2012, THE SLB:

Generated
11.8 BBF
of total new demand
with SLB investments.

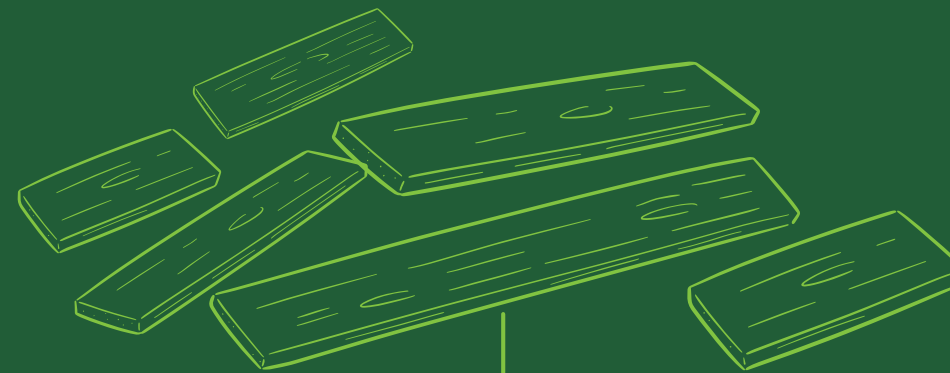
Generated an average of
\$45.58
in revenue for each \$1
spent on SLB programs.



Delivered more than
105,000
hours of education
to architects, engineers,
designers, developers,
contractors, and code officials
from SLB funded programs.

BY FACILITATING WOOD USE,

PRODUCED A CARBON BENEFIT OF
5.3 MILLION METRIC TONS OF CO₂
the equivalent of not burning
29,270 rail cars of coal.



Generated an average of
84 BF OF INCREMENTAL DEMAND for each \$1 invested.

Produced a carbon benefit of
29 MILLION METRIC TONS
of stored and avoided CO₂.



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.

19 STATES

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



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.

Think Wood and WoodWorks co-nurtured leads that led to

48 touchpoint projects

breaking ground in 2022, representing **106.6 MM BF**.



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.

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



LEARNERS COMPLETED

5,288 COURSES

a 22% increase from last year, surpassing goal by 8%.

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.

