



# Housing in British Columbia: A Blueprint for Change

PAVING THE WAY FOR SOLUTION THROUGH  
MISSION-DRIVEN INNOVATION

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## A Blueprint for Change

### Housing Transformation Begins Here

B.C. is at a critical juncture in housing. While addressing various aspects of the housing supply chain is critical, no single approach can fully solve the challenges we face in scaling housing production. The Housing Growth Innovation (HGI) Program plays a role in supporting broader efforts to develop smarter, faster, and more sustainable homes.

This initiative is driven by a clear, results-oriented mission: deploy technology, unite industry leaders, and scale up sustainable housing that meets today's needs while building for tomorrow. The path forward is straightforward:

- **Increase housing production** to keep pace with unprecedented demand.
- **Leverage advanced technology** to optimize and expedite the construction process.
- **Equip and expand the workforce**, fostering long-term careers and economic growth.
- **Stimulate local economies** through strategic construction and design investments.
- **Maintain affordability and sustainability** as non-negotiables in every project.

At the core of HGI are three pillars:

1. **Housing Growth Innovation Lab** – a crucible for big ideas and practical collaboration.
2. **Innovation Workshops & Regional Networks** – ensuring province-wide engagement and benefits.
3. **Mission Innovation Projects** – clearing barriers to progress through modular builds and digital-first designs.

This isn't just about managing a crisis—it's about reshaping the province's housing future. Everyone with a stake in B.C.'s prosperity has a role to play. The time to act is now.



## A Peak Behind the Blueprint

### MEET DIGITAL

DIGITAL is Canada's leader in accelerating the development and commercialization of **Canadian-made technologies** that tackle some of the biggest challenges facing our economy and society.

Our model combines **collaborative innovation** and **co-investment** to help Canadian businesses not only adopt and develop cutting-edge technologies but also grow a **skilled workforce** ready to fill the jobs of tomorrow's digital economy.

By bringing together **businesses, academia, communities, and government**, we tackle the challenges that no single organization can solve alone. Through **cross-sector collaboration**, we unlock the potential of Canadian industry—helping it lead and succeed on a global stage.

In November 2023, we launched the **Housing Growth Innovation Program**, bringing together collaborative teams to find new ideas, test what works, and build real solutions that grow B.C.'s construction sector. Together, we're building homes, growing the economy, and shaping our housing future.

# Framing Our Future

OUR MISSION PURPOSE:

## Why It's Time for a Fresh Take on Housing Challenges

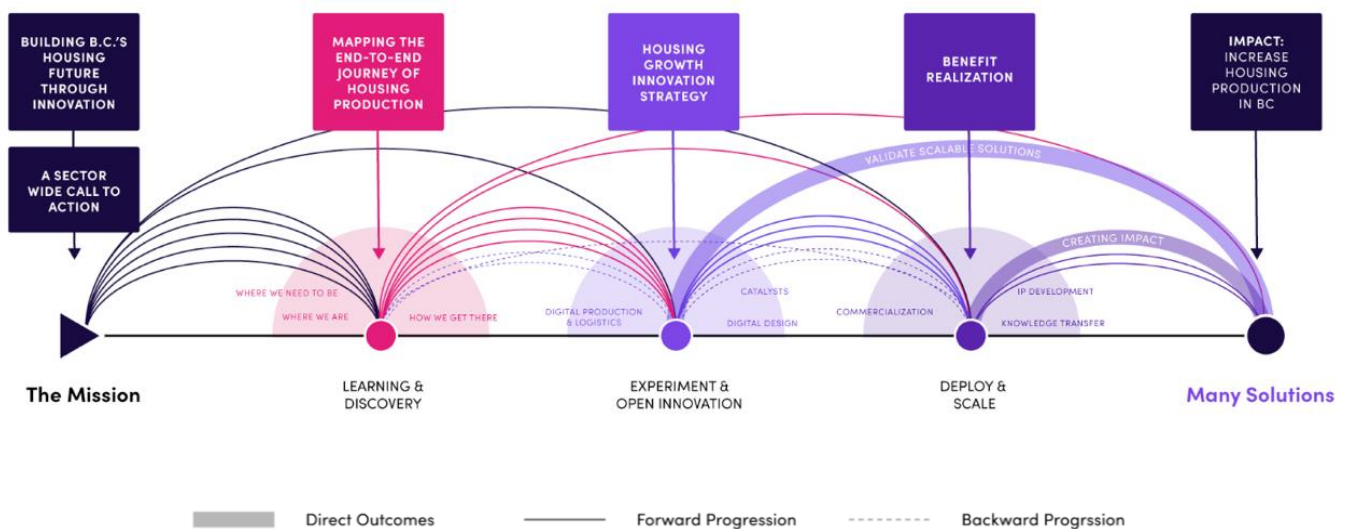
B.C.'s housing crisis is a complex, multi-faceted challenge. We're working to address it directly.

Enter **Mission-Driven Innovation (MDI)**—our blueprint for real change.

By uniting industries, communities, and leaders, MDI leverages cutting-edge technology and collaboration to drive smarter, faster, and more sustainable housing solutions. The objective is clear: ensure every community in B.C. has the tools to build the housing it needs.

This digital-first model addresses complex challenges like housing by fostering industry-wide collaboration and creating scalable, impactful solutions.

Mission Driven Innovation: How MDI Shapes Our Housing Growth Innovation Program



WE CAN'T DO IT ALONE

## Our Mission Statement: Advancing Industry-Wide Innovation

Housing is the cornerstone of community. Local businesses drive the builds, local workers sustain the growth, and local people transform neighborhoods into dynamic, thriving spaces. Through a Mission-Driven Innovation (MDI) approach, we empower these communities and spark change across the entire housing sector.

Now is the moment for B.C.'s builders, developers, and innovators to come together and redefine housing production. Collaborative innovation is key to making progress and reshaping the housing landscape.

- **Here’s how we see the way forward:**
- **Boost production** through scalable, tech-powered systems that elevate efficiency and meet growing demand.
- **Raise the bar** from 50,490 housing starts in 2023<sup>1</sup> to 65,000 annually, surpassing the five-year average of 45,497<sup>2</sup>.
- **Expand capacity** to manage 100,000 units under construction at any given time, ensuring B.C. stays at the forefront of housing innovation<sup>3</sup>.

The future of housing in B.C. hinges on bold, aligned action. With innovation at the core, we can ensure that every community has access to sustainable, affordable homes that support growth and prosperity. Let’s move forward—together.

## HOW DID WE GET HERE?

### Tracing the Roots of our Housing Crisis

The housing crisis in B.C. didn’t appear overnight—it’s the result of entrenched, systemic inefficiencies that have hampered progress for years. To move forward, we need a comprehensive understanding of the entire housing ecosystem, from regulatory bottlenecks to construction delays. This goes well beyond basic supply and demand.



<sup>1</sup> Statistics Canada. [Table 34-10-0126-01 Canada Mortgage and Housing Corporation, housing starts, under construction and completions, all areas, annual](#)

<sup>2</sup> [Housing Pipeline Statistics for British Columbia](#)

<sup>3</sup> **Target setting:**

Between 2019 and 2022, there were a total 44,114 housing starts, 68,052 under construction and 40,008 completions in B.C. In 2023, CHMC set a target of 930,000 housing units in BC by the year 2030 in order to restore some level of housing affordability. This means B.C. would have to complete 132,857 units per year for 7 years which is unrealistic given historical performance. We therefore propose a target of 100,000 housing units under construction per year.

Housing under construction (68,052) divided by housing starts (44,114) = 1.54. If we want to have 100,000 homes under construction, we need housing starts at about 65,000 per year. That is 15,000 more than 2023 (+30%) and 19,503 more than the current 5-year average (+33%).

## 1. WHERE WE STAND: A SEVERE HOUSING DEFICIT

Access to affordable housing in B.C. has become increasingly scarce. The current picture is stark:

- **Home Affordability:** It takes an average income of approximately \$100,000 to buy a home in B.C. In Vancouver, that figure jumps to \$250,000<sup>4</sup>, with wages struggling to keep up with the steep rise in home prices.
- **Rental Availability:** Vacancy rates have been stagnating at just 1% for over a decade, severely limiting options for renters across the province.
- **Homelessness:** In 2021, more than 26,000 people in B.C. experienced homelessness<sup>5</sup>, highlighting the urgency of the housing crisis.

The ripple effects are clear: this crisis impedes economic growth, strains infrastructure, and promotes urban sprawl—damaging both the environment and quality of life. With B.C.’s population expected to rise by 2.2 million by 2046, this situation will only worsen unless we act decisively.

## 2. A GROWING POPULATION, A STRUGGLING SUPPLY CHAIN

With B.C.’s population projected to grow by 2.2 million people by 2046—a 41% increase<sup>6</sup>—the housing shortage will only get worse without immediate action. The loss of affordability doesn’t just hurt individuals—it holds back economic growth, strains infrastructure, and drives urban sprawl, harming the environment.

- **National Need:** Canada must build 3.1 million homes by 2030<sup>7</sup> to close the housing gap.
- **B.C.’s Challenge:** B.C. faces a more severe crisis, requiring builders to triple their current construction rate to meet projected demand for 2030.
- **2023 Housing Starts:** B.C. saw 50,490 housing starts in 2023, but this needs to rise to 65,000 annually.
- **Construction Capacity:** By 2030, B.C. will need to manage 100,000 units under construction simultaneously.

## 3. CONSTRUCTION INEFFICIENCIES: THE CORE ISSUE

The heart of provincial housing shortages lie in a fragmented and inefficient construction sector. Globally, productivity in construction has stagnated, and B.C. is no exception:

- **Cost Overruns:** 85% of construction projects go over budget, with an average cost overrun of 28%. Only 31% of projects came within 10% of their budget<sup>8</sup>.
- **Small Business Dominance:** In Canada, 69% of construction firms have fewer than five employees. B.C. alone hosts over 24,000 residential construction businesses<sup>9</sup>, most of which are small or micro-enterprises.

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<sup>4</sup> <https://www.vancouverisawesome.com/real-estate-news/income-needed-to-afford-a-home-in-bc-rises-by-16995-in-august-2023-7588978>

<sup>5</sup> <https://news.gov.bc.ca/releases/2023HOUS0179-001995>

<sup>6</sup> BC government forecasts total population to increase from 5,519,013 in 2023 to 7,787,804 in 2046  
<https://bcstats.shinyapps.io/popApp>

<sup>7</sup> <https://www.pbo-dpb.ca/en/news-releases--communiqués-de-presse/13-million-more-housing-units-will-be-required-to-close-canadas-housing-gap-by-2030-according-to-the-pbo-selon-le-dpb-13-million-de-logements-de-plus-seront-necessaires-si-lon-veut-combler-les-lacunes-en-matiere-de-logements-au-canada-dici-2030>

<sup>8</sup> <https://www.propelleraero.com/blog/10-construction-project-cost-overrun-statistics-you-need-to-hear/>

<sup>9</sup> <https://ised-isde.canada.ca/app/ixb/cis/businesses-entreprises/2361>

- **Innovation Deficit:** Less than 1% of revenue in the construction industry is allocated to R&D<sup>10</sup>, leaving firms behind the curve when it comes to adopting new technologies.

The industry's fragmented nature exacerbates these issues. Projects often involve multiple small businesses with little knowledge transfer between them, creating barriers to innovation.

#### 4. FINANCIAL PRESSURES AND LABOUR SHORTAGES

The construction sector is also contending with mounting financial and workforce challenges:

- **Rising Interest Rates:** Inflation remains around 3%,<sup>11</sup> and borrowing costs are at a 22-year high<sup>12</sup>, increasing the financial burden on new developments.
- **Labour Shortages:** B.C.'s construction sector employs 229,000 people<sup>13</sup>, or 1 in 12 British Columbians. Of these 31,743 workers focus on single-family and small structures<sup>14</sup>, while over 100,000 specialty trade contractors<sup>15</sup> move between housing and other sectors. In addition, around 38,000 of these workers are expected to retire within the next decade<sup>16</sup>.
- **Skills Gap:** To offset these retirements, Labour productivity must increase by 60%<sup>17</sup>, requiring significant investment in upskilling and attracting new talent<sup>18</sup>.

#### 5. ENVIRONMENTAL AND REGULATORY CHALLENGES

Environmental and regulatory demands add further complexity:

- **Carbon Emissions:** Buildings in B.C. are a major source of carbon emissions. Under 2023 changes to the B.C. Building Code, reducing emissions by over 20% per home is essential to meet the province's Net Zero targets by 2032.
- **Rising Costs:** Construction costs in Metro Vancouver increased by 7.2% year-over-year in Q3 2023<sup>19</sup>. With rising material prices, development charges, and a competitive labour market<sup>20</sup>, costs must be cut by around 50% to keep housing prices aligned with inflation.<sup>21</sup>
- **Regulatory Complexity:** Builders face a maze of regulations, navigating bylaws from 161 municipalities, 27 regional districts, and over 200 First Nations, each with its own development codes, adding significant complexity, delays, and costs to housing projects.

#### 6. SYSTEMIC BARRIERS TO PROGRESS

Beyond immediate pressures, systemic issues further hinder progress:

- **Short-term Focus:** The construction industry's inevitable project-driven approach leaves little room for long-term strategic innovation.

<sup>10</sup> <https://www.mckinsey.com/capabilities/operations/our-insights/imagining-constructions-digital-future>

<sup>11</sup> <https://www150.statcan.gc.ca/n1/daily-quotidien/240116/dq240116a-eng.htm>

<sup>12</sup> <https://www.bankofcanada.ca/rates/banking-and-financial-statistics/posted-interest-rates-offered-by-chartered-banks>

<sup>13</sup> BC Construction Association StatPack 2024. <https://bccasn.com/bc-construction-industry-spring-2024-stat-pack-and-survey-report>

<sup>14</sup> Statistics Canada. Table 14-10-0202-01 Employment by industry, annual. <https://doi.org/10.25318/1410020201-eng>

<sup>15</sup> Ibid.

<sup>16</sup> BC looks to build faster, cheaper rental homes, Sep 2023

<sup>17</sup> <https://www.ngen.ca/funding/advanced-manufacturing-homebuilding-challenge>

<sup>18</sup> <https://www.ngen.ca/funding/advanced-manufacturing-homebuilding-challenge>

<sup>19</sup> <https://www150.statcan.gc.ca/n1/daily-quotidien/231101/t001f-eng.htm>

<sup>20</sup> Housing construction crisis ahead, Sep 2023

<sup>21</sup> <https://www.ngen.ca/funding/advanced-manufacturing-homebuilding-challenge>

- **Slow Feedback Loops:** Housing projects take years to complete, and inefficiencies are often identified too late, causing further delays.
- **Bottlenecks:** Accelerating one aspect of housing, such as construction speed, can strain the supply chain, raising material costs and curbing demand.

## The Path Forward: Closing the Gap

The housing shortage is a deep-rooted problem that cannot be fixed with superficial solutions. Even with process improvements, the current capacity of B.C.'s construction sector—and Canada's as a whole—falls short of meeting future demand. To bridge this gap, we must tackle the systemic challenges head-on, building a more sustainable and affordable future for every community in the province.



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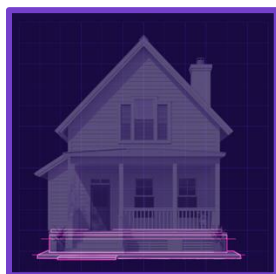
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## Where We Need to Be

### Transforming the Housing Industry to Meet Demand

Addressing housing challenges requires more than small, incremental fixes—it demands a bold, systems-level approach. To truly meet the needs of every community, we must move beyond isolated projects and focus on building an ecosystem that drives long-term growth. Local businesses need to lead the charge in housing production, job creation must flourish, and streamlined processes must ensure that projects move swiftly and efficiently. B.C.’s future depends on solutions that not only meet demand but also strengthen economic resilience, foster community engagement, and ensure affordability.



MEETING HOUSING NEEDS WHILE ENSURING AFFORDABILITY

- Local businesses leading housing production to fuel economic growth and community engagement.
- Well-paying jobs in construction to boost local economies and create strong career prospects.
- Efficient project oversight to meet demand through streamlined review, approval, and construction processes.



POSITIONING B.C. AS A GLOBAL LEADER IN HOUSING DEVELOPMENT

- Build a skilled, diverse workforce by reskilling and attracting new talent, ensuring a commitment to safety and innovation.
- Standardize and streamline construction processes across regions, while allowing for local variations to scale housing production.
- Deliver timely, high-quality projects on time, on budget, and to the highest environmental and quality standards.
- Strengthen B.C.’s economy by expanding export opportunities and supporting industries like forestry to drive sustainable growth.



THE FOCUS AREAS TO KEEP B.C. AT THE FOREFRONT

- Agile, scalable supply chains to support diverse housing types, reduce inefficiencies, and lower costs.
- Workforce development and reskilling to ensure a skilled, diverse, and safe labour force.
- Innovative business models to make building, buying, and renting homes more accessible.
- Data-driven regulatory reforms to speed up project approvals and eliminate bottlenecks.
- Increased R&D investment for net-zero energy retrofits, climate resilience, and construction innovation.
- Affordable housing for first-time buyers, students, and seniors to meet the needs of all residents



The solution to the housing crisis lies in embracing comprehensive strategy—incorporating scalable supply chains, cultivating a skilled workforce, and supporting innovative business models. By looking beyond immediate pressures and focusing on sustainable, long-term growth, B.C. can position itself as a leader in housing development. The path forward is clear: elevate the housing industry to fuel thriving local economies, create resilient communities, and build a foundation for a prosperous future.

**BUILDING SMARTER**

## Tech Innovations in Housing

Harnessing advanced technologies is critical to transforming the housing sector in B.C. By integrating cutting-edge tools, we can streamline construction, improve sustainability, and dramatically increase efficiency. The following technology priorities are driving this transformation:

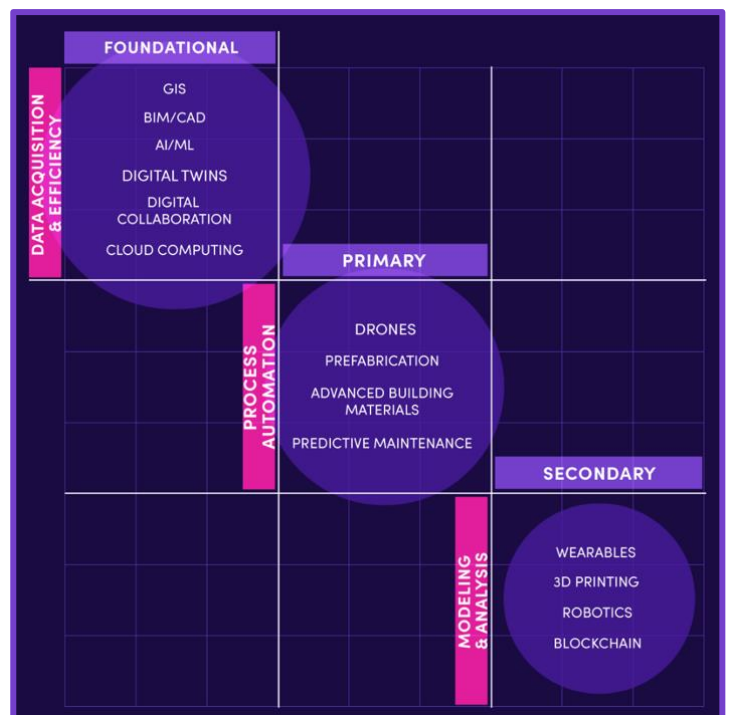
1. **Strengthening Foundational Technologies:** Tools like digital twins, cloud-based collaboration, and GIS are optimizing supply chains and project coordination, making housing production more seamless.
2. **Digitizing Development Processes:** Automating building codes and policies speeds up the transition from blueprint to build, enhancing both accuracy and efficiency.
3. **Utilizing Generative AI:** AI is revolutionizing design, planning, and production, delivering smarter, faster housing solutions.
4. **Adopting Advanced Materials:** Innovations like self-healing concrete and eco-friendly insulation are creating durable, sustainable homes aligned with B.C.’s climate goals.

**The Technology Development Map** outlines how these key tools, categorized by their impact and function, are driving efficiency, automation, and innovation across the housing sector.

Integrating technological advancements with workforce development is crucial to meeting B.C.’s future housing needs. By digitizing processes, incorporating automation, and improving transparency, we can accelerate production and boost efficiency. These innovations, combined with a skilled workforce, will elevate the quality of housing while driving affordability and sustainability.

Prioritizing innovation at every stage—from design to construction—ensures that our housing system remains resilient and adaptable to evolving challenges. By embracing advanced technologies and empowering workers, we’re not just building homes—we’re crafting a sustainable, efficient future for communities across the province.

**Technology Development Map**

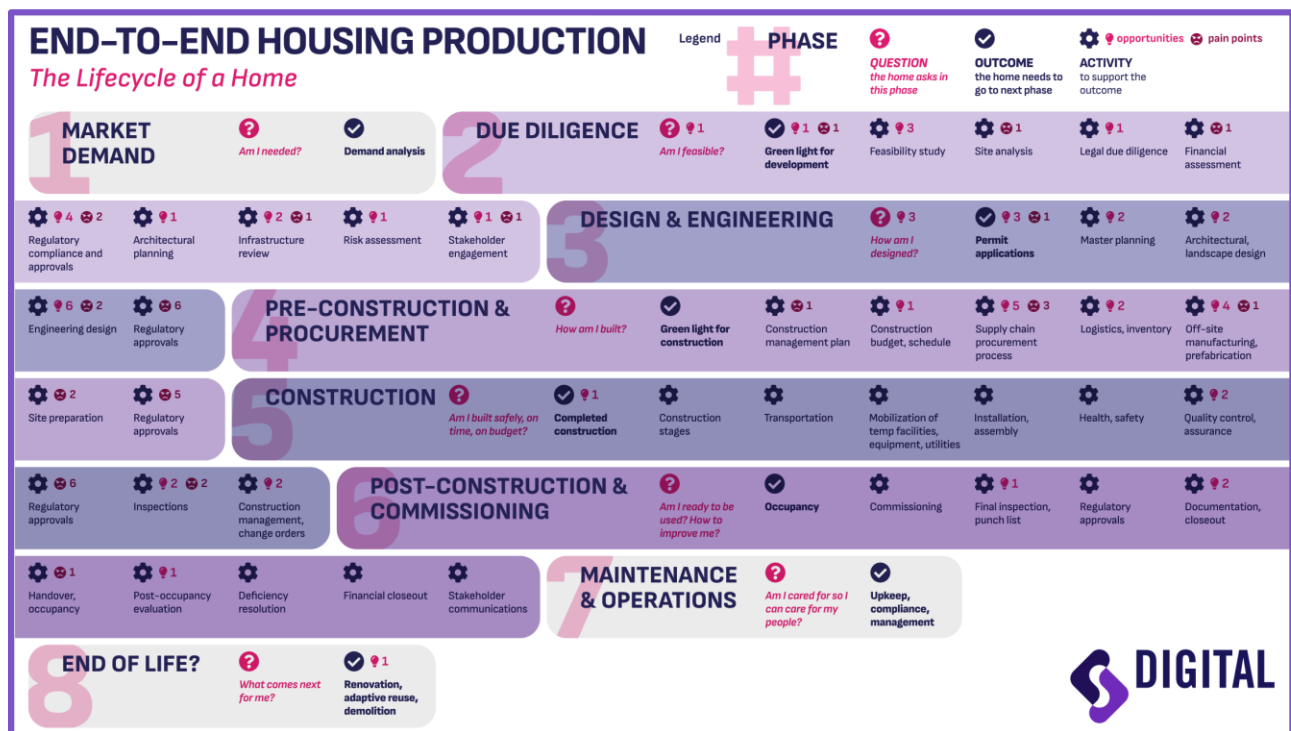


## End-to-End Housing Production

Building homes isn't a one-size-fits-all process. Achieving our housing goals demands more than good intentions—it requires a well-defined strategy that addresses every phase of production. By mapping out the entire journey, we can identify systemic improvements, prioritize critical projects, and allocate resources with precision.

The **End-to-End Housing Production Framework** addresses this need. Developed in collaboration with industry leaders, it offers a standardized approach that simplifies the complex housing landscape, from single-family homes to high-rises. It fosters clear communication and collaboration across the board.

End-to-End Housing Production



Adopting this framework opens up opportunities to identify innovative solutions, test new ideas, and understand how decisions impact the broader housing ecosystem. It's the structure needed to efficiently scale housing production and turn current challenges into tangible progress.

## Building a Workforce Ready for Housing Needs in B.C.

Addressing the housing crisis requires a skilled and adaptable workforce, particularly with 20% of the current Labour force set to retire in the next decade. Investing in workforce development is essential to closing the Labour gap, fostering diversity, and equipping workers to embrace new technologies. The **Workforce Development Map** is our strategic plan to help support a workforce capable of meeting B.C.'s growing housing demands.

Developing a future-ready workforce is pivotal to solving housing challenges. By focusing on reskilling, leadership development, and innovation, we're helping tackle immediate shortages while laying the groundwork for sustainable, long-term growth. A strong, diverse workforce will enable the housing sector to meet demand efficiently, ensuring B.C.'s communities have the homes they need today and in the years to come.

### Workforce Development Map



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# Housing Growth Innovation Program

## A New Strategy For Housing in B.C.

The Housing Growth Innovation (HGI) Program is designed to contribute to accelerating housing production in B.C. by focusing on three strategic areas. These priorities drive collaboration, experimentation, and innovative construction methods, all aimed at increasing housing production and boosting B.C.'s economy.

The program is structured around three key components:

- **Housing Growth Innovation Lab/Network:** This hub is the engine of innovation, bringing together stakeholders from various sectors to foster open collaboration and experimentation. It shapes new ideas and approaches that redefine housing development.
- **Innovation Design Workshops:** These workshops take bold ideas and turn them into practical solutions. By facilitating collaboration and problem-solving, they ensure that innovation translates into real-world benefits for every region in B.C.
- **Mission Innovation Projects:** This project portfolio focuses on advancing housing design, production, and construction. By testing new methods and exploring innovative solutions, these projects aim to address barriers that slow housing production.

### The Benefits of Housing Growth Innovation



- **New Housing Stock:** Expanding the number of homes to meet increasing demand and support growing communities.
- **Integrated Digital Supply Chains:** Using technology to streamline the supply chain, ensuring faster, more efficient housing production.
- **Growing B.C.-Based Companies:** Supporting local companies involved in housing construction and innovation to stimulate the provincial economy.
- **Enhanced Job Opportunities:** Creating new jobs and advancing career opportunities in construction and related fields through innovation and reskilling.
- **Thriving Local Economies:** Strengthening local communities by boosting the housing sector and supporting industries connected to it.

## Bringing Everyone Under One Roof

In B.C.'s fragmented construction landscape, **DIGITAL's Housing Growth Innovation Lab and Network (HGI Lab)** is a catalyst for collaboration, experimentation, and innovation. It provides a neutral and secure space where stakeholders from across industries can work together to address housing challenges in new and creative ways. While this approach is familiar in other sectors, it's a fresh concept for the housing industry.

### Key Functions of the HGI Lab:

- **Open Innovation:** Breaking free from internal R&D, the HGI Lab embraces open innovation, a critical approach for a construction sector dominated by small and medium-sized enterprises (SMEs). By welcoming external partnerships, the Lab fosters creativity and cooperation to tackle housing crisis head-on.
- **Building Sector Connections:** The Lab bridges the gap between public, private, academic, and global organizations, creating a robust network of industry experts. These connections help drive better housing outcomes through shared knowledge and collaboration.
- **Regional Focus with a Broad Reach:** To ensure maximum provincial impact, the Lab organizes four regional groups aligned with B.C.'s key economic areas: Lower Mainland/Southwest, Northern B.C., Interior B.C., and Vancouver Island/Coast. Additionally, an Indigenous-focused group works to ensure inclusivity and access to housing opportunities for Indigenous communities.
- **Knowledge Sharing Hub:** Acting as an epicenter for workshops, research, and insights, the Lab keeps the sector informed with updates on events, new project announcements, funding opportunities, and program launches.

By providing a platform for innovation and collaboration, the HGI Lab is positioning B.C. as a leader in housing development. It fills resource gaps and fuels progress through regional initiatives and inclusive, forward-thinking practices.

## Strengthening Partnerships

At the heart of solving housing challenges is collaboration. Our **Innovative Design Workshops** are designed to do just that—bring together organizations of all sizes to collaborate, share ideas, and create actionable solutions. The goal is simple: build a tech-savvy workforce, rethink traditional approaches, and foster partnerships that can move quickly to implement real change.

### Key Highlights of the Workshops

99+

#### Diverse Participation

Participants from various industries, creating a melting pot of ideas



#### AI-Powered Innovation

Leveraging AI tools like Copilot to accelerate design and build tech-driven solutions for housing.



#### Leadership Insight

Combining public policy and industry perspectives in a solutions-oriented space.



#### Expanding Networks

Targeted sessions to foster collaboration between different sectors, building partnerships beyond housing.



#### Shared Learnings

Contributions and shared insights fuel broader sector improvements and ongoing innovation.



#### Building Momentum

Generating a new wave of proposals and projects through feedback-driven workshops.

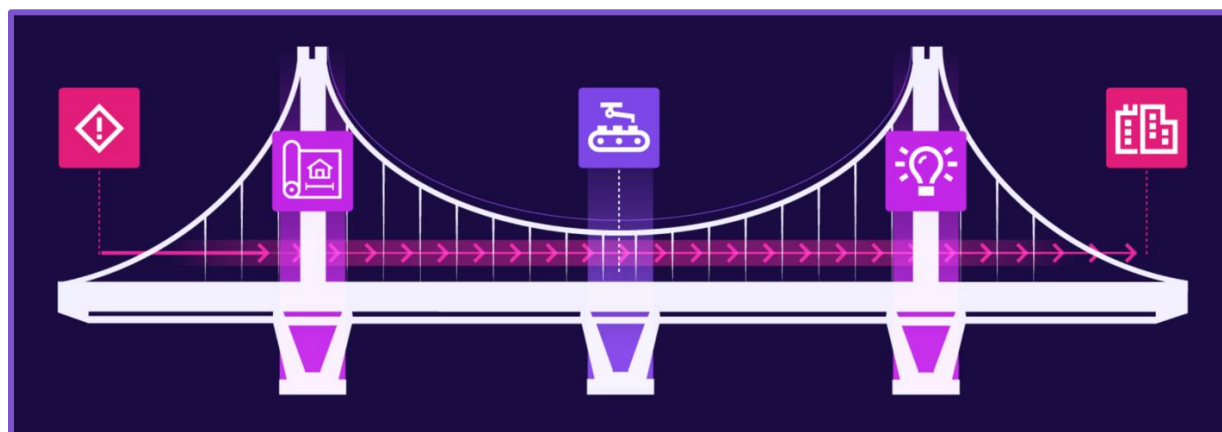
Launched in **May 2024**, these workshops challenge the status quo, bringing practical solutions to the table and fostering an ecosystem where every organization involved can learn, grow, and collaborate for the future of housing in B.C.

## Collaborative Problem Solving

Our housing challenges demand more than just solutions—they require transformation. DIGITAL’s Collaborative Mission Innovation Projects are built on three pivotal pillars—Digital Design, Digital Production & Logistics, and Catalysts. These pillars are reimagining how we build homes, creating a future where innovation breaks through long-standing barriers. By reshaping every aspect of the housing process, from design to delivery, we are forging a path toward a scalable, sustainable future that meets the urgent needs of communities across B.C.

Think of these three pillars as the support system for our housing future—a bridge that spans the gap between today’s challenges and tomorrow’s solutions, connecting innovation to real-world impact.

The Pillars of Collaborative Mission Innovation Projects



Roadblocks	Digital Design	Digital Production & Logistics	Catalysts	Solutions
Affordability challenges	This pillar speeds up housing development by creating modular, regulatory-ready designs, turning homes into products that can be built quickly and affordably	Using digital tools and automation, this pillar transforms the housing supply chain into an efficient, interconnected process, from start to finish.	Catalysts identify pressure points and develop rapid solutions through workshops and testing, ensuring that growth barriers are swiftly overcome.	Affordable
Inefficiencies				Efficient
Resource Constraints				Sustainable housing for all communities in B.C.

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# Innovation in Action

## Our Mission Innovation Projects

The cohorts drive key phases in our strategy, each pushing forward progress to transform the housing industry. Each cohort is a focused initiative, advancing different aspects of housing production, technology adoption, and workforce development. These phases are designed to build on one another, driving incremental progress while addressing critical challenges in the housing sector.

Cohort 1 (Closed)	Cohort 2 (Closed)	Cohort 3 (TBC)
<p>Established a set of foundational projects for the portfolio. Themes included:</p> <ul style="list-style-type: none"><li>Generative design for master plans that drive optimal housing design and approval.</li><li>Utilization of regional integrated mass timber production for industrialized housing kits.</li><li>Integrated supply chain solutions.</li><li>Digitally powered inspection management and compliance.</li></ul>	<p>Focused on optimizing supply chain performance and utilizing advanced production technologies to increase housing output:</p> <ul style="list-style-type: none"><li>Regulatory-Ready Designs</li><li>Modular Construction</li><li>Prefabricated Components</li><li>Automated Production</li><li>Supply Chain Coordination</li><li>Multiplex Developments &amp; Multifamily Housing</li><li>Scalable Innovations</li></ul>	<p>Will focus on knowledge mobilization, adoption strategies, and training and workforce development.</p>

### TURNING PLANS INTO IMPACT

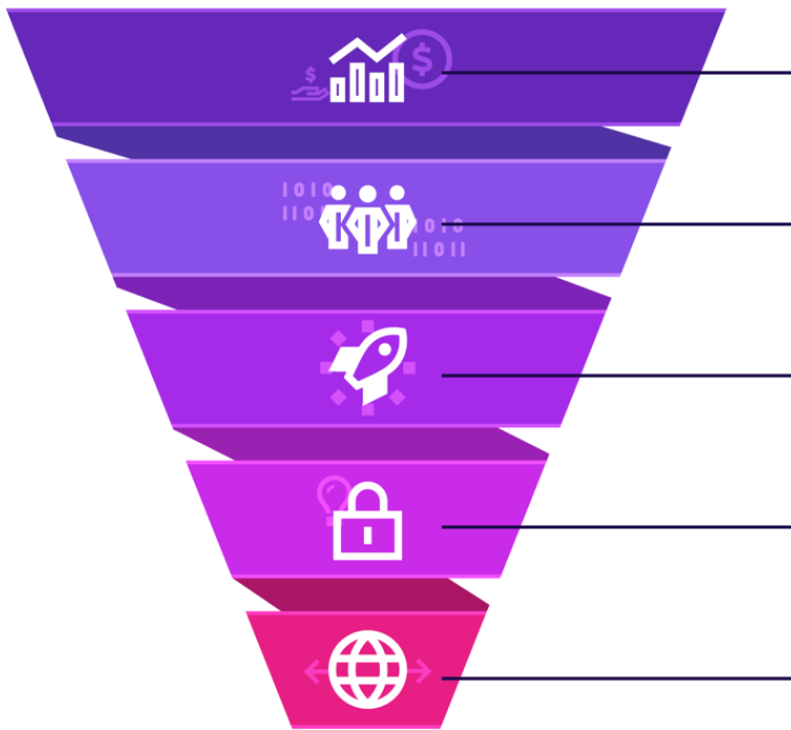
## Be A Part of the Solution

In a time when innovative housing solutions are essential, our deploy and scale strategy ensures bold ideas translate into real-world impact. But how do we ensure these innovations make an impact across industries and communities? By combining commercialization, IP development, and knowledge transfer, we contribute to solutions that can extend beyond B.C.

**DIGITAL** unites academia, businesses, community leaders, and government agencies to confront housing’s biggest challenges. Our collaborative model—focused on Canadian IP creation and results-driven co-investment—unlocks the potential for Canadian industries to lead in the digital age.



## Impact Funnel



### 1. Investment Attraction

We aim to raise a \$12M–\$15M portfolio by matching \$6M in challenge project funding with private industry investments, focusing on housing solutions with global potential.

### 2. Engagement

We track teams adopting digital tools for design and logistics, monitoring projects that accelerate innovation and can scale solutions across regions.

### 3. Accelerate Rollout

We accelerate the rollout of successful projects, ensuring other regions can replicate BC's housing innovations and benefit from the solutions.

### 4. Encourage IP Creation

We protect housing innovations with patents and licenses, driving economic growth and positioning BC as a global leader in housing innovation.

### 5. Expand Replication

We share housing insights and innovations globally, inspiring other regions to adopt and scale similar solutions.

## Continuous Improvement

### THROUGH KNOWLEDGE AND INNOVATION

Our knowledge-sharing strategy is the backbone of driving continuous improvement in the housing sector. By benchmarking global best practices and sharing productivity-boosting innovations, we're not just keeping up—we're setting the pace.

A dedicated microsite will provide real-time updates on the latest breakthroughs, lessons learned, and new ideas being tested, acting as a dynamic hub for collaboration. Stakeholders can connect, share insights, and leverage these advancements to tackle housing challenges head-on. **Open dialogue ensures our efforts stay aligned with real-world needs. By equipping organizations with the right tools, we're empowering them to overcome obstacles and lead meaningful change.**

## Innovation Built to Last

DIGITAL's Deploy and Scale approach isn't just about launching projects—it's about evolution, scale, and impact. From investment to commercialization, we're driving innovations that will redefine the housing landscape. It's time to turn this blueprint into homes, solutions, and lasting opportunities—one scalable innovation at a time.

### READY TO BUILD THE FUTURE?

The housing transformation hinges on collaboration. Whether you're a leader, an innovator, or a builder, now is the time to get involved. The strategies outlined here are just the beginning—it's time to turn these ideas into action. Let's streamline solutions, accelerate innovation, and push the limits of what's possible in our housing sector.

Together, we're not just solving housing challenges—we're shaping the future.



**Amy Vilis, Director of Housing Growth Innovation, DIGITAL**

## About The Author

As Director of Housing Growth Innovation at DIGITAL, Canada's Global Innovation Cluster for digital technologies, Amy leads programming aimed at accelerating housing production capacity in British Columbia. The Housing Growth Innovation program fosters digital transformation, cross-sector partnerships, and workforce development in the housing sector. Amy holds an MBA from Royal Roads University and is known for spearheading transformative projects that enhance efficiency in public and nonprofit sectors. Prior to DIGITAL, Amy worked for the City of Vancouver, managing affordable housing development and digitizing housing and permit processes.

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Headquartered in Vancouver, B.C., we acknowledge we are on the unceded and ancestral territories of the Xʷməθkʷəy̅əm (Musqueam), Sḵwx̱wú7mesh (Squamish) and Sel̓il̓wítulh (Tsleil-Waututh) Nations. As a pan-Canadian organization, DIGITAL additionally operates on the ancestral and unceded territory of the Inuit, Métis and First Nations peoples who share and steward these lands.