



Major partners



An initiative of



Association québécoise de la quincaillerie et des matériaux de construction

Supported by



Media partners



Ottawa, April 7, 2025

Build More, Build Better, Build Canadian

Mr. Yves-François Blanchet, Leader of the Bloc Québécois
Mr. Mark Carney, Leader of the Liberal Party of Canada
Ms. Elizabeth May, Co-Leader of the Green Party of Canada
Mr. Pierre Poilievre, Leader of the Conservative Party of Canada
Mr. Jagmeet Singh, Leader of the New Democratic Party

Dear Party Leaders,

The election campaign is being polarized by the unpredictable and, at times, threatening temperament of the president of our neighboring country—our main client and supplier.

However, this context must not overshadow another structural crisis: the housing crisis. We must **build more**.

The historic housing shortfall is being compounded by a rising demand fueled by strong population growth, while the pace of construction is not increasing at a sufficient rate. According to the Canada Mortgage and Housing Corporation, 3.5 million additional housing units will be needed by 2030—on top of already planned projects—in order to restore affordability in the real estate market.

Around 11% of Canadian households live in core housing need—a reality that is difficult to accept in a country as prosperous as ours.

On top of this, there is an urgent need to renovate the existing housing stock. Many homes require major repairs to meet today's standards for safety, health, and energy efficiency.

Unfortunately, current programs and tax policies in Canada do not sufficiently encourage renovations or the conversion of existing buildings into residential units. This is a major barrier to improving our built environment.

This leads us to our second imperative: **build better**.

Canada has committed to achieving net-zero emissions by 2050. The building sector accounts for approximately 13% of direct greenhouse gas emissions, a figure that climbs to nearly 30% when including so-called “embodied” emissions from the production and transportation of materials.

Finally, an obvious strategic lever: **build Canadian**.

In today's context of trade tensions, prioritizing local procurement in housing construction would provide significant economic benefits and a politically advantageous stance.

We must encourage homeowners and developers to favor durable, high-performance materials that are designed and manufactured as close as possible to where they are used—in other words, products certified “Well Made Here.”

This is how we can build more quickly, reduce pollution and waste in the construction sector, and stimulate the local economy through manufacturing jobs and the vitality of community-based hardware and renovation centres. We therefore ask three questions of the political parties in this election:

1. What are your proposals to **close the gap between supply and the needs for both new and renovated housing?**
2. What are your proposals to encourage the **adoption of durable materials** that may cost more upfront but are more sustainable and environmentally responsible in the long term?
3. What are your proposals to support the large-scale deployment of the **“Well Made Here”** initiative?

The manufacturing and retail ecosystem for residential construction materials is the most vertically integrated in the country: it is possible to build or renovate a house from basement to attic using only materials produced in Canadian factories.

Now is the time for the federal government to fully support our industry to accelerate construction projects, meet climate targets, and reduce our dependence on the United States.

Please accept, dear Party Leaders, my sincere thanks for your political engagement. I look forward to reading and hearing your responses on the topic of housing.



Richard Darveau
President and CEO

About Us

“Well Made Here” is a federally chartered non-profit organization that promotes building materials and hardware products manufactured in Canada and compliant with current standards. Its 215 manufacturer members operate more than 275 plants across eight provinces. Nine partner banners represent over 2,000 affiliated hardware stores and renovation centres. Together, these companies employ 375,000 people (2% of the country's total workforce) and generate \$64 billion in revenue (3% of Canada's GDP).