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Ottawa, July 22, 2025

The Honourable Mélanie Joly

Minister of Industry

House of Commons

Ottawa, Ontario K1A 0A6

Subject: "*Canadians: From Basement to Attic!*"

Dear Minister Joly,

We are pleased to bring to your attention a bold and unifying project at the crossroads of Canadian culture, economy, environment, and identity. The proposed television series, entitled "*Canadians: From Basement to Attic!*", is designed to showcase Canadian manufacturing talent, promote responsible local purchasing, and foster national pride in our residential construction industry.

Spread over **13 bilingual episodes**, the show will follow two teams of builders as they compete to construct a complete house using only hardware items and construction materials certified by the "*Well Made Here / Bien fait ici*" program, which currently brings together more than **225 Canadian manufacturing companies**. Teams will face strict deadlines and budget constraints, and the winning team will be the one that comes closest to building a 100% certified Canadian home.

The project has already received enthusiastic support from **major national hardware chains**. A strong digital presence is also planned, including replays and technical content published across social media and streaming platforms, making the project both educational and entertaining for professionals and the broader public alike.

This initiative aligns closely with the priorities expressed by Prime Minister Carney, particularly in matters of **economic sovereignty, industrial revival, secure supply chains**, and the **current housing crisis**. By highlighting construction materials made in Canada, the show will help reinforce our national self-sufficiency, support regional employment, and encourage a revitalized, proximity-based economy.

There is also a compelling **environmental dimension**: by favouring locally manufactured products over imported ones, we not only reduce transportation costs and delivery times, but more importantly, we help **lower greenhouse gas emissions** linked to global shipping. This reduction in our carbon footprint is consistent with the Government of Canada's goals in sustainable development and climate action.

In addition, at a time when access to affordable housing is a national concern, this project has a valuable educational role to play. It offers a hands-on demonstration of how to build efficiently and sustainably, with local materials that meet both standards and budgets. It also celebrates the trades and manufacturing professions essential to our recovery and long-term prosperity.

We believe that this project aligns closely with your department's objectives for **regional economic development**, while also having a positive impact on **official languages**, the fight against **climate change**, and the promotion of **Canadian know-how**. With a **total production budget of \$5 million**, we respectfully request a **\$1 million contribution from the Government of Canada**. This investment would act as a crucial lever, attracting additional private and broadcasting partners and reinforcing the project's credibility and reach.

We would be honoured to present this promising initiative in more detail at your convenience. We are confident that this project embodies the creativity, responsibility, and excellence that define Canada—while speaking to Canadians in both official languages.

Thank you sincerely for your attention to this proposal. We remain at your full disposal for any further discussion.

Yours respectfully,



Richard Darveau
President and CEO
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CC
Honorable Steven Guilbeault, Minister of Canadian Identity and Culture