Canada and Germany

Building Faster, Smarter, and More Sustainably Together

Alex Watson • Trade Commissioner, Embassy of Canada to Germany • April 2026

Two countries, one crisis

1.4M

Germany: housing unit shortfall today

≈450k/yr

Canada: units needed annually to restore affordability

IN THE NEWS

DE GERMANY — Berliner Zeitung, Mar 2026

Wohnungsbau bricht massiv ein: „Wenn wir nicht anders bauen, bauen wir bald gar nicht mehr“

CA CANADA — Globe & Mail / CBC, Feb 2026

"CMHC warns housing starts running 40% below what is needed to restore affordability by 2030.

Same constraints, different systems

Labour gaps · Rising costs · Slow approvals

Indicator	DE Germany	CA Canada
Completions trend	**–14% in 2024; permits at 2010 low**	Must nearly double to 430–480k/yr
Labour costs	Fachkräftemangel deepening	**More than 40% increase since 2020**
Rental pressure	**Rent in Berlin +69% since '16**	Acute affordability crisis in all major cities

The real problem

PILOT PURGATORY

The technology exists.

The pilots exist.

What’s missing is the architecture to turn pilots into standard operating practice

Build Canada Homes

Federal procurement de-risking modern methods at scale

$13B
Federal commitment

–50%
Timeline target

–20%
Cost + emissions targets

Centre for Housing Innovation

Six-month accelerator to commercialise housing technology — DMZ, Toronto Metropolitan University

$85M
Cohort 1 project proposals

600+
Buildings onboarded

14
Companies supported · 200 trained

A closed loop that scales

Demand at the top · Commercialisation in the middle · Delivery at scale

Track 1: Build Canada Homes

Federal procurement demand signal · $13B · Sept 2025

→

Track 2: Centre for Housing Innovation

Six-month commercialisation accelerator · DMZ Toronto · FedDev funded

→

Delivery at Scale

BCH creates demand. CHI creates supply. The loop reduces first-mover risk and drives standardisation.

Playbook

Industrialised Construction

Speed · Labour · Low-carbon materials


Promise Robotics

Automation to unlock capacity

Promise Robotics + Mattamy Homes — Canada's largest family-owned homebuilder

2×
Output with the same labour

60%
Faster construction

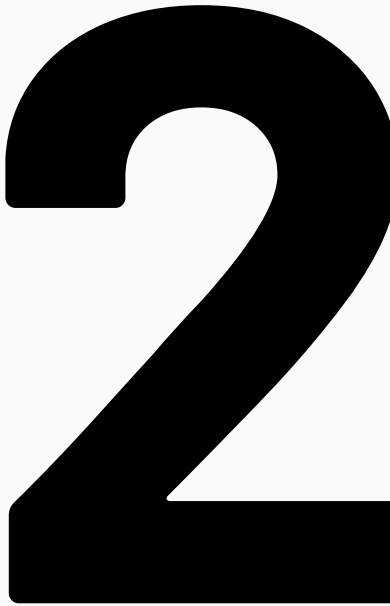
FaaS
Factory-as-a-Service model

Robotic manufacturing for wall, floor, and roof panels. Any typology — not a single standard product.

Playbook

Measurable Sustainability

Not a badge. A contract and a dashboard.



Concrete is one of the biggest levers

Concrete ≈ 8% of global CO_2 emissions

10M

Truckloads of CarbonCure concrete poured globally

750k t Saved to Date

CarbonCure – Halifax, Nova Scotia

- Injects captured CO_2 into fresh concrete during mixing — it mineralises permanently
- Concrete is **stronger** with less cement, so it costs **less** — not more
- Installs in **existing plants**; no new facility required
- Operating in plants across **24+ countries**

Sustainability that survives

Tie metrics directly to cost, risk, and financing

Pakville

- Structural panels from **recycled plastic**
- Replaces 8 traditional building materials
- Build time: months → **weeks**
- Costs down ~**35%** · 400-year lifespan

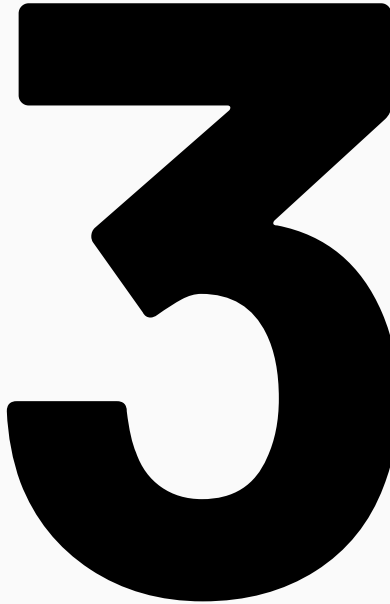
Pomerleau

- **70%** of 2024 revenue = sustainability projects
- Scope 1+2 down **15%**; target 40% by 2030
- 72% of residual materials diverted from waste

Playbook

From data to decisions

New build versus existing stock



Levven – smart-ready without added complexity

Wire-free switching designed for residential construction

Why builders care

- No switch-leg wire required between switch and load
- Reduces trade coordination, wiring labour, and wall penetrations
- Panels close faster and homes are smart-ready at handover

Scaling logic

- Fits existing residential workflows rather than adding a new layer of site complexity
- Schneider Electric Canada partnership expands distribution reach
- Lesson: digital capability scales only when installation friction falls

Adaptis — decisions at portfolio speed

Financial, sustainability, and operational data in one retrofit workflow

Platform

- Works with existing building data — no clean-data requirement
- Reusable outputs for EU Taxonomy and financing banks
- Turns fragmented building information into an investment-ready roadmap

1,000

Buildings analysed in one portfolio exercise

3 days

Versus 4–6 weeks with traditional methods

~90%

Lower cost for the analysis workflow

How do we build this together?