

MBI Canadian Member Engagement Toolkit

Key messages, social content, and a ready-to-send letter for MBI members advocating across Canada.



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Overview

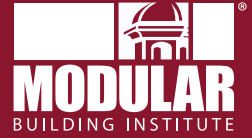
Over the past year, the Modular Building Institute (MBI) has strengthened its presence, credibility, and influence in Canada. With modular construction positioned as a practical solution to the country's housing and infrastructure challenges, the conversation has moved towards how quickly we can scale the industry.

This creates an opening to expand engagement across all levels of government, and MBI members are critical to that effort. MBI members are the builders, the distributors and suppliers - the heart and expertise of the industry, delivering projects across Canada. Decision-makers want to hear from businesses on the ground, making projects happen. When members add their voices to MBI's – in a letter to an MP, a post on social media, or a conversation with a reporter – the case for modular reaches more decision makers and our collective voice continues to grow.

This toolkit is designed to support that effort. It includes ready-to-use key messages, guidance for talking about modular beyond housing, social posts members can share as they are, and a letter members can tailor and send to the officials who represent them. Everything here reflects MBI's approved advocacy positions, so when members use it, they are amplifying the same priorities MBI is advancing across Canada.

To ensure MBI's advocacy is coordinated, please reach out to [MBI's Government Affairs team](#) with updates on your own efforts and any questions you may have. We are here to help.

Canada's Modular Moment



Momentum in budgets and building codes

Canada must deliver more infrastructure, faster, with tighter resources, and modular is uniquely positioned to address this. The momentum is showing up where it counts, in budgets and in building codes.

Federally, the government recognized CSA A277 in the National Building Code, a change MBI advocated for. It enacted the Build Canada Homes Act, committed \$41.9 million to modernize and harmonize factory-built construction, and launched a national push to train tens of thousands of new skilled trades workers.

The Provinces are moving too

Alberta	Investing \$600M over three years in modular classrooms.
British Columbia	Advancing its DASH initiative to accelerate housing supply.
Ontario	Committing \$50M over five years, through Invest Ontario, to expand modular housing capacity.
Nova Scotia	Delivering its largest public housing investment in 30 years — \$251M for 515 units.
Québec	Delivering its first highly prefabricated housing projects, with modules installed in Montreal this June and tenants moving in this fall.

MBI's Four Asks of Government

Note: These apply municipally, provincially, and federally

01 Stabilize and scale demand by making modular a standard, first-choice option

Designing with modular in mind gives the greatest flexibility and optionality. Start with modular and you can still pivot to site-built, but start with site-built and switching to modular later is hard. A modular-by-default approach offers speed, cost certainty, and more reliable outcomes, delivering projects on time and on budget.

02 Make it easier for modular companies to finance their work.

Because major financial institutions often see modular as too risky, manufacturers struggle to obtain bonds and financing. The federal government can act as a guarantor and take on some of that risk, which derisks projects and does not require new spending. It can also align payment milestones with how modular is built, since manufacturers buy materials and build up front but are usually paid only on completion, and provide grant funding for innovation and demonstration projects.

03 Make building rules consistent across the country.

The patchwork of permitting, building, and inspection rules across provinces, territories, and municipalities is a barrier, and because most were written for site-built construction, applying them to modular adds delay, cost, and confusion. Recognizing CSA A277 in the National Building Code was a real step toward fewer duplicative inspections and more consistency. Government can build on it by using its funding programs and procurements to get provinces and municipalities to adopt and recognize national standards.

04 Keep trade open and avoid tariffs.

Tariffs on prefabricated buildings, materials, and components increase the cost of construction and reduce housing affordability, and they create more uncertainty for Canadian companies than for their American counterparts.

Ready-to-Use Messaging

Below are MBI's key messages for Canada. They are designed to provide you with a reliable foundation for talking about modular with confidence, whether you are speaking to media, government or other important stakeholders. They are not a script to read in order. Pick the ones that fit the question, put them in your own words, and lead with how modular works and how governments can use it – before moving to why it matters. The goal is to speak in unison and in doing so, amplify our priorities and build credibility through consistent messaging.

"We build to the same codes and standards, but deliver differently."

- Modular means we are manufacturing full, 3D volumetric building sections offsite before transporting them to site for installation and assembly.
- Modular construction meets or exceeds all national and provincial building standards.
- It is time to move past outdated perceptions: modular is a versatile build-type that is high-quality, sophisticated, and built to last.

"Modular construction creates infrastructure with impact."

- It can help address pressing issues like housing shortages, healthcare and educational capacity, & disaster relief.
- It's essential to Canada's major projects agenda, delivering data centres, workforce accommodation, and the infrastructure that supports natural resource development and transportation corridors.
- It provides state-of-the-art solutions to underserved audiences and overextended communities.
- Modular construction also delivers measurable productivity gains at a time when Canada is facing a well-documented productivity crisis.
 - Manufacturing buildings in controlled environments reduces delays, increases output, and improves labour efficiency, helping drive the sector and the economy forward.
- Modular construction is a key part of building a more responsive and resilient Canada.

"Modular is here to collaborate, not compete, with traditional building methods."

- It gives general contractors and developers a new tool in the toolbox to grow their businesses.
- Designing with modular in mind gives the greatest degree of procurement flexibility and optionality.
 - Start with modular and you can still pivot to site-built — but starting site-built makes switching to modular later hard.
 - A "modular by default" approach offers speed, cost certainty, and more reliable procurement outcomes, allowing us to deliver projects on time and on budget.
- Collaboration across the industry can help solve Canada's biggest infrastructure challenges faster and smarter.

Ready-to-Use Messaging cont.

Below are MBI's key messages for Canada. They are designed to provide you with a reliable foundation for talking about modular with confidence, whether you are speaking to media, government or other important stakeholders. They are not a script to read in order. Pick the ones that fit the question, put them in your own words, and lead with how modular works and how governments can use it – before moving to why it matters. The goal is to speak in unison and in doing so, amplify our priorities and build credibility through consistent messaging.

"The future of construction is faster, greener, and more modular."

- The Canadian modular market is worth \$5.5 billion and growing — 5.5% of the overall Canadian construction market.
- Modular is at the forefront of innovation: less waste, lower carbon footprints, more sustainable building.
 - It offers growth opportunities in sectors like healthcare, long-term care, the military, and environmental infrastructure.
- Modular construction is an essential part of Canada's path forward in building smart, efficient, and sustainable communities.
- Canada's modular companies are primed and ready to build, but the sector needs procurement and action.

"The Modular Building Institute is the voice of modular construction in Canada."

- MBI is the leading authority and advocate for modular construction in Canada.
- MBI champions the benefits of modular building, supports best practices, and works with industry, government, and communities to advance modular as a smart, sustainable solution to Canada's most urgent infrastructure needs.
- MBI is committed to educating the public, policymakers, and partners about what modular is and what it can do.
- Modular construction also delivers measurable productivity gains at a time when Canada is facing a well-documented productivity crisis.
 - Manufacturing buildings in controlled environments reduces delays, increases output, and improves labour efficiency, helping drive the sector and the economy forward.
- Modular construction is a key part of building a more responsive and resilient Canada.

"Modular offers infrastructure solutions that meet the urgent needs of Indigenous communities."

- Modular construction offers timely, culturally appropriate infrastructure solutions for Indigenous and remote communities.
- Projects must involve Indigenous voices at every step to ensure they reflect the community's vision, values, and needs.

Beyond Housing

In every sector below, the advantages of modular are the same: speed, cost certainty, and logistics, applied to a different public need. Pick the one closest to your work and tailor it with your own projects.



Healthcare and Long-Term Care

Hospital capacity and aging facilities are facing increased strain and pressure. Modular lets governments add clinical and care space quickly, with less disruption to operating sites, and scale it as demand grows.

Brockville General Hospital in Ontario added a [MRI suite](#) in about a year, rather than two and a half years that a conventional build would have taken. That means patients get access to treatment faster.



Education and Childcare

In many communities, schools are struggling to keep up with the rate of enrollment. Modular construction companies can build permanent, code-compliant classrooms in a single construction season instead of several.

The Alberta government's latest budget allocates \$600 million over three years towards modular classrooms, including \$200 million in 2026 for 189 new classrooms.



Emergency Preparedness and Disaster Relief

When disaster strikes and a community suddenly needs shelter, clinics, or services, speed is everything. Modular is built for it: capacity can be planned ahead and deployed far faster than anything put up on site.

When COVID overwhelmed Québec hospitals, the province turned to [volumetric modular](#) construction to add surge capacity. A full hospital ward for Lakeshore General that would have taken a year conventionally was delivered in three months, built to code.



Defence

MBI members have the manufacturing capacity to build at volume, meet government timelines, and deliver with real cost certainty, even on remote bases.

The federal Department of National Defence has committed to modular for base housing, working with Build Canada Homes to deliver thousands of units across 25 bases.



Indigenous and Northern Infrastructure

Building in remote communities can be challenging. Shorter seasons, high transportation costs, and limited resources are exactly the conditions modular is uniquely positioned to support. MBI members are skilled at working closely with local communities to ensure each remote project reflects their vision, cultural context, values, and needs from the start.

Provincial and territorial governments are recognizing this. For example, the Northwest Territories is rolling out \$150 million for modular housing projects across nine communities.

Ready-to-Share Content

This section provides members with a set of ready-made social media posts, written so they can be shared as is but also customizable for each member's unique context. When members share them, they amplify MBI's message through their own networks, so messaging travels further and stays consistent across the industry.

Share them from your company LinkedIn page and/or your own LinkedIn profile, and tag @Modular Building Institute so MBI can engage. Keep the link (modular.org) consistent across social posts.

Asset:

Photo of a multi-storey modular build or a module being set

Image Label:

Same codes. Same Standards. Delivered Differently.

POST 1 - What Modular Really Is

Still picturing Lego when you hear “modular”? Think again. We manufacture full, multi-storey building sections in a factory to the same codes as any site-built project, then assemble them on site quickly. Modular is efficient, high quality, sophisticated, and built to last.

CTA: Learn how modular construction works at modular.org

Asset:

Split image of a modular school or clinic

Image Label:

Classrooms. Clinics. Faster.

POST 2 - Beyond Housing

Housing is just the start. When a community needs classrooms before the new school year or a hospital needs more capacity quickly, modular delivers permanent, code-compliant space in a single construction season instead of several. Speed, cost certainty, and quality, where the need is most urgent.

CTA: See where modular is building Canada's future at modular.org

Asset:

Start with modular = keep your options

Image Label:

Design with modular in mind.

POST 3 - The Ask: Modular by Default

Here is the procurement insight governments need: if you start with modular, you can still pivot to site-built. Start site-built, and switching to modular later is hard. A “modular by default” approach gives governments speed, cost certainty, and projects delivered on time and on budget. Canada's modular companies are ready to build. What we need now is procurement and action.

CTA: See how modular by default delivers at modular.org

Asset:

Image of a modular build in a remote or northern setting

Image Label:

Built for where it's hardest to build.

POST 4 - Northern & Indigenous Infrastructure

Short build seasons. Remote sites. High transport costs. These are exactly the conditions where factory-built construction proves its value. Modular brings quality infrastructure to northern, remote, and Indigenous communities faster, when projects are shaped with those communities at every step to reflect their vision, culture, and needs.

CTA: See modular at work in the North at modular.org

Contact Your Representative

To find your federal Member of Parliament (MP), search by postal code on the House of Commons' Find Members of Parliament page. Each representative's profile lists Ottawa and constituency office contacts.

Quick Links

Federal	Find your MP — ourcommons.ca
Ontario	Find your MPP — ola.org
British Columbia	Find your MLA — leg.bc.ca
Alberta	Find your MLA — elections.ab.ca
Québec	Find your MNA — assnat.qc.ca
Nova Scotia	Find your MLA — nslegislature.ca

Other provinces and territories list member directories on their legislative assembly websites.

Pre-written Letter/Email to Government

A letter or email from a business leader in an official's own community is one of the most effective things a member company can do.

The following is a short sample email to a Member of Parliament, written as if from a member company, plus complete sample letter to send it with. Keep the structure and the three asks — swap in your own company, project, and official.

EMAIL SAMPLE

To: *[official's office email]*

Subject: Modular construction can help deliver more homes in *[community or riding]*

[Salutation — see addressing guide below]

My name is *[your name]*, and I am *[your title]* of *[company]*, a modular construction company in *[community]*. I have attached a short letter on how modular construction can help deliver more housing and infrastructure in our community, faster and with more cost certainty.

In short, I am asking you to champion modular as a practical solution to Canada's housing and infrastructure challenges. I would also welcome the chance to meet and show you one of our local builds, whenever your schedule allows.

Thank you for your time, and I look forward to hearing from you.

Best regards,

[Name] · [Title, company] · [email] | [phone]

How to Address the Recipient

Minister (*federal or provincial*):

- The Honourable [Full Name], P.C., [MP / MPP / MLA], Minister of [Portfolio].
- Salutation: "Dear Minister [Surname]," or "Dear Hon. [Surname],"

Backbench MP / MPP / MLA (*not in cabinet*):

- Mr./Ms. [Full Name], [MP / MPP / MLA], Member for [Riding].
- Salutation: "Dear Mr./Ms. [Surname],"

Adapting for Provincial Officials

Keep the structure, but lead with the provincial proof point. Shift the three asks toward provincial procurement, regulatory and tax friction, and recognition of national standards like CSA A277.

- Alberta — modular classroom investment
- BC — DASH initiative
- Ontario — \$50M modular capacity commitment
- Québec — highly prefabricated housing initiative
- Nova Scotia — modular public housing delivery

Note: MPP is Ontario only. Use MLA in most provinces, MNA in Québec.

Contact Your Representative

Use this as a model — keep the structure and the three asks, and swap in your own company, project, and the official you're writing to.

LETTER SAMPLE

[Your company letterhead]

[Date]

[Recipient address block, per the guide on the next page]

Subject: Modular construction can help deliver *[housing / infrastructure]* faster in *[riding / province]*

A Dear *[Mr./Ms. / Minister / Hon.] [Surname]*,

My name is *[your name]*, and I am *[title]* of *[company]*, a modular construction company *[based in / operating in] [community / riding]*. I am writing because modular construction can help your government deliver more housing and infrastructure, faster and with greater cost certainty, at a moment when Canada needs exactly that.

Modular means building full, 3D building sections in a factory, to the same codes and standards as any site-built project, then assembling them on site much faster. It is already proving its value across Canada, in *[housing / schools / healthcare / your sector]*, and our own work on *[brief project example, what it delivered, and how quickly]* shows what is possible.

The federal government has built real momentum — adopting CSA A277 into the National Building Code, legislating Build Canada Homes into a Crown corporation mandated to use modular, and committing \$41.9 million to modernize the regulatory environment for factory-built construction. To turn that momentum into projects on the ground, I would ask you to champion three things:

- 1. Make modular a default option in public procurement**, for housing and for sectors like education, healthcare, emergency preparedness, and defence.
- 2. Help unlock financing** by reducing the risk on modular projects and aligning federal payment milestones with how modular is actually built.
- 3. Continue harmonizing building regulations** across jurisdictions, building on the CSA A277.

I would welcome the chance to meet, show you our work, and discuss how modular can help deliver on *[reference their commitment — e.g. housing targets or Build Canada Homes]*. I can be reached at *[contact]*.

Thank you for your time and your leadership on this.

Sincerely,

[Name, title, company]

Quick Facts to Cite

The statistics and policy updates outlined below serve as a practical reference and talking-point guide for your advocacy efforts. Use these key metrics and regulatory milestones to articulate the growing impact and official recognition of modular construction across Canada.

Market Statistics

\$5.5B

Canada's modular market size, up from \$5.1B in 2024

+5.2%

Projected annual growth - a full point ahead of construction overall

+7.3%

Annual growth in multi-family sector, the most dominant market

Regulatory Information

- CSA A277 is now recognized in the National Building Code.
- Build Canada Homes is now a Crown corporation mandated to utilize modular.
- Canada has allocated \$41.9 million over five years to the National Research Council, Standards Council of Canada, and ISED to modernize and harmonize the regulatory environment for factory-built, modular, and panelized construction. Measures include eliminating redundant inspections, creating a performance-based approval pathway and improving consistency in how National Building Code requirements are interpreted across jurisdictions.
- National Code updates will now be done annually rather than every five years.

Stay in Touch

Keep us informed. If you reach out to an elected official, share a post on social media, or land a meeting, let MBI's Government Affairs team know.

Sharing your progress helps us support your local grassroots efforts, amplify your message across our broader network, and maintain a strong, unified advocacy strategy nationwide. Thank you for being an active partner in strengthening the modular building industry!

Connect with MBI Government Affairs

Web: modular.org/government-affairs-team

Email: government@modular.org

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Charlottesville, VA 22901

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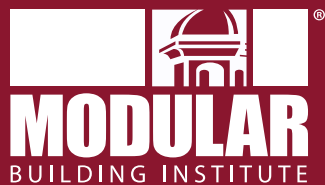
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