

HERITAGE BUILDS A STRONGER CANADA

Canada's heritage is the face of our nation, reflecting the values and ideas that have shaped us since time immemorial. From coast to coast, our historic landscapes and buildings are a testament to the achievements of the past and are vital to maintaining the character and prosperity of our communities. At its core, heritage conservation is about meeting the needs of Canadians today, while preserving a shared history we can all be a part of.

HERITAGE BUILDS A STRONGER ECONOMY

- Heritage conservation and related tourism support **hundreds of thousands of jobs** across Canada, many of which are directly linked to historic sites, creating tens of millions of dollars of value for the Canadian economy.ⁱ
- Historic sites and districts attract millions of domestic and international tourists every year. The **Canadian tourism sector is worth \$102.5 billion**, with a significant part of this owed to historic sites and museums.ⁱⁱ
- Heritage conservation relies on **local, skilled jobs**. New construction typically spends 25-35% of the project cost on labour, whereas in preservation projects, that number is 60-75%.ⁱⁱⁱ

HERITAGE IS PART OF THE SOLUTION TO THE HOUSING CRISIS

- 80% of the buildings that will be here in 2050 are already built. Conservation of these existing structures provides an **efficient path to housing sustainability**.
- Canadians often discuss the 'missing middle' when it comes to housing types. There are still many remaining heritage townhomes and low-rise apartment buildings in Canada. Let us protect these places to preserve **affordable housing choice** for Canadians while learning from these building types to create better future development.
- Many heritage buildings, such as warehouses, schools, and industrial sites, can be **repurposed into residential spaces**, including housing units or mixed-use developments.

CANADIANS WANT MEANING, BEAUTY, AND TO BE PROUD OF THEIR COMMUNITIES

- In public opinion polling from 2022, **more than two-thirds of Canadians** indicated they were 'very' or 'quite' interested in efforts to conserve heritage places.^{iv}
- Canadians felt that the most important reasons to conserve heritage places were to reflect aspects of **Canadian identity** and how communities have evolved.
- Almost 60% reported that heritage preservation contributes to **economic vitality** and community resilience, and that historic places deserve to be protected for the economic, social, and educational benefit of Canadians.



Parliament Buildings | Ottawa, Ontario

HERITAGE IS PART OF A LOW CARBON ECONOMY

- New construction requires high-energy materials like concrete and steel. The **embodied carbon** in historic buildings—carbon already spent in their construction—is saved when they are maintained instead of demolished.^v
- Many historic buildings in Canada are constructed using **local, renewable, and durable materials** like wood, stone, and brick. These materials have a lower carbon footprint and greater longevity compared to newer synthetic materials.^{vi}
- Demolishing buildings generates large amounts of waste. By conserving heritage structures, we can **reduce construction debris**, which accounts for a significant portion of landfill waste in Canada.^{vii}

TO LOSE HISTORIC PLACES IS TO LOSE PART OF OURSELVES

- There are about 15 million buildings in Canada of which about only **one-tenth** or 1.4 million were built before 1945. There are 760 Canadian places that operate as museums and historic sites. This is **less than 0.05%** of buildings built before 1945.
- Imagine Canada without the Parliament Buildings, the Banff Springs Hotel, or Green Gables. These places, and what they contain, are important to communities and hold stories about the past. They **strengthen our collective identity**, and are invaluable in their history, beauty, and meaning.



Le Château Frontenac | Québec City, Québec

POLITICAL LEADERSHIP CAN HELP BUILD A STRONGER CANADA

- **Housing** – Incentives for renovation of existing buildings to address the housing crisis.
- **Employment** – Skills development for the workers needed to take on well-paying local jobs in renovation and conservation. This will help lay the framework for heritage organizations to **protect and strengthen Canadian heritage** for the benefit of all.
- **Legislation** – Canada is the only G7 country without federal legislation to protect historic places. Bill C23 died on the order paper in the last Parliament. Legislation should establish a Canadian Register of heritage places and Standards for their care.

By safeguarding our heritage, we can continue to promote economic growth, enrich our communities, and preserve the distinct character that defines our nation.

ⁱ Government of Canada, "Canadian Heritage," n.d. <https://www.canada.ca/en/canadian-heritage.html>

ⁱⁱ Destination Canada, "A Record Breaking Year for Canada's Tourism Sector," 2018, <https://www.destinationcanada.com/en-ca/news/record-breaking-year-canadas-tourism-sector>

ⁱⁱⁱ Heritage NL, "Historic Preservation Pays in Newfoundland & Labrador," n.d. <https://heritagenl.ca/wp-content/uploads/2020/12/Heritage-Pays-Fact-Sheet.pdf>

^{iv} National Trust 2022 Polling results

^v Advancing Net Zero, WGBC, RAMBOLL and C40 Cities. *Bringing Embodied Carbon Upfront: Coordinated action for the building and construction sector to tackle embodied carbon*. P. 11-24.

^{vi} Carrig Conservation International. *Energy Efficiency in Traditional Buildings: Draft guidance for public consultation*. Government of Ireland, Department of Housing, Local Government and Heritage, 2021.

^{vii} Government of Canada, Environment and Climate Change Canada: "Reducing Municipal Solid Waste: Construction, renovation and demolition waste," 2021.