



30 years of environmental action

For our collective well-being and that of the planet

Annual Report 2023 Équiterre

A message from the Chair of the Board of Directors

I am proud to chair the Board of an organization that has accomplished so much in its 30 year history - that has had such an impact on Quebec society and that remains as relevant today as it was when it was founded in 1993.

Celebrating Équiterre's 30th anniversary in 2023 gave us the opportunity to look back on how far we've come, to gather and reunite with those who have contributed to our many achievements over the years, and to launch a major fundraising campaign to equip us for what lies ahead.

The many reports and forecasts that were published in 2023 by scientific experts confirm that Équiterre still has a lot of work to do. Our planet is showing signs of increasing fragility, particularly with regards to the impacts of climate change, the precarity of our food systems, our overconsumption of resources and the loss of biodiversity. We're facing many challenges in engaging society towards the ecological transition. These challenges are more pressing than ever, and Équiterre has an essential role to play.

Adapting to the current economic context, our Board is pursuing its work to ensure the sound management of Équiterre's finances and operations, and to ensure strategic planning rooted in current environmental issues.

To that end, the Board has made good use of our various governance tools, particularly our three committees (finance and risk management, human resources, governance) tasked with ensuring rigorous oversight of Équiterre's activities. Our Board can count on an experienced and committed management team. I would like to sincerely thank Colleen, as well as all the staff members, volunteers and Board members for their invaluable contributions. It is thanks to them that Équiterre has been able to make its voice heard. Their efforts have enabled Équiterre to play an important role towards transforming our ways of life to better foster sobriety, fairness and respect for the living world.



CHARLES LAROCHELLE

CHAIR OF THE BOARD OF DIRECTORS

A word from our Executive Director

Our society is alive. It's living – it evolves, it adapts, it's influenced, it learns. We, the individuals, communities, businesses and groups that comprise our society, are naturally swept up in its evolution. So much so that we do not necessarily notice all the day-to-day changes that take place. It's only when we take a step back that we can really take in how it has evolved, and see how far we've come.

A 30th anniversary is a good opportunity to do just that. If we go back in time to 1993, when Équiterre was founded by six young people, our society was different in many respects. The minimum wage was \$5.85, people smoked in bars, many cyclists didn't wear helmets and we used the trusty old telephone to communicate with one another. For more memories of 1993, have a look at our special 30th anniversary section at the end of this document.

These past 30 years have seen many positive advances due to the ingenuity, tenacity and good intentions of various changemakers in our society. But at the same time, our lifestyles and our economic system have also evolved to be less and less respectful of our planetary limits. The fossil fuel industry, the pesticide industry, real estate development, advertising and many other sectors have been relentlessly imposing themselves, to the detriment of our ecosystems and our societies.

Over the past three decades, Équiterre has played an important role in standing up to the pressure of these industries. Combative but constructive, our little organization has highlighted the issues, proposed guidelines and solutions, and mobilized multiple stakeholders to take action with us to improve our social and environmental well-being.

Can you imagine what our society would look like if we hadn't come together these past 30 years to do this work? Équiterre's impact has been significant, and I'm grateful to be able to contribute to it.

To our dear members, supporters, volunteers, staff members, donors and collaborators - thank you, and let's keep going.

COLLEEN THORPE

EXECUTIVE DIRECTOR



The Équiterre^o community



In 2023, we had:

21,800
donor members

164,440
followers on social media

82
employees

6
interns

10
volunteers

A strong voice.

In 2023, we had:

1,112,000

pages viewed
on our website

+300

media interviews

4,180

media mentions
amplifying our messages



A scenic view of a mountain range with dense green forests and a clear blue sky. The foreground shows a lush green field, while the background features rolling hills covered in thick evergreen and deciduous trees. The sky is a deep, clear blue, suggesting a bright, sunny day.

Équiterre^o seeks to establish new principles for how we feed ourselves, how we get around and how we produce and consume, that are designed for our communities, respectful of our ecosystems, in line with social justice and of course, low in carbon.

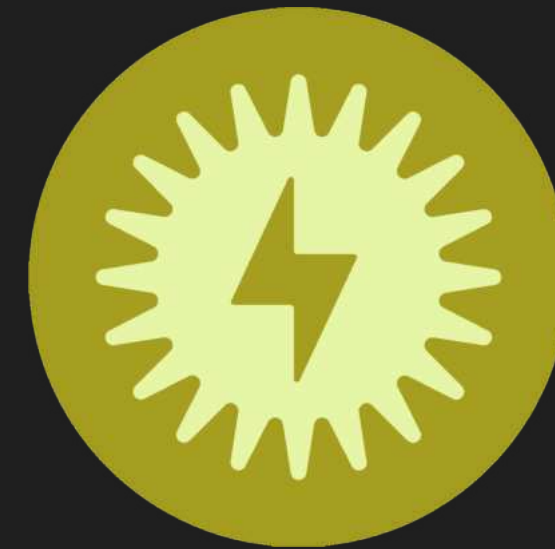
Our work



Food
and agriculture



Transportation
and mobility



Climate
and energy



Production
and consumption

Through research, support, education, mobilization and awareness building initiatives, **Équiterre** contributes to the emergence of solutions, the transformation of social norms and the adoption of public policies.

Food and agriculture



Our vision: A society that prioritizes healthy and accessible food and resilient agriculture, benefiting the environment, biodiversity and the local economy.

Our progress on sustainable food and agriculture



Strengthening our food security

Because our current model does not reinforce food security in Quebec, Équiterre and its partners commissioned a new study by the *Institut de recherche en économie contemporaine* (IRÉC) to identify what should be done. The solutions proposed include reducing the proportion of ultra-processed food in our diets, enhancing soil health, and diversifying the crops in our fields in order to replace imported foods.

Protecting our farmland and the people who grow our food

To counter how real estate speculation and urban sprawl are taking away our precious farmland, Équiterre and its partners launched the *Alliance SaluTERRE*. Its many objectives include enhancing agricultural soil health, preserving farmland for its essential function of growing food, and ensuring that agricultural land remains accessible to the next generation of farmers.

Our progress on sustainable food and agriculture



Giving children access to healthy, sustainable and affordable meals at school

Since Canada is the only G7 country without a national school food program, Équiterre and its partners launched the *Bien manger à l'école* campaign. The initiative seeks to mobilize Quebecers and raise awareness about the need for a universal school food program in Quebec.

Our progress on sustainable food and agriculture



Encouraging our institutions to buy Quebec food

The community of practice for sustainable institutional food, *Commun'assiette*, is growing. In addition to its work bringing together and equipping representatives from food services in Montreal institutions, the project expanded to the Montérégie region in 2023. Équiterre has also been supporting the CHU de Québec-Université Laval and the CISSS de l'Outaouais to enable their food services to increase their procurement of sustainable food.

Promoting agricultural crops that will strengthen our agri-food system

In order to develop crop sectors that are beneficial for human and planetary health, Équiterre launched the *Projet Haricot*. The initiative seeks to stimulate demand for local dry beans from the food services of Quebec institutions, as well as to help farmers and intermediaries boost supply. The project will provide tools and support services to enable this transition.

Our progress on sustainable food and agriculture

Educating youth about healthy, local and environmentally responsible food

In 2023, over 22,000 youth educators consulted resources on *La marmite éducative*, the only online food education platform in Quebec. Équiterre has also continued its work supporting some 50 schools as they seek to procure more local food for their food services.



An example of Équiterre's impact over the years

Unite: Équiterre created the Family Farmers Network in 1996 to facilitate Quebecers' access to local organic farms.

Demonstrate: Équiterre has carried out numerous projects since 2002 - helping Quebec institutions to set targets for local food procurement, find local suppliers, and raise awareness about healthy, local and environmentally responsible food.

Demonstrate: Équiterre co-founded the recognition program *Aliments du Québec au menu* for the institutional sector in 2016.



Unite: Équiterre launched *Commun'assiette* in 2020, a community of practice and a web portal to mobilize Quebec institutions around sustainable food procurement.

Influence: Équiterre has been participating in consultations and meetings with the Quebec government for over a decade.

Influence: Équiterre has been involved in a committee for the *Politique bioalimentaire du Québec 2018-2025*.

... AND MUCH MORE!

Transportation and mobility

Our vision: A society that encourages low carbon mobility, prioritizing active, public and shared modes of transportation.

Our progress on mobility and transportation

Encouraging people to better assess their mobility needs, to reduce the size and number of vehicles on our roads

Whereas marketing by the auto industry has normalized SUVs and solo driving, Équiterre is encouraging people to rethink their transportation habits and reassess their needs. Our educational tools help explain the impact of opting for various models of vehicle. We have also demonstrated that electric bikes have tremendous potential to replace solo driving for commutes to work throughout Quebec.

Electrifying vehicles for those who need to drive

Quebec is a leader in Canada's transition to electric vehicles. To encourage the transition in the rest of the country, Équiterre has been working for several years towards the adoption of a Canada-wide standard for zero emission vehicles. Furthermore, our work to promote small-sized electric vehicles has expanded to encourage electric mobility for the vehicle fleets of numerous organizations across Quebec.

Our progress on mobility and transportation

Sending our kids to school in electric buses

The transition to a fleet of electric school buses is a major objective of the Quebec government, and it's under way in Quebec. The Canadian Electric School Bus Alliance (CESBA), coordinated by Équiterre and its partners, published a study highlighting solutions to expand this transition across the country.

Putting pressure towards the development of public transit projects

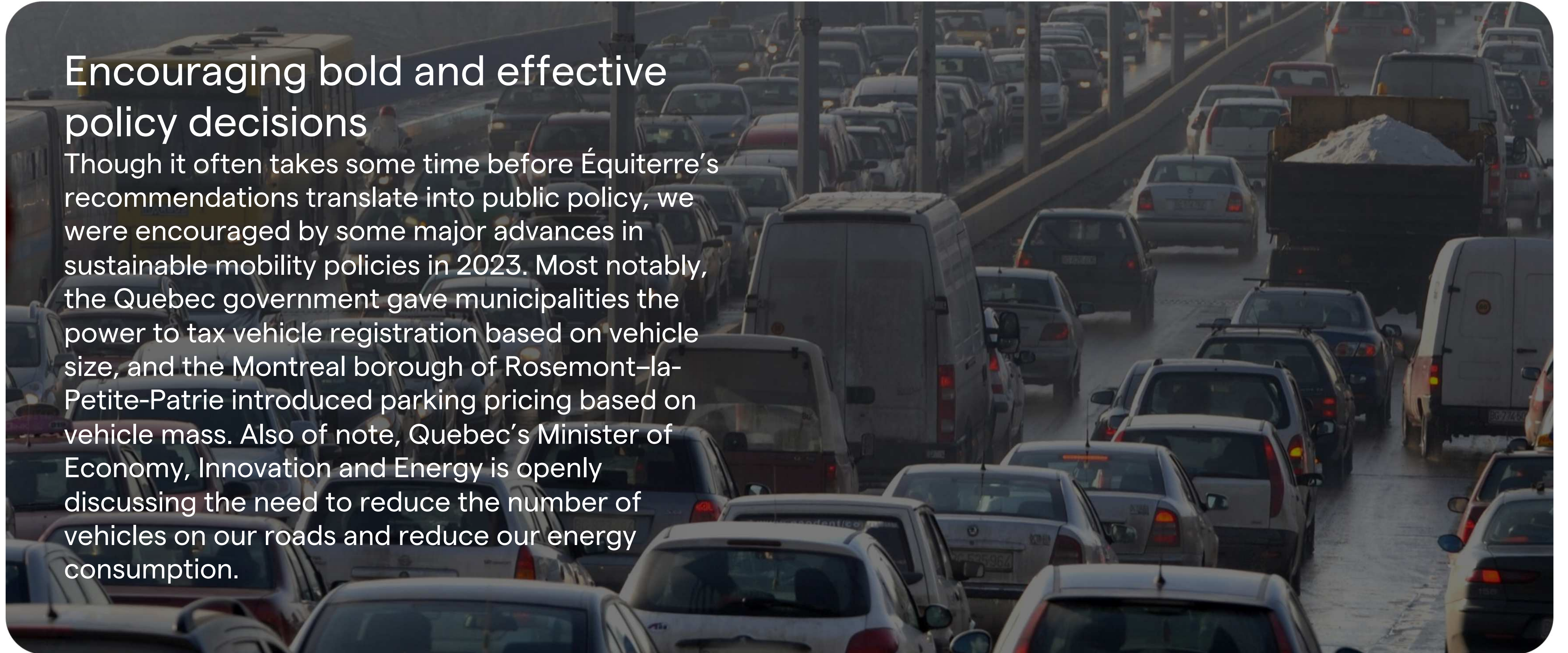
Since far more money is still being invested in road transportation than in public transport, Équiterre has been proposing solutions to the government to provide more funding for public transit networks. We continue to push for structural projects such as the Quebec City tramway and to oppose ill-advised investments like the 3rd Link highway project.

Our progress on mobility and transportation



Encouraging bold and effective policy decisions

Though it often takes some time before Équiterre's recommendations translate into public policy, we were encouraged by some major advances in sustainable mobility policies in 2023. Most notably, the Quebec government gave municipalities the power to tax vehicle registration based on vehicle size, and the Montreal borough of Rosemont–la-Petite-Patrie introduced parking pricing based on vehicle mass. Also of note, Quebec's Minister of Economy, Innovation and Energy is openly discussing the need to reduce the number of vehicles on our roads and reduce our energy consumption.



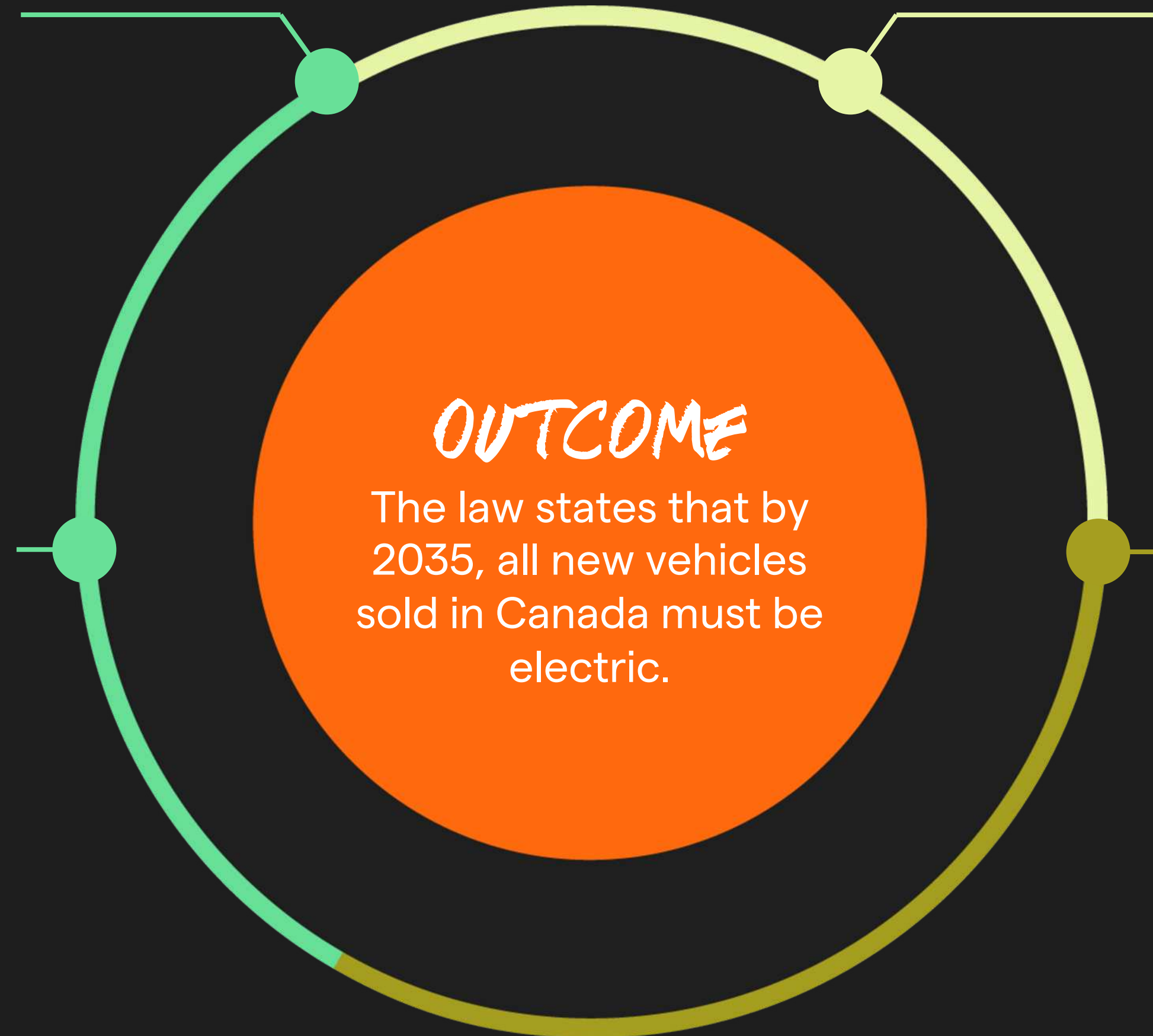
An example of Équiterre's impact over the years

Demonstrate: Équiterre created and managed the *Rendez-vous branchés au travail* program from 2014 to 2019, encouraging people to test drive an electric vehicle (EV).

Demonstrate: Équiterre launched the Running Electric project in 2018 to educate individuals and organizations about EVs and to facilitate test drives.

Unite: The Running Electric project has united numerous automobile and transport stakeholders around transportation electrification.

Influence: Équiterre played an integral role in the adoption of Quebec's standard on zero emission vehicles (ZEV) in 2016, as well as the Canadian ZEV standard in 2023.



... AND MUCH MORE!

Over the years, Équiterre has largely contributed to discussions and reflections on the place that solo driving has in our society, proposing solutions to promote alternatives and systemic change.

Climate and energy



Our vision: A low carbon society working to decrease energy consumption.

Our progress on climate and energy

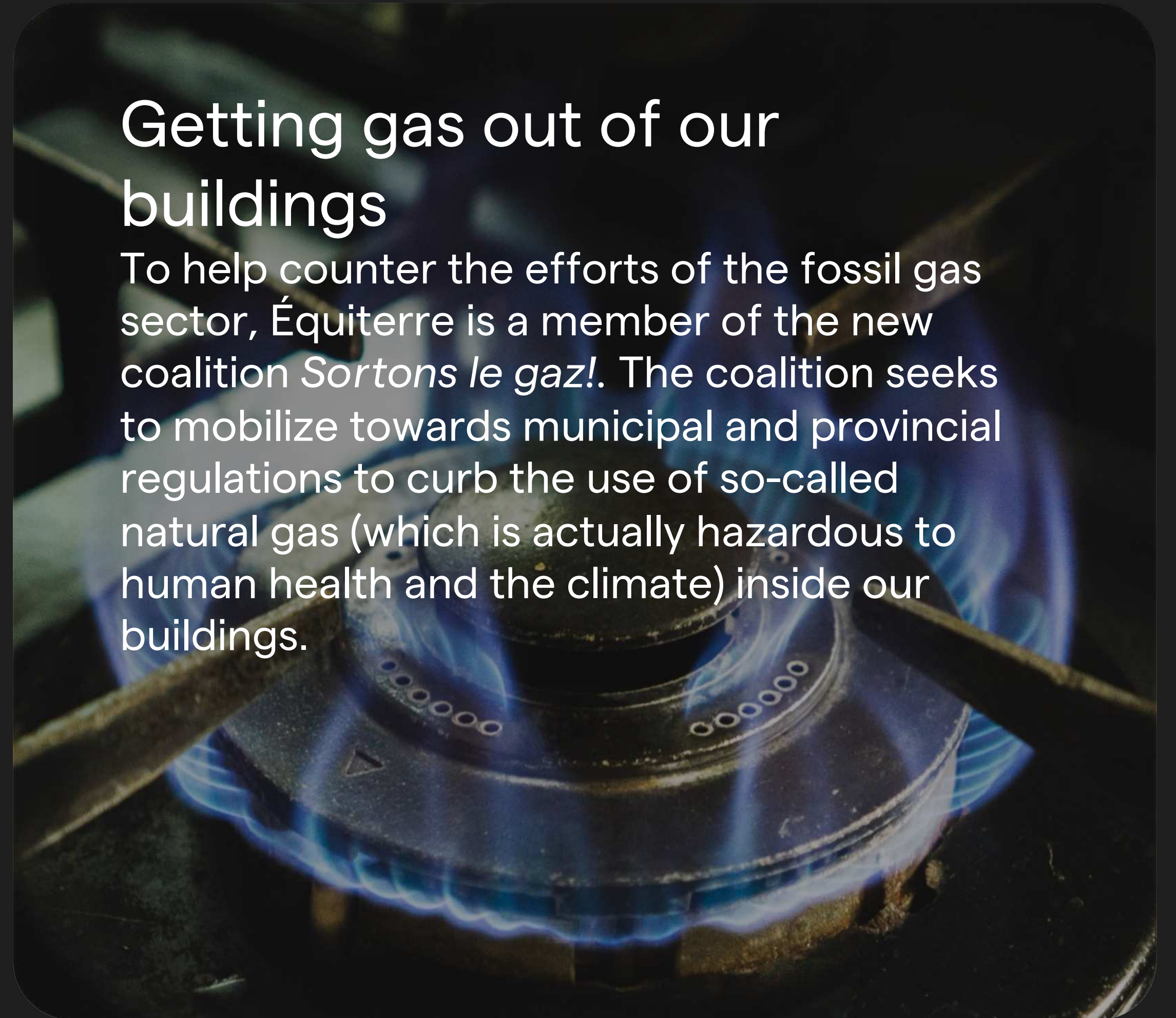


Shedding light on important energy issues in Quebec

As we near the end of our hydroelectric surpluses, and with energy consumption still increasing in Quebec, Équiterre submitted a brief to the government detailing tangible ways that Quebec can implement energy sobriety and efficiency measures. We also worked with our partners to highlight the need for public debate on Quebec's energy future, and we mobilized citizens to participate in a public consultation.

Getting gas out of our buildings

To help counter the efforts of the fossil gas sector, Équiterre is a member of the new coalition *Sortons le gaz!*. The coalition seeks to mobilize towards municipal and provincial regulations to curb the use of so-called natural gas (which is actually hazardous to human health and the climate) inside our buildings.



Our progress on climate and energy



Protecting our marine ecosystems from fossil fuel development

To stop the Bay du Nord project, Équiterre and its partners challenged the government approval of the project before the Federal Court. Though the Court dismissed our challenge, the project developer has decided to suspend the project for three years, because of financial risks. These risks will not disappear. We will continue to mobilize against new fossil fuel projects.

Reducing emissions and capping those from the oil and gas sector

Since Canada's GHG emissions reduction plan cannot succeed without addressing the oil and gas sector, a group of Canadian environmental organizations, including Équiterre, put pressure on the federal government to finally issue its regulatory framework to cap emissions from the oil and gas sector at COP28.


Our progress on climate and energy

Eliminating fossil fuel subsidies

Taxpayer money should go towards mitigating and adapting to the climate crisis – not to supporting the fossil fuel industry. Équiterre therefore welcomed the new federal guidelines on inefficient subsidies as an important first step. Though much remains to be done, our many years of work to end fossil fuel subsidies is finally bearing fruit.

Encouraging the transition from fossil jobs to sustainable jobs

Since transitioning away from fossil fuels necessitates a labour force transition, Équiterre and its partners welcomed the federal government's bill paving the way for this transition. We will continue working to ensure that the legislation is truly effective and inclusive.



Our progress on climate and energy

Countering climate disinformation

Because there are still climate skeptics out there seeking to invalidate the scientific consensus on climate change by spreading false information on social media, climate polarization has become a major societal issue. At COP28, Équiterre organized an event with several specialists to increase awareness on climate disinformation and polarization.



An example of Équiterre's impact over the years

Unite: Équiterre gathered over 90,000 signatures on a petition against the oil sands in 2015 as part of its mobilization against the Energy East project, which was abandoned in 2017.

Unite: Équiterre played an important role in a coalition of groups opposing the GNL Québec gas project, which had historic public participation in the BAPE, leading to the abandonment of the project in 2021.

Unite: Équiterre has raised awareness and mobilized against the oil sands and the transport of oil and gas since 2009.

Influence: Équiterre called for a moratorium on shale gas exploration and development in Quebec from 2010 to 2014.

Demonstrate: Équiterre demonstrated in 2016 that the development of the shale gas industry was jeopardizing the government's efforts to meet its climate objectives.

Influence: Équiterre participated in the 2016 public consultations on the strategic environmental assessment of hydrocarbons in Quebec.

Demonstrate: Équiterre published a report in 2018 on the worrisome security issues surrounding Canada's oil and gas pipelines.

OUTCOME
Quebec became the first jurisdiction in the world to prohibit oil and gas development within its borders (2022)

Influence: Équiterre called for a ban on the construction and expansion of fossil fuel infrastructure in Quebec for many years, until it became law in 2022.

Demonstrate: Équiterre co-released a report in 2020 showing that 70% of oil sands production belonged to foreign investors.

... AND MUCH MORE!

Production and consumption



Our vision: A low carbon economy focused on society's well-being.

Our progress on production and consumption



Reducing food packaging

Food overpackaging has become a major issue contributing to the garbage crisis. Équiterre released a study featuring recommendations on how to accelerate the transition to zero waste products at Canadian grocery stores.

Calling for a stronger deposit refund system

Équiterre was disappointed by the new version of Quebec's deposit refund system that came into effect in November, which put off the full implementation for drink containers until March 2025. We mobilized our supporters and will continue to push the government to adopt a more ambitious deposit refund system.

Our progress on production and consumption

Fostering and facilitating access to durable, repairable goods

Industry practices have made repair increasingly difficult and expensive, exacerbating the garbage crisis. Équiterre has worked for several years to reverse this trend. We therefore celebrated Quebec's new legislation on the durability, repairability and maintenance of goods as a major step forward.

Making businesses responsible for end-of-life management of their products

Too many products end up in our landfills that could have been reused or recycled if their manufacturing processes had been more circular. For several years, Équiterre has been calling on the Quebec government to improve its Extended Producer Responsibility (EPR).

An example of Équiterre's impact over the years

Unite: Équiterre has invited the public to take part in a number of panel discussions and events over the years, including a "repair-a-thon" in 2018.

Demonstrate: Équiterre produced the first Canada-wide study on obsolescence of electronic devices and household appliances in 2018.

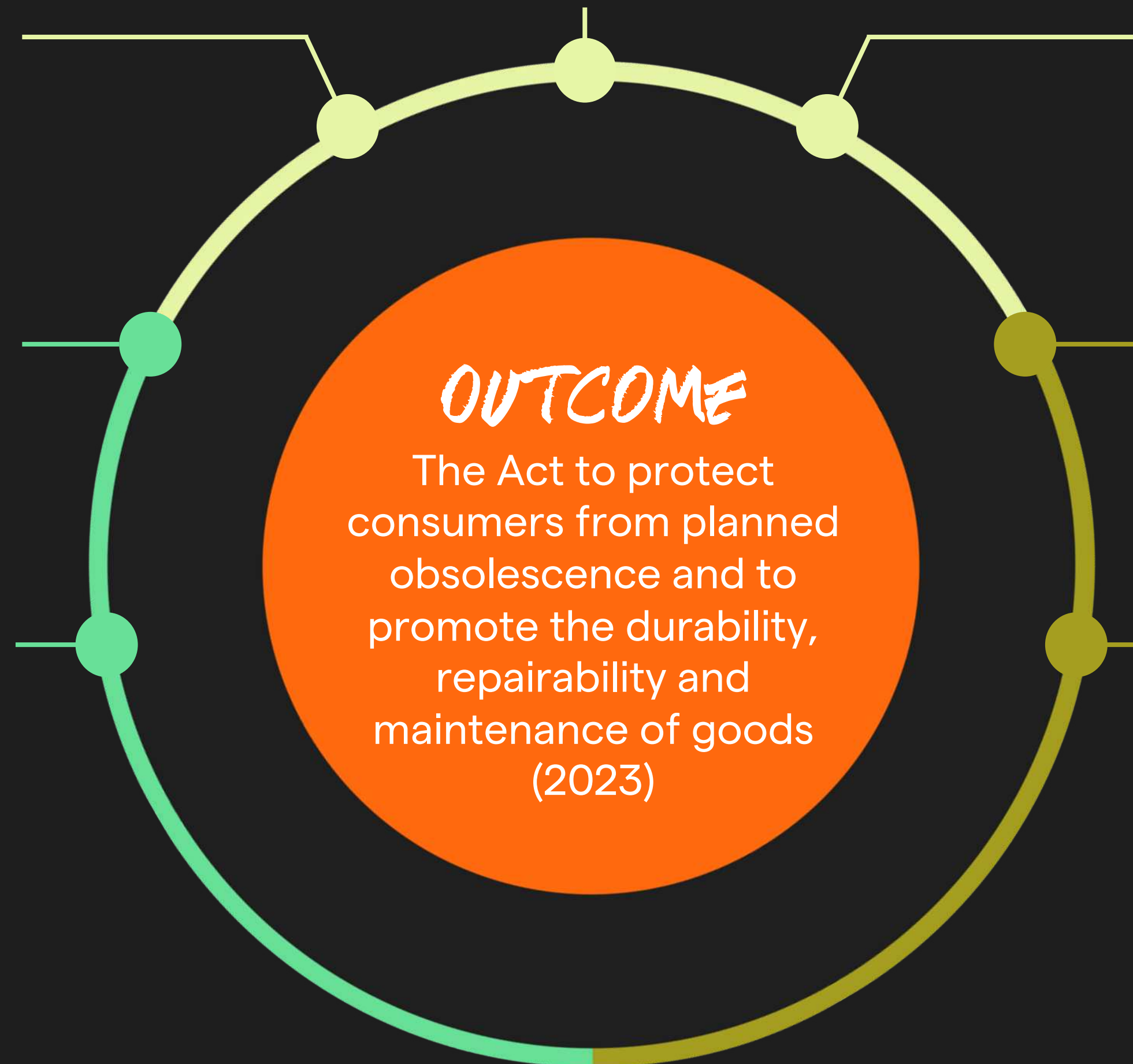
Demonstrate: Équiterre published a study on barriers and incentives to repair in Canada in 2022, including a focus on the situation in Quebec.

Unite: Équiterre mobilized citizens to participate in the BAPE consultations on residual waste in 2021.

Unite: Équiterre submitted a petition in 2023 signed by nearly 15,000 people calling for durable and repairable goods.

Influence: Équiterre participated in public consultations led by the *Office de la protection du consommateur* on the durability and repairability of goods in 2019.

Influence: Équiterre submitted a brief to the Quebec government supported by 23 organizations and four repair businesses as part of the consultations on the bill passed in 2023 on obsolescence and the durability, repairability and maintenance of goods.



... AND MUCH MORE!

Strong collaboration on big issues



Équiterre^o works in collaboration with many other groups on numerous projects, from the municipal to the international level.

Our collaborations



Fostering Quebec's well-being

The G15+ collective unveiled 45 new proposals, calling on the Quebec government to put the well-being of our society at the centre of its decision making. The priorities include addressing the housing crisis, protecting biodiversity, and reviewing how we get around and how we use our energy and resources.

Adapting our cities to climate realities

In order to protect biodiversity on Mount Royal and improve the mountain experience, Équiterre and five other Quebec civil society organizations supported Montreal's announcement about reconfiguring Camillien-Houde Way and Remembrance Road.

Our collaborations



Reinforcing the importance of our climate obligations

Équiterre's delegation attended the COP28 climate negotiations in order to influence our decision-makers, collaborate with other groups and help inform Canadians and Canadian journalists.

Our approach to decolonization and reconciliation

As an organization concerned with environmental and social justice, Équiterre seeks to be an ally to Indigenous peoples, which is why we have developed a decolonization and reconciliation process. [Learn more about our approach.](#)

The Possibilities Campaign

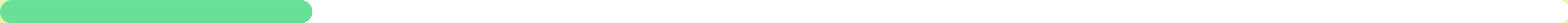
In 2023, Équiterre[•] launched a major three-year fundraising campaign with the ambitious goal of raising \$10M to fund our initiatives. Companies are invited to contribute from June 1, 2023 to May 31, 2026. So much is still possible, but there's a lot of work to be done to bring about the necessary transformations.

The Possibilities Campaign

Équiterre^o has been rallying the support of organizations, philanthropists and budding philanthropists to raise the necessary funds to meet this objective.

Amount raised

2 078 615 \$*



* Total collected from June 1 to December 31, 2023, on an objective of \$10M over 3 years

Thank you to the companies that answered our call by donating over \$10,000 in 2023:

Beneva, Bombardier, Metro, Cogeco and Stingray



DID YOU KNOW?

Nearly 50% of Équiterre's funds comes from individual donors. Every donation counts!

Our financial results.

Financial results

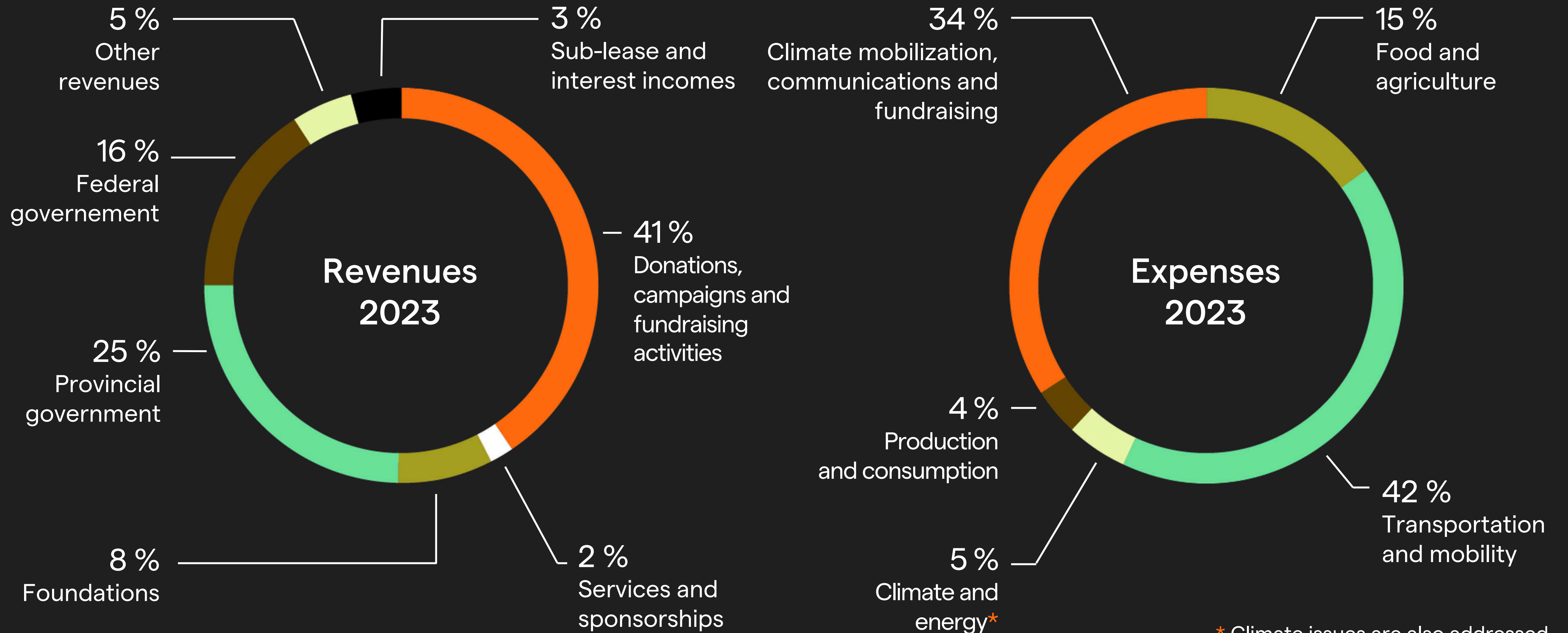
Results for the year ending December 31, 2023

	2023
	\$
Revenues 2023	
Contributions	
Government subsidies	
Provincial government	2 108 838
Federal government	1 286 556
Foundations	632 631
Donations, fundraising campaigns and activities	3 421 398
Other contributions	409 813
Services and sponsorships	138 748
Interest income	232 751
Sub-lease	55 011
Amortization of deferred contributions related to tangible assets	5 574
	8 291 320

	2023
	\$
Expenses 2023	
Salaries and benefits	4 793 628
Activities	2 393 653
Costs related to fundraising campaigns	577 973
Administrative costs	576 120
Amortization of tangible assets	67 698
Amortization of intangible assets	41 980
Loss on write-off of tangible assets	26 710
Bank costs	2 552
Interest on the line of credit relating to the mirror loan	57 761
Interest on capital lease	79 893
	8 617 968
Insufficiency of income compared to expenses	(326 648)

Financial results

Results for the year ending December 31, 2023



* Climate issues are also addressed in the 4 other categories

30 years of environmental action, and plenty more to do

With the support of our donors, supporters, partners, funders and the entire Équiterre community, we are charging ahead to improve the well-being of our society.

Over the years, the support of our community has enabled us to demonstrate, unite and influence in all of our action areas. It has allowed us to assemble a team of experts committed to setting the record straight, encouraging social and environmental action by our decision-makers, sharing knowledge, collaborating, seeking new ways of doing things and inspiring change. Through dialogue and openness, and with a focus on vulnerable communities who are being affected the most by the climate crisis, we're continuing our important work to improve the world.

The larger our movement, the stronger and more powerful our influence.

THANK YOU FOR STANDING WITH US.



Thank you for supporting us
and for being involved! 🌞



Équiterre^o

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870 avenue de Salaberry, bureau 237 Québec, QC G1R 2T9

Équiterre's offices are located on Indigenous lands that have not been ceded by treaty, which we now call Montreal and Quebec City. We recognize that Indigenous peoples have protected their territories since immemorial times and have used their traditional knowledge to guard the lands and waters. We are grateful to live on these lands and are committed to continuing our efforts to protect them. [To learn more.](#)

Join the Équiterre^o community!

Become a member by making a donation: equiterre.org/en/ways-to-donate

Subscribe to our newsletter: equiterre.org/en/newsletter

Join us on social media: equiterre.org/en/communities

Charitable registration number: 89405 7132 RR0001

Annex: Special 30th anniversary edition

Équiterre³⁰

1993-2023

So much ground covered in 30 years

People often say that climate action is too slow. That if we had acted earlier and faster, we could have better controlled global warming and avoided the worst of its impacts, which are currently being and will continue to be felt around the world. And that's certainly true. But it's also true that we've seen remarkable progress these past 30 years since Équiterre was founded. Some examples are sprinkled throughout this annual report, in addition to the dozens of accomplishments highlighted from 2023 alone.

Imagine what our society would be like if Équiterre had not been around these past few decades – to battle against industry forces, to propose solutions, to mobilize citizens and to promote societal and environmental well-being.

What are your striking memories from 1993? To bring you back, it was the last time that the Montreal Canadiens took home the Stanley Cup! Let's take a look back at a few other memories of what was going on when Équiterre came into existence.



Équiterre³⁰ 1993-2023

Do you remember 1993?



A pivotal time for environmental issues, in 1993, the United Nations Framework Convention on Climate Change and the Convention on Biological Diversity had just been signed. Some significant inspiration for Équiterre's young co-founders!

30 years later, work on these international agreements is proceeding more slowly than we'd like, but our political leaders have invested themselves in climate issues, creating ministries for the fight against climate change. Who would have thought in 1993 that Quebec would become the first jurisdiction in the world to ban oil and gas exploration and development within its borders?

Équiterre has become a driving force on climate action, taking on the fossil fuel industry and pressuring our governments to pass laws to better protect our social and environmental well-being.

Équiterre³⁰ 1993-2023

Do you remember 1993?

In 1993, RECYC-QUÉBEC had just recently been created, tasked with collecting materials from citizens and promoting the 3 Rs: reduce, reuse and recycle. Recycling collection had barely started, as groups of young people visited our schools to raise awareness and get students excited about the potential of the 3 Rs.

30 years later, we now know that the 3 Rs don't cut it. We must focus more on reduction and reuse than recycling, and we must add two more Rs (we must refuse what we don't need, and we must repair).

Équiterre has become an influential voice pressuring governments to legislate systemic changes to foster reduction at source.



Équiterre³⁰ 1993-2023

Do you remember 1993?



In 1993, SUVs (sport utility vehicles) were not yet that common on our roads but were getting more popular, leading to what Consumers Digest called an “SUV craze” starting in 1996.

Who would have thought that 30 years later, light-duty vehicles (a category that includes SUVs) would represent over 70% of new vehicle sales in Quebec? It’s a dangerous trend, propelled by a powerful and lucrative industry that Équiterre has been battling in recent years.

Équiterre has become an important voice in countering the auto industry and promoting active, shared and public transportation, as well as smaller vehicles that consume less energy. Our “transportation cocktail” campaign brought sustainable mobility issues to the forefront, and we continue to stimulate debate and reflection about the place of cars in our society and our lifestyles.

Équiterre³⁰ 1993-2023

Do you remember 1993?

In 1993, a new version of the Canada Food Guide had recently been issued. The famous rainbow graphically illustrated that we should eat more grains, vegetables and fruit than dairy products, meat and substitutes.

The guide has evolved over the past 30 years, and the food that it now considers beneficial for human health is also beneficial for the health of the planet. The latest version of the guide was also celebrated for its process, in that it was based solely on scientific data and excluded industry demands.

Équiterre has become a driving force for healthy, local and environmentally responsible food in Quebec, taking on the role to unify and strengthen the agri-food system towards more sustainable practices.



Équiterre³⁰ 1993-2023

