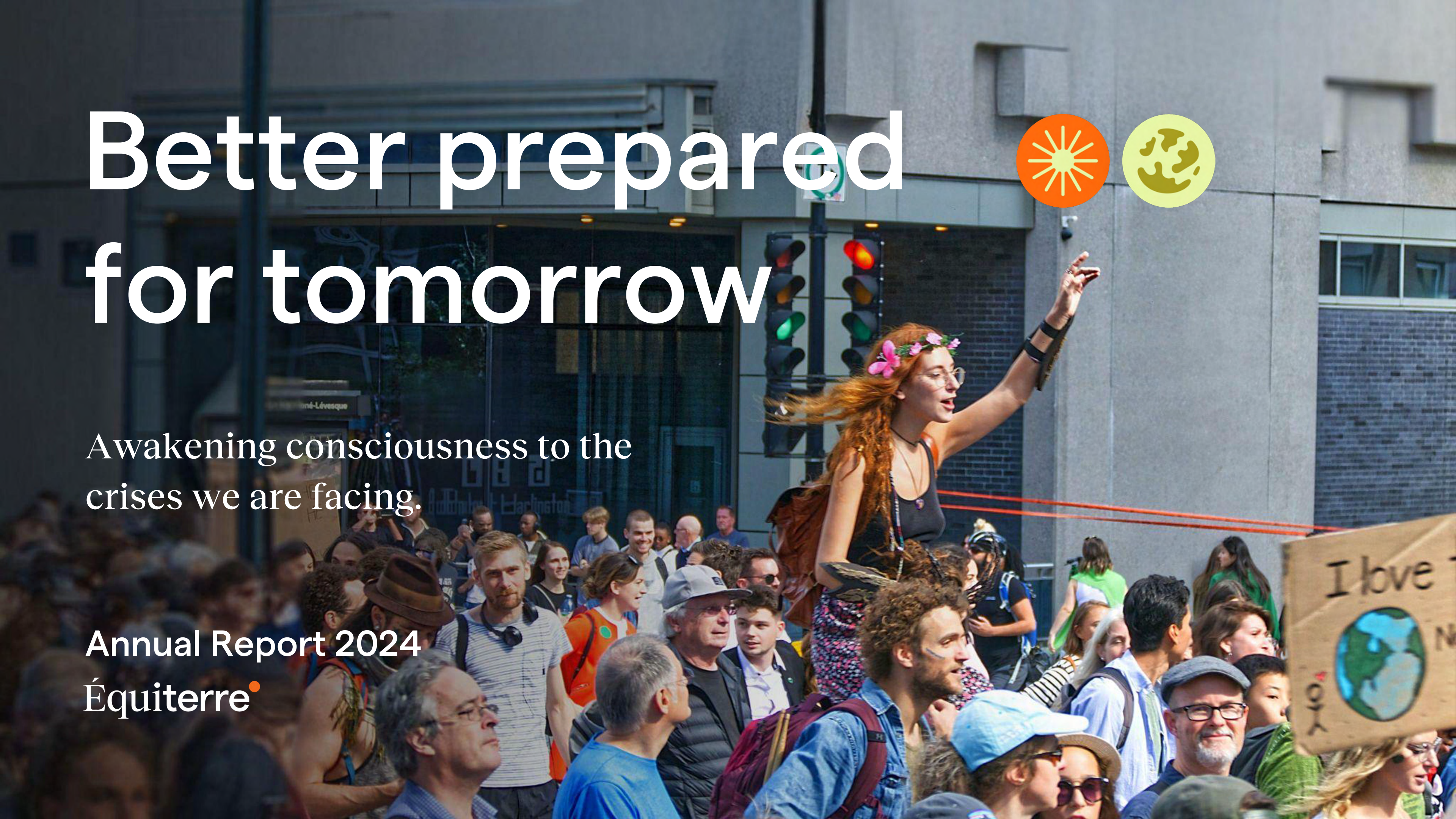


Better prepared for tomorrow



Awakening consciousness to the
crises we are facing.

Annual Report 2024
Équiterre



A message from the Chair of the Board of Directors

We are living through a time of great upheaval on a global scale, and not just from a geopolitical standpoint. Environmental crises and climate change continue to ramp up, while the rising cost of living and economic uncertainty are leading some people to put short-sighted decision-making ahead of more lasting sustainable solutions.

In the face of these headwinds and challenges, Équiterre remains a key player in the ecological transition. Our team, with its recognized expertise in a diverse range of fields, continues to navigate this difficult context and to propose solutions that are adapted to new and evolving realities. More than ever, we must stay the course, reinforcing Équiterre's impact as we pursue our mission.

In the past year, the Board of Directors has been working with rigour and commitment, leveraging the expertise and diversity of its members and committees. With solid governance, we adopted new policies in such areas as responsible investment, cybersecurity and harassment prevention, consolidating our corporate foundations in order to better prepare Équiterre for tomorrow.

In 2025, Équiterre will also establish a new strategic plan.

Being better prepared for tomorrow means strengthening our social fabric thanks to the contributions from our members, our team, our Board of Directors and all those who believe in Équiterre's mission. It is through this collective mobilization that we can fulfill our commitment to building a more just and sustainable future.



CHARLES LAROCHELLE

A word from our Executive Director

There is widespread concern about the climate and environmental crises, both among citizens and governments. Extreme weather events, the degradation of ecosystems and resource depletion have become significant threats, requiring concrete collective action.

Fortunately, despite the challenging context we are seeing a paradigm shift. Environmental protection is no longer considered in isolation, but as an essential lever in tackling the social, economic and environmental issues that we are facing. We know that by investing in sustainable solutions for the environment that promote social and economic justice, we can also lower the risks to public health, strengthen our collective resilience and build more supportive communities.

We're seeing these changes as Équiterre's projects unfold, with a vision of a healthy environment for all. Our sustainable food initiatives are helping people eat healthier all the while reducing their impact on the planet and on their wallets. Our work on access to repair and sustainable mobility are helping to steer Quebecers towards more viable and long term solutions. Our work on adaptation and reduction at the source are making our society more resilient to the impacts of climate change on many levels.

Being better prepared for tomorrow means working together to build solutions that benefit us all. With the dedication of our community, our projects are actively contributing to this essential transformation.

I am proud of our team's unwavering commitment toward this goal. And I am proud that Équiterre has been recognized as an Employer of Choice in 2024. Our employees' well-being is central to our process.

Thank you, everyone, for standing with us in this societal movement. Together, we are preparing for the future.

COLLEEN THORPE



The Équiterre^o community



In 2024, we had:

20,600
donor members

91,000
subscribers to our newsletter

78
employees

1
intern

11
volunteers

A strong voice.

In 2024, we had:

+824,000

pages viewed on our website

+142,800

followers on social media

3,000

media mentions amplifying our messages



Équiterre 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^o contributes to the emergence of solutions, the transformation of social norms and the adoption of public policies.

Food and agriculture

The economic context and the climate crisis have led to higher grocery bills for consumers and lower profits for many farmers, at a time when farmland is disappearing, along with the next generation of farmers.

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

Photo: Myriam Baril-Tessier

2024 Our progress on sustainable food and agriculture

Protecting our farmland and the people who grow our food

Faced with the rapid and massive loss of farmland due to industrial development and urban sprawl, it's not easy for farmers to access good quality and affordable agricultural land, or to make a decent living. We have continued to work with the *Alliance SaluTERRE* on this pressing issue. Our mobilization campaign called on the government to come up with solutions to prevent the disappearance of our farmland. We also took an active role in Quebec's consultation to protect our food supply.

Strengthening food autonomy with nutritious and resilient crops

To strengthen Quebec's food autonomy, Équiterre's Bean Project has been working to stimulate the demand for local plant-based protein. The project has helped farmers diversify their crops and has linked them with institutional food services as we help them to put more plant-based protein in the menus they serve. By prioritizing resilient crops like beans, which combine nutritional benefits with soil-regenerating capacities, we are paving the way for a more sustainable, resilient agriculture.

2024 Our progress on sustainable food and agriculture

Eating well without hurting our wallets or the planet

To counter food inflation and deceptive marketing practices, we launched the Shop Smarter Eat Better website to equip consumers to make informed food choices. It boasts extensive resources and recipes to help people eat well without breaking the bank or harming the environment. This project is working to show people who may be less aware of environmental issues that simple changes in our grocery shopping and diets can have a significant impact on our health, our budget and our planet.



Photo: Myriam Baril-Tessier

2024 Our progress on sustainable food and agriculture

Helping children to eat better at school

200,000 Quebec children face food insecurity. Équiterre and our partners continue to press the Quebec government to adopt a universal school food program that would provide healthy, sustainable meals at an affordable cost, as well as food education in all of Quebec's public schools. 13,000 people have signed on to this *Bien manger à l'école* campaign.

Encouraging our institutions to adopt sustainable food practices

Commun'assiette, the community of practice for sustainable institutional food, continues to grow. New resources have been added to its website, including sections on environmentally responsible practices and healthy eating, as well as a virtual forum for exchange and cooperation among members. Our "Celebrating people at the heart of change" campaign highlighted key actors helping to transform institutional food in Quebec with more sustainable menus. On average, nearly 60% of purchases by 21 institutions now come from local producers.

2024 Our progress on sustainable food and agriculture

Helping schools provide local food to their students

Équiterre provides support to over 110 schools throughout Quebec to help them foster healthy, sustainable food practices.

Providing resources to help young people develop food literacy

La marmite éducative is Quebec's only dedicated food education platform, featuring over 500 tools and activities for youth up to the age of 17. In 2024, it reached more than 32,000 people who work with young people. An English version of the platform has been added, along with *Ma zone marmite*, an exclusive section to support and help train website users.



2024 Our progress on sustainable food and agriculture

Highlighting Indigenous food knowledge

Équiterre is participating in a new food project launched by our partner, Farm to Cafeteria Canada (F2CC), with Indigenous schools. The project seeks to support Indigenous school communities in increasing their capacity to cultivate, preserve and serve Indigenous food (or any other nourishing food) to students and to community youth.

Promoting sustainable food at events

The event industry can play a big role in making local, nutritious food from resilient crops more appealing and more familiar to the general public. We initiated a pilot project working with caterers and Montreal events to integrate locally sourced plant based protein into their menus to demonstrate the potential of planetary health menus at major events.

Transportation and mobility

Our roads are full of increasingly large, gas-guzzling vehicles, making traffic congestion, pollution and public health problems increasingly worse. This imbalance is exacerbated by the underfunding of public transit and a media landscape that glamorizes driving, to the detriment of sustainable alternatives like active, shared and public transportation.

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




2024 Our progress on transportation and mobility

Taking action for public transportation

Though millions of Canadians depend on public transit every day, the lack of government investment has our public transportation systems in crisis. Together with our partners, we published a new report showing how the federal government can address this problem through modest, but more targeted investments.

In 2024 we also welcomed the agreement between CDPA Infra and the Quebec government concerning the Quebec City tramway, a project that we have been working on for a number of years. We also lobbied against projects like the 3rd Link, which had been abandoned in 2023 but resurfaced in 2024.





2024 Our progress on transportation and mobility

Regulating advertising for polluting vehicles

Although the Canadian government has banned the sale of new gas-powered cars as of 2035, the automobile industry continues to promote them. As the cars on our roads continue to grow in number and in size, advertising regulations are an essential step to curb this trend. Équiterre released a new report advocating an approach to regulating the advertising, sale and use of polluting vehicles, modelled after tobacco regulations. We also carried out awareness and mobilization campaigns. In June 2024, we filed a complaint with the *Office de la protection du consommateur* (OPC) against Toyota Canada for its failure to provide environmental footprint information and for misrepresentations in a number of its advertisements.

2024 Our progress on transportation and mobility

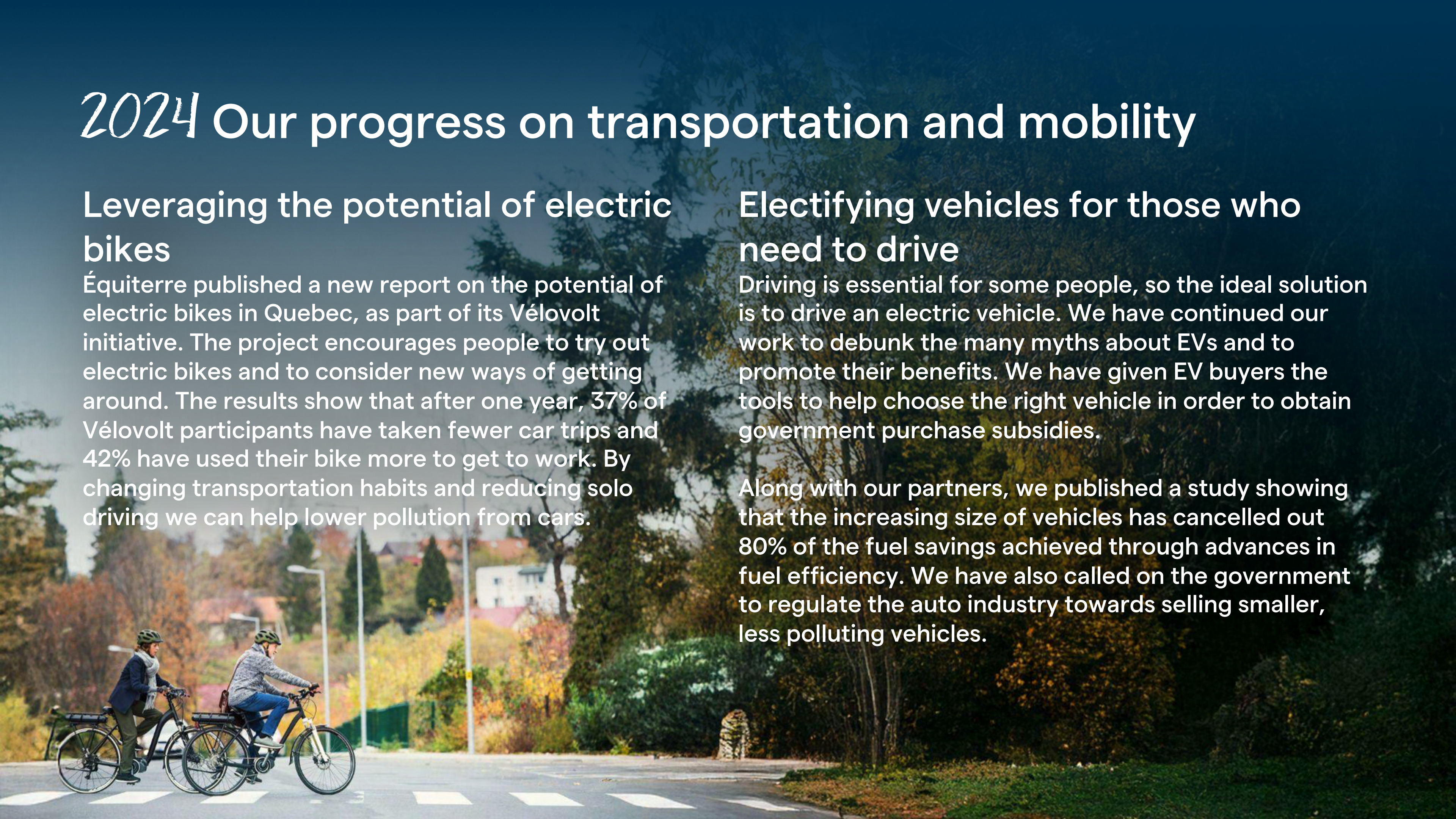
Leveraging the potential of electric bikes

Équiterre published a new report on the potential of electric bikes in Quebec, as part of its Vélovolt initiative. The project encourages people to try out electric bikes and to consider new ways of getting around. The results show that after one year, 37% of Vélovolt participants have taken fewer car trips and 42% have used their bike more to get to work. By changing transportation habits and reducing solo driving we can help lower pollution from cars.

Electrifying vehicles for those who need to drive

Driving is essential for some people, so the ideal solution is to drive an electric vehicle. We have continued our work to debunk the many myths about EVs and to promote their benefits. We have given EV buyers the tools to help choose the right vehicle in order to obtain government purchase subsidies.

Along with our partners, we published a study showing that the increasing size of vehicles has cancelled out 80% of the fuel savings achieved through advances in fuel efficiency. We have also called on the government to regulate the auto industry towards selling smaller, less polluting vehicles.



Climate and energy



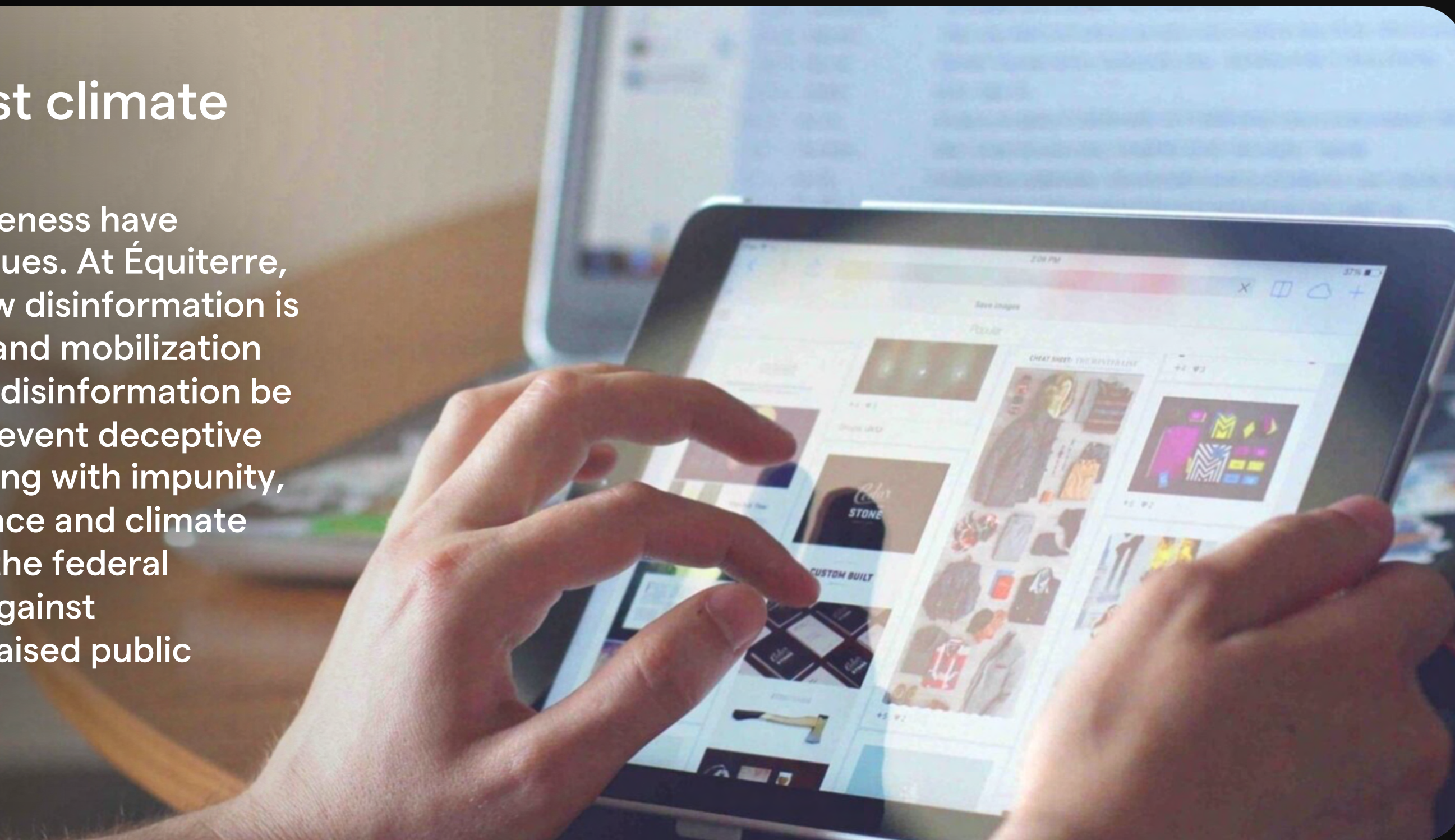
Climate disinformation is becoming more prevalent despite the increase in extreme weather events in Quebec and around the world, which are leaving countless victims, destroying natural habitats and ravaging economies.

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

2024 Our progress on climate and energy

Regulating against climate disinformation

Disinformation and divisiveness have become major societal issues. At Équiterre, we know only too well how disinformation is hindering our awareness and mobilization efforts. It is essential that disinformation be stopped in its tracks to prevent deceptive information from circulating with impunity, undermining trust in science and climate action. We have pressed the federal government to regulate against disinformation and have raised public awareness on the issue.



2024 Our progress on climate and energy

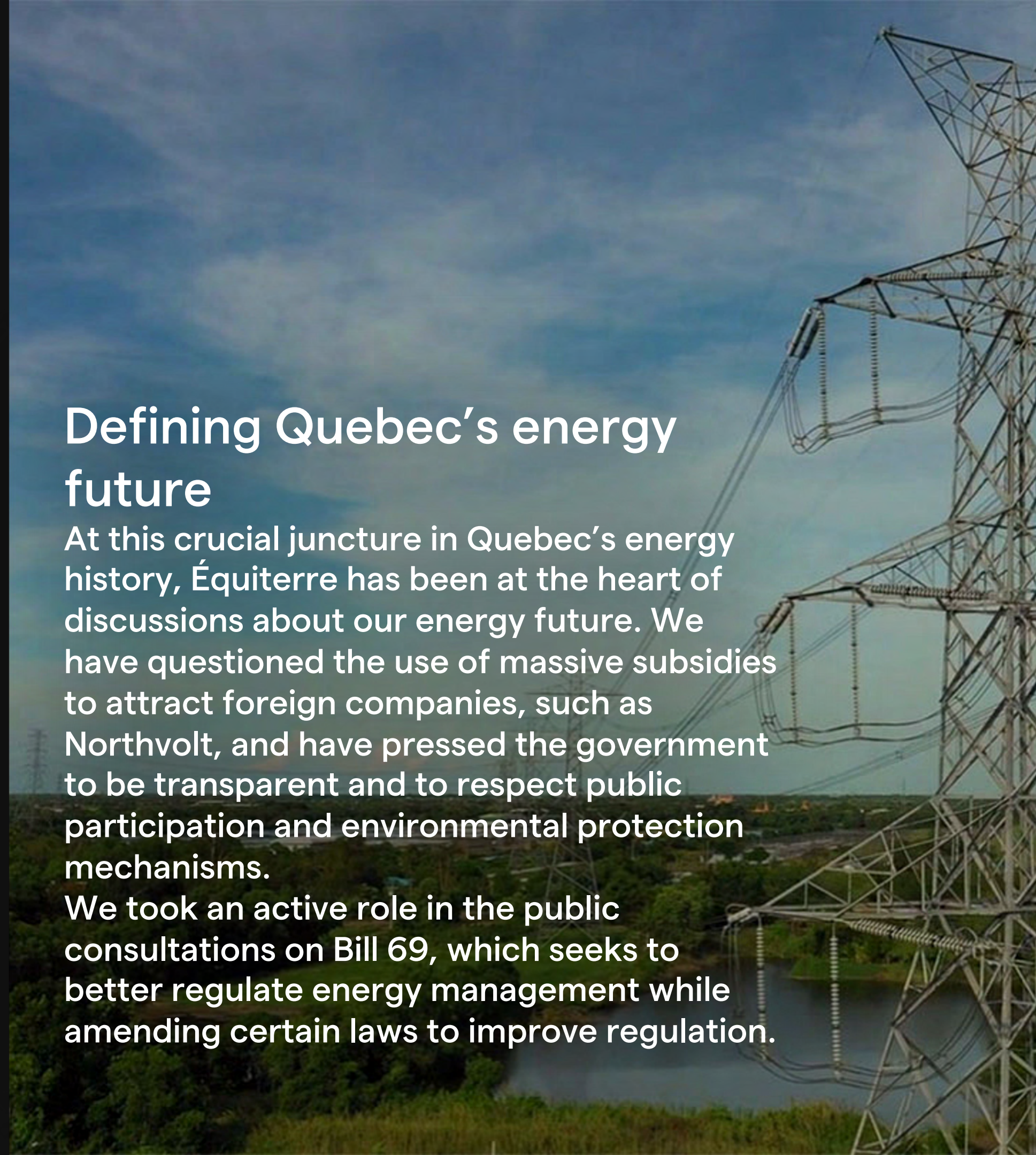
Decarbonizing Quebec buildings

Équiterre and our partners in the *Sortons le gaz!* coalition have worked to bring about municipal and provincial regulations aimed at reducing the use of “natural” gas. Quebec has committed to removing fossil fuel energy from buildings by 2040. The province is following in the footsteps of many cities and communities, including Montreal, that have announced their own projects to decarbonize buildings in their jurisdictions.

Defining Quebec's energy future

At this crucial juncture in Quebec's energy history, Équiterre has been at the heart of discussions about our energy future. We have questioned the use of massive subsidies to attract foreign companies, such as Northvolt, and have pressed the government to be transparent and to respect public participation and environmental protection mechanisms.

We took an active role in the public consultations on Bill 69, which seeks to better regulate energy management while amending certain laws to improve regulation.



2024 Our progress on climate and energy

Adapting workplaces to the challenges of the energy transition

Équiterre welcomed the adoption of the *Canadian Sustainable Jobs Act* in June 2024. The legislation seeks to prepare and adapt workplaces and communities to the realities and challenges of the energy transition, without leaving anyone behind. With our partners, we have been calling for this legislation for years. We participated in the legislative process surrounding the bill, making several recommendations to ensure that it better meets the needs of the transition to a carbon-neutral economy.

Reducing emissions and capping those from the oil and gas sector

The federal government introduced a regulatory framework in December to cap greenhouse gas emissions from the oil and gas sector – something that we and our partners have been working on for a long time.

Though it's a step in the right direction, this regulatory framework must be stricter and must take effect sooner if government objectives are to be achieved.

2024 Our progress on climate and energy

Adapting our communities to the consequences of the climate crisis

After a year of extreme weather events with significant impacts on our lives and ecosystems, the need to limit the damage is greater than ever. Équiterre is pushing our governments to take action to help our communities adapt to the consequences of climate change and to do what they can to stop them from getting worse. Équiterre hosted a panel on the subject at COP29, the global climate summit.

Countering greenwashing

Équiterre was pleased to see changes made to Bill C-59, which tackles the problem of greenwashing in Canada. The new rules are designed to protect consumers by requiring companies to substantiate their environmental claims. Thanks to the efforts by Équiterre and its partners, several amendments were introduced so that the law applies not only to product claims but also to claims concerning the companies and their activities.



Production and consumption

At a time when various crises compel us to revisit our modes of consumption, Canada is among the countries that wastes the most.

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



2024 Our progress on production and consumption

Helping consumers choose durable products

To address the lack of information available to consumers when they purchase devices and appliances and to encourage longer product lifespans, Équiterre's new report proposes a durability index to provide clear, easily accessible information on product reliability. Our report shows that the vast majority of Canadians would be influenced by this information at the time of purchase.

Holding companies accountable for managing their products at the end of their useful life

Too many items end up in our landfills rather than being reused or recycled as part of a more circular manufacturing process. For several years now, Équiterre has been urging Quebec to improve its Extended Producer Responsibility (EPR) system.

2024 Our progress on production and consumption

Demanding a more ambitious deposit refund system sooner

Équiterre continues to press the Quebec government to fast-track its deposit refund system, though the government has again postponed it until 2027 for certain types of containers.



Strong collaboration on big issues



Équiterre works in collaboration with many other groups on a wide range of projects, from the municipal to the international level.

Photo: Sami Dellah

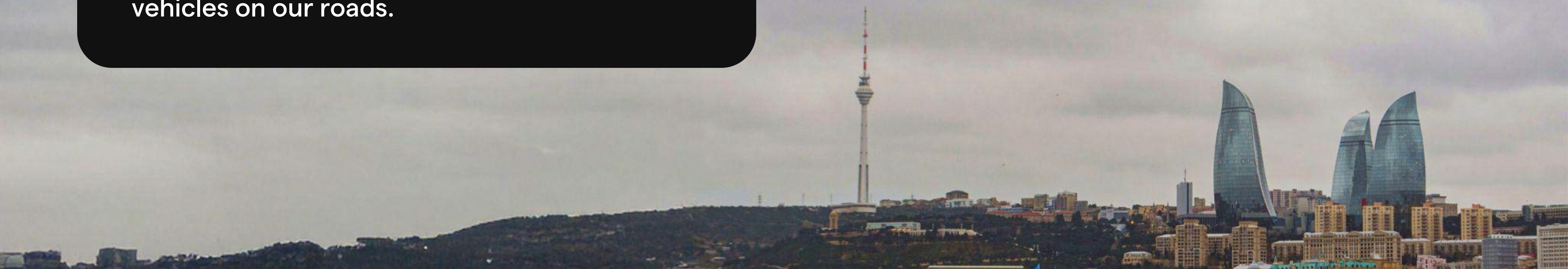
2024 Our collaborations

Fostering Quebec's well-being

The G15+ collective, of which Équiterre is a member, unveiled the third edition of its Indicators of Well-Being in Quebec, which detail changes in Quebecers' well-being over time in comparison to other G7 countries. Quebec fares well in this international comparison but we continue to face a number of challenges, such as high household debt, deteriorating mental health and a constant increase in the number of vehicles on our roads.

Action on the international stage

Équiterre's delegation attended the COP29 climate negotiations in order to influence our decision makers, collaborate with international groups and help inform Canadians and the Canadian media.



2024 Our collaborations

No backsliding on our environmental achievements

In the run-up to the 2025 federal election, Quebec must not compromise on the strongly held environmental values and principles that have guided its development and society. With our partners in Vire au vert, we have asked the federal political parties to commit to respecting the environmental values in the Quebec Consensus on the Environment.

Making our voices heard

Équiterre and 50 partners, representing over 2 million people, created the Pour la suite du monde movement to let the government know that we are fed up with inaction and to demand a social and environmental transition. Thousands took part in numerous demonstrations across Quebec on September 27 to demand action in the face of the social and climate crises, as well as biodiversity loss.

The Possibilities Campaign

From June 1, 2023 to May 31, 2026, Équiterre[®] is mobilizing businesses and foundations in response to the climate crisis. Because, while everything is (still) possible, much remains to be done to bring about the necessary transformations.

2024 la campagne des possibles

Our major fundraising campaign, with an ambitious target of \$10 million over three years, is off to an excellent start:

Amount raised to December 31, 2024

5 538 970 \$

On an objective of \$10M

We would like to thank the businesses that answered our call in 2024: Beneva, Aéroports de Montréal, Bombardier, Caisse d'Économie Solidaire Desjardins, Keurig DrPepper Canada, Metro, WSP, Stingray, Dunsky Énergie + Climat, Mouvement Desjardins, Cabinet de relations publiques NATIONAL.

Équiterre's Communities

Équiterre has always been able to count on dedicated people to help us build a greener, more just world.

Thanks to its 21,000 members, Équiterre has been able to develop projects on the ground, inspire businesses and institutions, and work with governments to find solutions to the climate crisis. To them, we extend our sincere gratitude.

We'd also like to recognize the members of our Accelerators Community, the Legacy Community and the Kickstart Community, who are our biggest donors. Thank you for making the environmental movement stronger.



Better prepared for tomorrow, thanks to you

Extreme climate events – raging forest fires, unprecedented floods, heightened threats to biodiversity – remind us of an essential fact: we must act today to better prepare for tomorrow. In the face of these growing challenges, one thing is certain: inaction is no longer an option.

Thanks to your commitment — members, partners, funders and allies — Équiterre is better equipped to build lasting solutions. We have denounced climate inaction, lobbied for ambitious policies, undertaken resilience initiatives and supported citizens and organizations in their environmental transition. Your support allows us to transform challenges into opportunities for reimagining our lifestyles, infrastructure and economic systems to make them more just and resilient.

THANK YOU FOR STANDING
WITH US AND BEING
A FORCE FOR CHANGE.

Our financial results.

Financial results

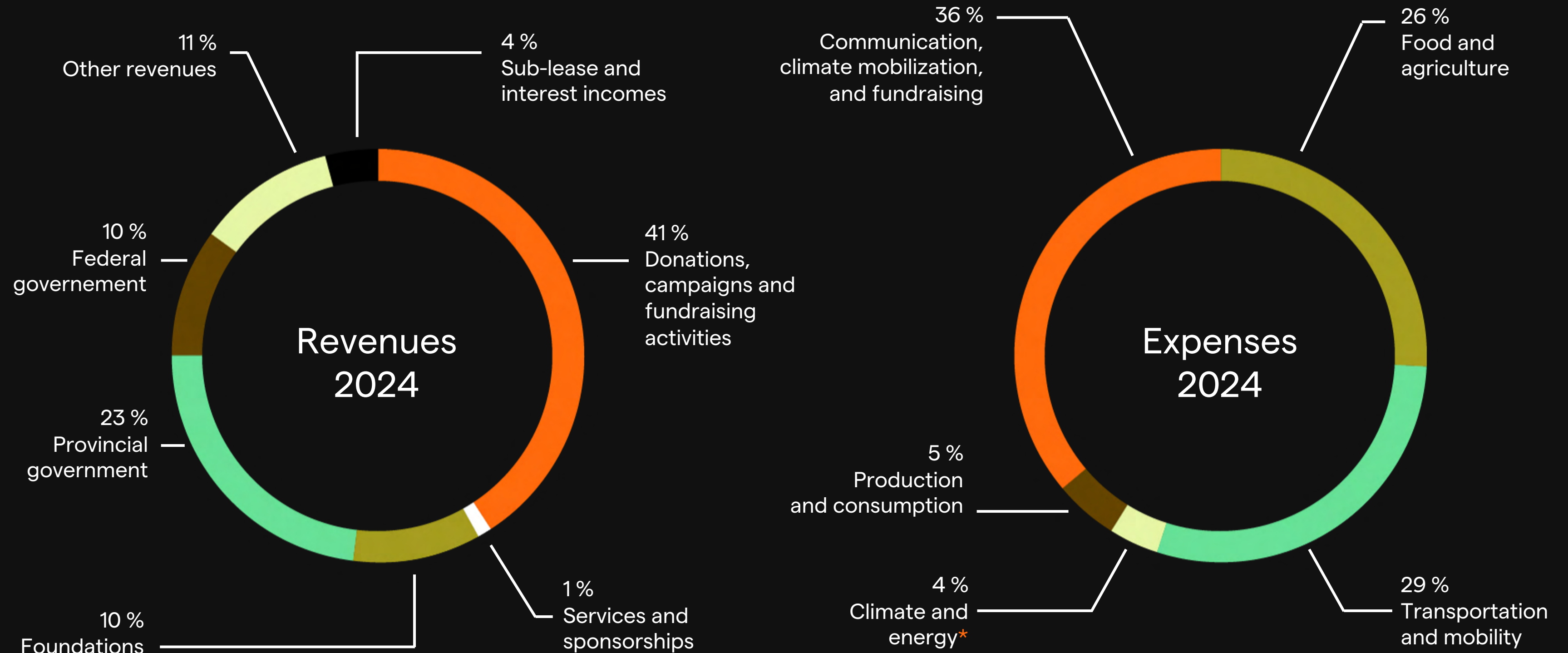
Results for the year ending December 31, 2024

	2024
	\$
Revenues 2024	
Contributions	
Government subsidies	
Provincial government	1 959 494
Federal government	805 014
Foundations	810 643
Donations, fundraising campaigns and activities	3 455 679
Other contributions	939 893
Services and sponsorships	124 922
Interest and sub-lease income	312 492
	8 408 137

	2024
	\$
Expenses 2024	
Food and agriculture	2 198 061
Transportation and mobility	2 415 062
Production and consumption	400 308
Climate and energy	347 826
Communication, climate mobilization, and fundraising	3 030 566
	8 391 822
Excess of income compared to expenses	16 315

Financial results

Results for the year ending December 31, 2024

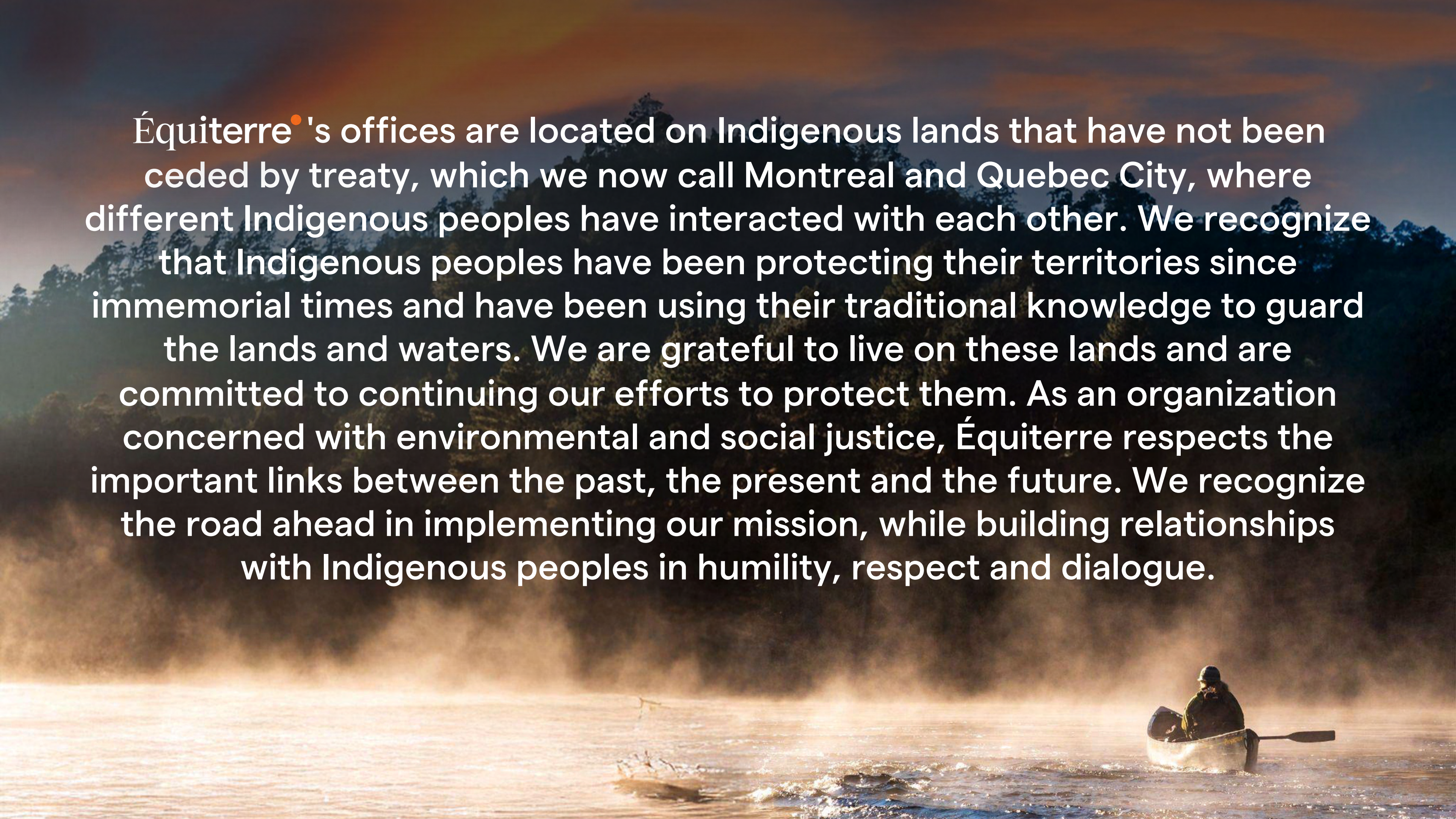


* Climate issues are also addressed in the 4 other categories

Thank you for supporting us and for being involved! 🌞



Équiterre's offices are located on Indigenous lands that have not been ceded by treaty, which we now call Montreal and Quebec City, where different Indigenous peoples have interacted with each other. We recognize that Indigenous peoples have been protecting their territories since immemorial times and have been using 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. As an organization concerned with environmental and social justice, Équiterre respects the important links between the past, the present and the future. We recognize the road ahead in implementing our mission, while building relationships with Indigenous peoples in humility, respect and dialogue.



Équiterre[•]

2025

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

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