

Courage and audacity



To change social norms, to transform our systems

Annual Report 2022 Équiterre

A message from the Chair of the Board of Directors

After four years as a member of Équiterre's Board of Directors, I was honoured in 2022 to be named its Chair. It was a productive year, with the creation of three new committees to support the board's work. With this extra support, we were able to build on our strengths and enhance the various projects led by the Board of Directors in such areas as governance, human resources and risk management.

Despite the post-pandemic fatigue, Équiterre has the major challenge of strengthening socio-environmental action. The Board of Directors was able to count on the unwavering collaboration of a capable, dedicated management team.

As the IPCC has stated in its various reports*, we're at a turning point for the ecological transition and systemic changes must be undertaken by our governments. More than ever, Équiterre has an important role to play. With its expertise in policy analysis, education and mobilization, Équiterre exposes climate injustices and fault lines in our society, while putting forward solutions. It amplifies the many voices of the environmental movement and beyond. It works to have an impact at every level – with citizens, industry and government – supporting various stakeholders in the pursuit of our common objectives. We must all work together to facilitate the necessary changes towards the ecological transition. Équiterre is more active than ever and is grateful to have you at its side.

As Équiterre turns 30 in 2023, I'm proud to belong to this vast community made up of members, employees, supporters, volunteers, collaborators and donors – all motivated and working towards bold transformations of our society.

*IPCC : [Intergovernmental Panel on Climate Change](#)

— CHARLES LAROCHELLE

CHAIR OF THE BOARD OF DIRECTORS





A word from our Executive Director

Sobriety, reduction at the source, redistribution... These words, once used with some reserve, were heard loud and clear in 2022. They are central concepts to the ecological transition, and we have incorporated them into our key messaging at Équiterre. With regards to our food and mobility choices, and how we consume energy and material goods, significant progress is possible through a shift in our systems, our perspectives and our priorities towards sobriety and environmental justice.

These principles and ideas are not always welcomed; they can even be viewed with hostility by some. There were some strong reactions to Équiterre's campaigns this year, fuelled by a reticence to change by vested interests. Our economic system and the advertising industry that fuels it are powerful, and they must be transformed to better fit within planetary limits.

Courage is needed to challenge these entrenched systems – not to mention dexterity and openness in order to be heard. Through our efforts to create awareness, mobilize and advocate, Équiterre can be a disruptive force. We know that moving people out of their comfort zones can stimulate important reflection and debate, and can unite people toward action.

A genuine ecological transition will require major changes to the ways in which we get around, how we nourish ourselves, how we consume and how we occupy the land. And to successfully achieve it, the transition must be equitable and inclusive.

A sizeable challenge, yes. But for nearly 30 years, Équiterre has worked alongside Quebecers to defy and transform existing social norms, paving the way for systemic change.

What we have accomplished is remarkable, but the task before us remains both daunting and pressing. Together, we will continue to take bold and courageous action to break the inertia and to convince our governments to follow the will of the citizens. The future that we are trying to build depends on it.

— COLLEEN THORPE

EXECUTIVE DIRECTOR

The Équiterre^o community

In 2022, we had:

22,307
donor members

159,537
followers on social media

76
employees

3
interns

10
volunteers



A strong voice.

In 2022, we had:

896,930 pages viewed on our website

+ 300 interviews given

3,710 media mentions amplifying our messages



Our work



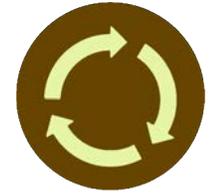
Food and
agriculture



Transportation
and mobility

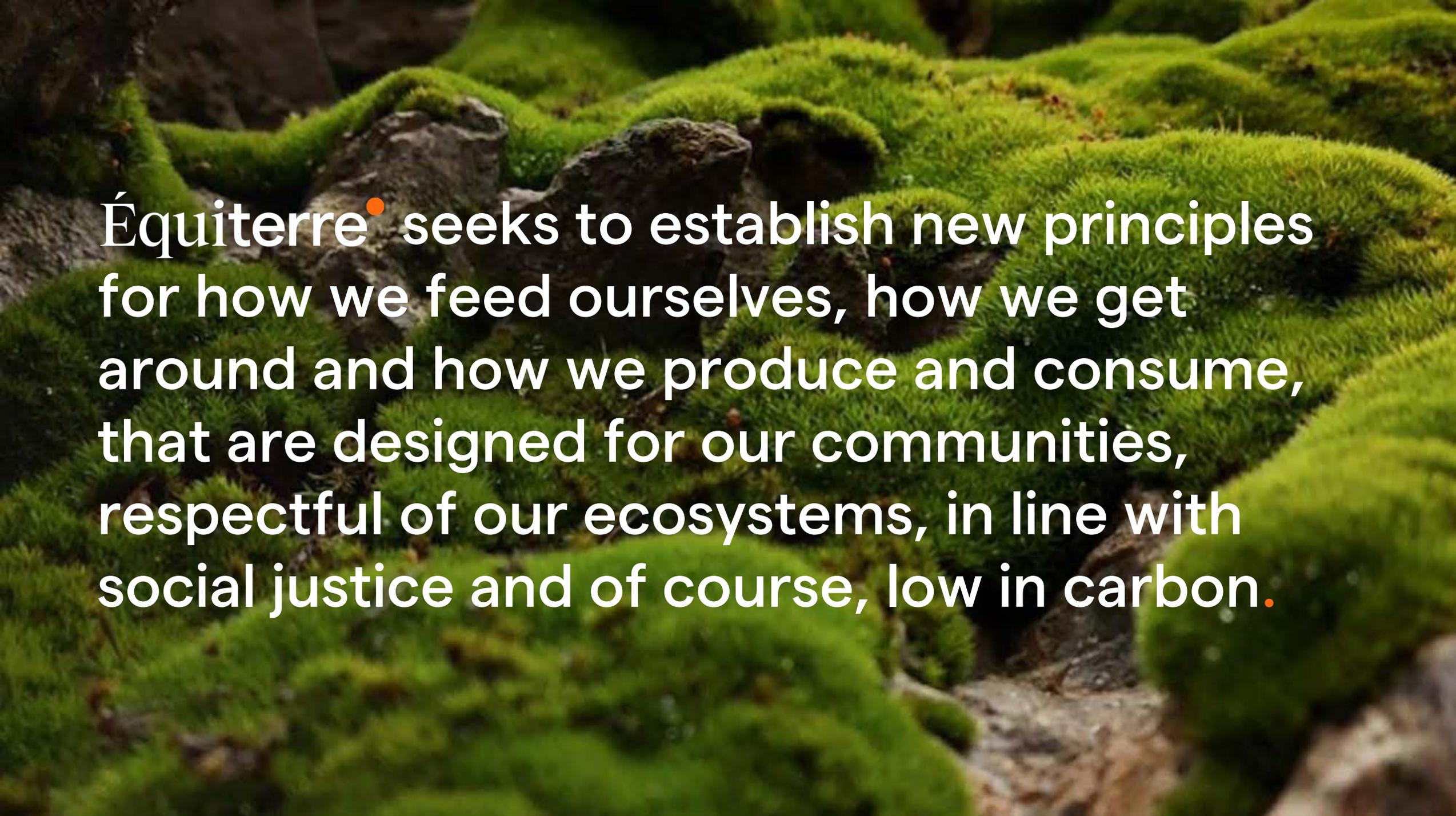


Climate and
energy



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.



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.

Food and agriculture

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

A close-up photograph of a plate of french fries. The fries are golden-brown and piled on a piece of brown paper. A small white bowl containing a red dipping sauce is positioned to the left of the fries. The fries are garnished with fresh green herbs. The background is a plain, light-colored surface.

We're tackling the composition of our menus, priorities for our agricultural land and we're raising awareness about the effects that these choices have on our planet.

AUDACITY

Our accomplishments in sustainable food and agriculture



Financing for agro-environmental programs

After years of political pressure, Quebec is now financially encouraging farms to transition to agro-environmental practices. We have mobilized citizens on the issue and have been encouraging the federal government to provide similar financial support.

Encouraging soil health and conservation

Highlighting agricultural practices that are good for soil health for conventional field crops.

33

videos

6

regions showcased

Our accomplishments in sustainable food and agriculture



The movement for sustainable food in our institutions

A new web portal to encourage local food procurement by institutions and food service management companies. Tailored support for the CHU de Québec-Université Laval and the Centre intégré de santé et de services sociaux de l'Outaouais to increase local food procurement.

60%

of food purchased by
Commun'assiette members is local

Healthy, local, environmentally responsible food for youth

Support for nearly 30 schools in establishing sustainable food initiatives. 85 schools and daycares participated in Schools Take Root during this first year of transition to the CAPÉ (Coopérative pour l'agriculture de proximité écologique).

Our accomplishments in sustainable food and agriculture



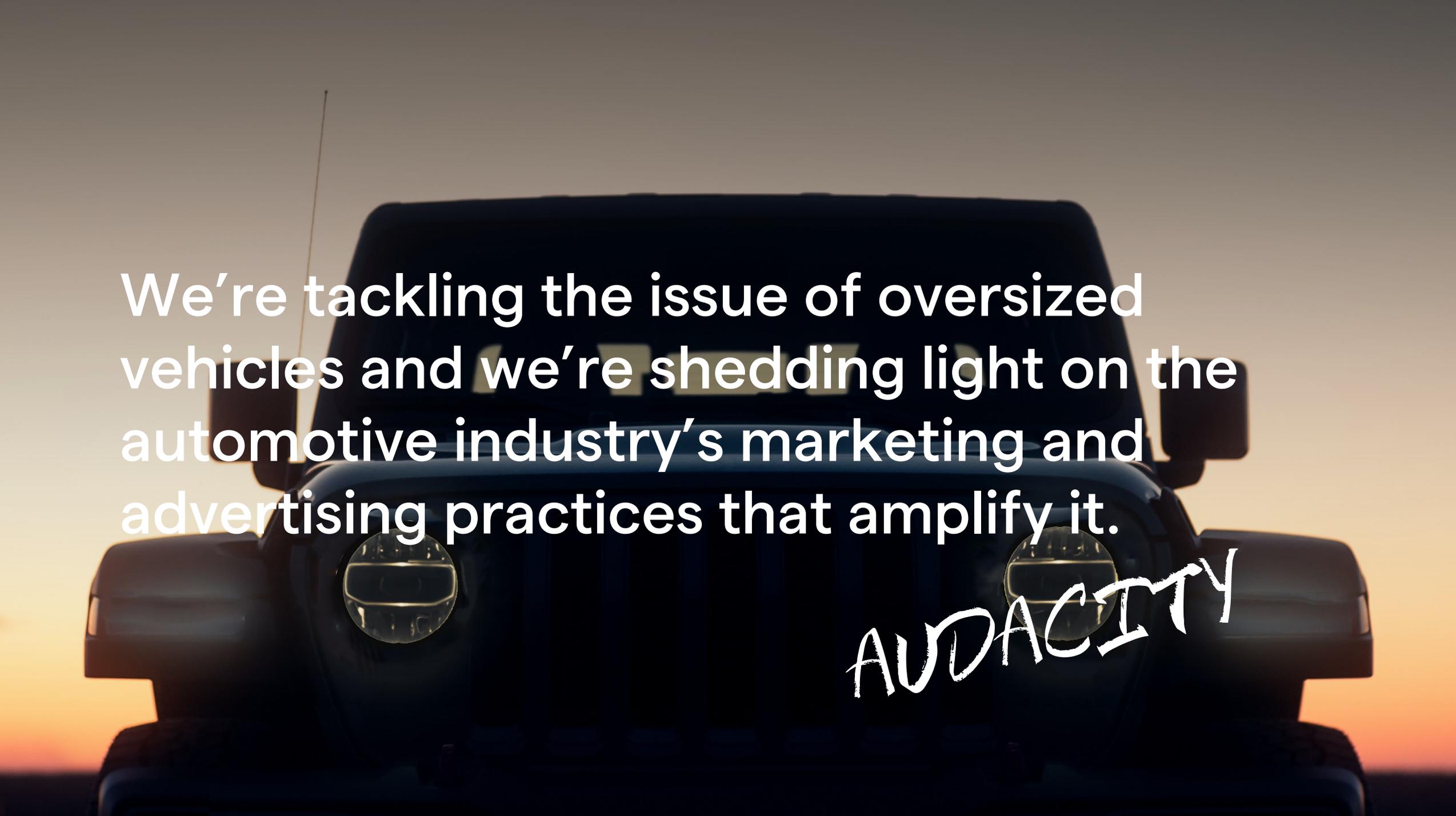
Hundreds of resources for teachers and people who work with youth

On the La marmite éducative platform, there are over 400 tools and activities on healthy food. Only a year after it was created, the platform reaches 35,000 people who work with youth from 0 to 17 years of age.



Transportation and mobility

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

The image shows the front view of a dark-colored SUV, likely a Jeep, silhouetted against a bright sunset sky. The headlights and fog lights are visible, and the overall scene is dimly lit with a warm orange glow from the sun.

We're tackling the issue of oversized vehicles and we're shedding light on the automotive industry's marketing and advertising practices that amplify it.

AUDACITY

Our accomplishments in transportation and mobility



Education and awareness about the impacts of large vehicles

A first advertising and awareness-building campaign on the very real consequences of the proliferation of large vehicles on our roads.

144

media mentions

24 MILLION

impressions for our advertising campaign

Sustained resistance to autoroute expansion projects

Mobilization, lobbying, education and awareness-building to stop projects that destroy nature and contribute to urban sprawl, encouraging sustainable mobility solutions instead.



Our accomplishments in transportation and mobility



Mythbusting on electric cars

A strong presence at Quebec's Electric Vehicle Shows to help guide motorists in their choice of vehicle and to encourage them to reflect on their real needs.

running
electric

Increasing enthusiasm for electric bikes

A growing appetite among Quebec companies for the Vélovolt program, in which their employees can try out electrically assisted bikes to get to and from work.



Our accomplishments in transportation and mobility



Legislative progress on zero emission vehicles

The federal government finally announced the imminent publication of a zero emission vehicle (ZEV) standard, a regulation that we have been demanding for several years.

Sustainable solutions for urban deliveries

A report that proposes four concrete solutions to help Montreal reduce greenhouse gas emissions from freight transportation.

Our accomplishments in transportation and mobility



Canadian Electric School Bus Alliance

A new pan-Canadian alliance to encourage knowledge sharing and policy development in order to accelerate the transition to electric school bus transportation.



Climate and energy

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



In federal court, we're contesting the government's decision to approve the Bay du Nord oil project and we're encouraging Canadians to voice their displeasure.

AUDACITY

Our accomplishments in climate and energy



Quebec closes the door on the fossil fuel industry

A huge victory after years of mobilization and political pressure: Quebec is the first in the world to ban oil and gas development within its borders.



Canada's GHG reduction plan

The Canadian government presented its 2030 greenhouse gas (GHG) reduction plan, which included many of our demands on climate, mobility and agricultural issues.

Our accomplishments in climate and energy



Steps towards reducing fossil fuel subsidies

The federal government finally released a plan to limit new public funding for fossil fuels internationally. The next step: tackling domestic fossil fuel funding.

Citizen mobilization and legal action against the approval of Bay du Nord

Despite the federal approval of the Bay du Nord oil project, we're continuing to mobilize Canadians against the project and we're contesting the government's decision in federal court.

Our accomplishments in climate and energy

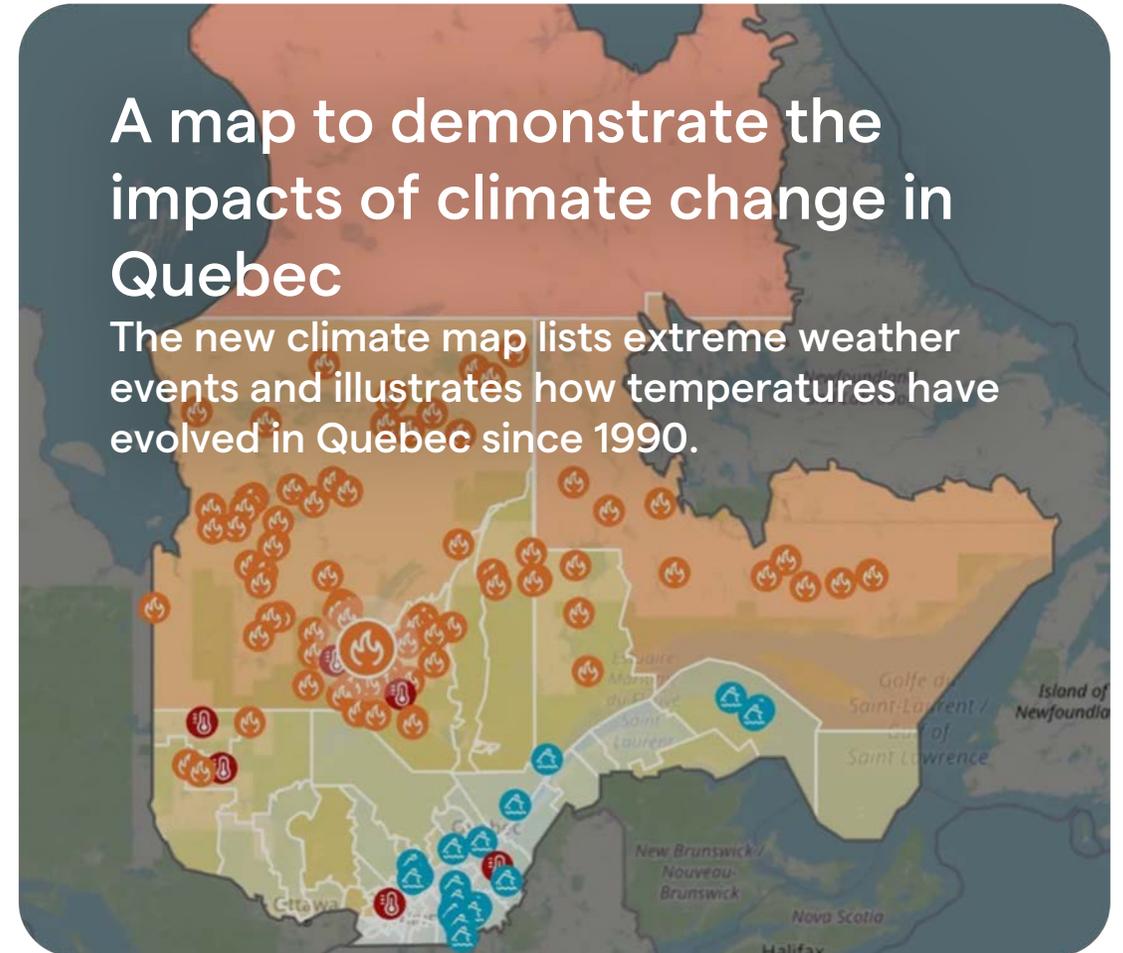


Creating awareness about fossil gas

To expose and seek to eliminate the harmful greenwashing practices used by the industry to promote fossil gas.

A map to demonstrate the impacts of climate change in Quebec

The new climate map lists extreme weather events and illustrates how temperatures have evolved in Quebec since 1990.



Production and consumption

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

A photograph of a row of washing machines in a laundry room. The machines are white and arranged in two rows. The top row has three machines, and the bottom row has four. The machines are slightly worn and have some rust on the front panels. A large white text overlay is centered over the image.

We're tackling overconsumption, the economic system that encourages it, and we're encouraging people to move towards deconsumption.

AUDACITY

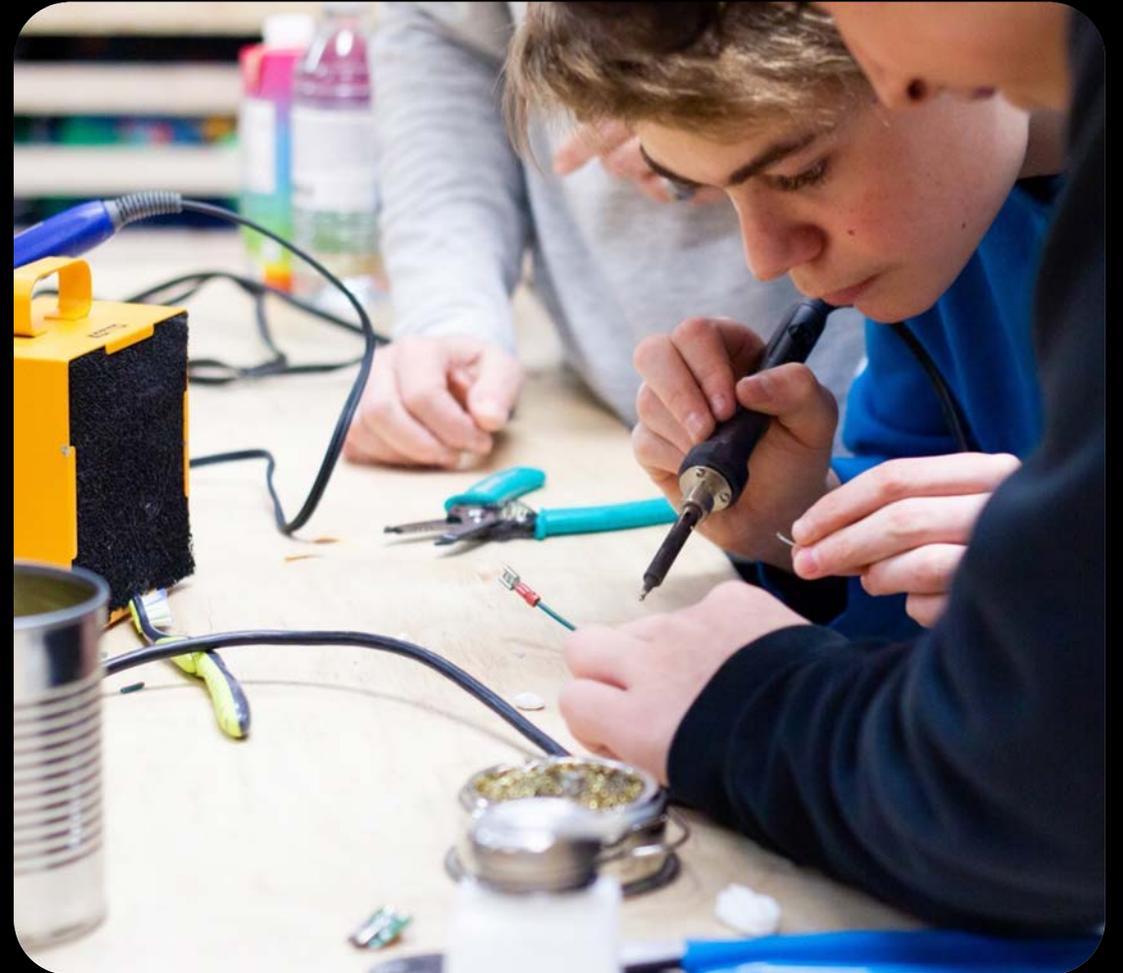
Our accomplishments in production et consumption



A key player on repair issues
Équiterre published the first pan-
Canadian study on access to repair,
proposing policy recommendations to
ensure that goods be more durable and
more easily repaired.

295

Media mentions



Our accomplishments in production et consumption



To encourage reuse

In preparation for the expansion of the deposit refund system to all beverage containers in 2023, Équiterre submitted policy recommendations to encourage more widespread use of refillable containers.

An opt-in for flyers

Following Mirabel's example, Montreal has finally regulated for an opt-in to receive flyers, rather than continuing with the automatic distribution model. Équiterre is mobilizing the public to encourage other municipalities to follow suit.

Our accomplishments in production et consumption



Holding car manufacturers responsible for electric batteries

Despite our disappointment that the provincial government did not implement Extended Producer Responsibility (ERP) for zero emission vehicle batteries, we've continued to push for it.

Residual waste management

A report by the Bureau d'audiences publiques sur l'environnement highlighted our key messages of reduction at the source and reuse: waste management is a lot easier when there is less of it to manage.



Strong collaboration on big issues



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

Our collaborations



Vire au vert

The development and coordination of a citizen mobilization campaign to put the environment at the heart of the 2022 provincial election.



Land use planning impacts on climate and biodiversity

Following an extensive consultation, the Quebec government finally published its new policy on architecture and land use planning, which left us wanting more. We're eagerly awaiting the implementation plan.



Our collaborations



COP27 on climate

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

COP15 on biodiversity

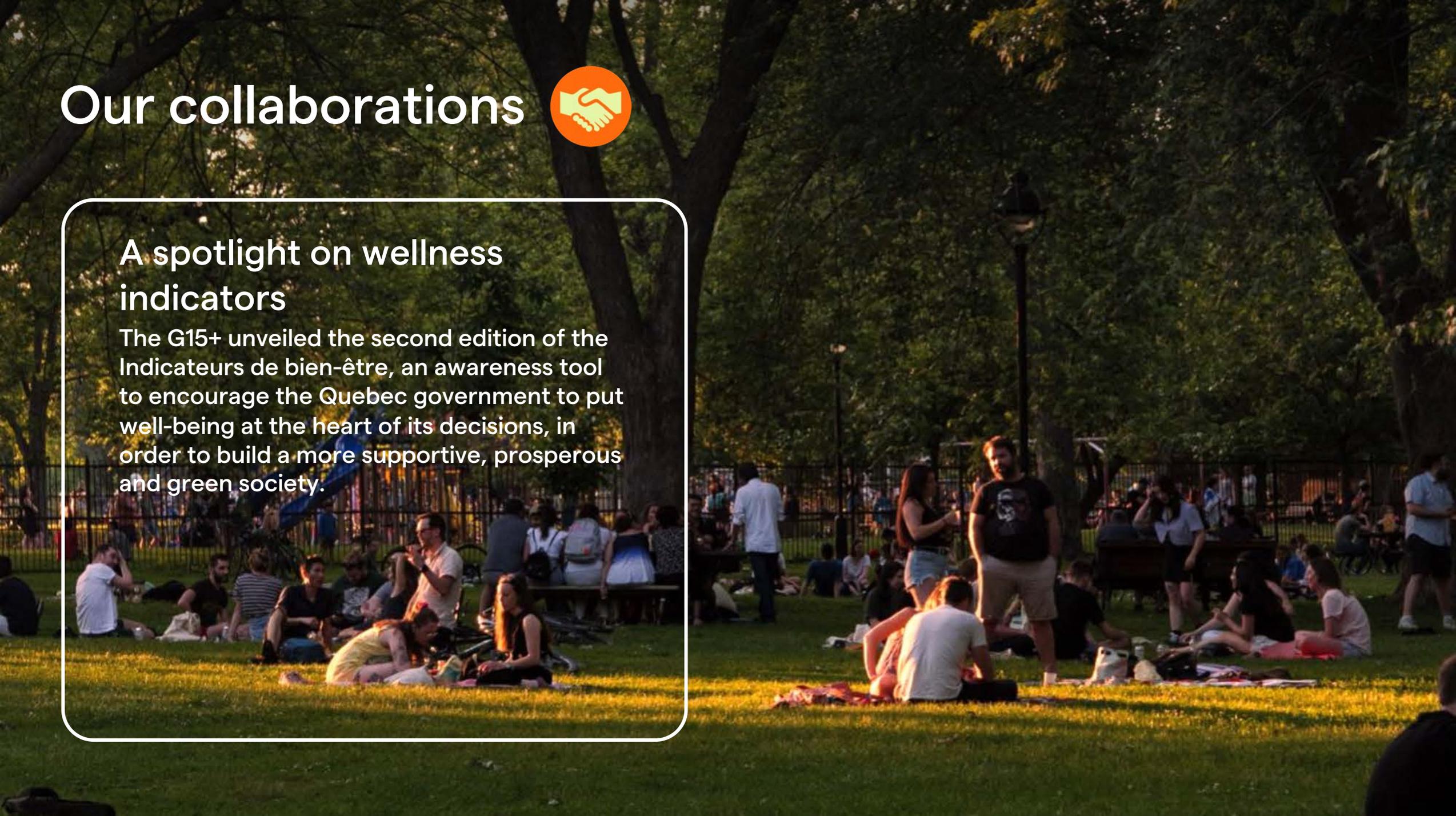
Équiterre participated in COP15 to highlight the importance of biodiversity in our agricultural soils, to mobilize against projects that threaten biodiversity and to help create awareness about the consequences of biodiversity loss.

Our collaborations



A spotlight on wellness indicators

The G15+ unveiled the second edition of the Indicateurs de bien-être, an awareness tool to encourage the Quebec government to put well-being at the heart of its decisions, in order to build a more supportive, prosperous and green society.



So much ground has been covered.

With the support of the community, we're creating awareness and changing social norms. Your donations have helped us to assemble a team of committed experts, actively engaged in setting the record straight, denouncing the socio-environmental inaction of our decision-makers, but also in collaboration, sharing knowledge, seeking new ways of doing things and inspiring change across the country.

Through dialogue and openness, and with a focus on vulnerable communities who are being affected the most by the bio-climatic crisis, we're continuing with our important work to improve the world.

The larger our movement, the stronger and more powerful our influence. Thank you for standing with us.

FOR A SUSTAINABLE WORLD



**Our financial
results.**

Financial results

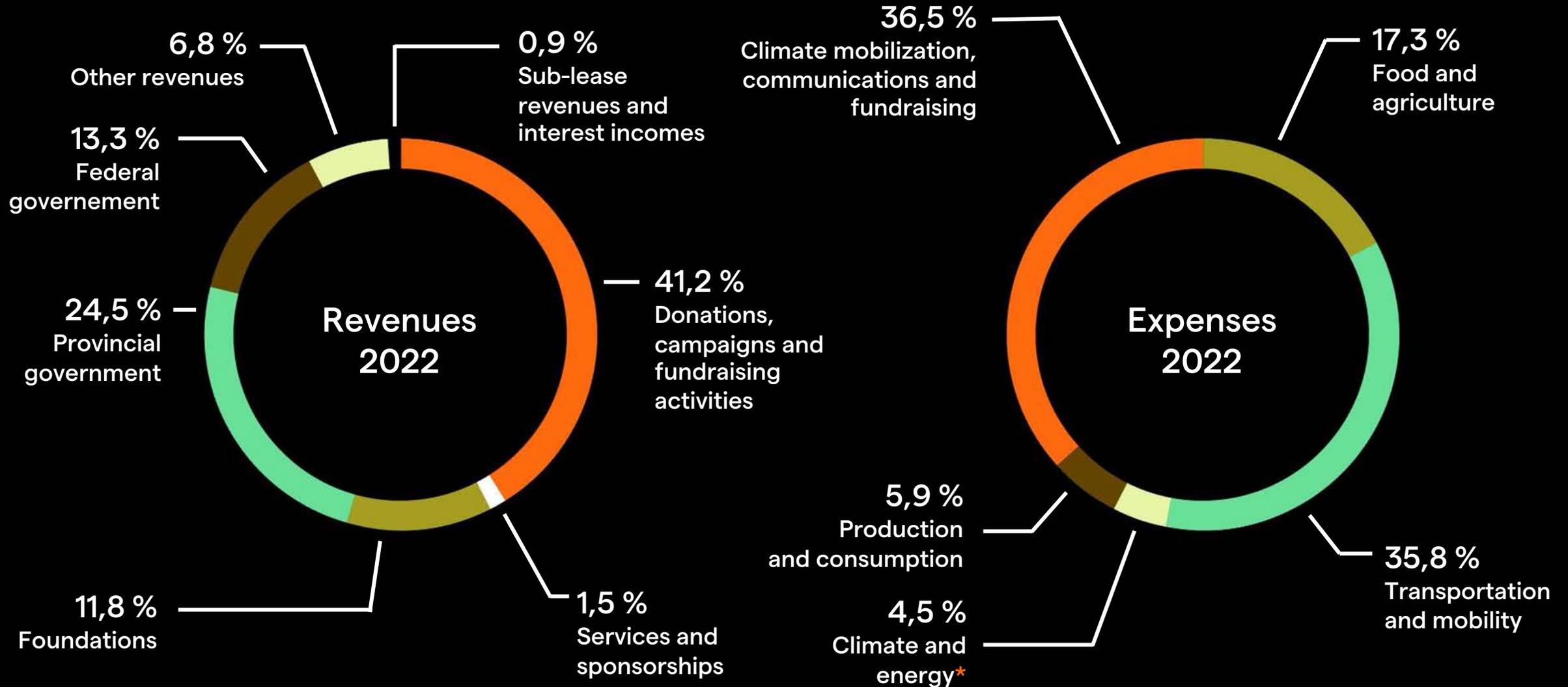
Results for the year ending December 31, 2022

	2022
	\$
Revenues 2022	
Contributions	
Government subsidies	
Provincial government	1 928 649
Federal government	1 048 367
Foundations	932 562
Donations, fundraising campaigns and activities	3 243 750
Other contributions	535 762
Services and sponsorships	114 641
Interest income	72 247
Sub-lease	43 615
Amortization of deferred contributions related to tangible assets	1 393
	7 920 986

	2022
	\$
Expenses 2022	
Salaries and benefits	4 195 884
Activities	2 288 082
Costs related to fundraising campaigns	655 393
Administrative costs	502 780
Amortization of tangible fixed assets	75 336
Amortization of intangible asset	30 865
Bank costs	3 052
Interest on line of credit for mirror loan	41 155
Interest on capital lease	83 502
	7 876 049
Excess before the transfer of the work of art	44 937
Transfer of a work of art to the City of Montreal in the framework of COP15	126 374
Insufficiency of income compared to expenses	(81 437)

Financial results

Results for the year ending December 31, 2022



* Climate issues are also addressed in the 4 other categories

Thank you for supporting us
and for being involved! 



Équiterre^o

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