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
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 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
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 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.
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.
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.
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.

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).

60% of food purchased by Commun’assiette members is local
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.
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.
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.

Media mentions: 144
Impressions for our advertising campaign: 24,000,000

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.
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.

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

Media mentions

295
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.
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.

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.
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

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.

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.
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.
Our financial results.
## Financial results

Results for the year ending December 31, 2022

<table>
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<tr>
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<th>2022</th>
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<tbody>
<tr>
<td><strong>Revenues 2022</strong></td>
<td>$</td>
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<tr>
<td>Contributions</td>
<td></td>
</tr>
<tr>
<td>Government subsidies</td>
<td></td>
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<tr>
<td>Provincial government</td>
<td>1,928,649</td>
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<tr>
<td>Federal government</td>
<td>1,048,367</td>
</tr>
<tr>
<td>Foundations</td>
<td>932,562</td>
</tr>
<tr>
<td>Donations, fundraising campaigns and activities</td>
<td>3,243,750</td>
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<tr>
<td>Other contributions</td>
<td>535,762</td>
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<tr>
<td>Services and sponsorships</td>
<td>114,641</td>
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<tr>
<td>Interest income</td>
<td>72,247</td>
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<tr>
<td>Sub-lease</td>
<td>43,615</td>
</tr>
<tr>
<td>Amortization of deferred contributions related to tangible assets</td>
<td>1,393</td>
</tr>
<tr>
<td><strong>Total Revenues</strong></td>
<td><strong>7,920,986</strong></td>
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<table>
<thead>
<tr>
<th><strong>Expenses 2022</strong></th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salaries and benefits</td>
<td>4,195,884</td>
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<tr>
<td>Activities</td>
<td>2,288,082</td>
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<td>Costs related to fundraising campaigns</td>
<td>655,393</td>
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<td>Administrative costs</td>
<td>502,780</td>
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<td>Amortization of tangible fixed assets</td>
<td>75,336</td>
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<td>Amortization of intangible asset</td>
<td>30,865</td>
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<td>Bank costs</td>
<td>3,052</td>
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<td>Interest on line of credit for mirror loan</td>
<td>41,155</td>
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<tr>
<td>Interest on capital lease</td>
<td>83,502</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>7,876,049</strong></td>
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<tr>
<td>Excess before the transfer of the work of art</td>
<td>44,937</td>
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<tr>
<td>Transfer of a work of art to the City of Montreal in the framework of COP15</td>
<td>126,374</td>
</tr>
</tbody>
</table>

**Insufficiency of income compared to expenses** | (81,437)
Financial results
Results for the year ending December 31, 2022

**Revenues 2022**
- 6.8% Other revenues
- 13.3% Federal government
- 24.5% Provincial government
- 11.8% Foundations
- 0.9% Sub-lease revenues and interest incomes
- 41.2% Donations, campaigns and fundraising activities

**Expenses 2022**
- 17.3% Food and agriculture
- 35.8% Transportation and mobility
- 5.9% Production and consumption
- 4.5% Climate and energy*

* Climate issues are also addressed in the 4 other categories
Thank you for supporting us and for being involved! 🌞
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Join us on social media: equiterre.org/en/communities

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