Annual Report 2021 ️ ️
Reinforcing Équiterre®
FOR A SUSTAINABLE WORLD
If 2020 was the year of resilience, 2021 was the year of reinforcement. The public health crisis did not in any way slow us down at Équiterre. On the contrary, our work became even more essential, and we’ve experienced a period of significant growth through our projects and initiatives in the past few years. This growth was well managed and has helped to reinforce the organization.

A solid leadership team, committed staff members, dedicated donors and an engaged Board of Directors have allowed Équiterre to carry out its mission and play an active role in bringing about the ecological transition.

After eight years on Équiterre’s board, including seven years as Chair, it is time for me to leave my spot to another. I’m very proud of the work that we’ve done on governance and in support of the management team. I stayed on a few extra years after the departure of Équiterre’s last co-founders to help the leadership team with the transition. I can assure you that Équiterre is a solid team.

A new chapter will be written by our Board of Directors, now buoyed by additional expertise and three newly created committees. I am confident that Équiterre is in good hands to continue to propel us towards the systemic changes that are necessary for the well-being of our environment and our society.
I often make reference to tree roots in a forest. Interconnected and interdependent, they help reinforce one another in a nourishing, biodiverse ecosystem. This underground effort is not visible, but without it, we would not have a forest.

I use this metaphor to describe the work done by our team at Équiterre and within our network. I'm very grateful for the dedication of each and every one of them over these past few years. We've managed to build solid roots and a more symbiotic relationship with our network to help move us towards the necessary transformation to a more sustainable world.

Équiterre has improved its tools and processes, added expertise and spokespersons, developed a new website and adopted a new brand image – all of this to reinforce our efforts towards a more equitable and environmentally responsible society.

This past year, full of challenges and victories, was a success thanks to the generous financial contributions from our community of members and the keen participation of our supporters in our many activities. Équiterre’s 2021 accomplishments, highlighted in this annual report, are shared with all of you.

COLLEEN THORPE
ÉQUIFERRE’S EXECUTIVE DIRECTOR
The Équiterre community

+ 23,000 donor members

+ 126,000 subscribers to our newsletter

65 employees 9 interns 10 volunteers
Reinforcing our team.

MESSAGES FROM OUR DIRECTORS
“In the past year, we’ve rebuilt our website and refreshed our brand image. An important milestone to help us increase our reach, better communicate our work and more effectively mobilize people to take action with us.”

— MARIE-FRANCE DALCOURT
DIRECTOR OF COMMUNICATIONS AND DEVELOPMENT

“In 2021, the notion of inclusivity became increasingly integrated into our projects and organizational culture.”

— FLORENCE BOURDEAU
DIRECTOR OF PROGRAMS
“A major digital transformation began in 2021 to better equip our colleagues, improve internal communications and increase our efficiency.”

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NICOLE BERGERON
DIRECTOR OF FINANCE AND ADMINISTRATION

“Our analysts have been stretching the boundaries of their expertise and exploring new avenues, making Équiterre’s voice resonate strongly in current environmental debates. We will continue pushing forward with these efforts to address the many challenges of the climate crisis.”

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MARC-ANDRÉ VIAU
DIRECTOR OF GOVERNMENT RELATIONS
A strong voice.

+ **746,000** views on our website

+ **154,000** followers on social media

+ **1,100** 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.

This progress is helping 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.
Sustainable food systems for resilient agriculture and healthy food.

Reinforcing our agriculture means valuing our farmers, protecting their land and helping and encouraging them to transition towards agricultural practices that foster soil health.
Our accomplishments in agriculture

Showcases on soil health and conservation
To create awareness and support farms in their transition towards agricultural practices that promote healthy soil.

Report: The Power of Soil
An in-depth report and five webinars on how Canadian farms can play a pivotal role to address the climate crisis and support our increasingly fragile agricultural systems.
Petition: We must protect our farmland
A mobilization against agricultural rezoning.

13,531 signatures

Climate at the heart of agricultural policies
Political advocacy to ensure that the next strategic agricultural framework will have a focus on addressing the climate crisis.
Des solutions pour se nourrir sainement et durablement.

Sustainable food systems for resilient agriculture and healthy food.

Reinforcing our food systems requires reducing the distances from soil to plate, increasing access to healthy, local and environmentally responsible food, and improving food education for all.
Our accomplishments in sustainable food

La marmite éducative
Quebec’s very first food education platform.

Educational kit: À la soupe!
A completely revamped version of the À la soupe! educational kit, with 32 food education activities.
Our accomplishments in sustainable food

Commun’assiette
A community of practice for sustainable institutional food.

Institutions Eat Local
The 3rd edition of the Institutions Eat Local event, in collaboration with Aliments du Québec.
Our accomplishments in sustainable food

**Sustainable food in Quebec schools**
Support to help implement sustainable food initiatives in schools.

**Schools Take Root**
Baskets of local organic produce for at-risk families during the 6th edition.

- 8,181 baskets
- 464 solidarity baskets
Transportation and mobility

Solutions for sustainable and healthy transportation.

Strengthening our mobility and our transportation systems requires a change in public perceptions on transportation and on the role of the car in our society.
Our accomplishments in transportation and mobility

Series of reports: Understanding the rise of light-duty trucks in Canada
An extensive study to explain the causes and consequences of the growing preference among Canadians for oversized, fuel-inefficient vehicles, as well as possible solutions.

Petition calling for better regulation on ads for gas-powered cars
More than 14,000 signatures and lots of interest from political parties on our petition calling for a better regulatory framework on car advertising.
Our accomplishments in transportation and mobility

A federal target for ZEV sales
100% of new vehicles sold in Canada must be zero emission as of 2035 - a major announcement, after years of political pressure.

Vélovolt - From car to bike
The first campaign to organize test drives, conduct research and raise awareness about electric bikes in Quebec.
Victory!
After years of mobilization, the Quebec City Port expansion project has been refused.

3rd Link (3e lien)
A strong public mobilization against the 3rd Link project between Lévis and Quebec City.

+ 25,000 signatures on the petition in less than 48 hours
Fighting for the climate and transitioning to renewable energy.

Climate action necessitates systemic changes in many areas. Our governments must assume their climate responsibility and put an end to fossil fuels.
Victory over GNL Québec!
A successful public mobilization against the GNL Québec/Gazoduc fossil gas project.

+ 120,000 signatures on the petition

2,533 brief submissions, a historic record

Mission accomplished on carbon pricing
Équiterre and the Centre québécois du droit de l'environnement intervened before the Supreme Court in 2020. In 2021, the Supreme Court upheld the constitutionality of Canada’s carbon pricing legislation.
Our accomplishments in climate and energy

The end of fossil fuel exploration and development in Quebec
A significant commitment by the Quebec government after years of political pressure, that will need to be well managed.

An announcement on federal fossil fuel subsidies
Canada announced its intention to end subsidies for international fossil fuel development by 2023. These subsidies must now be phased out in Canada as well.
Our accomplishments in climate and energy

The Canadian Net-Zero Emissions Accountability Act
After years of political pressure, the Canadian Net-Zero Emissions Accountability Act was finally adopted by the federal government - so that Canada will never again miss a climate target.

For ambitious and fair climate targets
Pressure from Équiterre and its partners during COP26 to get Canada and Quebec to set more ambitious climate targets, better aligned with the notion of fair share.
Production and consumption

Reducing waste through reuse and repair requires a change in perspective, with a greater focus on circularity and reduction at the source.

Solutions to realign our economic systems with humans and nature.
Our accomplishments in production and consumption

Managing residual waste
Bureau d’audiences publiques sur l’environnement consultations on waste management and a mobilization of our network to emphasize reduction at source as a central solution to Quebec’s waste management issues. 41 recommendations by Équiterre

Extended Producer Responsibility
Participation in a public consultation to make manufacturing companies responsible for the waste generated by the usage of their products.
Our accomplishments in production and consumption

Petition for access to repair
A petition calling for more durable goods that are more easily repaired. + 9,000 signatures
Governments that take the climate crisis to heart

Reinforcing our democracy by raising awareness and mobilizing the population.
Governments that take the climate crisis to heart

Towards a new strategy on land use
Awareness building and citizen mobilization to increase understanding about the issues during a province-wide conversation on land use planning.

Vire au vert
A citizen mobilization campaign to put the environment at the heart of the 2021 municipal elections.
Governments that take the climate crisis to heart

One earth, one vote
A Canada-wide citizen mobilization calling for socio-environmental commitments from candidates in the run-up to the 2021 federal election.
Équiterre’s educational and political advocacy work continues in all our action areas to keep going further in the ecological transition.

Our individual environmental actions are important but insufficient in the face of the climate emergency. Équiterre is working to pave the way so that these actions can be scaled to the community level through systemic changes.

Major and rapid changes are now essential. With your support, Équiterre will keep pushing. The stronger our voice, the greater our power to influence decision-makers and to get them actively working with us.
Our financial results.
Financial Results
Results for the year ending December 31, 2021

<table>
<thead>
<tr>
<th>Revenues 2021</th>
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<th>Expenses 2021</th>
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<tbody>
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<td>Contributions</td>
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<td>Other contributions</td>
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<td>Services and sponsorships</td>
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<td>Interest income</td>
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<td>Sub-lease revenues</td>
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<td>Excess of revenue over expenses</td>
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Financial Results
Results for the year ending December 31, 2021

Revenues 2021
- Provincial government: 28%
- Federal government: 6%
- Sub-lease revenues and interest incomes: 1%
- Foundations: 11%
- Other revenues: 5%
- Donations, campaigns, and fundraising activities: 48%

Expenses 2021
- Climate mobilization, communications, and fundraising: 34%
- Services and sponsorships: 1%
- Climate and energy*: 6%
- Production and consumption: 4%
- Transportation and mobility: 33%
- Food and agriculture: 23%

* Climate issues are also addressed in the 4 other categories.
Thank you for supporting us 🌟 and for being involved!
Équiterre

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