

Annual Report 2021  

# Reinforcing Équiterre<sup>•</sup>

FOR A SUSTAINABLE WORLD



# Message from the Chair of the Board of Directors

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.

— HÉLÈNE DUFRESNE  
CHAIR OF THE BOARD OF DIRECTORS







# A word from our Executive Director

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

ÉQUITERRE'S EXECUTIVE DIRECTOR



# The Équiterre<sup>o</sup> 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







“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.”

—— *MARC-ANDRÉ VIAU*

DIRECTOR OF GOVERNMENT RELATIONS

“A major digital transformation began in 2021 to better equip our colleagues, improve internal communications and increase our efficiency.”

—— *NICOLE BERGERON*

DIRECTOR OF FINANCE AND ADMINISTRATION



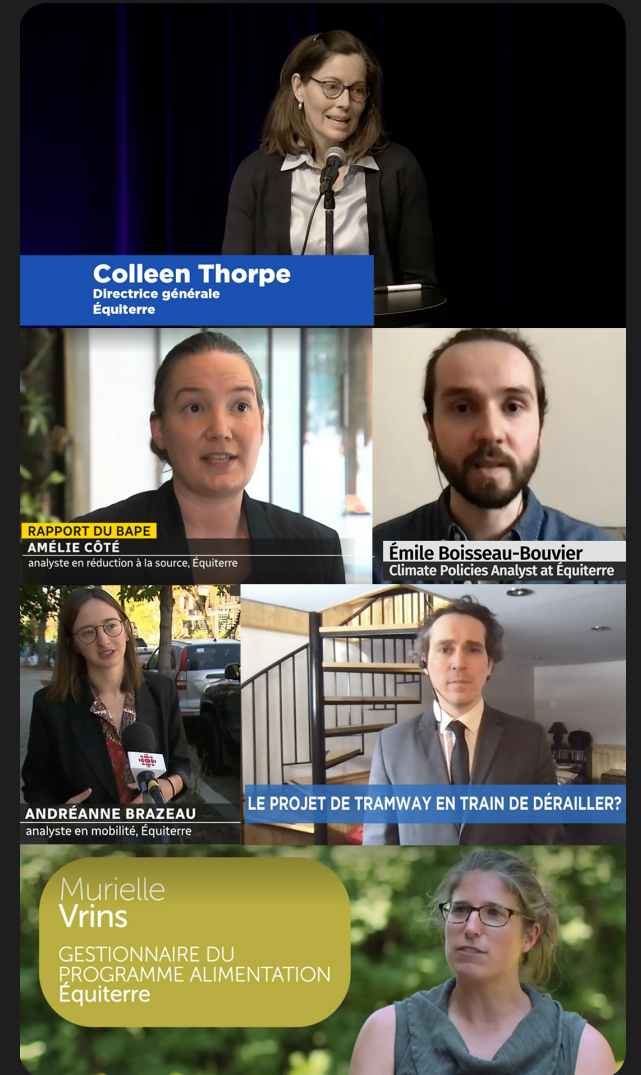


# A strong voice.

+ 746,000 views on our website

+ 154,000 followers on social media

+ 1,100 media mentions amplifying our messages



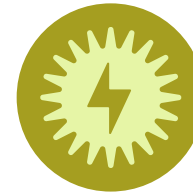
# Our work



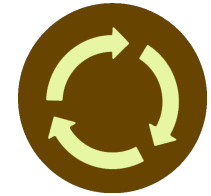
Food and  
agriculture



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.

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.



# Agriculture



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.

25

videos and  
case studies

## 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.





# Our accomplishments in agriculture

**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.





# Sustainable Food



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.



400  
tools

## 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.



108

participating  
institutions

# 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.

8

reports

83

media  
mentions

## 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.



# Our accomplishments in transportation and mobility



## 3<sup>rd</sup> Link (3<sup>e</sup> lien)

A strong public mobilization against the 3<sup>rd</sup> Link project between Lévis and Quebec City.

+ 25,000

signatures on the petition in less than 48 hours

## Victory!

After years of mobilization, the Quebec City Port expansion project has been refused.





# Climate and energy



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.



# Our accomplishments in climate and energy

## Victory over GNL Québec!

A successful public mobilization against the GNL Québec/Gazoduq 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.



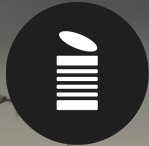
## For ambitious and fair climate targets

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



Solutions to realign our economic systems with humans and nature.

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



# 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

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

43

recommendations  
by Équiterre

## 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.



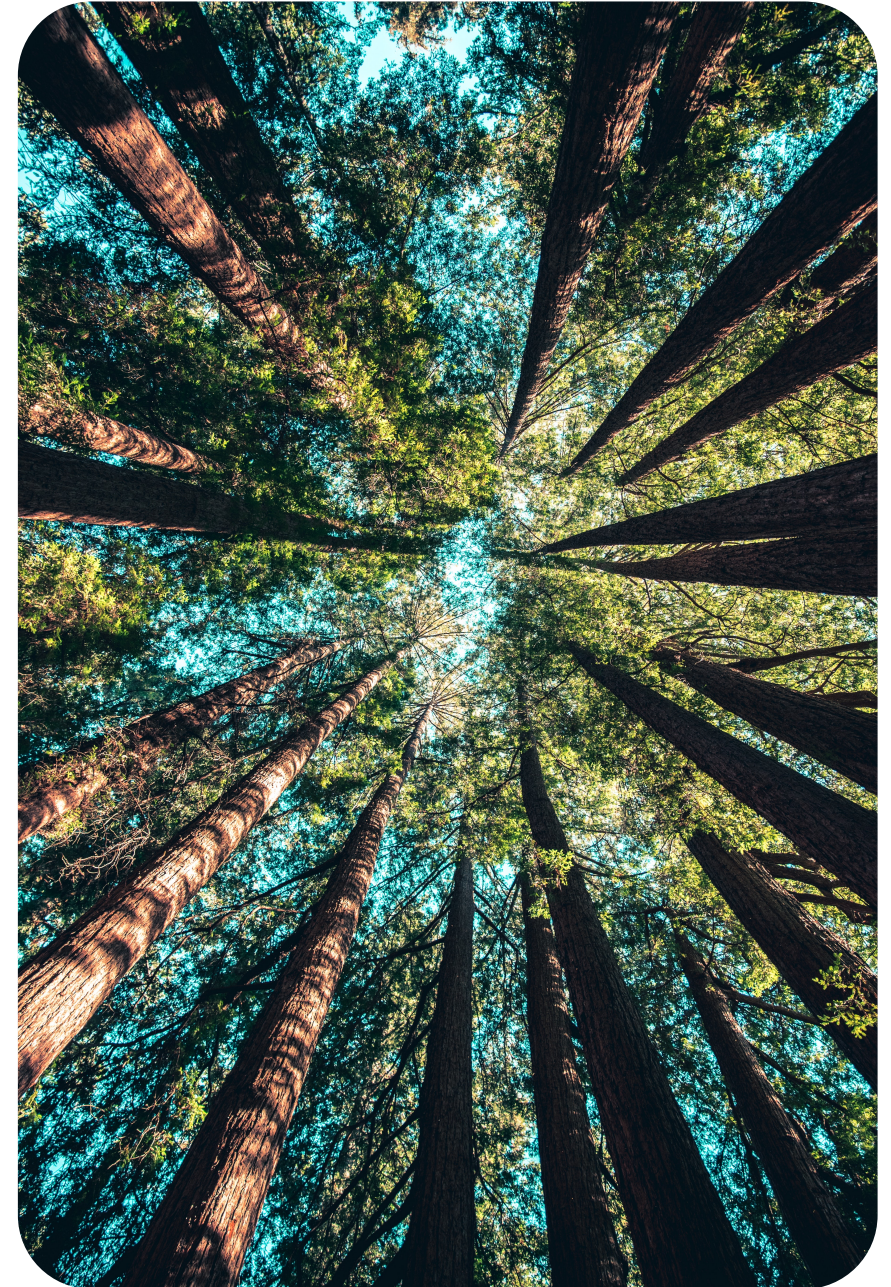


Équiterre's educational and political advocacy work continues in all our action areas to keep going further in the ecological transition.

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.

FOR A SUSTAINABLE WORLD



**Our financial  
results.**



# Financial Results

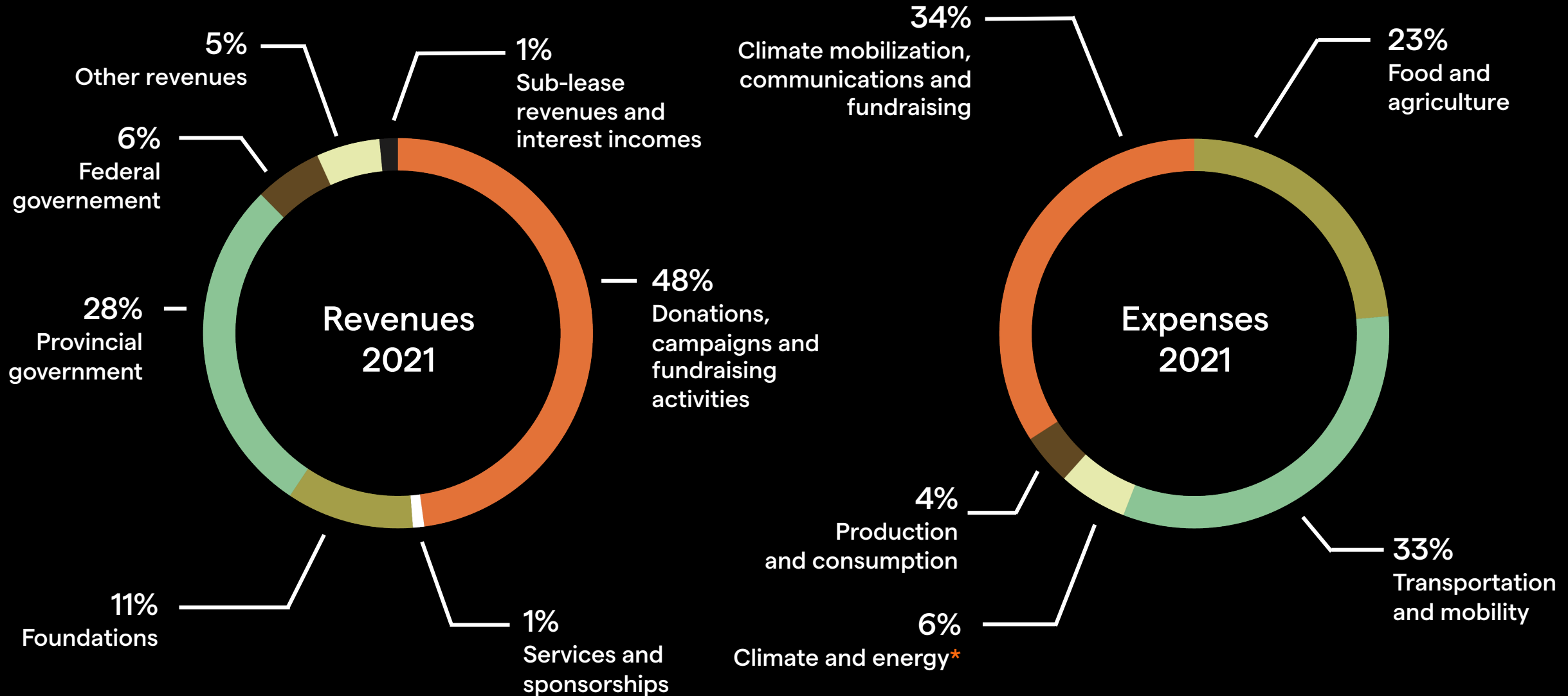
Results for the year ending December 31, 2021

	2021
Revenues 2021	\$
Contributions	
Government subsidies	
Provincial government	1 989 206
Federal government	395 466
Foundations	743 663
Donations, fundraising campaigns and activities	3 375 960
Other contributions	374 942
Services and sponsorships	60 856
Interest income	94 928
Sub-lease revenues	45 325
Amortization of deferred contributions related to tangible assets	1 742
	7 082 088

	2021
Expenses 2021	\$
Salaries and benefits	3 487 279
Activities	1 785 690
Costs related to fundraising campaigns	269 499
Administrative costs	499 464
Amortization of tangible assets	83 010
Bank costs	2 644
Interest on line of credit for mirror loan	34 227
Interest on capital lease	86 900
	6 248 713
Excess of revenue over expenses	833 375

# Financial Results

Results for the year ending December 31, 2021



\* Climate issues are also addressed in the 4 other categories



Thank you for supporting us  
and for being involved!





# Équiterre

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75 rue Albert, bureau 300 Ottawa, ON K1P 5E7

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## Join the Équiterre community

Become a member by making a donation: [equiterre.org/en/ways-to-donate](https://equiterre.org/en/ways-to-donate)

Subscribe to our newsletter: [equiterre.org/en/newsletter](https://equiterre.org/en/newsletter)

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