



changing the world  
one step at a time



CHANGEMENTS  
CLIMATIQUES

AGRI-  
CULTURE  
ÉCOLOGIQUE



TRANSPORT  
ÉCOLOGIQUE



kyoto

Non au pont de la 25

BI



EFFICACITÉ



ÉNERGÉTIQUE

commerce

ÉQUITABLE

THÉ CACA O CAFÉ SUCRE  
CENTRE QUÉBÉCOIS D'ACTIONS SUR LES CHANGEMENTS CLIMATIQUES

Équiterre contribue à bâtir un mouvement citoyen en prônant des choix individuels et collectifs à la fois écologiques et socialement équitables.

RES-  
PONS-  
SABLE  
CONSOMMATION

Libre comme l'air



DÉVELOPPEMENT  
DURABLE

ANNUAL REPORT 2005



# ÉQUITERRE

## History

Équiterre was founded in 1993 by a group of young people who had participated in various preparatory conferences at the Earth Summit in Rio de Janeiro, Brazil, in 1992. They were people who shared a vision of sustainable development, for which issues such as poverty, the environment and North-South inequities needed to be addressed in order for real change to occur in society. They decided to create an organization that would enable them to put their principles into action. Ever since, Équiterre has been devoted to implementing projects that empower citizens to make environmentally and socially responsible choices.

Équiterre was incorporated as a non-profit organization in 1995 and was granted charitable status by Revenue Canada and Revenu Québec in 1996 (No. 894057132RR0001). In November 1998, "Équiterre" became the official name for Action for Solidarity, Equality, Environment and Development (A SEED).

## Focus Areas

In working to promote sustainable development, Équiterre has organized its actions into four key programs: ecological agriculture, fair trade, green transportation and energy efficiency; and two major campaigns: climate change and responsible consumption.



## Summary – Strategic Directions

Équiterre developed a strategic plan for 2003-2006 that would enable it to take on new challenges in the coming years. The following are the plan's highlights.

### Mission

Équiterre (from the French words for equity and Earth) is dedicated to promoting ecological and socially just choices through action, education and research from a standpoint that embraces social justice, economic solidarity and environmental protection.

### Vision

From this point of view, Équiterre has committed itself to a statement of its vision which expresses its values, what it wishes to accomplish and how its actions can benefit the community. This vision is conveyed as follows.

By 2006, at the end of its strategic plan, Équiterre will have become:

- An organization that is prominent in Québec;
- An organization whose public positioning and concrete field actions are mutually supportive;
- An organization whose programs and services are consistent with a common direction;
- An organization that is more financially self-reliant and autonomous.

By 2009, in its project areas, its expertise and the impact of its actions will have made Équiterre:

- A fundamental player and reference for citizens, media and government, not only in Québec, but also at national and international levels;
- A valued partner and a source of inspiration for other organizations.

By 2012, Équiterre aspires to be one of the major leaders of a movement which will make Québec a model society for its ecological and socially just alternatives.

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## A WORD FROM THE PRESIDENT



A dozen years ago, a handful of students met regularly for the purpose of changing the world. Nothing less would do! Sidney was studying law, Patrick environmental science, François and Beth agronomy, Steven theology and I sociology and international development. We refused to believe that environmental and social exploitation was the way things had to be. We wanted to do something about it. But where to start?

Of course, we needed to be critical of the way things were in order to prompt a collective awareness of the enormity of the problems facing humanity. But we also wanted to recommend solutions and take concrete action.

It was in the wake of the Rio Earth Summit in 1992 that we created the non-profit organization Action for Solidarity, Equality, Environment and Development (A SEED), later renamed Équiterre. Our mission: to contribute to building a citizens movement by promoting collective and individual choices that were both ecological and socially equitable.

From a small group of friends working mainly on a volunteer basis, we have become a well-known, well-respected organization. And as you can see from this

annual report, Équiterre has grown into a large collectivity of people firmly committed to changing the world! This collectivity includes 39 devoted employees and more than 250 volunteers. It also includes all Équiterre's members and everyone who endorses the values we promote.

Daily, there are thousands of us collectively taking small actions. Cumulatively, these actions add up to a huge difference. I'm thinking of Stephen, Julie, Nathalie and Erik who purchase organic and/or local fair trade products, thereby helping improving the lives of people like Guberto, Armida, Théo, Samira, Peter and Maria. I'm thinking of John, Charles, Anne and Frédéric who feed us while enriching the Earth and who make organic farming a reality. I'm thinking of Isabelle, Devin, Annie and Hugo who have made the Transportation Cocktail and energy efficiency part of their lives. I'm also thinking of all those citizens who take the time to telephone or write their elected representatives to tell them they want concrete action, not just words, to combat climate change. In short, I'm thinking of all of you who are now reading these words.

I would like to take this opportunity to thank everyone who takes concrete actions toward building a more equitable, more ecological world. I would also like to thank

Équiterre's partners and funders, who make it possible for us to go on with our mission, along with all our members, whose financial support ensures us greater autonomy in the carrying out of our projects. In addition, I would like to thank Équiterre's employees and volunteers for their tremendous effort. Congratulations! And I would also like to say thank you the members of the Board, who so generously give of their time and make their expertise available to Équiterre. It's thanks to all of you –Équiterre's employees, partners, members and volunteers –that we can now talk about a movement that is making a real contribution to the transformation of Quebec society, one step at a time.

Thank you!

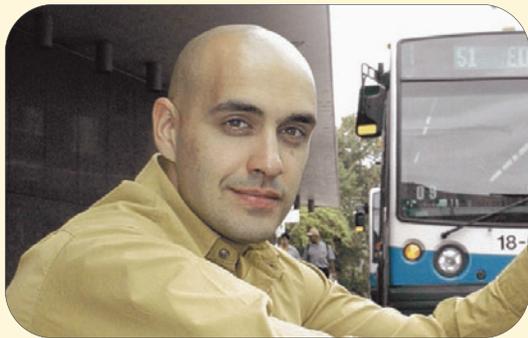
Laure Waridel  
Co-Founder and President

*"PERHAPS THE ONLY LIMITS TO THE HUMAN MIND ARE THOSE WE BELIEVE IN."*

WILLIS HARMAN



## A WORD FROM THE GENERAL COORDINATOR



### Report and Outlook for 2010

Équiterre's 2003-2006 Strategic Plan doesn't end until this coming December 31, but it is important, regardless, to produce a report at this time—one year ahead of schedule—because nearly all of the objectives of the Plan have already been achieved or exceeded. It is necessary also because it is in 2006 that Équiterre activists will have to envision, plan and develop the strategic plan for 2007-2010.

The 2006 vision for the organization, as stated in its 2003-2006 Strategic Plan approved by the Board of Directors, was founded on two fundamental objectives. To make Équiterre:

- An organization that is prominent in Quebec.
- An organization with greater financial self-reliance and autonomy.

In 2006, Équiterre is indeed well-known and recognized in Quebec. And as this report shows, the Board's vision has definitely become a reality.

Two shining examples:

- In October, more than 3,400 people purchased tickets to attend a public climate change conference featuring Hubert Reeves and David Suzuki. Fact to be noted: the only advertising for the conference was through the Équiterre e-mail network.

- In February, publication of the book *Acheter, c'est voter; Le cas du café* earned recognition for its author—our President Laure Waridel—among the public and within the environmental movement. Laure appeared on the TV show *Tout le monde en parle*, and captured the imaginations of a million viewers. In addition, she was admitted into the prestigious Phenix Environment Circle and was selected "Personality of the Week" by the *La Presse* newspaper.

On the financial front, the period 2003-2005 was also a great success. While our objective was to increase the budget from \$1 million in 2002 to \$1.5 million in 2006, Équiterre's budget has already grown to \$2.6 million in 2005! Even more significant, the self-financing portion of the budget (donations and the sale of services) has climbed from \$200,000 to \$800,000, helping to consolidate Équiterre's independence and autonomy.

What gives meaning to these figures is obviously Équiterre's mission to **build a citizens' movement by promoting individual and collective choices that are both ecological and socially equitable**. Moreover, this emerging movement is now palpable. In ever greater numbers, Quebecers are practising the values that Équiterre promotes. According to a CROP poll, the percentage of Quebecers that support these values grew from 11% to 16% among adults in just 2 years (2002 to 2004). This means that over one million people now adhere to the values that this movement endorses.

A component of Équiterre's vision as set forth in the 2003-2006 Strategic Plan was that, by 2009, Équiterre would be, in its various areas of activity, "a major reference point and leading player in the eyes of citizens, the media and governments, not only in Quebec, but also at the Canadian and international levels." Once again, Équiterre activists have made this vision a reality sooner than expected by several years. Équiterre has been approached a number of times by American and European organizations to stage international events. Parallel to the World Trade Organization meetings in Cancun, Mexico, in 2003, and Hong Kong, in 2005, Équiterre was the co-organizer

of fair trade conferences and alternatives exhibitions. These events have confirmed the major role of Équiterre on the North-American and international scenes in these fields. In 2005, Équiterre was also selected by the United Nations to act as the official Secretariat for environment groups during the United Nations Climate Change Conference held in Montreal.

Over the coming year, the employees and volunteers of Équiterre will be called on to develop a strategic plan for 2007-2010. They will have to think about whether the mission of Équiterre is still relevant, whether the 2012 vision—of making Quebec an exemplary society in the areas of the environment, social equity and international solidarity—is still attainable, and they will be required to update Équiterre's values, as the case may be. Our activists will examine the relevance of different directions. For example, whether to become more involved in political debates, whether to develop the Équiterre brand (certification), and whether to expand our actions toward the francophone world, the rest of Canada or communities in the South.

While developing this plan, the Équiterre team will also be hard at work on several other fronts: designing a Sustainable Development House that will be a model of ecological and socially-conscious construction; organizing, in cooperation with the Chantier de l'économie sociale, a social economy business fair; keeping the pressure on our governments to take concrete action against climate change; and, of course, continuing to carry out all current projects.

In short, another great year on the horizon with plenty of research, discussion and action, as we continue to build a massive citizens movement!

Sidney Ribaux  
Co-Founder and General Coordinator

## ÉQUITERRE IN 2005

### Human Resources

Our members, administrators, employees and volunteers constitute our primary resource. Équiterre would like to thank them all for their rigour and professionalism, humanism and very much appreciated collaboration.

### Board of Directors

Left to Right: **Caroline Rodrigue** (Employee), **Laure Waridel** (Équiterre President and Co-Founder, Author and Eco-Sociologist), **Esperanza Moreno** (Deputy Director, Canadian Council for International Co-operation), **Clément Guimond** (General Coordinator, Caisse d'économie solidaire Desjardins), **Stéphan Schwab** (Treasurer; Associate Researcher, Lecturer and Adviser in Governance and Cooperative Management), **Patricia Clermont** (Communication Lecturer and Doctorand, Habitat Montréal Co-Founder and Co-Coodinator).

Absent: **Rock Beaudet** (Secretary; Adviser, Access to Equality Program, Commission des droits de la personne et des droits de la jeunesse) and **Monique Laroche** (Organic Farmer, Le Vallon des Sources farm).



### Full-Time Employees at December 2005

Left to Right: **Hugo Séguin** (Coordinator, Communications and Climate Change), **Martine Moquin** (Manager, Volunteers), **Frédéric Paré** (Coordinator, Ecological Agriculture), **Nadine Bachand** (Project Manager, Ecological Agriculture), **Isabelle Joncas** (Project Manager, Ecological Agriculture), **Marie-Ève Roy** (Project Manager, Communications and Climate Change), **Mathieu Demers** (Trainee, Fair Trade), **Isabelle St-Germain** (Coordinator, Fair Trade and Responsible Consumption), **Étienne Malenfant** (Adviser, Energy Efficiency), **Ann Lévesque** (Information and Logistics Officer, Ecological Agriculture), **Halima Elkhatabi** (Coordinator, Fundraising), **Claudia Hamelin** (Information and Phoning Officer), **Joëlle O'Shaughnessey** (Information and Phoning Officer), **Suzie Tighe** (Receptionist), **Danie Beauboeuf** (Bookkeeper), **Anny Létourneau** (Coordinator, Green Transportation and Energy Efficiency), **Sidney Ribaux** (General Coordinator), **Myriam Bélanger** (Adviser, Energy Efficiency), **Michelle Robichaud** (Temporary Administrative Officer), **Nicolas Boisclair** (Adviser, Energy Efficiency), **Dominique Lacroix** (Adviser, Energy Efficiency), **Carle Bernier-Genest** (Project Manager, Fair Trade), **Marilène Bergeron** (Project Manager, Green Transportation), **Geneviève Prévost** (Logistics Officer), **Doris Hamelin** (Administrative Assistant).

Absent: **Martin Boudreault** (Webmaster), **Noémi Desmarais** (Webmaster), **Joëlle Dupras** (Information Officer), **Amélie Ferland** (Adviser, Communications), **Elodie Mantha** (Research Officer), **Viviane Maraghi** (Project Manager, Special Events), **Philippe Morel** (Adviser, EnerGuide Program), **Jean-François Nolet** (Adviser, Events Organization), **David Pagé** (Public Relations Officer), **Romi Plesa** (Adviser, EnerGuide Program), **Ioana Potra** (Adviser, EnerGuide Program), **Normand Roy** (Project Manager, Fair Trade and Ecological Office), **Christine Sura** (Adviser, EnerGuide Program), **Sylvie Vincent** (Administrative Officer) and **Murielle Vrins** (Information and Logistics Officer, Fair Trade).



### Interns

Équiterre was host to 27 interns in 2005, a number of whom were here from France. Some worked with us for a few weeks, others several months. Their contribution was greatly appreciated. A sincere thanks to Houfrane Ahamed, Stéphane Arbour, Fabrice Bastol, Ilka Beaudry, Dominique Brunet, Pierre Caron, Shu Yi Chu, Lamine Cisse, Aurélien Collomb, Audrey Dahl, Émilie Dansereau, Simon Deczky, Mathieu Demers, Alice Desbenoit, Camille Hay, Olivier Kolmel, Arthur Lacomme, Kelly Leblanc, Jacynthe Lefebvre, Guillaume Majeau-Bettez, Jonathan Palardy, Julie Parent, Marc-Édouard Piard, Nicolas Saint-Cas, Mélanie Tardif, Olivier Vanderkelen and Paul-Verlaine Jean-Baptiste.

### Volunteers

In 2005, Équiterre had the privilege of being supported by over 250 dynamic volunteers. True ambassadors, they ensured the presence of Équiterre at numerous events, conferences and exhibitions in their respective regions. Without these volunteers, Équiterre would not have been able to so successfully carry out all the actions its undertook in 2005. Thank you everyone for your dedication!

Volunteer action committees were set up in Montreal, and in the Mauricie and Saguenay regions. We would also like to highlight the work of committee chairs Étienne Joubert, Brigitte Lepage and Denis Claveau.



## Collaborators, Partners and Representation

Équiterre works in collaboration with numerous actors that share its objectives.

In addition, Équiterre is a member of many committees and coalitions, and has representatives on the board of directors of a wide range of organizations.

### In 2005, Équiterre was associated with:

- Agence métropolitaine de transport
- Asian Fair Trade Forum
- Artisans du monde
- Caisse d'économie solidaire
- Camellia Sinensis Tea House
- Canadian Crossroads International
- Carrefour de solidarité internationale de Sherbrooke
- Centre d'éducation et de coopération internationale
- Centre de l'environnement de Québec
- Centre de solidarité internationale d'Alma
- Centre québécois d'action sur les changements climatiques
- Chantier de l'économie sociale
- Climate Action Network International
- Collège de Rosemont
- Comité de l'environnement de Chicoutimi
- Communauto
- Confédération des syndicats nationaux
- Conseil des appellations agroalimentaires du Québec
- Conseils régionaux de l'environnement de l'Estrie, de la Capitale nationale, de la Mauricie, de Laval, de l'Outaouais et du Saguenay – Lac-St-Jean
- Cooperative Coffees (United States)
- David Suzuki Foundation
- Daylight Factory
- Éco-quartier de Rosemont
- Les Éditions du Boréal
- Les Éditions Écosociété
- Les Éditions Protégez-Vous
- École de technologie supérieure
- ENvironnement JEUnesse
- Esperamos films
- Fair Trade Resource Network
- Fédération des associations étudiantes du campus de l'Université de Montréal and Univertcité committee
- Fédération des groupes conseils agricoles du Québec
- Fondation
- Fonds de solidarité FTQ
- Fonds d'investissement en développement durable
- Fonds en efficacité énergétique
- Gerster Consulting (Switzerland)
- Greenpeace
- Groupe de recherche d'intérêt public de l'Université du Québec à Montréal
- HumaniTERRE (HEC Montréal)
- Hydro-Québec
- ICSUR (Mexique)
- International Centre for Trade and Sustainable Development
- Institute for Agriculture and Trade Policy
- La Siembra Co-op
- Les Chèvres restaurant
- L'Utopie restaurant
- Maison de la culture de Côte-des-Neiges
- Mountain Equipment Co-op
- Mouvement intercollégial de réseautage en environnement
- National Capital Commission
- North-South Institute
- Option consommateurs
- Ordre des agronomes du Québec
- Organic Agriculture Centre of Canada
- Oxfam-Québec
- Oxfam-Hong Kong
- Polysphère (environmental committee of the École Polytechnique de Montréal)
- Productions du Rapide-Blanc

## DEMOCRATIC LIFE

As of December 31, 2005, Équiterre boasted 2,432 members in good standing: 2,291 individuals, 133 businesses and 8 farming operations. 34% of members reside outside the Greater Montreal Area. 106 members attended the General Meeting on April 21, 2005.

Three issues of the members' newsletter InfoÉquiterre were published. Moreover, our monthly online information bulletin Équiterre express was sent to members with e-mail.

### Équiterre is a member of the following coalitions and committees:

- Coalition contre le prolongement de l'autoroute 25
- GO5 Coalition
- Coalition to Preserve Agricultural Land
- Coalition pour le transport en commun
- Coalition Un monde sans pauvreté
- Comité de mobilisation pour une politique nationale de l'alimentation du Réseau des cuisines collectives du Québec
- UQAM Institutional committee for the application of environmental policy
- Coordination table for bike path development in Côte-des-Neiges
- Social economy coordination table of the Chantier sur l'économie sociale

### Équiterre is represented on the following boards:

- Association québécoise des organismes de coopération internationale
- Conseil régional de l'environnement de Montréal
- Fair Trade Federation (Washington)
- Fonds d'action québécois pour le développement durable
- Green Communities Canada
- Nourrir Montréal
- Solidarité rurale du Québec
- Transfair Canada (Ottawa)
- Vivre en ville

## FUNDING AND COMMUNICATIONS

### Équiterre extends a sincere thank you to its funders:

#### Government of Quebec

- Agence de l'efficacité énergétique
- Ministère de l'Agriculture, des Pêcheries et de l'Alimentation
- Ministère du Développement durable, de l'Environnement et des Parcs
- Direction régionale de la santé publique
- Ministère de l'Emploi et de la Solidarité sociale (Emploi Québec and Fonds d'aide à l'action communautaire autonome)
- Ministère des Relations internationales
- Ministère de la Santé et des Services sociaux
- Ministère des Transports

#### Government of Canada

- Canadian International Development Agency
- Environment Canada
- Natural Resources Canada
- Transport Canada

#### Private Foundations

- EJLB Foundation
- Fondation du Grand Montréal

- Fondation Rêve d'Esther
- Jules and Paul-Émile Léger Foundation
- J.W. McConnell Family Foundation
- Oak Foundation

#### Organizations

- Association québécoise des organismes de coopération internationale
- Canadian Council for Human Resources in the Environment Industry
- Climate Action Network Canada
- Forum Jeunesse de l'Île de Montréal
- International Development Research Center
- Several religious communities
- Union des producteurs agricoles

#### Companies

- Airsprint
- Bâtirent
- CGI
- Cirque du Soleil
- Ferme Tourilli
- Financière Banque Nationale

- Gestion Louis Nadeau
- Gestion Philia
- Groupe conseil DCA
- HDG inc.
- Lapointe et Magne, Architects
- Pothier Delisle
- Prodev
- Quatrocento
- Rien ne se perd, tout se crée...
- Société de gestion du Commensal
- SSQ vie

#### Sponsors

- Café Rico
- Cidrerie du Minot
- Cidrerie du Verger Gaston
- Encadrex
- Équita
- Ferme Cadet-Roussel
- Ferme Morgan
- Ferme Odelil
- Fromagerie l'Ancêtre
- Inari
- Jus Global

- La face cachée de la pomme
- Laiterie Lamothe et frères
- Le fromentier
- Les divins chocolats de Sandra
- Les jardins de Papy
- Les jardins de Tessa
- Les saveurs du terroirs
- Liberté
- Miel d'Anicet
- Miele
- Nutri-Ceuf
- Nutrisoya
- Orphée
- Rachelle-Béry
- Réseau de transport de la Capitale
- Santropol
- Satau
- SOS Vélo
- Taxi Coop
- Verger aux 4 vents
- VIA Rail Canada
- Vignoble des Négondos

### Communications

#### In 2005:

- Équiterre distributed over 350,000 pieces of educational literature.
- More than 75,000 people received information on Équiterre projects from an employee or volunteer over the telephone, from an information booth, at a conference or during a home visit.
- The Équiterre Website was consulted more than 900,000 times.
- Équiterre released 33 press releases and tabled 2 briefs, one to the BAPE concerning the Highway 25 extension scheme, and the other to the Quebec National Assembly Energy Commission.
- Équiterre was the recipient of the Phenix Environment Award in the education and awareness category for its Transportation Cocktail social marketing campaign. Équiterre President and Co-Founder Laure Waridel was admitted into the prestigious Phenix Circle.
- Équiterre was mentioned by the media on at least 910 occasions (compared to 553 in 2004) in media coverage reaching millions of people.

#### MEDIA PRESENCE IN 2005

	Press	Radio	Television	Internet	Total
Ecological Agriculture	37	10	23	19	89
Fair Trade	50	20	10	18	98
Energy Efficiency	23	5	0	3	31
Green Transportation	43	63	24	59	189
Responsible Consumption	7	6	2	1	16
Climate Change	64	124	104	119	411
Équiterre in General	29	35	7	5	76
<b>Total</b>	<b>253</b>	<b>263</b>	<b>170</b>	<b>224</b>	<b>910</b>





## CLIMATE CHANGE AND ENERGY POLICY

### A BUSY YEAR

AS PART OF ITS CLIMATE CHANGE AND ENERGY POLICY CAMPAIGN, ÉQUITERRE ORGANIZES PUBLIC AWARENESS ACTIVITIES AND WORKS TO MOBILIZE QUEBEC ACTORS IN ITS EFFORTS TO INFLUENCE GOVERNMENT DECISION-MAKERS AND CONVINCE THEM TO TAKE ACTION TO REDUCE GREENHOUSE GASES.

### Le Centre québécois d'actions sur les changements climatiques (CQACC)

#### For a Constructive Exchange of Ideas

Established on the initiative of the Centre de l'environnement de Québec, ENvironnement JEUnesse, Équiterre, Greenpeace, the Regroupement national des conseils régionaux de l'environnement du Québec and Vivre en ville, the CQACC is a member of a pan-Canadian network of climate change hubs, with which it shares expertise and information and collaborates on awareness efforts. Inaugurated on December 6, 2004, the Centre proved its worth in its very first year of operation through the variety and quality of its actions.

#### February 15: Climate Change Conference

CQACC's first public event called "Kyoto: le protocole à la veille de sa mise en œuvre. L'heure de vérité dans le secteur des transports," was held in Montreal on the eve of the coming into effect of the Kyoto Protocol. An audience of two hundred people including representatives of environmental groups and members of the public heard presentations by eight guest speakers.

#### May: Launch of the Climate Observer Newsletter

The CQACC newsletter was incorporated into the Helios Centre's online New Energy newsletter, published twice monthly.

#### September 19: Launch of "Fais ton calcul, le choix du transport durable"

A CQACC sign campaign aimed at promoting alternative modes of transportation – cycling, carpooling and public transit – as effective ways of reducing greenhouse gas emissions. For four weeks, more than 110,000 promotional tools (billboards and ads on backs of buses, on bike stands and in bus shelters, as well as postcards and posters) dotted the landscape in six major urban centres in Quebec: Quebec City, Greater Montreal Area, Gatineau, Trois-Rivières, Saguenay and Sherbrooke. Nearly 70 organizations contributed to this operation, funded under the federal government's One-Tonne Challenge Program. A section was added to the Centre's Website to recommend a variety of sustainable transportation tools.

#### October 25 to 29: 2005 Sustainable Development Fair

27 exhibitors and 11 guest speakers from the private, institutional, government and environmental sectors attracted thousands of visitors to Complexe Desjardins in Montreal with the practices, technologies and initiatives they were presenting designed to reduce greenhouse gases and help adapt to climate change.

### RELEASE OF A CROP POLL

A CROP poll conducted for the CQACC, found that residents of the Greater Montreal Area were in favour of:

- Mandatory vehicle inspections (72%);
- Adjusting the cost of vehicle licenses in relation to fuel consumption (68%);
- An increase in walking, cycling and use of public transit, and limitations on automobile use in the downtown core (89%);
- Income tax credits for purchasers of hybrid automobiles (87%);
- A tax deduction for public transit fares (88%);
- Completely closing off some streets to automobile traffic (56%);
- Paying 15% more for environment-friendly products (74%).



One of the most extensive campaigns ever promoting alternative modes of transportation in Quebec, the "Fais ton calcul" Campaign has been launched in six major urban centres.

## Quebec Must Support Kyoto

### Brief Tabled to Quebec National Assembly Energy Commission

Équiterre tabled its brief to the Energy Commission on February 17. Équiterre's recommendations included the setting up of an independent body responsible for promoting energy efficiency in all sectors, and undertaking green energy projects focused on emerging environment-friendly technologies.

### Impressive Mobilization of Citizens

#### Quebec Climate Alert Tour

Kicking off on September 19 in Quebec City, the purpose of the Climate Alert Tour was to promote public awareness of this issue prior to the upcoming UN Climate Change Conference. Organized in cooperation with Greenpeace and the Regroupement national des conseils régionaux de l'environnement du Québec, the Climate Alert Tour also touched down in Trois-Rivières, Sherbrooke, Saguenay, Gatineau and Montreal. Over 600 people attended the conferences given by Hugo Séguin of Équiterre, Steven Guilbeault of Greenpeace and a representative of a local organization.

#### Hubert Reeves and David Suzuki Conference

On 26 October, 3,400 people attended one of the largest public environmental conferences ever held in North America. The conference was organized by Équiterre in collaboration with Les Éditions du Boréal and the Université du Québec à Montréal. Laure Waridel closed the conference by encouraging the public to urge their MNAs to press the Quebec government to implement an action plan for achieving the Kyoto objectives. A DVD was made of the conference.



Hubert Reeves and David Suzuki sounded the same alarm: "The Time to Act is Now!"

### "MTL05: La veille / The Day Before" An Evening with a Message

On November 27, on the eve of the UN Climate Change Conference, 50 celebrities led a festive demonstration organized by Équiterre and attended by some 2,000 members of the public. It was an evening of celebration with a blunt message to politicians: voters demand concrete action to fight climate change.

### Global March for the Climate

On December 3, a crowd of 40,000 citizens took to the streets to walk in the Global March for the Climate, a march organized by a collective of union, student and environmental groups, of which Équiterre was a member. On the same day, demonstrations were held around the world in thirty other countries.

## UNITED NATIONS CLIMATE CHANGE CONFERENCE

**The United Nations Climate Change Conference took place in Montreal from November 28 to December 9, 2005. The Conference ended with 156 countries ratifying the Montreal Action Plan, the implementation mechanism for the Kyoto Protocol.**

Équiterre was given the mandate by the United Nations to act as **ENGO Secretariat** (Environmental Non-Governmental Organizations Secretariat), in collaboration with Climate Action Network Canada. In addition to providing 4,000 representatives of environment groups from around the planet with logistical support before and during the Conference, Équiterre was responsible for the development of communication tools such as the French version of the Montreal 2005 Website, the publication of the online bulletin Secretariat Express (nine issues in French and four in English) and training for Quebec media.

To prepare for the Conference, Équiterre and Climate Action Network Canada conducted a **weekend of training and strategic planning** from September 23 to 25. The weekend was attended by over 150 representatives of environment groups from Quebec, Canada and abroad.

The **Quebec ENGO Summit**, organized by Équiterre in cooperation with the Regroupement national des conseils régionaux de l'environnement du Québec and Québec-vert-Kyoto Coalition, was held the following day, on September 26. The Summit was an opportunity for the fifty delegates from these organizations to develop a common approach and united message for the Conference and to develop a shared strategy with respect to the Quebec government, which has had no climate change and greenhouse gas reduction action plan since 2002. Following the Summit, a common declaration was released on October 13.



## ECOLOGICAL AGRICULTURE

### CHANGING THE FOOD SYSTEM: AT THE TIPS OF OUR FORKS!

ÉQUITERRE'S ECOLOGICAL AGRICULTURE PROGRAM HELPS INFORM QUEBECERS ABOUT THE BENEFITS OF A GREENER APPROACH TO AGRICULTURE AND THE FOOD WE EAT WITH A STRONG EMPHASIS ON SOLIDARITY. ÉQUITERRE SUPPORTS THE BUY LOCAL PHILOSOPHY AND ENCOURAGES CITIZENS TO MAKE A COMMITMENT TO BECOME RESPONSIBLE CONSUMERS. ÉQUITERRE NOT ONLY MANAGES THE COMMUNITY SUPPORTED AGRICULTURE (CSA) PROJECT, BUT ALSO HELPS IN THE DEVELOPMENT OF NEW INITIATIVES SUCH AS LOCAL ORGANIC DAYCARES AND ORGANIC COMMUNITY KITCHENS. IN ADDITION, ÉQUITERRE LOBBIES POLITICIANS TO TAKE THESE ISSUES INTO ACCOUNT WHEN ENACTING GOVERNMENT POLICY.

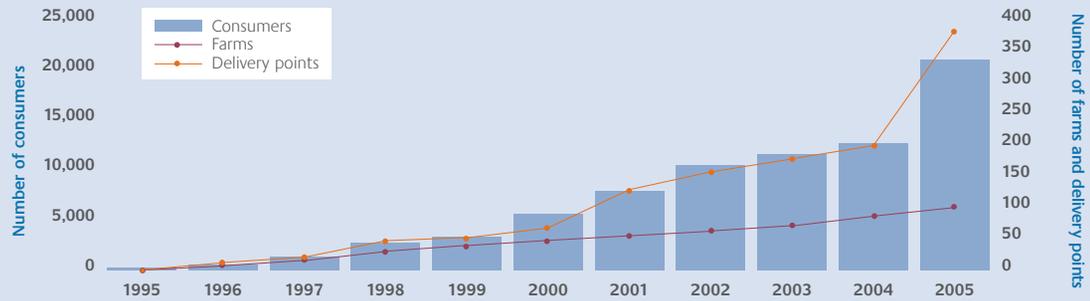


### Community Supported Agriculture (CSA)

#### Ten Years of Growth

The CSA Network allows organic farmers in Quebec to sell harvest shares in advance directly to consumers who wish to support and form ties with their local farming communities. Launched in 1995 in collaboration with the Cadet-Roussel farm, the network now links 96 farms (65 vegetable farms and 12 livestock farms that provide organic baskets, and 19 associate farms which supply the front-line farms with complementary produce such as honey, cheese, oils and small fruits) with 7,679 partners serving some 20,000 consumers.

### EVOLUTION OF THE QUEBEC COMMUNITY SUPPORTED AGRICULTURE NETWORK



Present for the launch of the farming season on March 24 in Quebec City, Jean Roussel, a pioneer of the Network, recalled that it was with the support of consumers that he was able to save his farm 10 years ago during difficult times

#### From the Four Corners of Quebec

The Network is now established in 14 regions of Quebec. And it's thriving, due, notably, to the support of three

dynamic regional actors. The Outaouais region held its own season launch ceremony on April 2 in Hull, with the support of the Conseil régional de l'environnement de l'Outaouais. In the Centre du Québec-Mauricie region, a group of Équiterre volunteers distributes the farm list to interested consumers. Residents of the Gaspésie-Îles-de-la-Madeleine region learned about CSA through a television program produced by the local Union des producteurs agricoles and broadcast on a local station.

### COMMUNITY SUPPORTED AGRICULTURE BY REGION

Region	Farms	Delivery Points	Partners
Côte-Nord / Bas-St-Laurent / Saguenay-Lac-St-Jean	6	10	221
Quebec City Area / Chaudière-Appalaches / Centre-du-Québec / Mauricie	19	86	1,330
Eastern Townships / Montérégie	28	119	1,988
Lanaudière / Laurentians	12	22	479
Montreal / Laval	5	110	2,946
Outaouais / Ontario	7	18	715
<b>Total</b>	<b>77</b>	<b>365</b>	<b>7,679</b>

**Real Interest Abroad**

From December 3 to 6, 2005, Équiterre delegates attended the 2nd international conference on local farmer and consumer agreements, held in Palmela, Portugal. The success of the Quebec CSA Network captured the attention of Portuguese farmers who, unlike Quebec producers, are reluctant to ask consumers to help shoulder the agricultural risk by purchasing a harvest share in advance. According to Isabelle Joncas, Project Manager, and the Équiterre point person responsible for the CSA network, "European farmers wonder how such a small population can lend so much support to its producers."

**Farmers Satisfied**

Équiterre, in cooperation with the Fédération des groupes conseils agricoles du Québec carried out a second study on the financial viability of CSA farms. The study found that most participating farms posted a slight financial surplus per basket, compared to the substantial losses noted in the first survey carried out in 2000. Hence, the CSA model appears more relevant than ever, financially, educationally, environmentally and socially.

**OVERVIEW**

- 5,000 replies to inquiries about "organic baskets";
- 8 booths and events and 12 conferences providing information to several thousand people;
- 600 info kits on how to start an "organic basket" project;
- 11,839 farm lists distributed;
- 50 start-up meetings with 1,200 in attendance;
- 3 issues of the *Le Partenaire* newsletter (average circulation 8,000).

**Initiatives on the Rise**

**Organic Community Kitchens**

Organic community kitchens made their debut this year under the Regroupement des cuisines collectives du Québec's "Citoyennes et citoyens... À votre santé!" project. This educational community kitchen project aims to create 20 new producer-consumer partnerships by 2007. This year, five community kitchens involving some thirty women received their supplies from local organic farms. They cooked using seasonal produce and managed to significantly increased their consumption of fruit and vegetables. The women also shared their experience with others, thereby contributing to the growth of the project, and they confirmed their commitment to be back the following season.



These participants of the educational community kitchen in Huntingdon, Montérégie, receive their produce from local organic farms and prepare meals that are both healthy and delicious.

**Organic Daycares**

The organic daycare project is aimed at facilitating the supply of local organic produce to Centre de la petite enfance (CPE) daycare centres as well as promoting

awareness among children and the adults in their lives of the various facets of agriculture and its connection to human health and the environment. It started with a pilot project in 2002 involving the linking of 4 CSA Network farms to 5 CPE daycares. In 2005, this had grown to 34 CPE daycares and 3 family daycares linked to 19 farms. Now present in eight regions of Quebec, the project gave more than 2,000 toddlers access to local organic vegetables and fruits throughout the entire warm season.

**Major Issues**

**Coalition to Preserve Agricultural Land**

Last May, Équiterre joined the ranks of the Coalition to Preserve Agricultural Land and, in so doing, highlighted the urgent need to act quickly to preserve land still suitable for cultivation (less than 2% of Quebec's land surface area) which is threatened, among other things, by highway development projects in the Greater Montreal Area.

According to our estimate, if the 2,000 hectares threatened by the Highway 25 extension project alone were protected and upgraded through application of the CSA model, they could supply local community-supported organic vegetable baskets to 38,500 families annually, 52 weeks a year.

**Nourrir Montréal**

With more and more Montrealers using the services of food banks and a two-tier food system starting to emerge, food security action has become a priority. As a direct response to the situation, Équiterre has, for over a year, played a very active role in the setting up of Nourrir Montréal, launched November 29, 2005. The mission of Nourrir Montréal is to mobilize agricultural and food security actors and to ensure that quality food is available for everyone.



## FAIR TRADE

### REAL PROGRESS MADE

SINCE 1996, ÉQUITERRE HAS BEEN CONTRIBUTING TO THE DEVELOPMENT OF FAIR TRADE AS A WAY TO HELP PRODUCERS, WORKERS AND CRAFTSPEOPLE IN THE COUNTRIES OF THE SOUTH IMPROVE THEIR LIVES. TO THIS END, ÉQUITERRE ORGANIZES AND HOLDS AWARENESS ACTIVITIES, DEVELOPS EDUCATIONAL TOOLS, ACCOMPANIES INDIVIDUALS, MERCHANTS AND INSTITUTIONS THAT CARRY OUT FAIR TRADE PROJECTS, AND PROVIDES SUPPORT TO GROUPS OF SOUTHERN PRODUCERS, CRAFTSPEOPLE AND WORKERS.

IN QUEBEC, WE CAN PURCHASE FAIR TRADE COFFEE, TEA, WHITE AND BROWN SUGAR, COCOA, CHOCOLATE, RICE, SUCCANAT, QUINOA AND EVEN SPORTS BALLS, ALL APPROVED BY THE INDEPENDENT CERTIFICATION ORGANIZATION TRANSFAIR CANADA. MANY FAIR TRADE HANDICRAFTS ARE ALSO AVAILABLE.

### A Wide Range of Awareness Activities

#### Acheter, c'est voter; Le cas du café

On February 21, 2006, 200 people attended the Montreal launch of the new book by Laure Waridel, *Acheter, c'est voter; Le cas du café*, (buying is voting: the case of coffee) which examines globalization and the fair trade alternative.



A month later, on March 22, some 100 people including fifteen MNAs attended a second launch of the book in Quebec City. Published by Les Éditions Écosociété and Équiterre in collaboration with Oxfam-Québec and the International Development Research Centre, Laure's book has earned her invitations to book fairs in the Outaouais, Eastern Township, Quebec City and Montreal areas, not to mention Paris, France.

#### Tea in the Spotlight

From March 16 to 26, 2005, Quebec was privileged to receive a visit from Mathurata Wijesinghe, Vice-President of the SOFA (Small Organic Farmers Association) cooperative. Established in 1997, the SOFA is a cooperative of more than 700 Sri Lankan families that derive 40% to 60% of their total income from the production of organic fair trade tea. Mr. Wijesinghe gave ten workshops and conferences in Sherbrooke, Montreal, Quebec City and Chicoutimi, in addition to participating in Montreal's Expo Manger Santé food fair, in the context of a tour organized in partnership with Transfair Canada and Équita of Oxfam-Quebec.

In preparation for his visit, Équiterre had invited actors from the tea industry to a meeting on the previous February 22 to see how they could join forces to increase their sales of fair trade tea. Équiterre also produced and distributed nearly 55,000 copies of an educational post card.

#### Photographs in Support of Fair Trade

Équiterre became associated with photographer Roger St-Laurent for the purpose of producing a travelling exhibition called Artisans du Soleil (craftsmen of the sun). These photographs of indigenous weavers from the high Andes Mountains in Bolivia bear testimony to living conditions in this part of the world and the hopes and dreams of the members of the Señor-de-Mayo arts and crafts association. One of the exhibition's stopping off points was the Maison de la culture Côte-des-Neiges in Montreal.



In March 2005, Équiterre welcomed Mr. Mathurata Wijesinghe, Vice-President of an organic and fair trade tea cooperative based in Sri Lanka.

### OVERVIEW

- 75 conferences attended by over 11,000 people and 20 information stands receiving more than 6,500 visitors;
- 7,756 copies of the book *Acheter, c'est voter; Le cas du café*, by Laure Waridel, sold in Quebec and 800 copies sold abroad;
- 30 information and action kits distributed to college and university student committees;
- Awareness message communicated to over 2,000 people at the Two Weeks of Fair Trade event (May 1st to 15);
- Fair trade chocolate booth and conference at the Salon Passion Chocolat increasing awareness among more than 1,000 people.

### A Much Appreciated Directory

Équiterre took advantage of the Two Weeks of Fair Trade event to launch the new version of its online Quebec fair trade directory. Users can search the directory by region, city and product to quickly access 580 points of sale for bulk and retail fair trade products. The directory has been consulted more than 9,000 times since last May.

### Stronger North-South Ties

Producers, workers and craftspeople in the South are central to the concerns of the fair trade movement. For more than three years, Équiterre has been supporting Federación Zoque, an association of 120 Mexican coffee producers in the Chiapas Mountains region. Uniting the members of four municipalities, this development cooperative is not yet part of the fair trade network. From March 29 to April 10, 2005, the Équiterre fair trade program team took advantage of the end of the coffee harvest season to visit the association and observe progress made in its organizational efforts:

- 120 producers have obtained or retained their organic (OCIA) certification.
- 92 members took part in collective marketing this year, up by 30%.
- As a result of collective marketing, family income increased by 6%.
- The Selva Negra Zoque community centre was set up on the site of the Farmers Education and Research Centre.
- 5 organic coffee production workshops, 6 gardening workshops and 2 medicinal plant workshops were held.

In addition, two delegates from the Federación visited Quebec and ten visited the renowned UCIRI fair trade cooperative, a pioneering organization in the development of the fair trade movement.



In spring 2005, Équiterre travelled to Mexico to meet with coffee producers from the Federación Zoque cooperative.

### A World Without Poverty

Équiterre, along with fifteen other international solidarity organizations, is a member of the Coalition québécoise contre la pauvreté, which, in May 2005, publicly launched the campaign “Un monde sans pauvreté : Agissons !”.

The campaign, which also comprises a Canadian and international component, centres on four specific demands: a substantive improvement in international aid, cancellation of poor nations debts, the enactment of fair and equitable trade rules and social programs that ensure protection of basic needs.

### ÉQUITERRE IN HONG KONG AND ELSEWHERE ON THE INTERNATIONAL SCENE

Équiterre, in cooperation with a number of American, European and Asian partners held a Fair Trade Fair and Sustainable Development Symposium in Hong Kong from December 13 to 16, 2005, as parallel events to the Sixth Ministerial Meeting of the World Trade Organization.

Équiterre’s partners for the events were the Institute for Agriculture and Trade Policy, Asia Fair Trade Forum, Oxfam Hong Kong, Gerster Consulting and the International Centre for Trade and Sustainable Development.

“Our aim was to inform delegates, negotiators and politicians about the advantages of fair trade. We believe we attracted a significant number of Canadian delegates and fostered greater awareness among the negotiators,” said Sidney Ribaux, General Coordinator, Équiterre.

Prior to the WTO Meeting, Équiterre had organized the Canadian Forum on Fair Trade to discuss fair trade issues and the WTO. Some fifty activists, academics, businesspeople and government officials, from Quebec, Ontario and B.C. attended the Forum, held December 2, 2005 in Ottawa. Discussions were highly productive and the meeting provided a space for sharing information vital to the expansion of networks, and for promoting the creation of tools favourable to the long-term establishment of fair trade at the international and national levels. Moreover, it was decided to continue efforts in 2006 toward endowing the Canadian fair trade movement with a united vision, shared demands and a coalition.

Équiterre also collaborated on the organizing of the North-American fair trade conference *Fair Trade Futures: Living a Fair Trade Life*, held in Chicago, September 30 to October 2, an initiative of the Fair Trade Federation and the Fair Trade Resource Network.



## GREEN TRANSPORTATION

### PASSPORT TO FREEDOM

IN ADDITION TO GENERATING AN ENORMOUS QUANTITY OF GREENHOUSE GASES, THE MAIN CULPRIT RESPONSIBLE FOR CLIMATE CHANGE, SOCIETY'S USE OF THE AUTOMOBILE ON A MASSIVE SCALE CONSTITUTES A MAJOR SOURCE OF POLLUTION THAT SERIOUSLY AFFECTS PEOPLE'S HEALTH AND THE QUALITY OF THEIR LIVES. EVERY YEAR SINCE 1995, ÉQUITERRE HAS HELD PUBLIC AWARENESS EVENTS TO EDUCATE PEOPLE ABOUT THE IMPACT OF THEIR COMMUTING HABITS ON THE STATE OF THE ENVIRONMENT, AND TO HELP REDUCE THEIR SOLO CAR TRIPS. ÉQUITERRE IS ALSO ACTIVE ON SEVERAL FRONTS IN ITS EFFORTS TO SENSITIZE POLITICIANS TO THE ADVANTAGES OF PUBLIC TRANSIT, CARPOOLING, WALKING AND CYCLING.

### Taking a Strong Stand

#### Against the Highway 25 Extension

The Quebec government's plans to go ahead with its Highway 25 extension project was finally announced on December 22, 2005. The project, involving the construction of a new bridge linking east-end Montreal to Laval, poses a serious threat to the environment and to the quality of life of local residents.

Furthermore, the project would result in 150,000 additional vehicle commutes per day toward the city centre,



On December 22, 2005, Équiterre took part in the unveiling of a plaque naming the proposed bridge "le pont Mulcair" (The Mulcair Bridge).

leading to higher levels of noise, air pollution and greenhouse gas emissions, not to mention the increased traffic congestion, greater need for parking space and the burgeoning urban sprawl such a scheme will generate. Équiterre, like its partners in the Coalition contre le prolongement de l'autoroute 25 (coalition against the Highway 25 extension), has made its opposition to the project very clear and has repeated its position throughout the year in a variety of ways.

#### For Alternative Solutions

In sharp contrast to the Highway 25 extension scheme, Équiterre emphasizes public transit development projects like the Montreal-Mascouche commuter train.

Équiterre is a member of the Coalition pour le transport en commun (public transit coalition), the UQAM Institutional committee for the application of environmental policy, and sits on the Boards of Vivre en ville and the Conseil régional de l'environnement de Montréal.

Équiterre also plays an active role on the Coordination table for bike path development in Côte-des-Neiges, Montreal. An Équiterre initiative, the table lobbies politicians to create an effective utilitarian bike path linking the main hubs of employment and study. Youth groups and student committees have taken up these demands and lobby actively with Équiterre toward the achievement of this objective.

### OVERVIEW

- 20,000 promotional cards and 75 posters distributed to cafés throughout the Island of Montreal;
- 52 booths handling more than 4,400 people;
- 7 issues of the "Club des Cocktail transporté" newsletter sent to 7,500 subscribers;
- 425 Transportation Cocktail flyers and kits and 3,300 "Passeport pour la liberté" promotional cards distributed.



Steven Guilbeault of Greenpeace with Équiterre's Hugo Séguin in the company of Sister Estelle Lacoursière, and Patrick Simard of the Conseil de l'environnement de la Mauricie at the official launch of "In Town Without My Car" Day in Trois-Rivières. On September 22, 2005, Trois-Rivières became the fourth city in Quebec, after Gatineau, Montreal and Quebec City, to hold a special car-free day to promote transportation alternatives to solo car commuting.



### Transportation Cocktail

On September 5, 2003, Équiterre launched its ecological transportation awareness campaign. The first phase of the campaign was aimed at publicizing the details and advantages of Équiterre's Transportation Cocktail approach as an alternative to solo car commuting. This phase is still going strong and growing, due especially to the Transportation Cocktail Contest. The second phase is designed essentially to help people adopt greener commuting habits by offering them personalized recommendations tailored to their particular situations.

### Personalized Transportation Plans

Personalized transportation plans were launched as a pilot project in March 2005 and targeted young adults visiting information booths on the campuses of the Université de Montréal, HEC and École Polytechnique. The plans are now offered to everyone in the Greater Montreal Area.

An examination of the questionnaires filled out by 695 personalized transportation plan applicants showed that many knew little about available alternatives such as Communauto and commuter parking lots, or were unaware of certain tools designed to make commuting easier, such as the trip calculators provided by public transit companies. According to a survey of those who had received one of our personal transportation plans, 33% now use their bicycles more often for home-to-work commutes, 25% do more carpooling and 23% make greater use of public transit. As far as commuting for shopping and recreational activities is concerned, 38% of respondents now cycle and walk more often, 17% do more carpooling and 13% more often choose car rental and car sharing alternatives.

### Contest

The Transportation Cocktail Contest is intended to encourage the public to choose transportation alternatives and reduce solo car commuting. Originally an Équiterre initiative launched in September 2003, the contest is now run by the Centre québécois d'actions sur les changements climatiques in collaboration with Vélo Québec.

This year, thanks to a major boost from Radio-Canada's Première Chaîne (the *C'est bien meilleur le matin* program) and the *La Presse* newspaper, along with a vast deployment of varied promotional tools (25,000 e-mails, dedicated Website, 93,000 cards distributed by Pop Media network, launch in Montreal and Quebec City and energetic press relations campaign), 2 million people were made aware of the contest, which attracted 23,700 participants.

Four grand prizes each consisting of a "Transportation Cocktail" kit worth over \$4,000 were won by participants by means of draws, each with a different theme: "take the train, passport to a green vacation" in May, "ride your bike for healthy commuting" in June, "take public transit to get to work traffic-jam free" in October and "car sharing is great for visiting distant relatives" in December.

### "Libre comme l'air" Bike Tour

For the tenth year in a row, cyclists came out en masse in response to Équiterre's invitation to join it on the "Libre comme l'air" bike tour – a way to demonstrate the immense pleasure recreational cycling has to offer while taking concrete steps to promote environmental awareness and social equity. Again this year, the 2005 edition of the Bike Tour was a tremendous success, attracting 150 cyclists, who from August 12 to 14, rode 180 kilometres along winding Outaouais roads where they discovered the region and local handicrafts.



From August 12 to 14, 150 cyclists took part in the "Libre comme l'air" bike tour in the Outaouais region.



## ENERGY EFFICIENCY

### SAVES RESOURCES

ENERGY PRODUCTION AND CONSUMPTION ARE RESPONSIBLE FOR NUMEROUS ENVIRONMENTAL PROBLEMS. TO LIMIT THE IMPACT OF THESE ACTIVITIES, ENERGY EFFICIENCY CONSTITUTES AN IMPORTANT AVENUE TO DEVELOP, ESPECIALLY IN CANADA, ONE OF THE BIGGEST CONSUMERS OF ENERGY PER CAPITA IN THE WORLD. ÉQUITERRE, FOR ITS PART, SEEKS TO PROMOTE GREATER AWARENESS AMONG CITIZENS OF THE IMPACT OF THEIR ENERGY CONSUMPTION ON THE ENVIRONMENT AND WORKS TO HELP THEM CHANGE THEIR ENERGY CONSUMPTION HABITS.

### Home Evaluations

#### A Popular Service

Équiterre has two main energy efficiency programs: energy efficiency inspections for modest income households and the EnerGuide for Houses service.

Nearly 650 energy efficiency inspections were conducted in the Greater Montreal Area under the modest income program by a team consisting of an adviser and a technician. The inspections include an examination of energy consumption habits, personalized advice on how to reduce consumption, installing energy saving devices and applying caulking. The service is provided free of charge to modest income households with the support of funding from the Agence de l'efficacité énergétique and energy distributors.

Under the EnerGuide for Houses program, the owners of already existing single-family homes can receive advice on the steps they can take to use less energy. A professional evaluation of their home, including a blower door test, establishes a current energy efficiency rating for their home and the improved energy efficiency rating that could be achieved if homeowners follow

through on the recommended changes. Équiterre is accredited by Natural Resources Canada to offer the EnerGuide for Houses service. In 2005, 792 homes benefited from an EnerGuide evaluation in the Montreal and Montérégie areas.

#### Quebec City Debut

Since mid-November 2005, Équiterre, in collaboration with Vivre en ville, has been providing the EnerGuide for Houses service in the Quebec City area. To date, fifteen homes have taken advantage of the service.



Energy inspection visits provide personalized advice and weather stripping to helping modest-income households reduce their energy consumption while increasing their comfort.



The EnerGuide service includes a blower door test, used to establish a house's energy efficiency rating.

#### OVERVIEW

- More than 2,800 people made directly aware by our actions and initiatives;
- Ten conferences and stands informing some 500 people;
- A new renewable energy section now available on our Website;
- An info-action guide on how to use less energy also available on our Website.

## RESPONSIBLE CONSUMPTION

### ONE STEP AT A TIME!

RESPONSIBLE CONSUMPTION IS A WAY WE CAN USE OUR BUYING POWER TO MAKE A POSITIVE CONTRIBUTION TO SOCIETY, THE ENVIRONMENT AND THE PLANET. FOOD, GENERAL PRODUCTS AND SERVICES, TRANSPORTATION AND ENERGY ARE ALL SECTORS OF THE ECONOMY WHERE OUR CHOICES CAN MAKE A REAL DIFFERENCE.

ON APRIL 15, 2004, ÉQUITERRE INVITED QUEBEC CONSUMERS TO TAKE PART IN ITS "CHANGING THE WORLD, ONE STEP AT A TIME" CAMPAIGN. SINCE THAT TIME, 6,400 QUEBECERS HAVE SIGNED UP FOR THE CAMPAIGN AND HAVE COMMITTED THEMSELVES TO TAKING ONE OR A NUMBER OF SMALL ACTIONS AS RESPONSIBLE CONSUMERS. TOGETHER SUCH ACTIONS HAVE A REAL IMPACT ON THE ENVIRONMENT AND SOCIETY.

### Adding a Little Muscle: The CSN Joins the Campaign

On February 17, the Centrale des syndicats nationaux (CSN) announced that it was joining the campaign. CSN President Claudette Carboneau stated on the occasion that "Contrary to what some might think, individual actions are not negligible. Rather, we must recognize the importance of such actions and give them the place they deserve, because they are the very expression of our involvement as citizens, our participation in democracy and our collective ability to change the world."

The CSN, a federation of unions, 235,000 members strong, has set the objective of having 10% or 280 of its affiliated unions become promoters of fair trade products and responsible consumption in their workplaces and among their members.

### A Growing Movement

The Municipality of Saint-Pacôme announced in February that it was joining the campaign, following the example of the Municipality of Amqui, which signed up the

previous year. In another sector, Les Productions du Rapide-Blanc, a documentary production and distribution house founded in 1984, amended its company charter last spring to have the charter reflect their concern for sustainable development and responsible consumption. A number of documentaries produced by Rapide-Blanc have prompted major change in Quebec society.

### 12 Actions for a Better World

#### Green Transportation

Helping improve air quality...

- 1- By walking or taking my bicycle for all local commuting, to the grocery store, bakery or corner store, for example.
- 2- By choosing at least once a week to walk, ride my bicycle, take the taxi, bus or metro or to carpool, instead of driving my own car to work or school.
- 3- By using a combination of public transit, bicycling, walking, taxi and car rental, thereby enabling me to dispose permanently of my car, or significantly reduce its use.

#### Socially Responsible and Equitable Consumption

Whether at home or abroad, I contribute to a more just distribution of wealth...

- 4- By replacing my tea, coffee, chocolate, cocoa and sugar purchases with certified fair trade equivalents.
- 5- By choosing social economy businesses, such as non-profit organizations and cooperatives, for certain purchases, such as clothing, handicrafts and food.

#### Ecological Agriculture

Consuming food that has been produced in a way that respects the environment...

- 6- By purchasing certified organic products at least once a week.

### OVERVIEW

- 5 information bulletins sent out by e-mail to people registered for the campaign;
- 4,500 registration cards distributed at events, conferences and booths where Équiterre was a participant.

7- By preparing a meal using produce from local farmers or producers, at least once a week.

8- By replacing a conventional meat-based meal with a meal prepared using certified organic meat or with vegetarian dishes, at least once a week.

#### Energy Efficiency

Saving on my energy bill and helping reduce greenhouse gases...

9- By lowering the thermostat by 3 degrees Celsius when I leave the house and during the night.

10- By installing a low-flow shower head and reducing my time in the shower by 3 minutes per shower.

#### Social and Community Involvement

I participate in the social and democratic development of my region or neighbourhood...

11- By supporting the mission of a non-profit or community organization, or an organization involved in social reintegration, through monthly donations of time and/or money.

12- By promoting awareness of ecological and socially-equitable choices among my elected representatives, co-worker and/or classmates.





## FINANCIAL STATEMENTS

### Auditor's report

(Translated from French)

To the members of Action for Solidarity, Equity, Environment and Development (A SEED), "Équiterre,"

I have audited the statement of financial position of Action for Solidarity, Equity, Environment and Development (A SEED), "Équiterre," as at December 31, 2004 and the statement of operations, the evolution of the financial situation and the assets for the fiscal year ending on this date. These financial statements are incumbent upon corporation managers. My responsibility is to express my opinion on these financial statements based on my audit.

I conducted my audit in accordance with generally accepted auditing standards. Those standards require that I plan and perform an audit to obtain a reasonable degree of certainty that the financial statements are free of inaccuracies. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

As is the case for many non-profit organizations, a portion of corporate revenues are earned from the public in the form of donations or social activities, and thus do not allow for a complete auditing using generally accepted auditing procedures. In consequence, my audit of these receipts was limited to the accounting of sums recorded in the books.

In my opinion, these financial statements present fairly, in all material respects, the results of activities and the evolution of the financial situation of Action for Solidarity, Equity, Environment and Development (A SEED), "Équiterre," for fiscal year ending December 31, 2004, and the financial situation then ended in accordance with generally accepted accounting practice.

Montréal, March 8, 2005

Martin Duchesne, Chartered Accountant  
4063 Mentana Street  
Montréal QC H2L 3S1

### OVERVIEW AT DECEMBER 31<sup>ST</sup>

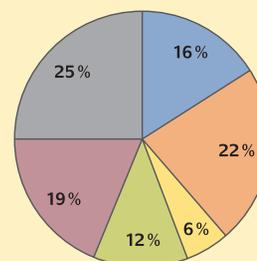
	2005 (\$)	2004 (\$)
<b>Assets</b>		
Short term		
Cash and cash equivalents	17,361	183,926
Accounts receivable	465,860	256,209
Prepaid expenses	14,511	5,512
Inventory	26,402	15,578
	<u>524,134</u>	<u>461,225</u>
Long term		
Net fixed assets	46,191	26,628
<b>Total assets</b>	<u>570,325</u>	<u>487,853</u>
<b>Liabilities</b>		
Short term		
Bank overdraft	293,530	145,451
Accounts payable	92,237	254,229
Loan	5,000	5,000
<b>Total liabilities</b>	<u>390,767</u>	<u>404,680</u>
<b>Net assets</b>		
Unaffected	43,367	26,545
Affected	136,191	56,628
<b>Total liabilities and net assets</b>	<u>570,325</u>	<u>487,853</u>



NET ASSETS AS OF DECEMBER 31 <sup>ST</sup>	2005 (\$)	2004 (\$)
<b>Unaffected net assets</b>		
Opening balance	26,545	17,822
Net surplus/deficit for the year	76,822	23,723
Allocation to reserves		
Relocation	<60,000>	<10,000>
Research and development	—	<5,000>
Closing balance	43,367	26,545
<b>Affected net assets</b>		
Fixed		
Opening balance	26,628	21,633
Fiscal year acquisitions	65,751	31,622
Fiscal year depreciation	<46,188>	<26,627>
Closing balance	46,191	26,628
Funds for relocation		
Opening balance	20,000	10,000
Fiscal year reserves	60,000	10,000
Closing balance	80,000	20,000
Research and development fund		
Opening balance	10,000	5,000
Fiscal year reserves	—	5,000
Closing balance	10,000	10,000
<b>Affected net assets</b>	<b>136,191</b>	<b>56,628</b>

STATEMENT OF INCOME FOR THE FISCAL YEAR ENDING DECEMBER 31 <sup>ST</sup>	2005 (\$)	2004 (\$)
<b>Revenues</b>		
Government contributions to projects	1,009,636	769,849
Other contributions to projects	795,253	508,416
Self-generated revenues	806,954	463,571
<b>Total revenues</b>	<b>2,611,843</b>	<b>1,741,836</b>
<b>Expenses</b>		
Human resources	1,341,504	1,080,231
Operations	191,484	153,616
Activities	1,002,033	484,266
<b>Total expenses</b>	<b>2,535,021</b>	<b>1,718,113</b>
<b>Net surplus/deficit of the year</b>	<b>76,822</b>	<b>23,723</b>

REVENUES FOR 2005



- Government of Quebec (16%)
- Government of Canada (22%)
- Foundations grants (6%)
- Individual donations (12%)
- Sale of products and services (19%)
- Miscellaneous (25%)

EXPENDITURES FOR 2005



- Activities and projects (78%)  
(Climate change: 28%, Fair trade: 15%,  
Energy efficiency: 14%, Ecological  
agriculture: 9%, Responsible consumption: 7%,  
Green transportation: 5%)
- Operations (15%)
- Member services and fundraising (7%)



# ÉNERGIES VERTES

# COCKTAIL TRANS- PORT



# OMC OUTILS D'ACTION

# Éco-efficients !

# 20 05 ANNUAL REPORT

La production et la consommation d'énergie sont responsables de problèmes environnementaux importants reliés essentiellement à la construction de centrales énergétiques et à l'émission de gaz à effet de serre, principaux responsables des changements climatiques.

# G.E.S. MOUVEMENT

# valeurs

# Éolien GARDERIE

Depuis 1996, Équiterre contribue au développement du commerce équitable afin d'améliorer les conditions de vie des producteurs, des travailleurs et des artisans des pays du Sud.

# URBANISME

Agriculture soutenue par la communauté



« Acheter, c'est voter »

# ÉnerGuide