



Annual Report  
2007



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## Historical Background

Équiterre's origins date back to the 1992 Earth Summit in Rio de Janeiro, Brazil. Following the Summit, several participants who shared a vision of sustainable development grounded in environmental and social values, decided to found Équiterre in 1993 and implement concrete solutions.

In 1995, Équiterre was incorporated as a non-profit organization—originally under the name Action for Solidarity, Equality, Environment and Development (A SEED). One year later, it obtained its charitable organization status from the Canada Revenue Agency and Revenu Québec and, in 1998, adopted the name "Équiterre."

Today, Équiterre possesses a wealth of expertise and a rich portfolio of projects, and enjoys the dedication of the many individuals who joined over the course of the years. It now concentrates its actions around four programmes - Ecological Agriculture, Fair Trade, Energy Efficiency, Sustainable Transportation-; and two campaigns -Climate Change and Responsible Consumption.

## Mission

Équiterre helps build a social movement by encouraging individuals, organizations and governments to make ecological and equitable choices, in a spirit of solidarity

## Vision

**By 2020, Équiterre, through its local, regional, provincial, national, and international actions, will have:**

- contributed to making Quebec a model and exemplary society where:
  - sustainable development and a socially just economy will have their place in society and where the state will play a major social and economic role.
  - citizens and organizations will be actors of change by undertaking ecological and socially just actions.
- contributed to making Quebec and Canada nations where legislation and policies promote sustainable development and social justice and lead to positive and tangible impacts on the environment, society, and the quality of life for citizens.
- contributed to increasing , on an international level, the development of more just, equitable, and eco-friendly economic and commercial exchanges, primarily with regard to agricultural products.
- contributed to bringing together environmental, social, and economical stakeholder in matters of ecology, sustainable development, and a socially-just economy.

**More specifically, the actions which Équiterre plans to undertake by 2020 will contribute to:**

- food sovereignty of nations promoting more just and equitable economic and commercial exchanges;
- a more diversified ecological agriculture;
- Increased responsible consumption, which will favour local and ecological buying, reuse and recycling as well as reduce waste
- the reduction of greenhouse gas emissions;
- an increase in active and public transportation;
- reduced energy consumption, in particular through energy efficiency measures in buildings;
- an increase of the number of buildings that respect ecological and sustainable construction and renovation principles.

## Word from the President

***Born from the ideal of several young university students to change the world, Équiterre is now an organization that is well anchored in the Quebec landscape.***

Its vision is shared and supported by thousands of citizens who are changing their daily habits in view of building an ecological and socially just world. The credibility acquired among citizens as well as the expertise developed over the years have made Équiterre a credible stakeholder with the media as well as with political, economical, and social leaders of our society.



» CREDITS: NATHALIE BERGERON

After 15 years of activism, Équiterre made it a point last year to reflect on its path and the objectives to pursue. Among the measures it undertook in that context was a consultation with its members. The message voiced from this forum was clear: Even if members still believe that an ecological and socially just society depends foremost on the daily habits and actions of citizens, they also believe that this is not sufficient. They would like to see Équiterre expand its field of influence to institutions, businesses, and governments. In this way, the ecological and social values that guide their own everyday choices could become collective priorities.

The message was heard. Équiterre's team revised its mission accordingly to reflect these concerns. The mission statement now reads: Équiterre helps build a social movement by encouraging individuals, organizations and governments to make ecological and equitable choices, in a spirit of solidarity

Although Équiterre is now working to expand its field of influence, it will always remain a grassroots organization driven by its constituency of individuals. In that respect, I would like to thank all those who, with their daily actions, continually inspire us and actively contribute to carrying out Équiterre's ambitious mission.

*Brigitte Lepage*

President of the Board of Directors

## Word from the General Coordinator

### ÉQUITERRE: TRUE SOCIAL ENTREPRENEURSHIP

**“Social entrepreneurship”**: these two words usually seem to be mutually exclusive. However, in 2007, Équiterre was recognized for its innovative social entrepreneurship by Ashoka, an international organization that elected Équiterre to its Global Fellowship. It is with immense pride that I accepted this honour in the name of all Équiterre supporters. Even though we were intuitively confident about our mission, receiving a distinction from an international organization made all the difference. What is a social entrepreneur? I would summarize it as follows: an activist who chooses to change the world in a constructive way.



» CREDITS: NATHALIE BERGERON

The history of Quebec and Canada is full of social entrepreneurs who dedicated their talents for the sake of their community rather than to enrich themselves. Alphonse Desjardins is without doubt the best known social entrepreneur in Quebec. From his ideal to offer services to the segment of the population poorly served by banks, he built a movement that is today the largest financial institution in Quebec.

And it is with Desjardins Group that Équiterre launched the “Businesses and Institutions” category of its campaign “Changing the world, one step at a time,” which encourages citizens, and now organizations, to take ecological and socially just actions. This partnership is of immense importance. Firstly, because it demonstrates that the two organizations share common values—a prerequisite for long and fruitful partnerships. Secondly, because Desjardins Group, with its 536 banks, 10,345 employees, 6,545 volunteer directors, and 5 million members, can assist Équiterre in spreading its message to all spheres of society. Imagine if half the members of Desjardins Group decided, tomorrow morning, to regularly buy fair trade products out of solidarity with the poorest people of the planet...Imagine if one-tenth of the Desjardins members also became members of an organization like Équiterre...In the footsteps of Alphonse Desjardins, we dare to follow our dreams!

In the early 1970s, Clément Guimond, another pioneer of social entrepreneurship, founded the Caisse d'économie solidaire Desjardins. This cooperative, unique in its kind, implemented everything to support not only citizens but also organizations from the union, cooperative, cultural, social, and environmental sectors. In addition to having built one of the most profitable financial institutions in Quebec, Clément allowed a great number of major projects, among them the Cirque du Soleil, to see the day.

Not long ago, the Caisse d'économie solidaire was one of the first institutions to believe in the Centre for Sustainable Development and to support the innovative social enterprise project. In 2007, the Quebec government followed suit and agreed to support the Centre with 7 million dollars.

After more than 30 years at the service of Caisse d'économie solidaire, Clément announced his retirement in 2007. Because he is also a strong supporter of Équiterre, I take this opportunity, in the name of the entire team, to honour him.

I also take my hat off to the Équiterre's employees, who are our most dedicated adherents, to the interns, who generously devote thousands of hours of work each year, and to the many volunteers in Montreal, Mauricie, Quebec City, and elsewhere in Quebec. Without them, Équiterre would have remained merely a dream in the minds of its founders. I also wish to express my gratitude to all citizens and organizations who support us financially or otherwise. Thanks to their contribution we are able to contribute to building our world of tomorrow.

In 2008, the work of “Équitarian” entrepreneurs will continue...  
in the fields and in the streets,  
in people's homes and in businesses and institutions,  
and in the halls and conferences of the United Nations!

*Sidney Ribaux*  
Co-founder and General Coordinator

## ÉQUITERRE IN 2007

### HUMAN RESOURCES

*Équiterre relies on the expertise and diversity of its teams' competencies to efficiently realize its actions.*

Its multidisciplinary resources are derived from professional spheres such as: the environment, international development, politics, law, communications and public relations, agronomics, engineering, and administration and accounting.

#### Employees in December 2007

1. THÉRÉSIA BREU • 2. NADINE BACHAND • 3. MARIE-ÈVE ROY • 4. SUZIE TIGHE • 5. LOVA RAMANITRARIVO • 6. DORIS HAMELIN • 7. ANNY LÉTOURNEAU  
8. GENEVIÈVE GROSSENBACHER • 9. GENEVIÈVE PRÉVOST • 10. AMÉLIE BERNARD • 11. JULIE POULIN • 12. IOANA POTRA • 13. YOLANDE MOREAU  
14. DANIE BEAUBŒUF • 15. PHILIPPE MOREL • 16. ROMULUS PLESA • 17. MARILÈNE BERGERON • 18. CLAUDIA HAMELIN • 19. MICHELLE ROBICHAUD  
20. ANN LÈVESQUE • 21. ISABELLE JONCAS • 22. CLAIRE RUHLMANN • 23. AMÉLIE FERLAND-DUFRESNE • 24. BRIGITTE LABRECQUE • 25. JEAN-FRANÇOIS  
NOLET • 26. FRANÇOIS BOULANGER • 27. SIDNEY RIBAUX • 28. ANDRÉ DENIGER • 29. FRANCIS MALETTE • 30. MARTIN DOSTALER • 31. VINCENT TROTTIER  
32. NICOLAS BOISCLAIR • 33. SÉBASTIEN RIOUX • 34. GUILLAUME SCHIEBER • 35. NICOLAS GAUTHIER • 36. NATHALIE LAFRANCE

*Absent on photo:* NORMAND ROY • CAROLINE MAILLOUX • HUGO SÉGUIN • ISABELLE ST-GERMAIN • MURIELLE VRINS • HALIMA ELKHATABI •  
NATHALIE BERGERON • ANDRÉANNE LECLERC-MARCEAU • FRÉDÉRIC PARÉ • DOMINIQUE BERNARD



↳ CREDITS: NATHALIE BERGERON

#### Interns

Providing internships is part of Équiterre's mission to promote citizen involvement. Over the last year, 26 interns, including some from France, were welcomed by the team to participate actively in Équiterre activities and pursue their academic or professional paths.

Équiterre wishes to thank:

LORENA ARAGONÈS, KATIE BEARDSLEY, GENEVIÈVE CLERMONT, JOCELYN DAROU, PIERRICK DUPONT, JÉRÉMIE DURRMAYER, LAURENCE FAUTEUX, JULIE FRANŒEUR, SÉBASTIEN GOYARD, OLIVIER GRATTON-GAGNÉ, DAVID IMBEAULT, MYRIAM LALANCETTE, ANDRÉANNE LECLERC-MARCEAU, AUDREY LEVASSEUR, LISE-ANNE LÉVEILLÉ, CAROLINE MARINACCI, MAX-AUGUSTE MAURICE JR, MARIE-FRANCE MCSWEEN, RAPHAEL NACIF, GAËLLE PICCAMIGLIO, LILIANE SOPHIE PIN, CATHERINE SEERS, LINDA SOSA, ÉLODIE TRAVERS, SYLVIE TROTTIER ET RAPHAËL VEILLE.

## Volunteers

In 2007, Équiterre had the privilege of being supported by 208 volunteers. True ambassadors, they ensured the presence of Équiterre at numerous events, conferences, and exhibitions in their respective regions. Whether regular or occasional their support greatly contributed to Équiterre's actions. Thank you everyone for your dedication!

## Membership

As of December 31, 2007, Équiterre counted 3,484 members (3,439 individuals and 45 organizations) from all regions of Quebec. Moreover, 86 individual and 170 corporate donators made financial contributions to Équiterre.

The general assembly was held on April 23 with an attendance of almost 150 members. On this occasion, the participants elected five new members to the board of directors, which then met five times in 2007.

## Board of directors

### PRESIDENT:

1. BRIGITTE LEPAGE, Administrator at System Technologies for Industry Inc

### TREASURER:

2. CRAIG RYAN, Director, External Relations and Communications, Business Development Bank of Canada

### SECRETARY:

3. MARIE-CLAUDE GRIGNON, Lawyer

### ADMINISTRATORS:

4. PATRICIA CLERMONT, Coordinator at Association Habitat Montréal

5. CLÉMENT GUIMOND, General Coordinator at the Caisse d'économie solidaire Desjardins

6. LUCIE RIOUX, Organic Farmer, Logi-Bio farm

7. MARIE-ÈVE ROY, Project Manager, Communications and Events, Équiterre

8. STEVEN GUILBEAULT, Spokesperson Climate Change, Équiterre

9. CHANTAL BLOUIN, Senior Research Associate, Centre for Trade Policy and Law, Norman Paterson School of International Affairs, Carleton University

Équiterre organized member consultations on two major projects: the Centre for Sustainable Development—an ecological headquarters planned for downtown Montreal—and the strategic orientations for 2008-2012.

Three issues of the Info Équiterre newsletter and ten Équiterre express e-newsletters were sent to the members.

## ÉQUITERRE'S PRESENCE

In 2007, Équiterre pursued its awareness efforts and public interventions throughout the province in collaboration with provincial and regional partners. In this way, it reached citizens and organizations in all regions of Quebec. In addition, Équiterre was active elsewhere in Canada and in the world. Here are some examples of the geographic diversity of Équiterre's actions:

### Quebec

- On December 31, 2007, Équiterre had members in each of the 17 administrative regions of Quebec.
- In the fall, the forum *À table! Pour des régions en santé* mobilized actors from 11 Quebec regions around food in public establishments.
- In the spring, after having observed the impacts of fair trade in Guatemala in collaboration with Équiterre, union workers launched an awareness campaign at 13 Confédération des syndicats nationaux (CSN) conventions.
- The Community Supported Agriculture (CSA) network created partnerships between farms and citizens in 13 regions of Quebec.
- Équiterre tabled its brief *Faire du Québec une référence internationale en matière de développement durable* (Making Quebec an international reference in sustainable development) during public consultations on the Quebec government strategy on sustainable development.

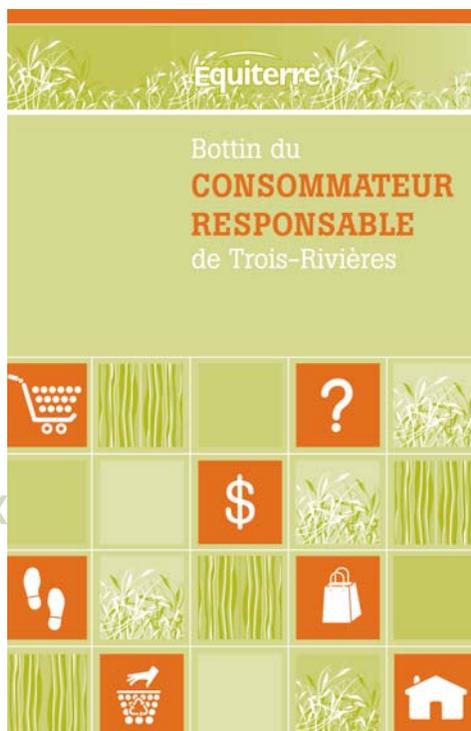


≡ CREDITS: NATHALIE BERGERON



### Canada and abroad

- Équiterre is a member of the strategic planning organizing committee of the new Canadian Fair Trade Association.
- General Coordinator Sidney Ribaux participated in the *Rencontres du Mont-Blanc*. This international forum brought together the principal actors of the global social economy under the theme of sustainable production, consumption, and distribution of energies.
- Under the framework of the climate change campaign, delegates from Équiterre ensured a presence at the following events:
  - Meeting of the environment ministers of New England and Eastern Canada;
  - Conference of New England Governors and Eastern Canadian Premiers;
  - Council of the Federation;
  - 26th session of the subsidiary bodies of the Climate Convention and the Kyoto Protocol in Bonn, Germany;
  - 13th United Nations Climate Change Conference in Bali, Indonesia.



CREDITS: ÉQUITERRE ACTION GROUP IN MAURICIE

### ÉQUITERRE'S ACTION GROUPS

#### Mauricie

The Équiterre action group in Mauricie ensures a strong presence in the Mauricie media as well as with the population and regional organizations. In March 2007, it published the *Bottin du consommateur responsable de Trois-Rivières* (Trois-Rivières Responsible Consumer Guide), which informs about responsible consumption and offers a directory of the region's relevant organizations. A print run of 5,000 free guides was almost entirely distributed after just one month.

#### Quebec

A new action group was created in Quebec City in the last months of 2007. Nine active members have been working on various projects to be carried out in 2008.



Équiterre's Quebec City action group, from left to right: Isabelle Côté, Christine Gingras, Vincent Lagacé, Johanne Lavallée, Louis-Charles Moreau, Renée Parent, Michèle Prince, André Roy, and Mathieu Turgeon.  
CREDITS: ÉQUITERRE

## FINANCING AND SELF-FINANCING

*Aside from donations from individuals and businesses and subsidies from private foundations and governments*, Équiterre organizes fundraising events and is supported by numerous citizens and small business initiatives. In 2007, these activities have adopted various formulas.



### Fundraising events of Équiterre

- May 17: the second edition of the Soir de la Terre, a benefit concert that attracted some 1,000 spectators.
- June 13: Quebec City annual benefit supper, bringing together more than 60 supporters.
- October 16: Équiterre received more than 200 guests at a benefit cocktail party held in Montreal. The event was organized in partnership with SITQ and presided by Michel Cyr, Senior Vice-President Development with SITQ.

### External initiatives

#### Events

- Unitarian Church of Montréal: From February to May, the Unitarian Church of Montreal shared the profits of the four *Jazz & Justice* concerts with Équiterre and three other organizations;
- Students of LaSalle College: On May 15, a group of students presented the fashion show *Dfeel équitable*;
- Lululemon Athletica: On June 20, the boutique Lululemon held the benefit concert *Rock for the Environment*;
- Rendez-vous A Kappella: In the fall, La Bande Magnétique gave two concerts with recognized artists at Lion d'Or in Montreal.

#### Expedition

In May, the "Marathon Vertical" duo Sébastien Carelli and Oury Dal Bianco undertook their first climb up the seven highest summits of the world—totalling a height of 42 km—and gave 75% of the collected funds to Équiterre.



#### Percentage-of-sales donations

The following businesses committed to donating a portion of their sales to Équiterre:

- Tourilli Farm: 3% of sales of the new cheese La Barre à Boulard of the artisanal cheesemaker Éric Proulx;
- Oöm Ethikwear: The ethical clothing line is donating 2% of t-shirt sales;
- ONETOP: 5% of winning t-shirts sold at the Eaton Centre;
- Eaton Centre: Funds collected from lunch bag sales;
- Damafro: 2% of sales of organic cheeses (for the *Garderie bio* project);
- Putumayo World Music: 1% of CD sales during a contest organized with Renaud-Bray;
- EcoHosting: 20% of hosting revenues from Équiterre references.

» Mountaineers Sébastien Carelli and Oury Dal Bianco during their climb up Mount Denali, Alaska in May 2007  
CREDITS: MARATHON VERTICAL

Équiterre wishes to thank its sponsors:

### Government of Quebec

- Agence de la santé et des services sociaux de Montréal – Santé publique
- Agence de l'efficacité énergétique
- Conseil pour le développement de l'agriculture du Québec
- Direction de santé publique (Montréal)
- Fonds national de formation de la main d'œuvre
- Ministère de l'Agriculture, des Pêcheries et de l'Alimentation
- Ministère de l'Emploi et de la Solidarité sociale
- Ministère des Ressources naturelles et de la Faune
- Ministère des Transports
- Secrétariat à la jeunesse

### Government of Canada

- Canadian International Development Agency
- Environment Canada
- Human Resources and Social Development Canada
- Industry Canada
- Natural Resources Canada
- Public Health Agency of Canada
- Public Health Agency of Canada, via the Population Health Fund and the Canadian Diabetes Strategy

### Private Foundations

- Ashoka Foundation
- Daniel Langlois Foundation for Art, Science and Technology
- EJLB Foundation
- Foundation of Greater Montreal
- Fondation Rêve d'Esther
- J.W. McConnell Family Foundation
- Oak Foundation
- The Samuel and Saidye Bronfman Family Foundation
- The Kresge Foundation

### Organizations and Businesses

- Association québécoise des organismes en coopération internationale
- Bell Canada
- Canadian Council for Human Resources in the Environment Industry
- Cascades
- Centre québécois d'action sur les changements climatiques
- Community Economic Development Technical Assistance Program
- Corporation de développement économique et communautaire (Centre-Sud / Plateau Mont-Royal)
- Fondation Sedna
- Fonds d'action québécois pour le développement durable
- Montréal International
- Mouvement Desjardins
- Recyc-Québec
- Several religious communities
- Ville de Montréal

### Sponsors

- Agence métropolitaine de transport
- Aide médicale pour la Palestine
- Altura Trading/Gogo Quinoa
- AmigoExpress
- ASHRAE Montréal
- Atelier roue libre
- Athena
- Bicycles Quilicot
- Boulangeries Le Fromentier et Première Moisson
- Café Rico
- Caisses populaires Desjardins de Lorimier et de Rosemont
- Canadian Design Research Network
- Carrefour de solidarité internationale
- Centre japonais de la photo (Centre Eaton)
- Cidre de la Verger Gaston
- Club organic
- Commerce équitable Oxfam-Québec
- Communauto
- Coopérative étudiante de la Faculté de l'aménagement
- Cortim
- Cyberpresse
- Direct Terroir Canada
- Éditions Debeur
- Equita
- Fédération étudiante universitaire du Québec
- Ferme Morgan
- Fonds en efficacité énergétique
- Forintek
- Fournil Ancestral
- Francis Beaulieu traiteur
- Fromageries de la Table ronde, du Presbytère, l'Alpage et l'Ancêtre
- Gaëtan Bono Inc.
- Gîte les Jardins de l'Achillée Millefeuille
- Groupe Procycle
- Hydro-Québec
- Inari
- Jardin des Anges
- L.L. Lozeau
- La compagnie 2 Ameriks
- La Maison du 21<sup>e</sup> siècle
- La Presse
- L'Aromate
- Laurence Rodier
- Les Brasseurs du Nord
- Les divins chocolats de Sandra
- Les Éditions Écosociété
- Liberté
- Maison de thé Camelia Sinensis
- Maître Corbeau
- Météomédia
- Mountain Equipment Co-op
- MuséumsnatureMontréal
- Musique Plus
- Novae
- Nutri-Ceuf
- Nutrisoya
- Omer DeSerres
- Pages jaunes.ca
- Plaisirs gourmet
- Plan Nagua
- Planète Monde
- Punku Peru
- Radio-Canada.ca
- Réseau de transport de la Capitale
- Santropol
- Satau
- Société d'hypothèque et de logement
- Sociétés de transport de Lévis, de l'Outaouais, de Montréal, de Sherbrooke, de Trois-Rivières et du Saguenay
- Taxi Coop
- Université du Québec à Montréal
- Val Caudalie, vignoble et cidrerie
- Verger aux 4 vents
- Vertimonde
- VIA Rail
- Zoo de Granby

## COLLABORATIONS, PARTNERSHIPS, AND REPRESENTATION

In 2007, in addition to numerous sponsors, Équiterre was associated with the following organizations:

### Collaborators and Partners

- Accès transport viable
- Accès-cible Jeunesse Rosemont
- Action plans d'eau plein air du Secteur des gorges de la rivière Sainte-Anne
- Arrondissements de Verdun, Rosemont–La Petite-Patrie et St-Léonard
- Association québécoise des banques alimentaires et moissons
- Association québécoise d'établissements de santé et de services sociaux
- Blue Storm Média
- Caisse de dépôt et placement du Québec (SITQ)
- Caisse d'économie solidaire Desjardins
- Cathalétique
- Centrale des syndicats du Québec – Établissements verts Brundtland
- Centre canadien d'architecture
- Centres de gestion des déplacements Côte-des-Neiges et St-Laurent
- Centre de la petite enfance Le petit réseau
- Centre de l'environnement
- Centres de services sociaux Cœur-de-l'île et Lucille-Teasdale
- Centre d'étude et de coopération internationale
- Centre québécois du droit de l'environnement
- Child care services at Rapides-de-Lachine, Martin-Bélanger and Ste-Bibiane schools
- Cinéma Beauvien
- Club bio-action
- Collège de Rosemont
- Commission scolaire de Montréal
- Confédération des syndicats nationaux
- Conseil des relations internationales de Montréal
- Conseil régional de l'environnement de la Capitale nationale
- Convention on Biological Diversity
- Convivium Slow-food Vallée de la Batiscan
- Coop fédérée
- Coopérative de solidarité Le Gout'heure
- Coopérative de solidarité Les Horizons
- Coopérative d'utilisation de matériels agricoles de la Chevrotière
- Coopérative La Siembra
- Coordination des services complémentaires Ministère de l'Éducation, du Loisir et du Sport
- Corporation de développement économique communautaire de Rosemont–Petite-Patrie
- Direction générale de la coopération internationale et du développement du ministère français des Affaires étrangères
- Direction générale de la santé publique, Ministère de la Santé et des Services sociaux
- École Au fil de l'eau
- École Buissonnière
- École de la Petite-Patrie
- École de technologies supérieures
- École La Mennais
- École secondaire Père-Marquette
- Environmental Development Action in the Third World (ENDA)
- ENvironnement JEUnesse
- Équicosta
- Fédération des commissions scolaires du Québec
- Fédération des producteurs de lait du Québec
- FEM International
- Ferme Bionicale
- Ferme Jacques Martel
- Ferme la Berceuse
- Ferme pédagogique Champ de rêve
- Fondation David Suzuki
- Fondation Rivières
- Forum économique de Verdun
- Forum social québécois
- Friperie La Gaillarde
- Hôpital Jean-Talon
- Journal de Rosemont–Petite-Patrie
- La Ferme aux Hirondelles
- Le Biodôme
- Le jardin d'Olympe
- Les Jardins du Petit Tremble
- Les Jardins Mil'Herbes
- Maisonnette des parents
- L'Utopie
- MC2 Communication Média Inc.
- Ministère des Relations internationales
- Minoterie des Brumes
- Municipalities of Notre-Dame-de-Montauban, St-Casimir et Ste-Geneviève de Batiscan
- Nature Québec
- Océan télévision
- Option consommateurs
- Ordre professionnel des diététistes du Québec
- Oxfam-Québec
- Polyvalente Euclide-Théberge
- Potager André Samson
- Putumayo
- Regroupement des cuisines collectives du Québec
- Regroupement des services Éco-quartier
- Regroupement national des conseils régionaux de l'environnement du Québec
- Renaud-Bray
- Rencontres internationales du documentaire de Montréal
- Réseau Action Climat France
- Réseau étudiant canadien du commerce équitable
- Service de l'organisation scolaire, Commission scolaire Marguerite Bourgeoys
- Société de développement environnemental de Rosemont
- Sociétés de développement commercial Plaza St-Hubert, Promenade Masson et Promenade Wellington
- Table de concertation sur la faim et le développement social du Montréal métropolitain
- TOHU
- TransFair Canada
- Transformation Alimentaire Québec
- Union des consommateurs
- Union des producteurs agricoles
- Unisféra
- Université de Montréal
- Université Laval
- UQAM (Chaire de responsabilité sociale et de développement durable)
- Villes de Gatineau, Napierville et Terrebonne
- Voyagez futé

### Équiterre is a member of the following Coalitions and Committees:

- Canadian Fair Trade Association Advisory Committee
- Coalition contre la 25
- Coalition GO5
- Coalition pour la réduction et l'apaisement de la circulation
- Comité avisé du certificat de coopération internationale de l'Université de Montréal
- Comité consultatif sur la réglementation en efficacité énergétique des bâtiments
- Comité en route VERT l'avenir du Salon international de l'automobile de Montréal
- Comité institutionnel de la politique environnementale de l'UQAM
- Comité pour la promotion de la souveraineté alimentaire
- Hydro-Québec – groupe de travail sur les ménages à faibles revenus
- Membre du jury Comité environnemental ville de Terrebonne pour le Gala Griffon d'Or 2007 (action environnementale par excellence)
- Secrétariat des organismes environnementaux du Québec
- URGENCI International Network

### Équiterre is represented on the following boards of directors:

- Agence de l'efficacité énergétique
- Association québécoise des organismes de coopération internationale
- Centre québécois d'action sur les changements climatiques
- Climate Action Network Canada
- Climate Action Network International
- Conseil régional de l'environnement de Montréal
- Fair Trade Federation
- FibrEthik
- Fonds d'action québécois pour le développement durable
- Green Communities Canada
- Greenpeace
- Global Campaign on Climate
- Maison du développement durable
- Nourrir Montréal
- Solidarité rurale du Québec
- Vivre en ville



Équiterre Conference services (from left to right starting in the back):

JEAN-FRANÇOIS NOLET, NORMAN LÉVESQUE, FRANÇOIS PELLETIER, NICOLAS BOISCLAIR, ANTOINE THOMASSET-LAPERRIÈRE, MARILÈNE BERGERON, GENEVIÈVE PELLETIER, ANN LÉVESQUE, FRANÇOIS BOULANGER, SIDNEY RIBAU, ISABELLE ST-GERMAIN, MURIELLE VRINS, LOVA RAMANITRIVIVO, DORIS HAMELIN, NADINE BACHAND, AMÉLIE FERLAND, ANNY LÉTOURNEAU ET STEVEN GUILBEAULT.

**Absent:** CHANTAL HAVARD, BRIGITTE LEPAGE, ÉDITH SMEESTERS, DOMINIQUE BERNARD, HUGO SÉGUIN ET LAURENCE FAUTEUX.

CREDITS: NATHALIE BERGERON

## CONFERENCE SERVICES

In response to ever-growing demand, Équiterre's 22 speakers in 2007 gave 136 conferences, more than half of which were held outside of Montreal and reaching an estimated audience of over 9000 people from very diverse fields and backgrounds. Équiterre representatives also gave presentations in Ontario, France, and Spain.

## COMMUNICATIONS

Équiterre's public presence, implemented largely through media activities, grew considerably in 2007.

A Léger Marketing survey mandated by Media Transcontinental and published in January 2007 identified the environment as the number two concern of Quebecers, just behind health. The terrain was ripe for outreach efforts on the part of Équiterre. In addition to disseminating information for its awareness activities, Équiterre appeared in the public realm in response to a year 2007 rich in environmental and social controversies, particularly in matters of climate and agriculture.

### In 2007:

- Équiterre published 79 press releases;
- Media mentioned Équiterre at 2,077 occasions, an increase of 68% compared to the preceding year;
- Équiterre's website received more than 385,063 visits;
- Équiterre distributed more than 201,000 educational documents;
- More than 63,000 individuals were informed of Équiterre activities through employees, interns, and volunteers at information booths, conferences, or energy efficiency visits to their homes;
- Équiterre submitted briefs to the Commission sur l'avenir de l'agriculture et de l'agroalimentaire québécois (CAAAQ), the Régie de l'énergie, la Commission du conseil d'agglomération sur l'environnement, le transport et les infrastructures de Montréal, and the Commission des transports et de l'environnement de l'Assemblée nationale du Québec.
- Sidney Ribaux, co-founder and general coordinator of Équiterre, was recognized by the international foundation Ashoka as *fellow*—a prestigious recognition of innovative social entrepreneurs around the globe.

MEDIA PRESENCE IN 2007					
	Press	Radio	Television	Internet	Total
Ecological Agriculture	163	89	79	129	<b>460</b>
Fair Trade	21	23	9	30	<b>83</b>
Energy Efficiency	36	20	15	31	<b>102</b>
Sustainable Transportation	62	35	13	115	<b>225</b>
One Step at a Time	60	24	24	26	<b>134</b>
Climate Change	164	234	148	87	<b>633</b>
Centre for Sustainable Development	27	16	6	72	<b>121</b>
Ecological Horticulture	15	7	16	52	<b>90</b>
Other topics	82	67	45	35	<b>229</b>
<b>Total</b>	<b>630</b>	<b>515</b>	<b>355</b>	<b>577</b>	<b>2077</b>

## ECOLOGICAL AGRICULTURE

*Our choices in regard to agricultural practices have notable impacts on human health, the environment, and social justice.*

Équiterre promotes local and organic agriculture and pushes for food sovereignty in the name of people's right to food. In addition to coordinating the largest community supported agriculture (csa) network in the world, équiterre works to set up ecological and solidarity-based supply networks in public establishments (schools, daycare centres, hospitals) and community kitchens. Since 2006, équiterre also promotes alternatives to the use of pesticides in horticulture.

### FOOD SOVEREIGNTY

#### Quebec symposium on food sovereignty

At the closing of the public audiences held by the Commission sur l'avenir de l'agriculture et de l'agroalimentaire québécois (CAAAQ), Équiterre, the coalition GO5, and La Coop fédérée proposed a new social contract based on food sovereignty. *D'abord nourrir notre monde: Rendez-vous québécois pour la souveraineté alimentaire* mobilized almost 1,000 citizens, 40 elected representatives, and some 40 organizations for a series of activities on September 6 and 7.

We understand food sovereignty as the right of peoples to define their own food and agricultural policy; to determine their degree of food autonomy; to regulate their production and trade; and to eliminate dumping in their markets.

#### Brief on the future of agriculture

In the summer of 2007, Équiterre presented its brief *Choisir l'avenir: se choisir* to the commissioners of the CAAAQ. The document recommends basing Quebec's agricultural policies on local purchasing, organic production, the protection of agricultural lands, and the maintenance of supply chain management—measures which will create positive spinoffs such as the revitalization of regions, job creation, greater food safety, and a decrease in food transport-related pollution.

### RESPONSIBLE FOOD IN PUBLIC INSTITUTIONS

With the project *À la soupe! pour une alimentation institutionnelle responsable*, Équiterre promotes local and organic food in Quebec's public establishments. After the success of the *Garderie bio* project—which linked 34 daycare centres to an organic farm of their region in 2007—Équiterre officially launched *À la soupe!* on October 15. This three-year pilot project creates supply links between local organic farms and education and health establishments and also offers educational tools. It aims to promote healthy food for the

children of the Centres de la petite enfance and schools, their communities, as well as children and adults in hospitals. Six farms, seven primary schools, one secondary school, and one hospital participated in 2007.

In the project framework, Équiterre met with 320 key actors of the agriculture, food, and local development sectors in 11 administrative regions of Quebec.

The project's advisory committee is composed of representatives from Quebec ministries concerned with questions of health, agriculture, and education, as well as representatives from the health sector, the main school commissions and their federation, agriculture, rural revitalization, nutrition, as well as civil society organizations who offer environmental education in school settings.

### ECOLOGICAL HORTICULTURE

The Code de gestion des pesticides du Québec, adopted in 2006, prohibits the use and sale of pesticides containing certain harmful ingredients. Équiterre offers its expertise in horticulture to citizens, horticulturists, and municipalities. In 2007, Équiterre collaborated with eight municipalities, including Gatineau, for its expert-consulting service *Ligne verte* offered to 225,000 residents, and Terrebonne, by training a green patrol on its territory.



Hervé Kempf, Aminata Traoré, and John Saul pleaded for food sovereignty at the conference *D'abord nourrir notre monde* on September 6, 2007.

CREDITS: MARIE-PIERRE BOISVERT



## COMMUNITY SUPPORTED AGRICULTURE (CSA)

In 2007, the CSA network consisted of 101 organic farms which supplied some 26,000 consumers through 350 drop-off points in Quebec. Of those farms, 79 supply citizens on the basis of harvesting partnerships while the remaining 22 supply these farms with complementary products. In a harvesting partnership citizens pre-purchase a share of the harvest in spring, sharing therein both the risks and the benefits inherent in agriculture. Each week, the farms then deliver fruit and vegetable baskets, along with complementary organic meat offers, to the citizens. Équiterre provides support to these farms by offering mentoring, networking and information services, workshops, as well as visits between producers.

## PUBLICATIONS

### Practical guides

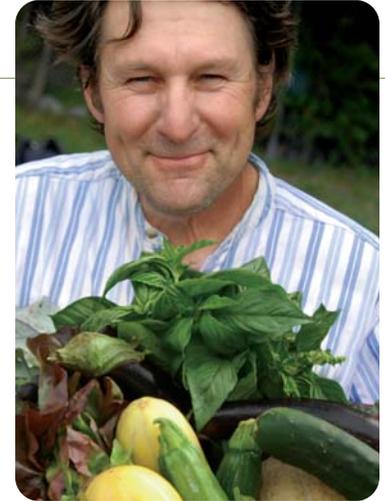
Équiterre published two practical guides related to agriculture. *À la découverte de votre fermier de famille* provides useful complementary information for CSA network partners wishing to learn about the formula and the organic food baskets. *Directement de la ferme, cuisiner selon les saisons* is addressed to collective kitchens wishing to link up with an ecological farm.

### Study

Équiterre revealed the results of a first study on the factors leading to local, organic, and equitable food choices with Canadian consumers in June 2007. *Passons à l'action et consommons de façon responsable* is the fruit of a document review, interviews with Canadian merchants, and a national survey conducted by Léger Marketing with 1,662 respondents. A great openness for responsible food consumption was noted among surveyed citizens and businesses.

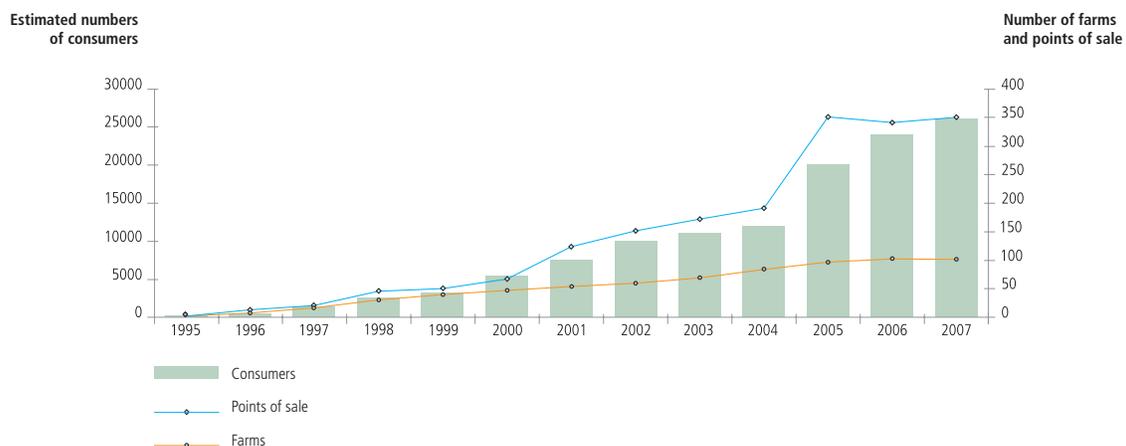
### Quick facts

- More than 5,000 people signed and sent off *Le manifeste des citoyens-mangeurs du Québec* (Manifesto of Quebec citizen-consumers), an Équiterre initiative;
- 70,000 flyers on food sovereignty were distributed throughout Quebec;
- 12,000 lists of CSA network farms were distributed;
- More than 900 guides *À la découverte de votre fermier de famille* were sold;
- The photo exhibition *À la découverte de votre fermier de famille* travelled to eight organizations;
- Équiterre participated in 28 CSA start-up meetings to present the concept to new partners;
- Three issues of the newsletter *Le Partenaire* were distributed with a print run of more than 8,600 each,



Partners of the Jardins de Tessa farm, a member of Équiterre's CSA network, discover the contents of their organic fruit and vegetable baskets.  
CREDITS: NATHALIE BERGERON

## EVOLUTION OF THE QUEBEC NETWORK FOR COMMUNITY SUPPORTED AGRICULTURE



## CLIMATE CHANGE

**Global warming is the biggest challenge to humanity.** With its fourth assessment report based on the latest scientific knowledge on climate change, the intergovernmental panel on climate change (IPCC) revealed a gamut of overwhelming findings.

Human activity is responsible for the acceleration of climate change. Along with the dwindling of Earth's biological diversity, tens of millions of human beings are threatened if nothing is done. Solutions exist to combat climate change, one of the main causes of which are greenhouse gases. However, we must act now!

Équiterre works on the Quebec, Canadian, and international arena to sensitize citizens and decision-makers about the urgency of contributing to the global effort in this matter.

### INTERNATIONALLY

#### 13th United Nations Framework Convention on Climate Change

From December 3 to 14, 2007, Équiterre sent three representatives to the 13th United Nations Framework Convention on Climate Change which took place in Bali, Indonesia. The objectives of the meeting, attended by 180 countries, were ambitious, with the international community aiming to negotiate the second commitment phase to the Kyoto Protocol, namely the post 2012 period. All countries agreed on the urgency to act and on taking up negotiations again in early 2008 such that a new climate change agreement can be established by the end of 2009. However, the parties did not succeed in establishing binding GHG emissions targets as Équiterre and other environmental groups had hoped for.

#### Équiterre addresses the whole world

Steven Guilbeault, co-founder and climate change spokesperson of Équiterre, addressed the assembly of the 13th United Nations Framework Convention on Climate Change on December 14. Speaking on behalf of over 400 environmental groups, he called on the countries to agree on a negotiation mandate and insisted on the importance of climate change science as a foundation for discussions on the post 2012 period.

#### Global Campaign on Climate in Montreal

On Équiterre's initiative, the planet's major environmental groups agreed to set up an international secretariat dedicated to the mobilization of civil society on climate change and set-up headquarters in Montreal. Its mandate will be to support information campaigns everywhere in the world.

### IN QUEBEC

#### 2007 Elections

During the provincial election campaign, Équiterre, Greenpeace, Nature Quebec, the Regroupement national des Conseils régionaux de l'environnement du Québec, ENvironment JEUnesse, and Vivre en Ville organized a debate on the major environmental issues. Representatives from five political parties participated in the debate which was held on March 7 in Montreal and attended by 730 people.

On this occasion, the environmental platforms of the competing parties were subjected to rigorous scrutiny. Équiterre published its assessment of the different proposals in order to inform citizens of environmental matters. Équiterre—a non-partisan organisation—is an active supporter of civic participation in the democratic process.

#### Brief submitted before the Régie de l'énergie

Équiterre submitted a brief on the proposed *Regulation respecting the Annual duty payable to the Green Fund*. A new Quebec carbon tax on the polluter-pays principle will generate 200 million dollars per year. That sum will be allocated to the Green Fund to finance the Quebec climate change plan.

### IN CANADA

#### Clean Air Act: presentation to the legislative committee

The opposition parties in Ottawa modified the first version of Bill C-30 (Clean Air Act) to comply with the Canadian objectives of the Kyoto Protocol. Équiterre, actively involved on the federal level in this matter, pleaded before the legislative committee in 2007 to request that federal laws be coherent with the scientific reality of climate change.



» Steven Guilbeault, Équiterre spokesperson, participated in the daily Climate Action Network press conference during the Bali negotiations.  
CREDITS: ÉQUITERRE



### Assessment of the efforts of Eastern Canada and the North-Eastern United States

In 2001, the six governors of the New England states and the Premiers of the Eastern Canadian provinces adopted the Climate Change Action Plan in order to considerably reduce their GHG emissions. Équiterre, together with its partners from the Atlantic provinces and New England, has been following up on the meetings of the environment ministers of those regions and participates in drafting graded assessments. The fourth edition of this assessment was disseminated in 2007.

### Presence at the Council of the Federation

For some time now, climate change has been a recurring topic on the meeting agendas of the Premiers of Canadian provinces. Équiterre went to Moncton, New-Brunswick, from August 8 to 10 to ensure the respect of increasingly ambitious commitments.

### INFORMATION SESSIONS FOR JOURNALISTS

When the fourth IPCC assessment report was published in 2007, Équiterre played the role of public communicator by organizing phone information sessions with Quebec and Canadian journalists. Together with Climate Action Network Canada, Équiterre also orchestrated meetings in Montreal and Ottawa to help journalists understand the stakes of the post-2012 period before they went to the 13th United Nations Climate Change Conference.



» Dominique Bernier (QS), Stéphane Bergeron (PQ), Sylvain Castonguay (PVQ), Claude Bécharard (PLQ), and Simon-Pierre Diamond (ADQ), environment representatives of the main political parties during Quebec elections, debated on March 7 at TOHU, in the Complexe environnemental de Saint-Michel.  
CREDITS: ANDREW MALE

### LARGE PUBLIC EVENTS

#### Large public conference on climate change

On May 22, Équiterre held a large public conference on the impacts of climate change on biodiversity. Organized in collaboration with the Convention on Biological Diversity (a UNEP program) and Mission Antarctique, the conference was hosted by Jean Lemire, chief of the Sedna IV mission to Antarctica. One-thousand people came to the meeting which took place in the context of the International Day for Biological Diversity.

#### Quebec Conference Tour with David Suzuki

Équiterre contributed to the organization of the David Suzuki Conference Tour. Taking place on February 5 and 6 in Quebec City, the conferences attracted 1,000 people. David Suzuki surveyed Canadians before the federal elections by asking "What would you do for the environment if you were Prime Minister?"

### Quick facts

- Steven Guilbeault joined Équiterre's Climate Change team in September 2007. A founding member of Équiterre, he was in charge of the Climate and Energy campaign at Greenpeace for 10 years;
- Between September and December 2007, Steven Guilbeault was appointed to the boards of directors of the Agence de l'efficacité énergétique du Québec, the Global Campaign on Climate Change, and the International Climate Action Network, the latter of which he chairs;
- Since January 2007, the Climate Change team has two full-time employees in the Équiterre's Quebec city offices;
- In June 2007, Équiterre participated in the second Salon national de l'environnement.



» On December 8, 2007, 1,000 Quebecers walked for climate in the streets of Montreal, as did citizens in over 60 countries.  
CREDITS: MARTIN BOUDREAULT



## FAIR TRADE

*Fair trade contributes to the improvement of living conditions of producers, workers, and artisans of the countries of the South—both men and women—by guaranteeing them a fair remuneration for the fruit of their labour.* These people, generally belonging to cooperatives or democratic associations, invest their income in constructive measures for their community, such as education and infrastructures.

Équiterre contributes to the promotion of fair trade by means of diverse awareness-raising and educational activities as well as by coaching individuals, businesses, and organizations in projects that promote socially-just marketing.

### EDUCATIONAL MISSION IN GUATEMALA

In 2007, the information and awareness campaign of the CSN (Confédération des syndicats nationaux) on fair trade and responsible consumption took the form of an educational mission in Guatemala. In collaboration with Uniterre-CECI, one Équiterre representative accompanied four CSN volunteers to Guatemala from February 26 to March 9 in order to observe how fair trade has been put into practice. The delegation spoke with coffee growers and artisans committed to equitable marketing as well as with various organizations and representatives of the Guatemalan government. The mission enjoyed excellent visibility thanks to its electronic travel log and media coverage.

Upon their return, the CSN volunteers began an educational campaign with their peers throughout Quebec. Two thousand people were sensitized through conferences and stands set up at 13 congresses held by the CSN regional councils.

### FAIR TRADE IN FULL STEAM

#### Conference tour on fair-trade cotton

The international stakes of the cotton industry and the implications of fair trade certification were explained at conferences presented in Quebec, Sherbrooke, Trois-Rivières, and Montreal in February. More than 500 people attended.

#### Fair Trade Weeks

Équiterre's website posted the complete program of activities of The Fair Trade Weeks which took place from May 1 to 15. Some 70 awareness activities were organized by some 20 organizations in nine regions of Quebec, together reaching more than 5,000 citizens. Équiterre moreover sat on a new advisory committee next to Carrefour Tiers-Monde, Oxfam-Québec, and Plan Nagua to promote fair trade in the Quebec City region.

#### Fair trade coffee, the black gold

On June 14, Équiterre teamed up with the Rencontres internationales du documentaire de Montréal to present *Black Gold*, a documentary on the largest fair trade cooperative of Ethiopia. The screening attracted 150 people and was followed by a discussion hosted by Équiterre.

#### Canadian Fair Trade Association Meeting in Montreal

Équiterre is a member of the organizing committee for strategic planning of the Young Canadian Fair Trade Association, which met in Montreal from October 18 to 20 to lay the groundwork of its organization.

#### FibrEthik and fair trade cotton

Équiterre contributed to starting up *fibrEthik*, the first import-export cooperative of fair trade products. Working in the domain of fair trade cotton, *fibrEthik* is involved in promoting public awareness and supplies its members with fair-trade non-food products.

#### Ethical clothing

One thousand people and some 20 organizations participated in the responsible fashion event *ModEthik* on September 7 and 8. As a partner, Équiterre organized a networking cocktail at which more than 150 actors from fair trade participated to consolidate their ties.

#### Certificate in international cooperation

Since September 2007, the Faculté d'éducation permanente (continuing education) of the Université de Montreal offers a certificate in international cooperation. The program for this training was developed in collaboration with Équiterre and five other organizations active in that sphere of activity.

### Quick facts

- 6,000 copies of the *Guide du vêtement responsable* (responsible clothing guide) were sold;
- The photo exhibitions *Visages café en tournée*, *Artisans du soleil* and *La solidarité internationale en images* travelled to 12 locations;
- Équiterre took part in the Canadian Student Fair Trade Network in Saskatoon from June 1 to 3.



» Back from an internship in international cooperation, Marie-Line Champoux-Lemay won the first prize of the photo contest Quebec sans frontières 2007 with this photo showing Togo villagers at work. The contest is organized by Équiterre in partnership with the MRI and the AQOCI.  
CREDITS: MARIE-LINE CHAMPOUX-LEMAY

## RESPONSIBLE CONSUMPTION

**Responsible consumption means being aware of the social and environmental impacts in our daily choices.** The first objective here is to reduce consumption, while the second aim is to opt for products and services that reflect strong environmental and social values in order to meet the needs of individuals and collectivities. Under what conditions was the good produced? What distance has it travelled? What materials were put into its production? Does its consumption have effects on the environment? These and similar questions concerning commerce, transportation, food, and energy should guide all our consumption choices.

Since 2004, the campaign *Changing the world, one step at a time* proposes to citizens, and now businesses and institutions, its 12 actions to positively influence the environment and society. In 2007, 8,100 individuals and three organizations joined this Équiterre campaign.

### CHANGING THE WORLD, ONE STEP AT A TIME

#### Espace Sedna-Cascades-Rebut global

From July to October 2007, Équiterre set up shop at the Clock Tower in the Old Port of Montreal to show its exhibition *Changing the World, One Step at a Time*. It did so in its specially constructed Espace Sedna-Cascades-Rebut global exhibition space. Built entirely of recycled materials, the project was realized in partnership with the Sedna Foundation, Blue Storm Média, Cascades, and the Montréal Biodôme, who mobilized forces to raise awareness for a number of contemporary environmental issues.

The exhibition team welcomed more than 6,000 visitors who were informed about the simple actions they can take to reduce their ecological footprint and to contribute to the fight against climate change. Last but not least, visitors were also invited to tour the Sedna IV sailboat—docked in the Old Port and back from Antarctica where its team measured the impacts of climate change.

#### *Changing the world* with Desjardins

A second component of the *Changing the World, One Step at a Time* campaign was launched in 2007 for businesses and organizations eager to improve their sustainable development practices. The Desjardins Group launched its campaign by announcing its 12 institutional actions in October. The largest financial group in Quebec committed to, among other measures, reduce business trips and

gasoline consumption, integrate life cycle criteria in its supply management, improve the energy performance of its buildings, and encourage the social involvement of its employees. Moreover, Desjardins Group will carry out educational and awareness activities for its responsible consumption actions and for the reduction of greenhouse gas emissions.

### FORUM SOCIAL QUÉBÉCOIS

Équiterre participated in the first Forum social québécois by presenting a workshop on the environment and collective responsibility for consumption and by operating a booth. The event ran from August 23 to 26, 2007 and was visited by 5,000 people.



Fair-trade artisan at the Lema cooperative in San Juan La Laguna, Guatemala  
CREDITS: ÉQUITERRE



The Espace Sedna-Cascades-Rebut Global pavilion hosted the Équiterre exhibition *Changing the World, One Step at a Time*.  
CREDITS: ÉQUITERRE



#### Quick facts

- Équiterre acted as consultant for 12 businesses and organizations who solicited it for advice on responsible consumption;
- Nine e-bulletins of the *Changing the World, One Step at a Time* campaign were sent out to more than 8,000 members in 2007.

## SUSTAINABLE TRANSPORTATION

*The massive use of cars is responsible for the emission of air pollutants that are extremely detrimental to public health in addition to contributing to global warming.* Moreover, a heavy flow of traffic compromises the quality of life for citizens.

Équiterre sensitizes citizens about the impacts of their transportation habits and proposes tools, such as the *transportation cocktail kit*, to ease their transition to more ecological choices. The transportation cocktail is a mixture of active and public modes of transportation such as walking and biking, public transport, car-sharing, and car-pooling. Équiterre also solicits decision-makers in order to highlight the environmental issues concerning transportation and urban planning.

### THE “ACTIVE IN MY NEIGHBOURHOOD” CAMPAIGN

#### Pilot project in Rosemont–La Petite-Patrie

Équiterre's project *Je m'active dans Rosemont–La Petite-Patrie*, aimed to promote active transportation (walking and biking) and local buying, was concluded on a very positive note one year after its launch. In partnership with the Montreal borough Rosemont–La Petite-Patrie (RPP), the Société de développement environnemental de Rosemont, and the Corporation de développement économique communautaire de RPP, it focused on the borough's citizens, businesses, and institutions in three main strategy phases.

A brochure, action tool-kits for businesses and institutions, as well as 13 theme capsules published in the local newspaper were among the tools used. About 4,000 people were reached during the public events, a tour of 110 stores, and 11 workshops held for organizations. Some 50 shopkeepers and most of the institutions adopted concrete actions, in particular to increase visibility for bike supports, bike lanes, and the nearest bus stops. Moreover, the borough will proceed to install further bike supports for the sectors in need.

The campaign's second big borough party took place on June 16, 2007. Almost 1,000 people participated in workshops, games for children, a contest, as well as information booths on various themes related to the campaign and highlighting the resources of the borough.



### MONTREAL TRANSPORTATION PLAN

Équiterre contributed to the debate on Montreal's transportation plan by submitting its brief *Plan de transport de Montréal : Un virage audacieux pour redonner la ville aux citoyens* during the public consultations of the Commission du conseil d'agglomération sur l'environnement, le transport et les infrastructures.

The document underlines the importance of adopting traffic calming measures and of quantifying the objectives for reducing car traffic. Among the recommendations was an increase of downtown parking meter rates as well as the implementation of tolls on bridges to the island, the profits of which would be invested in sustainable transportation.

### ANNUAL BIKE TOUR

Each year, the eco bike tour *Libre comme l'air* allows cyclists to discover the environmental and social issues as well as the cultural and culinary riches of a region of Quebec. The 2007 tour, the 12th edition, took place in Mauricie from August 10 to 12. The 200 participating cyclists covered more than 200 km under ideal conditions. Conferences and documentary films, visits to organic farms, and cultural activities were on the agenda. The bike tour also set an example by serving meals made from local and organic food as well as by composting and recycling its waste.



CRÉDITS: ÉQUITERRE



CRÉDITS: ÉQUITERRE



### TRANSPORTATION COCKTAIL CONTEST

From August 29 to November 21, the Transportation Cocktail Contest received more than 10,000 registrations from individuals and some 100 from businesses and organizations. Originally destined to sensitize citizens on an individual basis, the contest in 2007 launched a second category for employers. Under the slogan *Tout le monde en parle, moi j'agis* (Everyone's talking, I'm taking action) individuals who committed to give alternative transportation a try and employers who publicized the contest with their employees had the chance of winning a full year of sustainable transportation. Three main prizes and seven annual public transport passes were awarded throughout Quebec. The first winner was announced in Montreal on In Town Without My Car Day, at which Équiterre participated, on September 20.

### MONTREAL INTERNATIONAL AUTO SHOW

From January 19 to 28, 2007, Équiterre set up a booth in the *Halte verte* of the Montreal International Auto Show in order to promote sustainable transportation alternatives. Its second participation aimed essentially to stimulate debate and thought on the space accorded to cars in today's society. Twelve Équiterre facilitators presented the advantages of the Transportation Cocktail to more than 1,500 visitors.

### EXTENSION OF ROUTE 25

The members of the Coalition contre le prolongement de l'auto-route 25 (le Conseil régional de l'environnement de Montréal, Greenpeace and Équiterre), the Conseil régional FTQ Montréal métropolitain and the Conseil central du Montréal métropolitain de la CSN spoke out publicly against the lack of government transparency and the beginning of construction by the developer before the Superior Court heard the case. Submitted in 2006 by the Coalition contre le prolongement de l'auto-route 25, the application to rescind the government decree authorizing the project was still on hold in 2007.

#### Quick facts

- 13,000 brochures of the campaign *Je m'active dans Rosemont-La Petite-Patrie* were distributed to borough residents;
- 2,200 commitments to increase walking and biking as a means of transportation and to frequent the shops and use the services of their borough were made by Rosemont-La Petite-Patrie residents;
- The Transportation Cocktail Contest website received over 25,000 visits;
- Two e-bulletins of the *Cocktail transportés* club were sent to some 15,000 people.



## ENERGY EFFICIENCY AND SUSTAINABLE BUILDING

*The ever-increasing production and consumption of energy are frontline environmental issues.* Canada, for its part, holds the sad record of being the largest consumer of energy per habitant. The construction of power plants is responsible for the loss of animal habitats, the contamination of water streams, and greenhouse gas emissions which contribute to climate change.

Équiterre pursues its information and awareness activities on energy consumption habits in particular through home visits that guide citizens on how to improve the energy efficiency of their lodging.

### ENERGY EFFICIENCY VISITS

Through the Rénoclimat and Éconologis programs, Équiterre offers personalized services for energy efficiency to owners and tenants wishing to improve the comfort of their home and reduce their heating bills. The visits are also an appropriate occasion for raising awareness on the impacts of energy consumption.



#### Rénoclimat

Following the dismantling of ecoENERGY Retrofit by the federal government, the Agence de l'efficacité énergétique du Québec created the residential renovation program Rénoclimat. Équiterre, a

certified delivery agent for Montréal, Montérégie, and Quebec City, performed more than 700 home evaluations in 2007. Its Rénoclimat visits in the Quebec City are the result of a renewed partnership with the organization Vivre in Ville, specialist in sustainable urbanism.

Rénoclimat targets owners of existing houses using all types of energy. For a modest fee, Rénoclimat offers energy evaluation visits and personalized advice concerning ecoenergy renovations and gives access to subsidies once the renovations are completed by the owner.

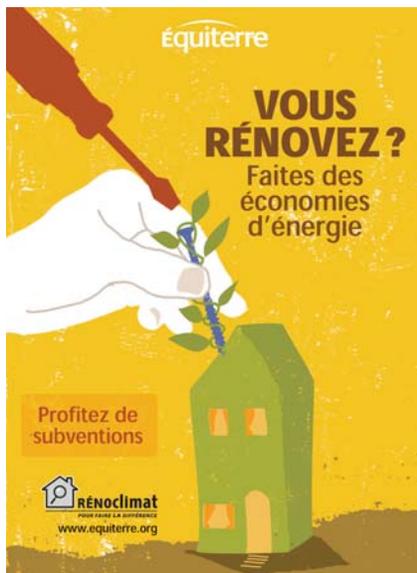
#### Éconologis

Équiterre's advisors and technicians visited 698 homes of the Greater Montreal Region throughout 2007 within the Éconologis programme—a service offered to low-income households by the Agence de l'efficacité énergétique du Québec. Participants receive a free home visit during which an advisor and a technician assess the state of the dwelling, suggest improvements, and proceed with the installation of energy-saving appliances as well as some caulking work. Équiterre is one of the two organizations authorized by the Agence on the island of Montreal.

#### PAN-CANADIAN CONTEST ÉCOLOGEZ

Fruit of a partnership between Équiterre and the École de technologie supérieure (ÉTS), Écologez is a pan-Canadian university contest of integrated design for green buildings. It aims to sensitize future professionals on the impacts of their practice on the environment. Its second edition attracted 48 students from 14 Canadian universities from February 24 to 25, 2007. Coming from the domains of architecture, engineering, urbanism, design, and environment, participants applied their knowledge in the design of a green building.

The jury members noted the exceptional quality of the presentations. The success of the event has convinced organizers to again stage a contest in 2008.



#### Quick facts

- 1,000 people were reached during the National Home Show of Montreal;
- Through its Rénoclimat and Éconologis programs, Équiterre distributed 27,000 flyers on energy efficiency.

## CENTRE FOR SUSTAINABLE DEVELOPMENT

*The centre for Sustainable Development is a green demonstration building to be built in the heart of Montreal's quartier des spectacles.* In addition to housing eight organizations with environmental and social mandates, the project, Led by Équiterre, will also have an interpretation centre on green buildings and sustainable development.

The design of the five-storey building was guided by the most stringent criteria regarding green buildings and is aiming for LEED Platinum certification. Aside from its undeniable technological interest, the Centre for Sustainable Development will serve as a meeting place and forum for reflection, innovation, and education on sustainable development in Montreal. The official building opening is slated for 2010.

The building constructed with reused, recycled, and local materials will have a high performance thermal layer, a geothermal system, and an interior biowall to purify the air.

Équiterre's initiative brings together eight co-owner organizations under the name of Maison du développement durable inc. In addition to the housing the offices of these partners, the Centre will offer a public forum, a fair trade coffee-boutique, a childcare centre, a Sustainable Building Interpretation Centre, conference rooms, as well as a monitoring laboratory of the building performance. The architectural design and logo of the Centre for Sustainable Development were officially revealed in 2007. Équiterre was furthermore active in launching the Centre's website ([www.MaisonDeveloppementDurable.org](http://www.MaisonDeveloppementDurable.org)) and the design of the educational campaign all the while continuing with the ongoing funding effort.

### Educational campaign

The definition of the orientations and conceptual design were completed in November 2007. The firm Design+Communications inc. collaborated with the task, taking into account such as accessibility and multi-purpose use of space, flexibility of content, and the self-financing capacity of activities. Neighbourhood workers, decision-makers, building specialists, the public at large, as well as renovators make up the targeted clientele.

The educational program of the Centre revolves mainly around the forum, the fair trade coffee-boutique, and two 100 person capacity conference rooms. The forum and conference rooms will be available for presentations, special events, and media activities of the partners as well as external organizations. The Sustainable Building Interpretation Centre will offer educational modules on sustainable building (e.g., video capsules, interactive programs, models, samples). Some specialized modules will pertain to focus topics such as integrated design and the laboratory. An educational circuit will highlight the distinctive elements of the building. Lastly, an installation will allow visitors to learn about materials that are safe for the environment and our health.



### Financing

On November 26, Quebec's environment minister Line Beauchamp announced a financial support of 7 million dollars to the project. This sum is added to donations offered by Bell; the Caisse d'économie solidaire Desjardins; the Federation of Canadian Municipalities; the Daniel Langlois Foundation for Art, Science, and Technology; the Kresge Foundation; Hydro-Quebec; the Société de développement Ville-Marie, and the City of Montreal. Financing activities will continue in 2008.

### The partners

The Maison du développement durable inc. is made up of the following organizations: the Centre de la petite enfance Petit réseau, the Centre québécois du droit de l'environnement, the Conseil régional de l'environnement de Montréal, ENVironnement JEUnesse, Équiterre, Option Consommateurs, the Regroupement des services Éco-quartier, and Unisféra.

## FINANCIAL STATEMENTS

### AUDITOR'S REPORT

To the members of ACTION FOR SOLIDARITY, EQUITY, ENVIRONMENT AND DEVELOPMENT (A SEED), "ÉQUITERRE,"

The accompanying summarized balance sheet, statement of net assets and statements of revenue and expenses are derived from the complete financial statements of the ACTION FOR SOLIDARITY, EQUITY, ENVIRONMENT AND DEVELOPMENT (A SEED), "ÉQUITERRE," as at December 31, 2007 and for the year then ended on which we expressed an opinion without reservation in our report dated February 13, 2008. The fair summarization of the complete financial statements is the responsibility of management. Our responsibility, in accordance with the applicable Assurance Guideline of The Canadian Institute of Chartered Accountants, is to report on the summarized financial statements.

In our opinion, the accompanying financial statements fairly summarize, in all material respects, the related complete financial statements in accordance with the criteria described in the Guideline referred to above.

These summarized financial statements do not contain all the disclosures required by generally accepted Canadian accounting principles. Readers are cautioned that these statements may not be appropriate for their purposes. For more information on the entity's financial position, results of operations and cash flows, reference should be made to the related complete financial statements.

*Gosselin & Associés inc.*

Gosselin & Associés inc.  
Chartered Accountants

Montreal, March 25, 2008

### BALANCE SHEET AS OF DECEMBER 31

	2007 \$	2006 \$
<b>ASSETS</b>		
<b>Current assets</b>		
Cash	253,830	5,716
Accounts receivable	362,908	424,506
Prepaid expenses	73,366	79,606
	<u>690,104</u>	<u>509,828</u>
<b>Long-term investment</b>		
Centre for Sustainable Development	264,900	250,000
<b>Capital assets</b>		
	57,076	69,878
	<u><b>1,012,080</b></u>	<u><b>829,706</b></u>
<b>LIABILITIES</b>		
<b>Current liabilities</b>		
Line of credit	60,000	90,000
Accounts payable	395,323	232,707
Deferred revenues	220,552	170,660
	<u><b>675,875</b></u>	<u><b>493,367</b></u>
<b>NET ASSETS</b>		
Invested in capital assets	57,076	69,878
Allocated to the Centre for Sustainable Development	250,000	250,000
Unrestricted	29,129	16,461
	<u>336,205</u>	<u>336,339</u>
	<u><b>1,012,080</b></u>	<u><b>829,706</b></u>

## STATEMENT OF REVENUES AND EXPENSES

YEAR ENDED DECEMBER 31

### REVENUES

	2007 \$	2006 \$
Government contributions		
Government of Quebec	469,228	448,796
Government of Canada	351,016	217,480
Foundations	610,935	262,044
Other contributions	344,369	164,958
Fundraising	1,211,197	971,151
Interest	25,444	—
	<b>3,012,189</b>	<b>2,064,429</b>

### EXPENSES

Human resources	1,591,621	1,358,158
Administration	231,973	225,627
Activities	1,188,729	614,660
	<b>3,012,323</b>	<b>2,198,445</b>

### Deficiency of revenues over expenses before the undernoted

	(134)	(134,016)
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Revenues fees for the development phase of the Centre for Sustainable Development project – years 2003 to 2005

	—	250,000
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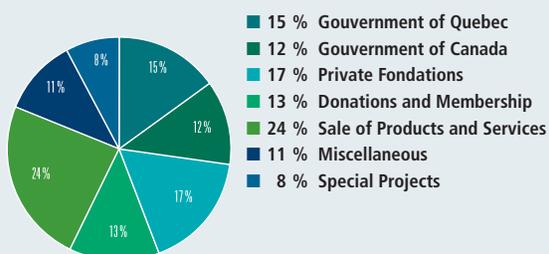
### Surplus (deficit) of revenues over expenses

	<b>(134)</b>	<b>115,984</b>
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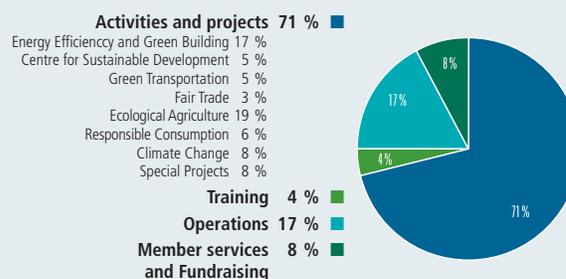
## NET ASSETS AS OF DECEMBER 31

	2007			2006	
	Invested in capital assets	Allocated to Center for Sustainable Development	Unrestricted	Total	Total
	\$	\$	\$	\$	\$
<b>Opening balance</b>	69,878	250,000	16,461	336,339	220,355
Excess (deficiency) of revenues over expenses	(23,758)	—	23,624	(134)	115,984
Acquisition of capital assets	10,956	—	(10,956)	—	—
<b>Ending balance</b>	<b>57,076</b>	<b>250,000</b>	<b>29,129</b>	<b>336,205</b>	<b>336,339</b>

### REVENUES FOR 2007



### EXPENSES FOR 2007





[www.equiterre.org](http://www.equiterre.org)