



Annual Report 2010

Changing the world, one year at a time

Presented by Equiterre

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1. HIGHLIGHTS

1.1 Construction begins on the Centre for Sustainable Development

In the spring, after 8 years of partnership building, Equiterre celebrated a groundbreaking ceremony for the Centre for Sustainable Development, an aspiring LEED Platinum certified building on St. Catherine Street in downtown Montreal. Before it even had a roof, the Centre was already meeting one of its goals – to raise awareness about green building practices – with job site tours for construction professionals and the media.

1.2 Shale gas

In November, with few answers forthcoming from government and industry on the social, economic and environmental impact of shale gas development in Quebec, Equiterre went before the environmental review board to call for a moratorium. Our research shows that development in this sector could increase greenhouse gas emissions by 5.7 megatonnes, jeopardizing the province's ability to reduce emissions by 20% below 1990 levels by 2020.

1.3 Farm to Cafeteria guide for daycares, schools and hospitals

Our Soup's On! pilot program, which ended this year, promoted the use of local food in daycares, schools and hospitals. It also taught us a lot about the challenges of setting up a sustainable food service in an institutional setting. Our new Farm to Cafeteria guide shares the lessons we learned and includes a step-by-step explanation of how to switch over to responsible procurement practices.

1.4 Défi Climat goes province-wide

For the first time ever, Défi Climat, Quebec's largest awareness-raising and mobilization campaign in the fight against climate change, was available across the province. The 3rd edition of the challenge was the most successful yet. A total of 1191 organizations encouraged 58,684 students and employees to reduce their collective greenhouse gas emissions by 73,445 tonnes.

1.5 Tar sands? No way!

Equiterre enjoyed a victory when Calgary-based Enbridge lost permission to build a new pumping station on farmland in Dunham, Quebec. This decision, from the administrative appeals tribunal, puts the brakes on the "Trailbreaker" pipeline project, which would see tar sands crude shipped through Quebec on its way to foreign markets. We remain vigilant as this decision goes to appeal.

1.6 Equiterre gets a new look

In April, we revealed our new look at the launch of our interactive website. Visitors can post recipes, react to environmental news, and find out about upcoming events. Our socially and environmentally responsible solutions for work and home are divided into easy-to-navigate categories that correspond to real-life needs: Food, Gardening, Housing, Shopping, Transportation and Getting Involved.

1.7 Transportation Cocktail service station

Equiterre was impressed by the 3000 ideas for sustainable transportation proposed by Quebecers for our Transportation Cocktail service station, a virtual campaign to raise awareness about the need to reduce single-occupant car use.

1.8 Guide to eco- and fair trade logos

With consumer demand for green and ethical products on the rise, eco- and fair trade labelling have become much more common. But what do these labels really mean? Our new guide assesses the standards behind 6 major logos. Also available: a wallet-sized cheat sheet to help consumers make informed choices on the go.

1.9 Polar Bears on Thin Ice

In June, Equiterre went to the G8/G20 Summit in Toronto with a 6-tonne polar bear in tow. The goal? To send a message to the leaders that climate change cannot be ignored. British sculptor Mark Coreth teamed up with Inuit sculptors Peter Boy Ittukallak and Juanasi Jack Ittukallak to craft the bear, whose ice body melted to reveal a bronze skeleton.

1.10 Cancun summit on climate change

2010 ended on a high note, when, against all expectations, the 16th UN Conference on Climate Change in Cancun – the 5th such meeting attended by Equiterre – resulted in agreements to reduce deforestation in the developing world and to establish a Green Fund for the countries most affected by climate change.

1.11 Turcot Watchdog Committee

When Quebec revised its plans for Montreal's Turcot interchange, we were pleased to see more allowances for public transit, including reserved bus lanes and a future tram line. We teamed up with other groups to form a watchdog committee to make sure that these promises become reality.

1.12 Steven Guilbeault: most credible young leader, poll

Equiterre cofounder and deputy executive director Steven Guilbeault was identified as Quebec's most credible young leader in an opinion poll conducted by Leger Marketing.

2. MESSAGES FROM THE ADMINISTRATION

2.1 Clément Guimond, chair of the Board of Directors

Eight years ago, when I first joined the Board of Directors, Equiterre was beginning to outgrow its Montreal offices. At the same time, we were developing a new expertise in green building. As an organization committed to finding solutions, we quickly started to see our real estate problem as an opportunity: we would solve our housing woes and expand our knowledge about green building. We were learning the talk of sustainability, but our new headquarters would walk the walk – and serve as a model for other North American organizations.

As a banker who spent 25 years exclusively financing non-profit and cooperative projects, I knew that this building would be quite the challenge. There have been many obstacles. We needed to find partners willing to join us on this mission.

Groundbreaking ceremony

Launching a social enterprise of this scope takes patience and determination. On March 15, 2010 our efforts finally bore fruit when ground was broken on the Centre for Sustainable Development.

The ceremony was well attended by representatives from government, industry and the third sector, as well as members of the general public. The level of interest from all these groups suggests that the Centre is already helping us to meet our mission of encouraging individuals, organizations and governments to make ecological and equitable choices.

More than just a building, the Centre is a physical representation of our commitment to a clean environment, a healthy community and an engaged citizenry with a passion for social justice..

A clean environment

The centre is being built to the highest green standard. In 2010, we laid the tubing for our geothermal heating and cooling system and installed energy-saving triple pane windows – important steps towards our goal of LEED Platinum certification.

A healthy community: working together for social change

The centre is the result of teamwork. Our new headquarters will be shared with eight other member organizations and two tenants who share our values. The building itself should be just one of many future collaborations.

An engaged citizenry with a passion for social justice



In 2010, we started conducting tours for industry professionals interested in learning more about various aspects of green building design, e.g., rainwater recovery, engineered wood products, waterless or low flow plumbing fixtures, raised floors and living walls. We were only too happy to satisfy their curiosity!

Raising awareness is one of our biggest goals as an organization. That's why we are so fortunate that the Centre, located in Montreal's Quartier des spectacles, has such high visibility, with a steady stream of passers-by that intensifies in tourist season.

We are looking forward to the end of construction, when we will be able to extend an invitation to members of the public, who will be welcomed into our space to learn about issues in sustainable development.

2.2 Sidney Ribaux, executive director

This was an exciting year for Equiterre for many reasons, not the least of which was fundraising. After a careful selection process, we were able to welcome a new fundraising manager, Jane Rabinowicz, formerly of Santropol Roulant, a meals-on-wheels program here in Montreal. Jane is helping us explore new approaches to fundraising.

We also saw a significant increase in our members and donors this year, thanks, in part, to our new face-to-face campaign. We hired a direct dialogue agency to canvas potential donors on the streets of Montreal and Quebec City. The initial results were so positive that it quickly became clear that it won't take long for this investment to show a return.

And the news gets even better. Many of these new members signed up for an automatic monthly donation program. This kind of donation is particularly appreciated, because it provides us with a predictable income, which makes it easier for us to finance our day-to-day operations.

But we don't just rely on our members for financial support: they are also crucial to our mission of creating a social movement. Without members, there would be no movement. In this sense, our street canvassing doubled as an awareness-raising and mobilization campaign, raising the profile of our key issues: climate change and food sovereignty.

This year, with shale gas so consistently making headlines, we saw once again how passionate the people of Quebec are about protecting the environment for future generations. More than ever, there is a need for this kind of citizen action, especially in the absence of clear federal leadership on the environment. We still need a re-commitment from Canada to the second phase of Kyoto, and we are still waiting on Quebec's new agricultural policy: will it help encourage a new generation of farmers to adopt sustainable practices? When it finally does surface, rest assured that Equiterre will be there, to make sure that it is a policy that will make the future better and brighter for us all.

3. ORGANIZATION

Équiterre brings together dynamic people with expertise in a variety of fields to work towards one common goal: a society that is sustainable and fair.

Our staff of about 40 is helped by many interns and volunteers to whom we are infinitely grateful.

Also crucial to our team are our members and donors, whose numbers swelled to 6262 in 2010, including 5990 individuals and 272 organizations.

3.1 Mission, vision and history

3.1.1 Mission

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

3.1.2. 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 economic stakeholders 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.

3.1.3 History

Rio de Janeiro, 1992: At the Rio Earth Summit, the heads of state and delegates of 100 countries convened to lay the foundations for a world that is essentially governed by the laws of the market. At the same time, young people from all over the world were rallying together around shared values of solidarity and respect for the environment. Among them were several young Quebecers who returned from Rio with a project to create a citizens' organization capable of proposing concrete solutions to the problems caused by pollution, large-scale industrialization and the exploitation of workers in the South.

The new organization was founded in 1993 under the name Action for Solidarity, Equality, Environment and Development (A SEED). It was granted charitable status in 1995 and officially changed its name to Equiterre in 1998. Since the beginning, Equiterre has brought together passionate individuals from different areas of expertise. In association with citizens, organizations and governments, it develops projects focusing on issues related to agriculture, transportation, trade, energy, responsible consumption and climate change.

3.2 Team

3.2.1 Employees

Equiterre has about **40 employees** who come from such diverse fields as environmental studies, international development, political science, law, communications, anthropology, agronomy, engineering, administration and accounting. Their knowledge and enthusiasm have helped us meet many of the objectives set out in our 2008-2012 strategic plan.

Awards and accomplishments

- Equiterre executive director **Sidney Ribaux** and deputy executive director **Steven Guilbeault** were named honorary fellows of the Royal Canadian Geographical Society.

- **Hugo Séguin** was re-elected chair of Climate Action Network Canada.
- **Steven Guilbeault** was identified as Quebec's **most credible young leader** in an opinion poll conducted by Leger Marketing.

3.2.2 Interns

Our internship program helps us meet our goal of educating and mobilizing citizens. This year we welcomed **17 interns** from Quebec and France for a chance to perfect their skills while working on projects with a real impact. We look forward to continuing this partnership with the higher education community.

We would like to thank our 2010 interns:

Senda Ben Slimane, Marilou Bourdages, Gwendal Briand, Boris Demaux, Joëlle Deschamps, Marie-Pascale Des Rosiers, Ève Dufour-Lapointe, Dominic Garant, Vincent Guillot, Dorian Keller, Simon L'Archevêque, Marion Lymes, Lucie Monthieux, Raphaël Papiccio, Laure Sabatier, Felix Semet and Isabelle Sentana.

3.2.3 Volunteers

The contribution of the **196 volunteers** who played a major role in actions taken by Equiterre in 2010 is priceless. We would like to convey our deep gratitude for their commitment to communicating the values of environmentalism, fairness and responsibility during events, exhibits and conferences in various regions of Quebec. We also relied on the valued support of our four action groups in the regions.

3.2.4 Speakers

Since 2005, Equiterre has offered citizens and organizations a variety of professional presentations aimed at explaining social and environmental issues in accessible terms and offering concrete solutions to help them reduce their ecological footprint and make responsible choices. In 2010, our team of speakers, which included **Laure Waridel, Sidney Ribaux** and **Steven Guilbeault**, gave a total of **85 conferences**, reaching an audience of more than **6700 people**.

3.3 Board of Directors

Equiterre is headed by a board of **nine directors**, each elected to a three-year term by members at our Annual General Meeting (AGM).

Clément Guimond - chair

Clément Guimond is a born **collective entrepreneur**. This innovative social banker was involved at every stage in the creation of the Caisse d'économie solidaire Desjardins de Québec (the Desjardins solidarity credit union). In 1986, he became general coordinator for a team of 80 employees. Some very exciting projects, including the Cirque du Soleil, exist today because of his interest in Quebec collective entrepreneurship. Thanks to his guidance – and his many connections at home and abroad – the fund became a unique hub for people and organizations with ideas that renew the economy. Clément recently retired, but is still actively involved in many projects.

Amélie Laframboise - secretary

Amélie Laframboise is a member of the Order of Certified Management Accountants (CMA) and has an **MA in environmental management**. She coordinates investment in environmental technologies at the Fondation CSN, where in recent years she has spearheaded many sustainable development projects. She has also served as an administrator in such environmentally active organizations as the Air & Waste Management Association (A&WMA) and the Groupe uni des éducateurs-naturalistes et professionnels en environnement (GUEPE). Amélie Laframboise has helped Equiterre with fundraising for more than three years and has contributed greatly to other projects.

Craig Ryan - treasury

Craig Ryan has spent 20 years working for the public good. He has worked for the Minister of the Environment and for CIDA on Parliament Hill, and has worked in developing countries on environmental policy and poverty reduction. He now works for a publicly owned financial corporation serving small and medium-sized businesses, where he specializes in the issues of governance, transparency and accountability for NGOs, governments and companies. He is also in charge of the organization's social responsibility plan. Craig Ryan holds a BA in political science, an **MA in international relations** and an MA in public administration.

Chantal Blouin - director

Chantal Blouin is associate **director of the Centre for Trade Policy and Law** at Carleton University, managing editor of the Foreign Policy of Canada journal, and senior research associate for the International

Council of Canada. Her research and publications focus on the impact of international trade and trade agreements on developing countries and poverty reduction, particularly the impact of trade on health systems and population health in developing countries. Before joining the Centre for Trade Policy and Law in 2007, she was senior researcher in trade and development at Ottawa's North-South Institute. She holds a PhD in political science from the University of Toronto, and a BA and MA in political science from Université Laval.

William George - director

William George is **vice-president of strategy and business development for the Société des alcools du Québec (SAQ)**. Formerly, he was senior vice-president and practice leader at PR firm Edelman. He has held management positions in the Government of Canada, including at Economic Development Canada, the Privy Council Office and the Department of National Defence. In the private sector, he was a senior manager in communications, marketing and government relations at CGI and at Domtar, where he developed business partnerships with such well-known environmental groups as the Canadian Boreal Initiative, Forest Ethics, the Forest Stewardship Council, the Rainforest Alliance and the World Wildlife Fund, in addition to serving on the board or advisory committees of these groups. William George also received the 2008 Canadian Boreal Initiative award for individual achievement.

Krystel Papineau - director

Project Manager - Communications and Fundraising for the Centre for Sustainable Development

For the past 10 years, Krystel Papineau has devoted herself to such social and political causes as the environment, education and public health. She has worked as a communications consultant for a social communications agency and as an advocate. She has also overseen international cooperation projects in Africa and serves as an **international communications consultant** for university projects. Krystel Papineau has a BA in social communication from the Université de Trois-Rivières and is pursuing a postgraduate degree in international public administration.

Jason Potts - director

Jason Potts directs the Sustainable Markets and Responsible Trade (SMART) program at the International Institute for Sustainable Development (IISD). Prior to joining IISD, Jason worked at the International Development Research Centre (IDRC) and the North American Commission for Environmental Cooperation on issues at the nexus of trade, environment and international development. He has published on competition policy, food policy, sustainable trade, and corporate social and environmental responsibility. He is co-founder and **coordinator of the Sustainable Commodity Initiative** and president of FAST (the Finance Alliance for Sustainable Trade).



Lucie Rioux - director

Until recently, Lucy Rioux was the **long-time owner of a family farm** in our community supported agriculture program. She provided healthful, mindfully produced, organic food. As an environmentalist, it is her goal to help others become more environmentally responsible.

Alain Webster - director

Vice provost for administration and sustainable development at the Université de Sherbrooke, Alain Webster is responsible for the school's sustainable development policy and action plan, with a special focus on sustainable transportation. Professor Webster has an academic background in ecology and economics. His major research interests include the use of economic instruments in managing climate change. He **teaches environmental economics** and climate change in the management faculty and at the university centre for environmental training.

3.4 Action groups

The action groups strengthen the presence of Equiterre throughout the province and help implement our Strategic Plan. They also cater to local needs by addressing regional issues.

3.4.1 A new action group

In the fall, we welcomed a new action group in Estrie. Like our action groups in Mauricie, Quebec City and the Outaouais, this group will work to promote citizen action and sustainable development on a local level..

3.4.2 Mauricie action group

By the end of 2010, the Mauricie action group, founded in 2004, counted **12 members** and had clocked in an estimated 1345 volunteer hours.

More than half of these hours were spent on Écomarché.ca, an online buying co-op that matches producers with local consumers.

Other activities:

- Transportation Cocktail campaign: two members of the group acted as regional bloggers

- various information booths on such topics as fair trade and responsible consumption
- a discussion group on fair trade cocoa
- viewings of movies and shows on environmental or local themes

3.4.3 Quebec City action group

The team consists of about **fifty volunteers** divided into five sub-committees (climate change, food and agriculture, transportation, communications and responsible consumption).

Some examples of events in which the group took part::

- Salon de l'agriculture et l'alimentation
- Expo manger santé
- Foire de la consommation responsable
- Festi-Vélo
- Salon de la famille
- Fête de Noël à Québec

3.4.4 Outaouais action group

In its second year in 2010, this group, which maintained a membership of about **25 people**, contributed about 235 volunteer hours.

Some highlights:

- participation on a sustainable development commission for the city of Gatineau
- partnership with Vivre en Ville during the week for sustainable mobility
- participation in a forum on a sustainable future for the Outaouais
- membership on the board of CREDDO, the regional council for the environment and sustainable development in Outaouais
- organization of activities for the Ice Bear at Winterlude in Ottawa

3.5 Communications

3.5.1 New interactive website

In April, we launched our new interactive website, which makes it easier than ever for citizens to get involved. Visitors can post recipes, react to environmental news stories, and join in the debates on our Collective Choices blog, where contributors Hugo Séguin and Steven Guilbeault cover such issues as shale gas, tar sands and the future of agriculture. It's also possible for visitors to share their favourite news and blog items on Twitter and Facebook. In addition to helping us meet our 2008-2012 strategic goal of encouraging citizen involvement, our site offers:

- an online directory of fair trade retailers in Quebec
- search tools to find a family farmer or a drop-off point
- local organic recipes provided by 6 renowned Quebec chefs
- online surveys
- an events calendar

Special thanks to the designers at Ig2boutique for helping us to meet yet another 2008-2012 strategic goal: to present a coherent face to the public. Because the new design allows all team members to add content, we can provide our growing audience with a more up-to-date and comprehensive resource.

"We estimate the increase in the number of visits to the Equiterre site at 15% as compared with the same period the year before." – Guillaume Schieber, IT project manager, Equiterre

3.5.2 Social media

We were able to reach an estimated **7000 citizens** through our new **Facebook** and **Twitter** accounts. One of our most successful campaigns – **the Transportation Cocktail service station** – took place on Facebook. These social networking activities also led to interview requests from journalists, and provided a second forum for our blog posts, helping us encourage more debate on key social and environmental issues.

3.5.3 Equiterre in the news

We were happy to receive a lot of media attention again in 2010, including:

- a profile on cofounder and deputy executive director Steven Guilbeault in **the Globe and Mail**, "Steven who? Steven Guilbeault. Remember the Name," by national affairs columnist Jeffrey Simpson

- an opinion poll conducted by Leger Marketing for the Journal de Montréal, which identified Steven Guilbeault as **Quebec’s most credible future leader**

MEDIA PRESENCE					
	Press	Radio	Television	Internet	Total
Ecological agriculture	90	23	14	93	220
Fair trade	9	6	1	39	55
Energy efficiency	42	24	44	50	160
Sustainable transportation	46	24	11	72	153
One step at a time	18	7	2	27	54
Climate change	270	153	147	384	954
Equiterre in general	90	55	21	44	210
Center for Sustainable Development	19	8	10	72	109
Conference service	5	—	—	10	15
Total	584	300	250	781	1930

EQUITERRE PRESENTATIONS		
Type	Number	Total audience
Booth	49	22, 297
Conference	85	6 712
Workshop	9	910
Symposium	2	120
Discussion panel	2	300
Total	147	30 339

3.6 Fundraising

We rely on donations from individuals and companies, grants from foundations and government, and proceeds from in-house or third party fundraising events.

3.6.1 Number of members and donors

In 2010, Equiterre secured the support of **6262 members and donors**, including **5990 individuals and 272 organizations**, from every region of Quebec, as well as elsewhere in Canada and the world.

3.6.2 Benefit cocktail

We held our annual benefit cocktail in the glass-walled Parquet atrium of the Centre CDP Capital, a building in Montreal's financial district, which has won awards for its energy efficient design. The event, which was certified carbon neutral by Planetair, featured local, organic food prepared by caterer Vincent Lafleur.

It was a great pleasure to welcome some **400 guests** from more than **150 organizations**.

This event, which was an opportunity to share ideas on sustainable development, raised \$105,000 for Equiterre.

Thank you to the honorary co-chairs for their unwavering commitment to sustainable development:

- Mr. Alain Lemaire, president and CEO of Cascades
- Mr. Michel Labrecque, chairman of the Société de transport de Montréal (STM) board of directors
- Mr. Marcel Groleau, president of the Fédération des producteurs de lait du Québec (the Quebec milk producers' marketing board)
- Mrs. Martine Patenaude, director of business development, SITQ

3.6.3 New this year: a face-to-face campaign

In 2010, we hired Engagement public, a firm specializing in direct dialogue fundraising, to lead a major campaign on the streets of Montreal and Quebec City – an investment that is paying itself off quickly. This operation allowed us to speak to tens of thousands of people about Equiterre. It also recruited more than **2000 new donors**, 80% of whom signed up for our monthly donation program. This kind of ongoing donation provides us with a consistent source of income, which is crucial to the success of our organization.

3.6.4 Third party events

In 2010, Equiterre received money from a variety of third party events.

- “CarboPOINT” program from Neuvaction
- sale of a green colouring book designed by a high school student
- viewing of the film No Impact Man, organized by a concerned citizen
- mixer for a good cause, organized by DJ Jessica Cabello Leclerc
- sale of picture frames made from recycled wood by artist Heidi Barkun
- “Run 4 Equiterre” organized by two young marathon runners
- design and sale of a green calendar by a high school student as part of a school project
- solidarity fashion show organized by the children of the École d’éducation internationale de Laval
- 3rd edition of the Dansez pour Équiterre dance contest organized by Événements PrimaDanse
- surplus accumulated by activities organized by Secondary 4 and 5 students at the Collège Durocher-St-Lambert to finance their yearly trip (an introduction to international cooperation)
- Jeans Day organized by PricewaterhouseCoopers employees
- 4th edition of the Vertical Marathon – two Quebec climbers scaled Mount Elbrus in Russia
- ethical fashion show and other activities organized by the Fondation des jeunes pour l’environnement

3.6.5 Percentage of proceeds

Two organizations donated a percentage of their proceeds to Equiterre::

- Coopérative d’Alentour, Sherbrooke – a distributor of environmentally friendly cleaning products
- Oöm Ethikwear, a socially responsible clothing line

4. Solutions

Equiterre offers socially and environmentally solutions for **individuals** and for **organizations** to help change the world, one step at a time.

4.1 For individuals

4.1.1 Groundbreaking ceremony

In the spring, after eight years of planning and partnership building, construction began on Equiterre's future shared headquarters, the Centre for Sustainable Development, a 65,000 sq ft LEED Platinum-aspiring building on the corner of St. Catherine and Clark streets in downtown Montreal. The Centre will offer many services for the public, including a green material library and self-guided interpretative tours.

More than **250 partners** attended the groundbreaking ceremony in March, including the project's musical ambassadors Mes Aïeux.

Member organizations

- Amnesty International
- Centre de la petite enfance Le Petit Réseau
- Conseil régional de l'environnement de Montréal
- ENvironnement JEUnesse
- Equiterre
- Option consommateurs
- Regroupement des Éco-quartiers
- Regroupement national des conseils régionaux de l'environnement du Québec
- Vivre en Ville

Tenants

- Fondation David Suzuki
- Le Commensal

“More than a building, the Centre for Sustainable Development’s mission is to make the citizen-based sustainable development movement a central issue within society by giving it a permanent home. Here, citizens will be able to ask questions and get answers.” – Sidney Ribaux, cofounder and executive director of Equiterre and chair of the Centre for Sustainable Development

4.1.2 Défi Climat climate challenge

A total of **58,684 people** committed to reducing their collective greenhouse gas emissions by **73,445 tonnes** in this year’s edition of Défi Climat, Quebec’s largest awareness-raising and mobilization campaign in the fight against climate change, which went province-wide for the first time this year.

DÉFI CLIMAT BY-THE-NUMBERS		
	2009 Edition	2010 Edition
Participating organizations	290	1191
Number of individuals reached in their place of work or study	340,000	784,660
Number of citizens committed to reducing their CO ₂ emissions	36,597	58,684
Fewer tonnes of CO ₂ in the atmosphere	60,000	73,445
Equivalent number of cars taken off the road	16,000	20,000

4.1.3 Transportation Cocktail service station

Quebecers submitted **3000 ideas** for sustainable transportation to our Transportation Cocktail service station, a virtual platform to raise awareness about the need to reduce single-occupant car use.

There were nearly **25,000 visitors** to the service station and nearly **8,000 visitors** to the Facebook page. More than **5000 people** signed up for the chance to win one year of clean transportation and a total of **128 participation prizes** were awarded. Thank you to our 36 partners and sponsors.

4.1.4 Guide to eco- and fair trade logos

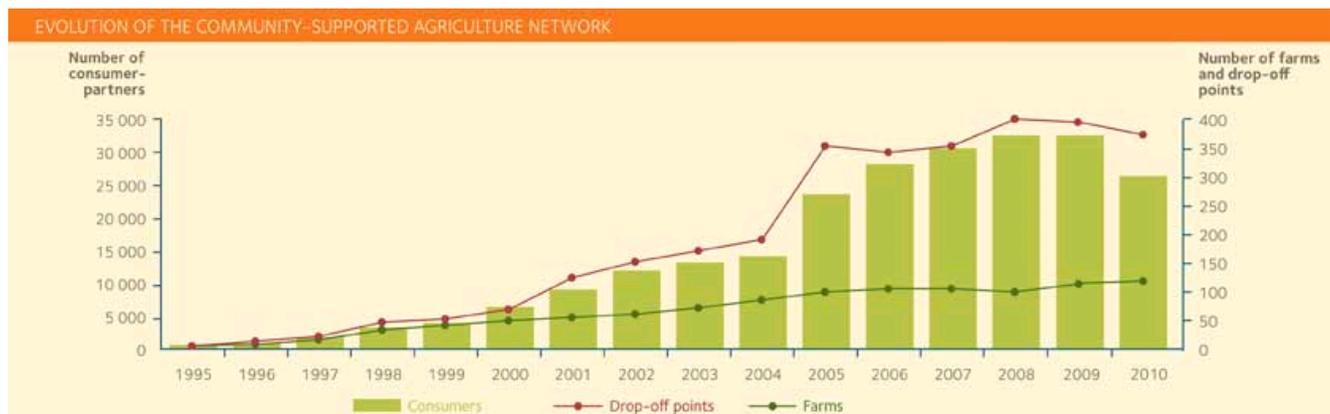
As more products are labelled organic or fair trade, it can become a challenge for consumers to choose between them. Our new guide aims to demystify the process, with a close look at the environmental, social and economic standards behind six major logos.

“Consumers are more conscious of the impact of their purchases,” says Isabelle St-Germain. “But unlike ‘organic’, which is a regulated term, ‘fair trade’ has no legal definition. It’s crucial that consumers have the information they need to evaluate the logos they see on the market.”

Also available: a wallet-sized cheat sheet to help consumers make informed choices on the go.

4.1.5 Family farmer program

When our **community supported agriculture (CSA)** network officially launched in 1996, it included seven farms and some 250 partner families. In 2010, **103 farms** served **8669 partners**, providing an estimated **26,000 Quebecers** with organic and pre-organic food.



Summer basket figures as of April 6, 2010 launch

- 78 member farms (including 10 livestock operations) across 13 regions of Quebec
- 25 associate farms, offering such complementary products as honey, apples and oil
- 15 farms in training to become CSAs
- 8382 baskets sold (10,000 available)
- 373 drop-off points, including 18 workplace drop-offs

Winter basket figures as of September 30, 2010 launch

- 18 vegetable farms and 10 livestock farms across 7 regions of Quebec



- 70 drop-off points
- 287 new farm shareholders

Other news

- Our “Find a family farmer” page (French version) received approximately 50,000 visitors.
- We sent emails with recipes from renowned Quebec chefs to 4414 farm shareholders throughout the summer season.
- We organized mentoring for 13 farms from ten mentors.
- There was record attendance at our winter training workshop for farmers.
- Our network benefited from the support of 12 preferred suppliers who teamed up to offer exclusive discounts to our farmers.
- In August and September, we visited 12 potential new farms, ten of which we accepted into our network.

4.1.6 Laure Waridel bursary

Équiterre gives **\$1 for every membership** to the Laure Waridel student bursary for research on environmental and social action, an amount that is matched by the Caisse d'Économie Solidaire Desjardins, a Quebec-based credit union. This year, we had so many new members that we were able to increase the prize from \$7000 to **\$9000**.

2010 winner

Marie-Eve Arbour, a graduate of UQAM's communications program, for her research and awareness-raising project on organic agriculture, eco-friendly homes and citizen action in Quebec's regions.

4.1.6 Écologez student design competition

Sixty-four students from seven Quebec universities participated in the 5th edition of Écologez, a multidisciplinary integrated design competition run by Équiterre and engineering school ÉTS.

Nine teams were given 24 hours to design the “heart” of a sustainable downtown neighbourhood with the same family-friendly feeling as the suburbs. The judges praised the winning design for its modularity – one of the most important concepts in contemporary design. A \$600 prize was awarded to each member of the winning team.

4.1.7 Rénoclimat eco-renovating consulting service

After more than ten years of helping Quebec's home energy retrofit program Rénoclimat grow into the success it is today, we withdrew from the program. So many other organizations now provide this service that it is no longer necessary for us to do so. We continue to promote energy efficiency through our other projects.

4.1.8 Ours polaires sur glaces éphémères

In June, Equiterre went to the G8/G20 Summit in Toronto with a six-tonne polar bear in tow. The goal? To send a message to the leaders that climate change is happening now and cannot be ignored. British sculptor Mark Coreth, who has presented other ice bears in London and Copenhagen, teamed up with Inuit sculptors Peter Boy Ittukallak and Juanasi Jack Ittukallak to craft the bear, whose ice body quickly melted away to expose a bronze skeleton.

"The melting of this eco-sculpture symbolizes the unfortunate impact of climate change on Northern communities," said Rita Novalinga of the Fédération des coopératives du Nouveau-Québec, co-organizer of the event with Equiterre, World Wildlife Fund Canada and Transport Robert.

4.2 For organizations

4.2.1 Centre for Sustainable Development – Maison du développement durable

Raising awareness of green building practices amongst industry professionals

After the March groundbreaking ceremony for our future new headquarters the Centre for Sustainable Development, we started offering job site tours for industry professionals. These tours raised awareness of green building practices by teaching participants about the aspects of the Centre's design that will help it obtain LEED certification, e.g., the geothermal and heating cooling system.

4.2.2 Défi Climat climate challenge

A total of **1191 Quebec organizations** – up from 290 in 2009! – elicited pledges from staff and students to reduce their collective greenhouse gas emissions by **73,445 tonnes**, showing what an important role places of work and study have to play in the fight against climate change.

DÉFI CLIMAT BY-THE-NUMBERS		
	2009 Edition	2010 Edition
Participating organizations	290	1191
Number of individuals reached in their place of work or study	340,000	784,660
Number of citizens committed to reducing their CO ₂ emissions	36,597	58,684
Fewer tonnes of CO ₂ in the atmosphere	60,000	73,445
Equivalent number of cars taken off the road	16,000	20,000

4.2.3 RONA eco-responsible renovation guide

Equiterre collaborated with RONA, a major Canadian hardware distributor and retailer, to publish an online eco-responsible renovation guide, which helps consumers assess the environmental impact of products from cradle to grave. Contains practical advice, including a list of products and resources.

4.2.4 A farmer in your office

This program encourages organizations to set up a workplace drop-off point for a family farmer.

Participating organizations in 2010 included RONA, Standard Life, CHUL, Air Transat, STM, Demix and Ubisoft for a combined total of **18 workplace drop-off points**.

In the fall, we launched a campaign to encourage more workplaces to sign up. By the end of the year, forty new organizations had expressed interest and twelve had already completed the first steps in the set-up process.

We also published a guide for organizations, How to host a drop-off point for the Quebec community supported agriculture (CSA) network, available in English and French.

4.2.5 Farm to Cafeteria guide

Our 3-year Soup's On! pilot program promoted the use of local food in daycares, schools and hospitals. It also taught us a lot about the challenges of setting up a sustainable food service in an institutional setting. Our new Farm to Cafeteria guide shares the lessons we learned to make it easier for food service managers to make changes in their kitchens. It includes a calendar for in-season fruits and vegetables and a step-by-step explanation of how to switch over to responsible procurement practices.

“The Soup’s On! project confirmed that there was a willingness from Quebec producers and institutions to work together. But it also identified some of the challenges to serving locally grown fruits and vegetables in our schools and hospitals. We wanted to create a practical tool that would address these issues,” says Isabelle St-Germain, deputy executive director of Equiterre.

Equiterre also took advantage of the occasion to launch a storybook, *Kiko et le potager coloré* (Kiko and the colourful garden). The book, which teaches children that eating local food is as good for our communities as it is for our health, was produced in collaboration with children’s performer Marie Eykel. The actress, who played the title role in the beloved Quebec television show *Passe-Partout*, also sings a song on the accompanying CD.

4.2.6 I get around...Lachine! bike rally

The participants in the second annual I get around...Lachine ! bike rally held in August had a lot of good things to say about biking as a mode of transportation: “It’s practical and good for the environment,” “It’s good for keeping in shape,” and “It’s easy to park and it’s fast.”

The I get around...my neighbourhood campaign has been promoting active transportation, public transit and local shopping in communities on the island of Montreal since 2006. Participating neighbourhoods, including Rosemont-La-Petite-Patrie, Mercier-Est, Ahuntsic-Cartierville and Notre-Dame-de-Grâce, have organized a variety of awareness-raising activities.

I GET AROUND...IN 2010	
Number of local stakeholders on the four active “I get around” committees:	28
Number of events for the general public (parties, theme days, rallies, information booths and talks):	15
Number of people reached by these activities as well as by promotional material:	4500
Number of new campaign tools available for free online:	16
Number of businesses and institutions that received training:	125

5. COLLECTIVES CHOICES

"Collective choices" is our name for the social and environmental issues that are our *raison d'être*.

For the past several years, we have focused on two issues in particular: **food sovereignty** and the **fight against climate change**.

5.1 Food sovereignty

5.1.1 Quebec's new agricultural policy, postponed until 2011

2010 should have been the year for Quebec's new agricultural policy. In the meantime, we continued our efforts – meetings with decision makers, open letters to Le Soleil and Le Devoir, etc. – expressing our two main demands:

1. easier access to organic, local food

- reimburse the cost of organic certification
- promote the purchase of local food in schools and hospitals
- introduce local food quotas for big grocery chains

2. support for our next generation of farmers

- protect the agricultural status of farmland, particularly in semi-rural areas on the outskirts of our cities
- change farmland protection rules to allow producers to operate on much smaller plots of land
- encourage more farmers to set up on the outskirts of our cities
- promote farming as a viable career choice for today's youth

5.1.2. "Know your grower" research project

Équiterre partnered with consumer rights group Options consommateurs, online nutrition reference centre Extenso and researchers from Université Laval to launch a two-year research project on the health impact of short food supply chains (a relationship between farmer and consumer where there is no more than one middleman). Does buying directly from the producer lead to better health? To answer this question, our team will:

- make a list of all short supply chain initiatives across Quebec
- evaluate the impact of short supply chains on lifestyle
- measure accessibility (by price)
- examine factors that lead producers to sell more directly to consumers

5.2 Fight against climate change

5.2.1 Shale gas

Shale gas made headlines in 2010, as Quebecers raised concerns about exploratory drilling in the St. Lawrence Valley. With few answers forthcoming from government and industry on the economic, social and environmental impact of shale gas development, Equiterre went before the provincial environmental review board to **call for a moratorium** on development until an in-depth independent study can be conducted. Our research showed that development in this sector could increase greenhouse gas emissions by 5.7 megatonnes, jeopardizing the province's plan to reduce emissions by 20% below 1990 levels by 2020.

"I think that, even within its limited mandate, the environmental review board can find a way to tell the government that it's still missing information. It can still ring the alarm bells." – Steven Guilbeault, Equiterre cofounder and deputy executive director

5.2.2 Tar sands? No way!

Enbridge, the Calgary-based oil company responsible for the largest oil spill in the history of the US Midwest, **lost permission to build a new pumping station** on farmland in Dunham, Quebec. Equiterre, who had opposed the project in a brief presented to the province's farmland protection commission, applauds this decision from the administrative appeals tribunal. It puts the brakes on Enbridge's "Trailbreaker" pipeline reversal project, which would bring an estimated 200,000 barrels a day of tar sands crude through Quebec's Eastern Townships and Montreal. **We remain vigilant** as this important decision goes to appeal.

5.2.3 Cancun summit on climate change

2010 ended on a high note when the 16th UN Conference on Climate Change in Cancun – the fifth such meeting attended by Equiterre – resulted in agreements to reduce deforestation in the developing world and to **establish a Green Fund for the countries most affected by climate change**. This conference revived the Kyoto Protocol and lay the groundwork for an agreement next year in Durban, South Africa.

5.2.4 Turcot Watchdog Committee

In November 2010, in light of recommendations from Quebec's environmental commission BAPE, the Quebec government announced changes to its reconstruction plans for the Turcot interchange, an elevated roadway connecting highways 15, 20 and 720 in Montreal. We were pleased to see **more allowances for public transit**, including reserved bus lanes and a future tram line, and have teamed up with other groups to form a watchdog committee to make sure that the province honours these promises over the seven years that the reconstruction is expected to take.



5.2.5 Montreal Millennium Summit

At the Montreal Millennium Summit on international development, Equiterre cofounders **Steven Guilbeault** and **Laure Waridel** spoke alongside such presenters as former US vice president Al Gore.

5.2.6 Wind energy

In the fall, we joined forces with Greenpeace to support the Canadian Wind Energy Association (CanWEA) in its call for the addition of 8000 MW of wind energy to the Hydro-Quebec power system as part of a plan for the province to be **free of fossil fuels by 2030**. In December, we spoke in favour of the Montérégie wind park before the province's environmental review board.

6. PARTNERS

Équiterre wishes to extend a warm thank you to all the people and organizations who contributed to its success in 2010.

Funders

Government of Quebec

- Agence de l'efficacité énergétique
- Direction de la santé publique de l'Agence de la santé et des services sociaux de Montréal
- Ministère de l'Agriculture, des Pêcheries et de l'Alimentation
- Ministère de l'Éducation, du Loisir et du Sport
- Ministère de l'Immigration et des Communautés culturelles
- Ministère des Relations internationales
- Ministère des Ressources naturelles et de la Faune
- Ministère des Transports
- Ministère du Développement durable, de l'Environnement et des Parcs

Government of Canada

- Agence canadienne de développement international
- Agence de la santé publique du Canada (Fonds pour la santé de la population et Stratégie canadienne sur le diabète)
- Ressources naturelles Canada
- Transport Canada

Private foundations

- Clercs de Saint-Viateur du Canada (Les)
- Congrégation des Sœurs de Notre-Dame du Saint-Rosaire
- Congrégation des Sœurs de Sainte-Anne
- Congrégation des Sœurs de Saint-Joseph de Saint-Vallier
- Filles de la Charité du Sacré-Cœur de Jésus (Les)
- Fondation Ashoka
- Fondation de la famille J.W. McConnell (La)
- Fondation Rêve d'Esther
- Franciscains (Les)
- LES Foundation (fonds à la Fondation du Grand Montréal)
- Oak Foundation
- Œuvres Hedwige Buisson (Les)
- Œuvres Marie-Anne Lavallée
- Œuvres Régis-Vernet
- Petites Franciscaines de Marie (Les)
- Sœurs des Saints Noms de Jésus et de Marie du Québec (Les)
- Sœurs Grises de Montréal (Les)
- Tides Foundation

Individual donors (1000-4999 \$)

- Anonymous (3)
- Ms. Judith Bock
- Mr. Pierre Chamberland
- Mr. Philippe Dunsky
- Mr. Benoît Lemire
- Ms. Martyne Prévost

Individual donors (500-999 \$)

- Anonymous (2)
- Mr. Martin Audet
- Ms. Louise Bergeron
- Mr. Rémy Bernard
- Ms. Marie-Pierre Bouthiette
- Mr. David Chemushenko
- Mr. Daniel Dion
- Mr. Dany Gaudreault
- Mr. François Isabelle
- Mr. Stéphane Jubinville
- Mr. Jean Jurdant
- Ms. Anick Labrosse
- Ms. Pascale Lahaie
- Ms. Zoé Lamothe
- Ms. Sylvie Parent
- Ms. Joëlle Pelletier
- Mr. Jean-François Prévost
- Ms. Françoise Ruby
- Mr. Jacques Sarremejeanne
- Ms. Bernadette Ska

Organizations and businesses

- Agropur
- Association québécoise des organismes de coopération internationale
- Caisse d'économie solidaire Desjardins
- Caisse de dépôt et placement du Québec (SITQ)
- Centre de recherches pour le développement international
- Centre québécois d'actions sur les changements climatiques
- Conseil pour le développement de l'agriculture du Québec
- Coop fédérée (La)
- Co-operators
- Edelman
- Équita
- Fédération des caisses Desjardins du Québec
- Fonds d'action québécois pour le développement durable
- Global Campaign for Climate Action
- Groupe Pages Jaunes
- Haut-commissariat britannique au Canada
- Hôtel de Glace
- Hydro-Québec
- Pomerleau
- Quebec Wood Export Bureau
- Société de gestion du fonds de promotion des saines habitudes de vie
- Société de transport de Laval
- Société de transport de Montréal
- Ville de Montréal - Arrondissement Ville-Marie
- YMCA Canada

Sponsors

- Agence métropolitaine de transport
- Amigo Express
- ASHRAE Montréal
- Association des architectes en pratique privée du Québec
- Boulangerie Le Fromentier
- Café Rico
- Carrot Cache Community Resource
- Cascades
- Centre Eaton
- CIBL Radio-Montréal
- Club Organic
- Communauto
- Cyberpresse
- Dumoulin Bicyclettes
- Fromagerie du Presbytère
- Fromagerie l'Ancêtre
- Fromagiers de la Table Ronde (Les)
- Institut de tourisme et d'hôtellerie du Québec
- Jodoin, Lamarre, Pratte et associés architectes
- La Presse
- Liberté
- Météomédia
- Mountain Equipment Co-op
- Musée d'art contemporain de Montréal
- Nutri-Œuf
- Nutrisoya
- Parole Citoyenne
- Plaisir gourmet
- Recettes du Québec
- Réseau de transport de la Capitale
- Réseau de transport de Longueuil
- Société de transport de l'Outaouais
- Société de transport de Saguenay
- Société de transport de Sherbrooke
- Société de transport de Trois-Rivières
- Société de vélo en libre-service (BIXI)
- Société des établissements de plein air du Québec
- Taxi Diamond
- Transcontinental
- TransFair Canada
- Unisoya
- VIA Rail Canada
- Ville de Gatineau

Collaborators and partners

- Accès-Cible Jeunesse Rosemont
- Agripak (2M)
- Alliance de recherche université-communauté/innovation sociale et développement des communautés de l'Université du Québec en Outaouais
- Amnistie internationale
- Arrondissement Ahuntsic-Cartierville
- Arrondissement Côte-des-Neiges – Notre-Dame-de-Grâce
- Arrondissement de Rosemont – La Petite-Patrie
- Arrondissement Lachine
- Arrondissement Mercier – Hochelaga-Maisonneuve
- Association Centre-Ville Lachine
- Association des étudiants et des étudiants de Laval inscrits aux études supérieures
- Association des scouts du Canada
- Association québécoise d'établissements de santé et de services sociaux
- Bécik jaune
- Bio-ferme Laval
- Canadian Boreal Initiative
- Carrefour jeunesse-emploi de Marquette
- Carrefour Tiers-Monde
- Cataléthique
- Cégep de Victoriaville
- Centre d'hébergement et de soins de longue durée de Wotton
- Centre de gestion des déplacements Saint-Laurent
- Centre de la petite enfance Alexis-le-Trotteur
- Centre de la petite enfance Autour du Monde
- Centre de la petite enfance La Bottine souriante
- Centre de la petite enfance La Maison des amis
- Centre de la petite enfance La Tourelle
- Centre de la petite enfance Le Cheval Sautoir
- Centre de la petite enfance Le Manège des tout-petits
- Centre de la petite enfance Le Petit Cheval
- Centre de la petite enfance Le Petit Réseau
- Centre de la petite enfance Le Pipandor
- Centre de la petite enfance Le Sablier
- Centre de la petite enfance Les Soleils de Mékinac
- Centre de santé et de services sociaux Cavendish
- Centre de santé et de services sociaux Cœur-de-l'Île
- Centre de santé et de services sociaux Dorval-Lachine-LaSalle
- Centre de santé et de services sociaux du nord de Lanaudière
- Centre de santé et de services sociaux Lucille-Teasdale
- Centre d'expertise et de transfert en agriculture biologique
- Centre international de solidarité ouvrière
- Centre local de développement de Lachine
- Centre québécois du droit de l'environnement
- Chaire de recherche en développement des collectivités
- Château Frontenac (Le)
- Club bio-action
- Coalition Jeunesse Sierra
- Coalition pour la réduction et l'apaisement de la circulation
- Collège de Maisonneuve
- Collège de Rosemont
- Comité d'action jeunesse de Joliette Sud
- Comité de revitalisation urbaine intégrée du quartier Saint-Pierre
- Commission de la Capitale Nationale (Le Bal de Neige)
- Commission scolaire de Montréal
- Concert'Action Lachine
- Confédération des associations d'étudiants et étudiantes de l'Université Laval
- Confédération des syndicats nationaux
- Conférence régionale des élus de Montréal
- Conseil canadien de la gestion d'entreprise agricole
- Conseil des relations internationales de Montréal
- Conseil local des intervenants communautaires Bordeaux-Cartierville
- Conseil régional de l'environnement de la région de la Capitale Nationale
- Conseil régional de l'environnement de Lanaudière
- Conseil régional de l'environnement de Montréal
- Conservation Council of New Brunswick
- Conservation Law Foundation
- Convergence
- Coopérative de solidarité Les Horizons
- Coordination des services complémentaires du ministère de l'Éducation, du Loisir et du Sport
- Corporation de développement de l'Est
- Corporation de développement économique communautaire Ahuntsic – Cartierville
- Corporation de développement économique communautaire de Rosemont – La Petite-Patrie
- Corporations de développement économique communautaire de Côte-des-Neiges – Notre-Dame-de-Grâce
- Direction de la santé publique de Lanaudière
- Dubois Agrinovation
- Ecojustice
- École Au fil de l'eau
- École au Pied-de-la-Montagne
- École Buissonnière
- École de technologie supérieure
- École La Mennais
- École La Petite-Patrie
- École primaire alternative Élan
- École primaire Dollard-des-Ormeaux
- École primaire Saint-Arsène
- École primaire Souvenir
- École secondaire Arthur-Pigeon
- École secondaire Mgr-Euclide-Théberge
- École secondaire Père-Marquette
- Écomarché.ca
- Éco-Quartier Cartierville
- Éco-Quartier Notre-Dame-de-Grâce
- Environmental Defense
- ENvironnement JEUnesse
- Établissement vert Brundtland (Centrale des syndicats du Québec)
- Fédération d'agriculture biologique du Québec
- Fédération des commissions scolaires du Québec
- Fédération des coopératives du Nouveau-Québec
- FEM international
- Ferme aux Hirondelles
- Ferme aux pleines saveurs
- Ferme Bionicale
- Ferme Cadet-Roussel
- Ferme Campanipol
- Ferme de la Berceuse
- Ferme La Clé des Champs
- Ferme La Terre Ferme
- Ferme Le Vallon des Sources
- Ferme Les Jardins Cabredor
- Ferme Les Jardins d'Ambroisie
- Ferme Les Jardins de Glennorra
- Ferme Les Jardins de St-Georges
- Ferme O Saine Terre
- Ferme Robert Marcotte
- FibrEthik
- Fondation David Suzuki
- Fondation Monique-Fitz-Back
- Forest Ethics
- Glacialis
- Greenpeace Canada
- Groupe de recherche appliquée en macroécologie
- Groupe GCS expertise immobilière
- Halte-garderie Gatineau
- Hôpital Jean-Talon
- Institut de recherche et de développement en agroenvironnement
- International Federation of Organic Agriculture Movements
- Jardins Bio-Santé (Les)
- Jardins du Petit Tremble (Les)
- Jardins Mil'Herbes (Les)
- Jour de la Terre
- La Siembra
- Le Cercle
- Lg2
- Maison des jeunes Café-rencontre 12-17 du Grand-Joliette
- Métro Montréal
- Mobiligo
- Myco Anna
- Nature Québec
- Novae
- Office franco-québécois pour la jeunesse
- Option consommateurs
- Pembina Institute (The)
- Pensionnat des Sacrés-Coeurs
- Polaris Institute
- Potager André Samson
- Power Up Canada
- Regroupement des éco-quartiers
- Regroupement national des conseils régionaux de l'environnement du Québec
- Réseau action climat Canada
- Réseau action climat international
- Réseau Agriconseil
- Restaurants Le Commensal
- Revolver 3
- Service de garde de l'école des Rapides-de-Lachine
- Service de garde de l'école Martin-Bélanger
- Service de garde de l'école primaire Saint-Marc
- Service de garde de l'école Sainte-Bibiane
- Service de garde de l'école Sans Frontières
- Service de l'organisation scolaire de la Commission scolaire Marguerite-Bourgeoys
- Sierra Club Canada
- Société de développement commercial du centre-ville de Joliette
- Société de développement commercial Plaza St-Hubert
- Société de développement commercial Promenade Masson
- Société de développement environnemental de Rosemont
- Société pour la nature et les parcs du Canada
- Solidarité Mercier-Est
- Solidarité rurale du Québec
- Union des producteurs agricoles
- Université de Montréal
- Univert Laval
- Verger Aux Quatre Vents
- Ville de Québec
- Vivre en ville
- William Dam Seeds
- WWF - Fonds mondial pour la nature

Representation

Équiterre is a member of the following coalitions and committees

- Association québécoise des organismes en coopération internationale
- Chantier sur la diversification de l'agriculture et les circuits courts
- Coalition pour la réduction et l'apaisement de la circulation
- Coalition québécoise contre les ateliers de misère
- Comité aviseur de l'Association canadienne du commerce équitable
- Comité Je m'active à NDG des partenaires de l'arrondissement Côte-des-Neiges – Notre-Dame-de-Grâce
- Comité Je m'active à Rosemont-Petite-Patrie des partenaires de l'arrondissement Rosemont – Petite-Patrie
- Commission consultative économie et environnement de la Ville de Québec
- Green Budget Coalition
- Revitalisation urbaine intégrée de Mercier-Est
- Secrétariat des organismes environnementaux du Québec
- Sous-comité Je m'active dans ma ville du Comité local de développement social de la MRC de Joliette
- Sous-comité Je m'active dans mon quartier du Comité des partenaires de l'arrondissement Ahuntsic – Cartierville
- Sous-comité Je m'active dans mon quartier du Comité transport de Concert'Action Lachine
- Table verte de Notre-Dame-de-Grâce

Équiterre is represented on the following boards of directors

- Agence de l'efficacité énergétique du Québec
- Centre québécois d'actions sur les changements climatiques
- Comité de développement durable de l'Ordre des urbanistes du Québec
- Comité de programme du Congrès 2010 de l'Institut canadien des urbanistes
- Comité spécial sur les énergies renouvelables créé par le ministère des Ressources naturelles du Québec
- Conférence régionale des élus de Montréal
- Conseil régional de l'environnement de la région de la Capitale nationale
- Fonds d'action québécois pour le développement durable
- Maison du développement durable
- Réseau action climat Canada
- Réseau action climat international
- Table filière de l'agriculture biologique du Québec
- Vivre en ville

Gosselin & Associés inc.
Comptables agréés

REPORT OF THE INDEPENDENT AUDITOR ON THE SUMMARY FINANCIAL STATEMENTS

TO THE MEMBERS OF

ACTION POUR LA SOLIDARITÉ, L'ÉQUITÉ, L'ENVIRONNEMENT ET LE DÉVELOPPEMENT (ASEED),
operating under the name "ÉQUITERRE"

The accompanying summary financial statements, which comprise the summary statement of financial position as at December 31, 2010, the summary statement of operations, summary statement of changes in net assets and summary cash flows statement for the year then ended, are derived from the audited financial statements of ACTION POUR LA SOLIDARITÉ, L'ÉQUITÉ, L'ENVIRONNEMENT ET LE DÉVELOPPEMENT (ASEED) for the year ended December 31, 2010. We expressed an unmodified audit opinion on those financial statements in our report dated March 24, 2011.

The summary financial statements do not contain all the disclosures required by Canadian generally accepted accounting principles. Reading the summary financial statements, therefore, is not a substitute for reading the audited financial statements of ACTION POUR LA SOLIDARITÉ, L'ÉQUITÉ, L'ENVIRONNEMENT ET LE DÉVELOPPEMENT (ASEED).

MANAGEMENT'S RESPONSIBILITY FOR THE SUMMARY FINANCIAL STATEMENTS

Management is responsible for the preparation of a summary of the audited financial statements so as to present briefly the financial situation of the organization in the annual financial report.

AUDITOR'S RESPONSIBILITY

Our responsibility is to express an opinion on the summary financial statements based on our procedures, which were conducted in accordance with Canadian Auditing Standard (CAS) 810, "Engagements to Report on Summary Financial Statements."

OPINION

In our opinion, the summary financial statements derived from the audited financial statements of ACTION POUR LA SOLIDARITÉ, L'ÉQUITÉ, L'ENVIRONNEMENT ET LE DÉVELOPPEMENT (ASEED) for the year ended December 31, 2010 are a fair summary of those financial statements and present briefly the financial situation of the organization in the annual financial report.

Gosselin & Associés inc.

Gosselin & Associés inc.¹
Chartered accountants

Montreal, April 4, 2010

¹By Sebastien Vandal, chartered accountant auditor

7920, 20^e avenue, Montréal (Québec) H1Z 3S7
Téléphone : 514 376-4090 Télécopieur : 514 376-4099 Courriel : info@gosselin-ca.com

SUMMARY STATEMENT OF OPERATIONS FOR THE YEAR ENDED **DECEMBER 31, 2010**

	2010 (\$)	2009 (\$) (Restated)
REVENUES		
Government contributions		
Government of Quebec	416 254	309 569
Government of Canada	103 009	170 201
Foundations	358 919	356 820
Other contributions	474 157	500 613
Earned revenues	903 094	1 029 576
Donations and fundraising events	649 488	498 080
Interest	34 712	30 636
	<u>2 939 633</u>	<u>2 895 495</u>
EXPENSES		
Human resources	1 828 323	1 804 740
Administration	272 607	262 799
Activities	849 346	738 563
	<u>2 950 276</u>	<u>2 806 102</u>
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES	<u><u>(10 643)</u></u>	<u><u>89 393</u></u>

SUMMARY STATEMENT OF FINANCIAL POSITION AS AT DECEMBER 31, 2010

	2010 (\$)	2009 (\$) (Restated)
ASSETS		
Current assets		
Cash	154 663	49 145
Investments Centre for Sustainable Development	113 000	-
Accounts receivable	436 595	460 550
Prepaid expenses	19 671	27 633
	<u>723 929</u>	<u>537 328</u>
Investment - Centre for Sustainable Development	287 031	356 278
Capital assets	42 161	44 263
Accounts receivable	137 161	121 537
Prepaid expenses	357 051	27 919
	<u>1 547 333</u>	<u>1 087 325</u>
LIABILITIES		
Current liabilities		
Bank loan	-	140 000
Accounts	284 203	291 821
Deferred revenues	7 400	15 400
Deferred contributions	325 376	155 023
Current portion of long-term debt	428 664	-
	<u>1 045 643</u>	<u>602 244</u>
Long-term debt	27 252	-
	<u>1 072 895</u>	<u>602 244</u>
NETS ASSETS		
Invested in capital assets	42 161	44 263
Restricted to the Centre for Sustainable Development	400 031	356 278
Restricted to moving	-	30 000
Unrestricted	32 246	54 540
	<u>474 438</u>	<u>485 081</u>
	<u>1 547 333</u>	<u>1 087 325</u>

SUMMARY STATEMENT OF CHANGES IN NET ASSETS FOR THE YEAR ENDED DECEMBER 31, 2010

	2010 (\$)					2009 (\$) (Restated)
	Invested in capital assets	Restricted to the Centre for Sustainable Development	Restricted to moving	Unrestricted	Total	Total
BALANCE AT BEGINNING AS PREVIOUSLY REPORTED	-	356 278	30 000	70 884	457 162	395 668
Change in accounting policies	-	-	-	27 919	27 919	-
Reclassification of invested in capital assets	44 263	-	-	(44 263)	-	-
BALANCE AT BEGINNING AFTER RECLASSIFICATION AND CHANGE	44 263	356 278	30 000	54 540	485 081	395 688
Excess (deficiency) of revenues over expenses	(20 295)*	-	-	9 652	(10 643)	89 393
Acquisition of capital assets	18 193	-	-	(18 193)	-	-
Internal restrictions	-	43 753	(30 000)	(13 753)	-	-
BALANCE AT END	42 161	400 031	-	32 246	474 438	485 081

* Corresponds to the depreciation of capital assets

SUMMARY STATEMENT OF CASH FLOWS FOR THE YEAR ENDED DECEMBER 31, 2010

	2010 (\$)	2009 (\$) (Restated)
OPERATING ACTIVITIES		
Excess (deficiency) of revenues over expenses	(10 643)	89 393
Items not involving cash:		
Photo exhibition donation	-	(10 787)
Depreciation of fixed assets	20 295	20 172
Intangible assets writedown	84 001	19 147
Net change in non-cash working capital items	<u>186 652</u>	<u>(6 779)</u>
Net cash provided by operating activities	<u>280 305</u>	<u>111 146</u>
INVESTING ACTIVITIES		
Purchase of fixed assets	(18 193)	(7 831)
Purchase of collection and work of art	(15 624)	(110 750)
Purchase of intangible assets	(413 133)	(47 066)
Investment - Centre for Sustainable Development	<u>(43 753)</u>	<u>(30 628)</u>
Net cash used in investing activities	<u>(490 703)</u>	<u>(196 275)</u>
FINANCING ACTIVITIES		
Bank loan	(140 000)	130 000
Advance from Centre for Sustainable Development	202 619	-
Public Outreach Debt	<u>253 297</u>	<u>-</u>
Net cash provided by financing activities	<u>315 916</u>	<u>130 000</u>
Increase in cash	105 518	44 871
Cash, beginning of year	49 145	4 274
Cash, end of year	<u>154 663</u>	<u>49 145</u>
Cash flows from interest are detailed as follows:		
Interest paid	15 349	6 158

Revenues



Sales and other revenues 32%

Donations and fundraising events 22%

Other contributions 15%

Government of Quebec 14%

Foundations 8%

Contributions for special projects 6%

Government of Canada 3%

Expenses



Ecological agriculture & horticulture - food sovereignty 25%

Energy efficiency - sustainable buildings 18%

Climate change 16%

Democratic life, fundraising and membership 16%

Sustainable transportation 9%

Consulting services 9%

Special projects 7%