Changing the world

Équiterre

One step at a time

2017 Annual Report
The 2009 Copenhagen Climate Summit (COP15) was a resounding failure. Despite the presence of over 100 Heads of State, the summit ended in a stalemate. Six years later in Paris (COP21), a protocol was signed by all the United Nations member states. In 2017, the most powerful nation on the planet announced its intention to withdraw from the agreement. This was condemned by the international community, which made it known that the agreement would survive with or without the United States.

So what happened between 2009 and 2017? An unprecedented citizen movement emerged to put the brakes on the fossil fuel industry and to propose clean energy and transportation alternatives.

In Canada, Équiterre has played an important role in the growth of this movement. Our membership has swelled from 4,500 in 2009 to nearly 22,000 in 2017, and the number of people who follow us on social media has increased dramatically as well. With the strength of these people behind us, Équiterre has become a key player in the environmental sector in Quebec and in the rest of Canada, which has led to a number of public advocacy victories.

Chief among them is TransCanada’s decision in 2017 to drop the Energy East tar sands pipeline project. Équiterre was one of the first voices in Quebec to oppose this project and we helped mobilize a number of the citizen groups along the path of the projected pipeline.

Another major victory worth noting this year was the Quebec government’s adoption of a zero-emission vehicle standard, which will require automobile manufacturers to offer an increasing number of electric vehicles.

In 2018, Équiterre’s main priority is to convince all of Quebec’s political parties to adopt ambitious electoral commitments concerning the environment. Therefore, no matter which party forms the next government, we will be able to continue advancing the interests of Quebec citizens and of the planet itself for the next four years.

Thank you for being a part of our movement to change the world, one step at a time!
A WORD FROM THE CHAIR OF THE BOARD OF DIRECTORS

Changing the world one step at a time means embracing the concept of small steps.

By taking a series of incremental actions and commitments over the years, we can achieve our mission and propose concrete solutions to accelerate the transition toward a society where citizens, organizations and governments make sound and equitable ecological choices.

As Équiterre enters its 25th year of existence in 2018, we are seeing evidence that our efforts to live in a greener and healthier world are bearing fruit. The fight against climate change continues, and thanks to the concerted efforts of many strong voices, we managed to shut down the Energy East pipeline project. We are continuing to put pressure on governments to ban the use of pesticides and to promote agriculture on a human scale. Our sustainable mobility campaigns are reaching their audience, and large investments will be made in both Montreal and Quebec over the coming years.

All of that being said, we cannot rest on our laurels, as daunting challenges remain. In 2017 there were plenty of reminders of the potential impacts of a broken climate system. Countless lives were shattered in the West Indies and the Caribbean when extremely violent hurricanes hit land. Canada was not spared from the impacts of severe weather phenomena.

The fact that those who are most affected are often those with the fewest means is profoundly unfair. It must strengthen our sense of urgency to express our solidarity and our determination to act.

Équiterre is unique. In 2017 we became the first not-for-profit organization in Quebec to be certified as a Canadian Nonprofit Employer of Choice. This prestigious honour recognizes employers that provide outstanding workplaces and working conditions throughout Canada.

I am proud to be doing my small part to help foster a better world in a healthier environment.

I want to thank all of you for standing shoulder to shoulder with Équiterre to help us realize our shared aspirations.
équiterre 2017

in numbers

21,819
MEMBERS

114,300
SUPPORTERS

47
CREATIVE AND
COMMITTED EMPLOYEES

23
INTERNS

185
DEDICATED
VOLUNTEERS
21 booths engaged
7,440 visitors

250 interview requests
1,430 media appearances

18,000 + conversations in the street
24,000 + telephone discussions
122,978 donations

100 + meetings with federal policy makers and senior officials
40 + such meetings at the provincial level
2017 HIGHLIGHTS

Big and small, Équiterre accomplished many victories in 2017 with regards to the fight against climate change and pesticides, and regarding transportation electrification initiatives. Take a look at some of these success stories in the following pages.

End of Energy East pipeline: Victory!

After a battle of over four years, Équiterre and a host of civil society groups, including the Assembly of First Nations of Quebec and Labrador, the Union des producteurs agricoles, labour unions, citizen groups and 300 municipalities, came out on top in the battle against the TransCanada oil multinational and its Energy East pipeline project.

An unprecedented collective effort triumphed over this project from a bygone era.
Transportation Electrification

Équiterre’s recommendations to the Quebec government were effective. Quebec has become the first province to adopt a zero-emission vehicle (ZEV) standard, requiring automobile manufacturers to offer a greater number of electric and hybrid plug-in models.

Équiterre will represent environmental groups on a committee that will monitor the implementation of the government’s ZEV standard.

“We need to consider a wide range of measures to reverse this trend. In conjunction with the ZEV standard, we need a sustainable mobility policy! These are two crucial elements of an effective strategy to promote climate-friendly transportation.”

MARILÈNE BERGERON
Project Manager
Sustainable Mobility
We have ramped up our rollout of educational and awareness activities in schools and organizations:

**Schools Take Root**

In 2017, 20 schools and daycare centres in Montreal and Montérégie took part in the inaugural edition of our Schools Take Root project, selling baskets of organic vegetables produced by our family farmers. This innovative fundraising campaign is a unique opportunity to educate youngsters and their families about local, healthy and organic food.

“In total, hundreds of students and their families sold 1,530 baskets of local, organic vegetables to fund school and daycare projects!”

MURIELLE VRINS
Project Manager
Institutional Food
“It’s important to teach young people how transportation electrification and sustainable mobility benefit the environment so that they can make informed choices in the future.”

ANNICK GIRARD
Project Manager

My Charged Up School

39 schools took part in the “My Charged Up School” competition, raising awareness among primary and secondary school students about transportation electrification. Of these schools, six will go electric in 2018 with the following initiatives:

- A presentation on sustainable mobility
- A large mural created with the help of a professional artist
- An inaugural event and a fair on electrification
- A tour of a leading company in this sector (for secondary school students)
- A series of fun and original educational materials provided free of charge, focusing on transportation electrification and sustainable mobility, and geared to the curriculum adopted by the Ministry of Education.
Our Presentations

Équiterre’s speakers visited schools and workplaces to deliver conferences designed to provide solutions and to educate and provoke reflection about being an environmentally-friendly citizen.

- Being an environmentally responsible citizen; a practical and educational lecture aimed at sensitizing schoolchildren, students and workers about their practices and various aspects of their consumption.

- Climate change: lecture on the planetary challenge of our times and ideas on societal responses to this vast challenge.
Over 43,000 signatories asked the federal government to ban atrazine, a synthetic herbicide that has been detected in our drinking water at disturbingly high levels. This pesticide was banned in Europe over 10 years ago, but is still approved for use in Canada.

In 2017, over 28,000 citizens joined thousands of others in calling for a ban on all neonic pesticides in Canada. Health Canada responded by phasing out the use of some of these bee-killing pesticides and is continuing to assess other neonics.

The pressure applied by Équiterre, other civil society groups and tens of thousands of citizens has led Health Canada to launch a new review of atrazine.

“Pesticide regulators’ main concern should be the health of Canadians and of our environment.”

NADINE BACHAND
Project Manager
Pesticides and Toxic Substances
Just over five years after the Centre for Sustainable Development (CSD) opened its doors in 2011, Équiterre released a life cycle analysis assessing the impact of the materials used in the construction of this ambitious green building project. To this day, it remains one of the greenest buildings in the country. The analysis showed that:

- **Over 50 years, the CSD will emit 9,434 fewer tonnes of GHG than the reference building** to which it was compared (equivalent of 2,245 fewer cars on the road)

- **In standardized terms, the CSD is 3.27 times less polluting than the reference building**

“Building materials are a major issue: every year, 3 billion tonnes of raw materials are used worldwide to manufacture building products and components.”

NORMAND ROY
Project Manager
Centre for Sustainable Development
All our actions have been amplified throughout Quebec, thanks to the invaluable support and commitment of our Outaouais, Quebec City, Montreal and Lanaudière citizen action groups, including:

• A creative initiative put in place as part of the #OnVeutVousEntendre (#WeWantToHearYou) campaign on sustainable mobility during the Quebec City municipal elections and the discussions to transform the Laurentienne highway into an urban boulevard.

• Encouraging citizens to sign petitions, and

• Many booths put up by volunteers in our action groups.
NEW PROJECTS

In line with the orientations of our new strategic plan for 2017-2020, we have also launched some new projects.

One such project aims to reduce consumption. To that end, we:

Prepared blog entries and organized an inaugural “Gathering on obsolescence”: a meet and greet for experts and the public, in partnership with UQAM’s École des sciences de la gestion, the Observatoire de la consommation responsable, Insertech and Brics à bacs (waste management specialists), in order to combat planned obsolescence of consumer goods.

Mode d’emploi pour des courses écoresponsables- a guide for organizing eco-friendly races, which explains how reducing the amount of water bottles, packaging, containers and promotional items at running events can make a big difference.
Inviting MPs to an event on Parliament Hill called “Toxic Reception on the Hill,” to encourage them to enact reform to the Canadian Environment Protection Act (CEPA), the law that regulates pollution and toxic substances.

We have also launched initiatives to curb the use of toxic products by:

Inviting MPs to an event on Parliament Hill called “Toxic Reception on the Hill,” to encourage them to enact reform to the Canadian Environment Protection Act (CEPA), the law that regulates pollution and toxic substances.

“The Canadian Environmental Protection Act needs to be updated to protect Canadians from the effects of toxic substances in our communities.”

ANNIE BÉRUBÉ
Director of Government Relations in Équiterre’s Ottawa office

Distributing a comic book on the insidious “toxic trio”: triclosan, BPA and phthalates.
In a year bursting with activity, Équiterre explored many other important projects.

Non aux forages!
The *Non aux forages!* (No Drilling!) petition launched by Équiterre and a vast coalition of environmental and civil society groups gathered nearly 33,000 signatures, urging the Quebec government to shelve once and for all its four draft regulations on oil and gas drilling that would allow oil or gas wells 150 m from our homes, 60 m from a protected area and 40 m from the St. Lawrence Seaway.

Electrifying Encounters
In 2017, Équiterre launched the “Electrifying Encounters at Work” campaign to promote transportation electrification in large companies. We also continued to organize these electrifying encounters for the public at large in Quebec City and St-Jean-sur-Richelieu.
Family Farmers

113 family farmers fed 57,000 people across Quebec, and in Ontario and New Brunswick with produce from their organic food baskets!

Laure Waridel Bursary

Our 2016–17 recipient, Marianne Falardeau-Côté, worked in Northern and Southern Canada on research, scientific communication and facilitation activities regarding the impacts of climate change on marine ecosystems and Inuit communities in the Canadian Arctic.
Équiterre’s La course Changer le monde

A resounding success, with 69 teams, 417 participants, 1,171 donations and nearly $83,000 raised!

COP23

Équiterre took part in the 23rd United Nations Framework Convention on Climate Change (COP23) in Bonn. Historic commitments in the fight against climate change were made by France and Canada (which led a coalition of 25+ countries and federated states to eliminate coal by 2030), along with 14 US states and a hundred large American cities seeking to ensure that their country reaches its GHG reduction target despite Donald Trump’s withdrawal from the Paris Agreement.
Benefit Cocktails

Over 350 guests and 169 businesses in Montreal, and 250 guests, 143 businesses and over 20 elected officials in Quebec City gathered in support of sustainable mobility. These events allowed Équiterre to raise $165,000 for its awareness projects, mobilization campaigns and government lobbying efforts on major current issues, such as climate change, organic food and sustainable mobility.

Choisir équitable (Choose Fair Trade Campaign)

Équiterre and the Association québécoise du commerce équitable launched a new microsite: choirequitable.org, which directs visitors to a multitude of fair-trade products available in Quebec. The microsite provides information about the positive impacts of fair trade and proposes ideas for day-to-day choices.

To celebrate the launch of the microsite, dozens of intrepid volunteers took to the streets in five Quebec cities to distribute fair-trade products.
World Environment Day

Équiterre hit the ground and spoke out about the federal government’s contradictory positions. On the one hand Ottawa says it wants to protect the environment, but on the other it is subsidizing fossil fuel projects, and is among the 10 largest GHG emitters in the world.

Aliments du Québec – Institutional Component

Équiterre and Aliments du Québec teamed up to develop a recognition program to encourage institutions to put Quebec products on their food services menu.
THANKS TO OUR PARTNERS
SPECIAL THANKS TO OUR 21 819 DONORS, without whose assistance we could not have accomplished all that we did this year!

FUNDRAISERS AND DONORS

GOVERNMENTS
Canadian Environmental Assessment Agency
Public Health Agency of Canada
Emploi-Québec
Innovation, Science and Economic Development Canada (ISED)
Ministère de l’Agriculture, des Pêcheries et de l’Alimentation du Québec (MAPAQ)
Ministère du Développement durable, de l’Environnement et de la Lutte contre les changements climatiques (MDDELCC)
Ministère des Transports, de la Mobilité durable et de l’Électrification des transports (MTMDET)
National Energy Board

FOUNDATIONS AND CHARITABLE ORGANIZATIONS
Congrégation de Notre-Dame
Community Foundation of Ottawa (CFO)
David Suzuki Foundation
ECHO Foundation
McConnell Foundation
Nature Canada
New Venture Fund
Oak Foundation
Ordre des Frère Mineurs Capucins
Sœurs de Sainte-Croix
The George Cedric Metcalf Charitable Foundation
The Minor Foundation for Major Challenges
The Salamander Foundation
The Trottier Family Foundation
Tides Canada Foundation
Tides Foundation (US)

ORGANIZATIONS AND BUSINESSES
Bonduelle
Concertation régionale de Montréal (CMTL)
Farm to Cafeteria Canada
Direction de la santé publique de la Montérégie
Québec en Forme
Système alimentaire montréalais (SAM)
Social Planning and Research Council of British Columbia (SPARC BC)
Table intersectorielle régionale en saines habitudes de vie de la Montérégie (TIR-SHV)
Ville de Longueuil
THANKS TO OUR PARTNERS

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Mr. Martin Audet
Mr. Philippe Beauséjour
Mr. François Bélanger
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Mr. Jean Zigby

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($1,000 +)

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Mr. Cédric Bouche
Mrs. Marie-Pierre Bouthiette
Mr. Dominic Champagne
Mrs. Anne-Marie Chapleau and
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Mr. Bertrand D’Astous
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Mr. Charles Giroux
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Mr. Martin Leblanc

Mr. Pierre Leduc
Mr. Benoît Lemire
Mr. André Ravel
Mr. Mathieu Raynaut
Mr. Pierre Rouleau
Mrs. Emmanuelle Simon
Mrs. Marie-Luc Simoneau
Mr. Serge Toussaint
Mrs. Marie-Claude Vézina

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9227-1600 Québec Inc.
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Clinique de psychologie Celia Lillo
Deslauriers & Associés
Fondation Jeanne-Esther
Gestion Raymond Brodeur Inc.
JMCL Inc.
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Kikigagne
Marie Bernard MD Inc.
Marie-Noël Labrecque MD Inc.
Mingus Software Inc.
Services Médicaux J.Roy-Blais Inc.
SYSTRA International Bridge Technologies

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Caisse d’économie solidaire Desjardins
CN
Confédération des syndicats nationaux (CSN)
CRH Canada Group
Énergir
Fairtrade Canada
Groupe Rive Sud
HDG inc.
Hydro-Québec
Investissement Québec (IQ)
Ivanhoé Cambridge inc.
Keurig Canada
Lowe’s Canada
MEC
Metro
Montréal Auto Prix
Desjardins
Réseau de transport métropolitain (RTM)
Renaissance
Sanimax
TELUS Business Solutions
VIA Rail Canada

COALITIONS, COMMITTEES, ROUNDTABLES AND BOARDS OF DIRECTORS IN WHICH ÉQUITERRE PARTICIPATES

Alliance SWITCH
Centre des services partagés du Québec (CSPQ)
Cercle de réflexion sur le bâtiment innovant et durable de la Ville de Montréal
Coalition Éducation Environnement Écocitoyenneté
Coalition for Action on Toxics
Comité-conseil sur les changements climatiques
Comité consultatif sur l’élaboration de la politique de mobilité durable du gouvernement du Québec
Farm to Cafeteria Canada
Filière biologique du Québec
Front commun pour la transition énergétique
Global Campaign Climate Action (GCCA)
Centre for Sustainable Development
Climate Action Network Canada
Table québécoise sur la saine alimentation (TQSA)
# Financial Information

For year ending December 31, 2017

## Revenues

<table>
<thead>
<tr>
<th>Description</th>
<th>2017 / $</th>
<th>2016 / $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Government subsidies</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Provincial government</td>
<td>$456,826</td>
<td>$272,660</td>
</tr>
<tr>
<td>Federal government</td>
<td>32,842</td>
<td>4,500</td>
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<tr>
<td>Foundations</td>
<td>757,831</td>
<td>624,841</td>
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<tr>
<td>Donations, campaigns and fundraising activities</td>
<td>2,246,471</td>
<td>1,989,942</td>
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<tr>
<td>Other contributions - Special projects</td>
<td>74,603</td>
<td>77,159</td>
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<tr>
<td>Services and sponsorships</td>
<td>748,174</td>
<td>607,740</td>
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<tr>
<td>Interest income</td>
<td>124,088</td>
<td>123,109</td>
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<tr>
<td>Sub-lease revenues</td>
<td>68,435</td>
<td>70,230</td>
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<tr>
<td>Amortization of deferred contributions related to tangible assets</td>
<td>4,251</td>
<td>5,314</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$4,513,521</strong></td>
<td><strong>$3,775,495</strong></td>
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</tbody>
</table>

## Expenses

<table>
<thead>
<tr>
<th>Description</th>
<th>2017 / $</th>
<th>2016 / $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salaries and benefits</td>
<td>$2,433,301</td>
<td>$2,086,641</td>
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<tr>
<td>Activities</td>
<td>$973,174</td>
<td>$706,891</td>
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<tr>
<td>Costs relating to fundraising campaigns</td>
<td>$199,883</td>
<td>$171,991</td>
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<tr>
<td>Administrative costs</td>
<td>$469,181</td>
<td>$600,229</td>
</tr>
<tr>
<td>Amortization of tangible assets</td>
<td>$77,269</td>
<td>$46,138</td>
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<tr>
<td>Bank costs</td>
<td>$2,810</td>
<td>$3,758</td>
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<tr>
<td>Interest on line of credit for mirror loan</td>
<td>$104,121</td>
<td>$105,495</td>
</tr>
<tr>
<td>Interest on short term loan</td>
<td>-</td>
<td>$5,000</td>
</tr>
<tr>
<td>Interest on capital lease</td>
<td>$98,335</td>
<td>-</td>
</tr>
<tr>
<td>Interest on long term debt</td>
<td>$10,556</td>
<td>$14,560</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$4,368,630</strong></td>
<td><strong>$3,740,703</strong></td>
</tr>
</tbody>
</table>

Excess of revenues over expenses                                  | **$144,891** | **$34,792**
# FINANCIAL SITUATION

as of December 31, 2017

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>2017 / $</th>
<th>2016 / $</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Short term</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash</td>
<td>$429,731</td>
<td>$358,071</td>
</tr>
<tr>
<td>Cash reserved for Green Light program</td>
<td>$636</td>
<td>$636</td>
</tr>
<tr>
<td>Client accounts and other receivables</td>
<td>$442,334</td>
<td>$348,096</td>
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<tr>
<td>Prepaid expenses</td>
<td>$30,717</td>
<td>$23,613</td>
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<tr>
<td><strong>Total</strong></td>
<td>$903,418</td>
<td>$730,416</td>
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<tr>
<td><strong>Long term</strong></td>
<td></td>
<td></td>
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<tr>
<td>Mirror loan - Centre for Sustainable Development</td>
<td>$3,095,000</td>
<td>$3,270,000</td>
</tr>
<tr>
<td>Investment - Centre for Sustainable Development</td>
<td>$41,607</td>
<td>$40,874</td>
</tr>
<tr>
<td>Tangible assets</td>
<td>$1,751,473</td>
<td>$310,283</td>
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<tr>
<td>Works of art</td>
<td>$137,161</td>
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<tr>
<td><strong>Total</strong></td>
<td>$5,928,659</td>
<td>$4,488,734</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LIABILITIES</th>
<th>2017 / $</th>
<th>2016 / $</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Short term</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts payable and other operating debts</td>
<td>$476,399</td>
<td>$457,048</td>
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<tr>
<td>Deferred contributions</td>
<td>$438,019</td>
<td>$214,408</td>
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<tr>
<td>Deferred revenue</td>
<td>$48,205</td>
<td>$100,875</td>
</tr>
<tr>
<td>Portion of the obligation resulting from a capital lease expiring in less than a year</td>
<td>$39,942</td>
<td></td>
</tr>
<tr>
<td>Portion of long-term debt expiring in less than a year</td>
<td>$9,996</td>
<td>$37,364</td>
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<tr>
<td><strong>Total</strong></td>
<td>$1,012,561</td>
<td>$809,695</td>
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<tr>
<td><strong>Long term</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Line of credit for mirror loan</td>
<td>$3,095,000</td>
<td>$3,270,000</td>
</tr>
<tr>
<td>Long term debt</td>
<td>$40,553</td>
<td>$175,203</td>
</tr>
<tr>
<td>Obligation resulting from a capital lease</td>
<td>$1,406,069</td>
<td>-</td>
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<tr>
<td>Deferred contributions relating to tangible assets</td>
<td>$17,007</td>
<td>$21,258</td>
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<tr>
<td><strong>Total</strong></td>
<td>$5,571,190</td>
<td>$4,276,156</td>
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<table>
<thead>
<tr>
<th>NET ASSETS</th>
<th>2017 / $</th>
<th>2016 / $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Invested in capital assets</td>
<td>$288,455</td>
<td>$140,784</td>
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<tr>
<td>Assigned to Centre for Sustainable Development</td>
<td>$41,607</td>
<td>$40,874</td>
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<tr>
<td>Not assigned</td>
<td>$27,407</td>
<td>$30,920</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$5,928,659</td>
<td>$4,488,734</td>
</tr>
</tbody>
</table>
FINANCIAL INFORMATION

Revenues 2017

Donations, campaigns & fundraising activities: 51%
Services and sponsorships: 17%
Foundations: 17%
Provincial government: 10%
Federal government: 1%
Sub-lease revenues: 2%
Other contributions - Special projects: 2%
Donations, campaigns & fundraising activities: 51%
FINANCIAL INFORMATION

Expenses 2017

Democratic life, fundraising and membership 29%
Climate change 13%
Ecological farming and horticulture 19%
Special projects 8%
Eco-friendly transportation 11%
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