25 years
Changing the world, one step at a time!
A word from our Executive Director
Sidney Ribaux

Twenty-five years ago, we were six young people who believed that our ideas could change the world.

At the time, climate change wasn’t a topic that raised a lot of excitement. Quebec was even considered a bit of a laggard on the issue. But today, the situation has shifted and we now have a consensus on the need for climate action. The debate is currently focused on what measures are required and, above all, how quickly these solutions should be deployed.

Take the issue of public transit, for example. For the first time in history, all of the political parties running in the 2018 provincial election made important commitments on public transit. Our challenge now is to make sure that the government delivers on these promises as quickly as possible.

Whether we’re talking about land use planning, transportation electrification, or even the need to reduce pesticide use, Quebec is often more open politically than we think. The challenge of the environmental movement in the coming years will be to seize all of these opportunities for change, while maintaining a coherent approach focused on implementing sustainable policies and actions.

I feel a surge of pride and hope when I see today’s youth rising up and taking their place to protect the future of our planet.

While the impact of political and institutional action is undeniable, the strength of the citizens’ movement has the power to move mountains!
A word from Chair of the Board of Directors
Hélène Dufresne

As Équiterre turns 25, our growing family of members, supporters, volunteers and activists continues to take action in favour of a society that lives in harmony with the environment. We understand the urgent need to act today in order to ensure a better tomorrow. Our voice is being heard farther than ever.

We can feel the support mounting and this is what encourages us to push on with our mission and to keep up the dialogue so that we can influence public policy and live in a more balanced and equitable world, with respect for our resources and know-how.
In 1993, 6 young idealists

In 1993, six young idealistic Quebec university students returned home from the Earth Summit in Rio dreaming about:

- Fair Trade
- Sustainable agriculture and transportation systems
- Fight against climate change
Laure Waridel, Steven Guilbeault, François Meloche, Elizabeth Hunter, Patrick Henn and Sidney Ribaux founded Équiterre, the 1st organization in Quebec dedicated to building a social movement to empower citizens, organizations and governments to make environmentally sound and socially responsible choices:

In 1993
At the time:

- farming was becoming increasingly industrialized and focused on conquering foreign markets rather than on food sovereignty;
- there was little discussion about CO$_2$ and a big focus on HFCs (hydrofluorocarbons), which affect the ozone layer;
- fair trade products were virtually non-existent in Quebec and Canada.
Out of the ideals of Équiterre’s 6 co-founders emerged a powerful social movement that has spread across all of Quebec.

Today, our movement is made up of...
53 employees

220 volunteers

23 interns

Photo: MBT Photographie
On social media:

+ 100,000 fans on Facebook
+ 23,000 Twitter followers
+ 5,000 Instagram followers

Nearly one million unique visitors to our website
Équiterre is regarded by the media as a leading authority on environmental issues, which in 2018 lead to:

- 1,670 media appearances
- 450 interview requests

And we continue to demand ambitious public policies, with:

- 40 meetings with elected officials in Quebec
- 80 meetings at the federal level
Since 1993, in large part thanks to our supporters, we have made important progress on several major environmental issues:
Quebec has over 2,000 electric vehicle charging stations, including 177 fast-charging stations made available by the Electric Circuit public charging network.

Quebec was the 1st province to adopt a zero-emission vehicle (ZEV) standard.

Canada has adopted a climate plan that includes all the provinces except for two - a first for the country!
The number of businesses selling fair trade products has risen from 5 to over 800.
The federal government has pledged to modernize the law regulating toxic substances to better protect our health and the environment.

Quebec’s new strategy on pesticides has banned the use of the five most hazardous pesticides in farming (unless prescribed by an agronomist).

Hundreds of thousands of people have taken part in historic citizen marches for the environment in several regions of Quebec.
In 2018

We are proud to have made sustainable farming and sustainable food more accessible...
Organic baskets from our Family Farmers Network:

139 family farmers who provide local organic fruits and vegetables to 60,000 persons.

600 delivery points, in every region of Quebec.

$8.5 million in economic benefits for Quebec!
Nearly 8,000 organic baskets from Équiterre’s family farmers were sold to raise funds.

Over 30,000 children and their family members were made aware of the importance of healthy, local and sustainable food.

75 CPEs and daycare centres, primary and secondary schools and community organizations across Quebec!
+ 5,000 children, visitors and employees consume more local and organic food at the CHU Sainte-Justine.
Over 16,000 meals are made using local food every day in 85 establishments through the “Aliments du Québec au menu” recognition program for establishments, created by Équiterre and Aliments du Québec.
Fight against pesticides

Équiterre and its partners mobilized 450,000 Canadian citizens via petitions and actions calling for an immediate ban on bee-killing “neonic” pesticides in Canada.

... and toxic substances

We lobbied for basing pesticide evaluation on independent research and exposed the scandal concerning Monsanto’s interference in the approval of glyphosate in Canada, in the wake of the release of the Monsanto Papers.
We succeeded in turning the fight against climate change into a top priority of our times.
Energy transition

Campaign and petition to end Canada’s fossil fuel subsidies.

Participation in the G7 Summit in Charlevoix in June, and reiteration of Canada’s commitment to eliminate fossil fuel subsidies.

Actions against the purchase of the Trans Mountain pipeline from Kinder Morgan.

No Public Funds for Kinder Morgan

Join us to ask the Prime Minister of Canada not to finance the Kinder Morgan project with Canadian taxpayers’ money and to respect the rights of Indigenous communities and of British Columbians.
COP24 - Équiterre: Official member of the Canadian delegation with access to the negotiations. Reported back to Canadian media and our colleagues in other organizations who did not have this access.

Energy transition

8 videos + blog entries + web content

30 media appearances

100,000 people reached on social media
In 2018

We have accelerated the transition to sustainable mobility...
6 schools
(of the 1,300 schools approached and 39 entered in the contest)
won a conference + a mural
+ a workshop on transportation electrification
in: Lac-Mégantic, Quebec City, Longueuil, Montreal and Laval.

815 students reached
Over 50,000 people reached through a major web and radio campaign, including a contest to try out an electric vehicle for a year, with a home charging station!
2,000 people reached through our test drives, conferences and webinars at companies in 8 cities across Quebec.
Electric School Bus

A campaign advocating for electric school buses, featuring the electrifying actress, Alice Morel-Michaud!
Équiterre was commissioned by Transition énergétique Québec (TEQ) to develop a major campaign to promote electric vehicles.

We set up a unique advisory committee with key stakeholders in the field of transportation electrification.

Replacing gas-powered vehicles with electric vehicles is a concrete solution for reducing transportation-related GHG emissions.
In 2018

We organized numerous benefit, educational and environmental awareness activities...
Conferences

38 conferences and training activities, including 20 in schools.

6 passionate speakers
Équiterre’s 100% eco-friendly and zero-waste race

Over 1,000 participants and 47 businesses registered for the 3rd edition of the race.

Over 1,000 participants and 47 businesses registered for the 3rd edition of the race.

$67,175 raised.

1st edition in Quebec City, attracting close to 200 participants.

Grand Vivat award for eco-responsible events.

Prix Vivats – Prevention and Reduction at Source.
Benefit Cocktails

2018 was the year in which we raised awareness about the climate crisis among the largest number of businesspeople and key stakeholders in the sustainability sector:

- Nearly 1,000 guests from 265 businesses, including 33 partner-companies – a record!
- $377,000 raised to support Équiterre’s educational and mobilization projects.
- 1st official public appearance by the new Environment Minister.
- An opportunity to mark the departure of Steven Guilbeault, who played a major role in raising public and corporate awareness about climate change.
Sustainable buildings

It was a busy year for Équiterre’s promotion of green buildings

109 guided tours taken by 1,055 professionals, students or decision-makers.

5 conferences or training activities, attended by 240 people.

Over 3,000 virtual visits of the Centre for Sustainable Development.

555 self-guided interactive tours.

3 discussion events organized by Équiterre that attracted 270 people and reached 3,500 people via live-streaming.
Marie-Élise Samson and her action research project on the storage of carbon in agricultural soils as a means of tackling climate change.
We ramped up our promotion of responsible consumption...
The fight against obsolescence

1st Canada-wide study on obsolescence.

Intense public and media interest:
- 110 people at the launch,
- 8 TV appearances
- 30 radio segments,
- 15 publications

Zero waste

110 people attended the opening of the Zero Waste Festival, co-organized by Équiterre.
In 2018

We scored a huge victory for citizens and charitable organizations...
The federal government finally agreed to **amend the law governing charities to restore their freedom of expression** in carrying out their work on behalf of Canadians.
We helped put the environment and the climate emergency at the heart of the election...
Voting for the planet: a gesture that counts
Provincial elections

Historic coalition of 11 leading environmental and citizen groups in Quebec calling on all the political parties to include 23 key environmental recommendations in their respective platforms.

<table>
<thead>
<tr>
<th>Propositions</th>
<th>CAQ</th>
<th>PLQ</th>
<th>PQ</th>
<th>QS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transport et aménagement</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Adopter une édition pour réduire l'émission de CO₂</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Adopter une édition pour réduire l'émission de NOx</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Adopter une édition pour réduire l'émission de particules fines</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Adopter une édition pour réduire l'émission de radon</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Adopter une édition pour réduire l'émission de CO₂</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. Adopter une édition pour réduire l'émission de NOx</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. Adopter une édition pour réduire l'émission de particules fines</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8. Adopter une édition pour réduire l'émission de radon</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9. Adopter une édition pour réduire l'émission de CO₂</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10. Adopter une édition pour réduire l'émission de NOx</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11. Adopter une édition pour réduire l'émission de particules fines</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12. Adopter une édition pour réduire l'émission de radon</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13. Adapte un système de financement alternatif qui rémunère les mères de famille et les employés des services de santé</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14. Adapte un système de financement alternatif qui rémunère les mères de famille et les employés des services de santé</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15. Adapte un système de financement alternatif qui rémunère les mères de famille et les employés des services de santé</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16. Adapte un système de financement alternatif qui rémunère les mères de famille et les employés des services de santé</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>17. Adapte un système de financement alternatif qui rémunère les mères de famille et les employés des services de santé</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18. Adapte un système de financement alternatif qui rémunère les mères de famille et les employés des services de santé</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>19. Adapte un système de financement alternatif qui rémunère les mères de famille et les employés des services de santé</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20. Adapte un système de financement alternatif qui rémunère les mères de famille et les employés des services de santé</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>21. Adapte un système de financement alternatif qui rémunère les mères de famille et les employés des services de santé</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>22. Adapte un système de financement alternatif qui rémunère les mères de famille et les employés des services de santé</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>23. Adapte un système de financement alternatif qui rémunère les mères de famille et les employés des services de santé</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Close to 11,000 people mobilized around the environment (postcards + mobilization platform).

34 meetings with candidates representing 20 ridings.

65 conferences, workshops and kiosks.

A tidal wave of media coverage: 115 media appearances.

3,500 pro-environment messages sent directly to candidates.

Voting for the planet: a gesture that counts

Provincial elections
In 2018

We worked with elected officials for better public policies...
Government Relations

Adoption of the Sustainable Mobility Policy – 2030, based on the Reduce-Transfer-Improve approach that was a key component of our brief.

Adoption of the 1st Sustainable Mobility Policy!

Participation in the committee that drafted the Sustainable Mobility Policy.
Submission of a brief for the public consultations on the Sustainable Mobility Policy.

Participation in the committee monitoring the implementation of Quebec’s Sustainable Mobility Policy.

Survey to the main political parties about the 23 environmental priorities identified by a coalition of environmental and citizen groups.
Letter to the Prime Minister: stop using public funds to subsidize fossil fuels.

Open letter from 40 organizations asking the government to withdraw its support for Trans Mountain.

Letter to Minister of Transport Marc Garneau regarding the Canada-wide zero-emission vehicles strategy signed by 28 organizations.
Government Relations

Federal support for zero-emission vehicles and for maintaining energy efficiency regulations for vehicles.

Support for the federal government’s new carbon tax system.

Actions related to the Pan-Canadian Framework on Clean Growth and Climate Change.
In 2018

We drove research, reports and studies...
SUSTAINABLE BUILDING

3 case studies on “our” exemplary green building, the Centre for Sustainable Development.
TRANSPORTATION

• A study on the barriers to shared mobility.

• A report on 12 priority public transit projects for Quebec.

• A study modelling the effects of public policy on zero-emission vehicle adoption in Canada, produced jointly with John Axsen of Fraser University.
CLIMATE CHANGE

• **Public Cash for Oil and Gas: Mapping Federal Fiscal Support for Fossil Fuels**

• **Oil Pipeline Safety Failures in Canada**

  • **Risking it All, a report on Export Development Canada’s support for fossil fuels**
PESTICIDES AND TOXIC PRODUCTS

What’s In Your Lunch: How a Harmful Weed Killer Finds its Way into Your Children’s Food.

ECO-FRIENDLY RACES

Videos and graphics on eco-friendly race events to raise the awareness of runners and organizers.
2018
Financial Information
# Financial Information

For year ending December 31, 2018

<table>
<thead>
<tr>
<th>REVENUES</th>
<th>2018 / $</th>
<th>2017 / $</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>871,253</td>
<td>456,826</td>
</tr>
<tr>
<td>Federal government</td>
<td>84,027</td>
<td>32,842</td>
</tr>
<tr>
<td>Foundations</td>
<td>861,052</td>
<td>757,831</td>
</tr>
<tr>
<td>Donations, fundraising campaigns and activities</td>
<td>2,656,164</td>
<td>2,246,471</td>
</tr>
<tr>
<td>Other contributions</td>
<td>89,345</td>
<td>74,603</td>
</tr>
<tr>
<td>Services and sponsorships</td>
<td>744,224</td>
<td>748,174</td>
</tr>
<tr>
<td>Interest income</td>
<td>143,522</td>
<td>124,088</td>
</tr>
<tr>
<td>Sub-lease revenues</td>
<td>62,192</td>
<td>68,435</td>
</tr>
<tr>
<td>Amortization of deferred contributions related to tangible assets</td>
<td>3,401</td>
<td>4,251</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td>5,515,180</td>
<td>4,513,521</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EXPENSES</th>
<th>2018 / $</th>
<th>2017 / $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salaries and benefits</td>
<td>2,735,686</td>
<td>2,433,301</td>
</tr>
<tr>
<td>Activities</td>
<td>1,247,945</td>
<td>973,174</td>
</tr>
<tr>
<td>Costs related to fundraising campaigns</td>
<td>283,518</td>
<td>199,883</td>
</tr>
<tr>
<td>Administrative costs</td>
<td>505,007</td>
<td>469,181</td>
</tr>
<tr>
<td>Amortization of tangible assets</td>
<td>75,706</td>
<td>77,269</td>
</tr>
<tr>
<td>Bank costs</td>
<td>6,348</td>
<td>2,810</td>
</tr>
<tr>
<td>Interest on line of credit for mirror loan</td>
<td>118,936</td>
<td>104,121</td>
</tr>
<tr>
<td>Interest on capital lease</td>
<td>95,751</td>
<td>98,335</td>
</tr>
<tr>
<td>Interest on long-term debt</td>
<td>835</td>
<td>10,556</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td>5,069,732</td>
<td>4,368,630</td>
</tr>
</tbody>
</table>

**Excess of revenue over expenses**                                       | 445,448  | 144,891  |
### Financial Information

**Financial position December 31, 2018**

#### ASSETS

<table>
<thead>
<tr>
<th></th>
<th>Short term</th>
<th></th>
<th>Long term</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Cash</td>
<td>602,301</td>
<td>3,600,000</td>
<td>2,915,000</td>
</tr>
<tr>
<td></td>
<td>Cash reserved for Green Light program</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>Client accounts and other receivables</td>
<td>454,764</td>
<td>2,915,000</td>
<td>1,697,378</td>
</tr>
<tr>
<td></td>
<td>Pre-paid expenses</td>
<td>9,296</td>
<td>42,064</td>
<td>137,161</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1,066,361</td>
<td>5,928,659</td>
<td></td>
</tr>
</tbody>
</table>

#### LIABILITIES

<table>
<thead>
<tr>
<th></th>
<th>Short term</th>
<th></th>
<th>Long term</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Accounts payable and other operating debts</td>
<td>485,863</td>
<td>2,915,000</td>
<td>1,363,365</td>
</tr>
<tr>
<td></td>
<td>Deferred revenue</td>
<td>11,425</td>
<td>-</td>
<td>13,607</td>
</tr>
<tr>
<td></td>
<td>Portion of the obligation resulting from a capital lease expiring in less than a year</td>
<td>42,704</td>
<td>-</td>
<td>38,942</td>
</tr>
<tr>
<td></td>
<td>Portion of long-term debt expiring in less than a year</td>
<td>-</td>
<td>-</td>
<td>9,996</td>
</tr>
</tbody>
</table>

#### NET ASSETS

|                  | Invested in capital assets | 277,703 | 387,455 |
|                  | Assigned to the Centre for Sustainable Development | 42,064 | 41,607 |
|                  | Not assigned | 483,150 | 27,407 |
|                  |            | 802,917  | 357,469 |

**Financial position December 31, 2018**

### Financial Information

**Financial position December 31, 2018**

#### ASSETS

<table>
<thead>
<tr>
<th></th>
<th>Short term</th>
<th></th>
<th>Long term</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Cash</td>
<td>602,301</td>
<td>3,600,000</td>
<td>2,915,000</td>
</tr>
<tr>
<td></td>
<td>Cash reserved for Green Light program</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>Client accounts and other receivables</td>
<td>454,764</td>
<td>2,915,000</td>
<td>1,697,378</td>
</tr>
<tr>
<td></td>
<td>Pre-paid expenses</td>
<td>9,296</td>
<td>42,064</td>
<td>137,161</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1,066,361</td>
<td>5,928,659</td>
<td></td>
</tr>
</tbody>
</table>

#### LIABILITIES

<table>
<thead>
<tr>
<th></th>
<th>Short term</th>
<th></th>
<th>Long term</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Accounts payable and other operating debts</td>
<td>485,863</td>
<td>2,915,000</td>
<td>1,363,365</td>
</tr>
<tr>
<td></td>
<td>Deferred revenue</td>
<td>11,425</td>
<td>-</td>
<td>13,607</td>
</tr>
<tr>
<td></td>
<td>Portion of the obligation resulting from a capital lease expiring in less than a year</td>
<td>42,704</td>
<td>-</td>
<td>38,942</td>
</tr>
<tr>
<td></td>
<td>Portion of long-term debt expiring in less than a year</td>
<td>-</td>
<td>-</td>
<td>9,996</td>
</tr>
</tbody>
</table>

#### NET ASSETS

|                  | Invested in capital assets | 277,703 | 387,455 |
|                  | Assigned to the Centre for Sustainable Development | 42,064 | 41,607 |
|                  | Not assigned | 483,150 | 27,407 |
|                  |            | 802,917  | 357,469 |

**Financial position December 31, 2018**
Financial Information

REVENUES 2018

- 16% Foundations
- 1% Sub-lease and Interest revenues
- 16% Provincial government
- 2% Other contributions
- 49% Donations, fundraising campaigns and activities
- 14% Services and sponsorships

EXPENSES 2018

- 34% Climate change
- 2% Obsolescence
- 19% Sustainable farming and food
- 6% Special projects
- 39% Communication, education, mobilization, fundraising
THANK YOU
for your support
and for standing up
with us for the
environment!
Join the movement today!

3 ways to support Équiterre:

Become a member by donating: equiterre.org/donate

Become a volunteer: info@equiterre.org

Subscribe: equiterre.org/newsletter