



ANNUAL
REPORT
2019




équiterre

Changing the world, one step at a time



A word from the Chair of the Board of Directors H el ene Dufresne

2019 proved to be an important year of transition for  quiterre and for the environmental movement. Public opinion is evolving and people are becoming more mobilized. However, at the time when this annual report is being published, much has changed. We are living through a historic upheaval that is making us rethink and re-examine many aspects of our lives, as well as the important role played by  quiterre. While this annual report is focused on 2019, please know that we are hard at work in 2020 seeking to make our communities and our systems more resilient.

In the spring of 2019,  quiterre's Executive Director for the past 20 years and the organization's final remaining founding member decided to leave  quiterre to pursue new professional challenges. As Chair of  quiterre's Board of Directors, with the assistance of my fellow board members, I had the pleasure – but also the important responsibility – to guide the management transition process. It was important for this transition to respect  quiterre's natural growth, as well as to address the expectations of an ever-mobilizing public in the face of the climate crisis.

Last fall,  quiterre was very pleased to name Colleen Thorpe as our new Executive Director. Colleen, previously our Director of Educational Programs, set herself apart in the open recruitment process by her abilities, experience and detailed knowledge of environmental and organizational issues. Her tireless commitment to social justice, her strong listening skills and her action-focused approach will surely help  quiterre pursue its mission and continue to position itself as a key actor for change.



A word from our Executive Director Colleen Thorpe

Although this annual report deals with 2019, a historic year for the environmental movement, here we are in 2020 coming to terms with a completely different reality, where health and safety are front and centre in everything we do. Nevertheless, the connections between the public health crisis and the climate crisis are undeniable. The current crisis is making us rethink everything we take for granted. It is making us realize the importance of building resilient societies and systems; and we find ourselves at a crossroads, faced with the need to ensure a sustainable recovery. Rest assured that our team is mobilized and engaged.

On a personal level, it was a tremendous honour to have been named Équiterre's Executive Director in 2019. As the climate crisis deepened, it became the fundamental basis on which we based our decisions and actions. More than ever, the importance of community involvement was apparent, and the historic mobilization of 2019 demonstrated how the public wanted to be a part of the solution.

We must necessarily reflect on our consumption and our personal choices. However, our individual and institutional actions will only have a true impact if they are coupled with broader reform. The changes must be collective and transformational for our economy, our social systems and our relationships, not just with our fellow citizens but with the environment as well. We need leaders in every sphere of society to ensure that the necessary decarbonisation of our economy proceeds in a just and effective manner.

Équiterre continues to dialogue with our leaders to help develop strong environmental public policy, but we must now impress upon them more firmly the need to take bold action for the good of current and future generations. The year 2020 marks the beginning of a pivotal decade that must culminate in the halving of our GHG emissions by 2030. We can no longer put off our obligations and responsibilities until tomorrow. We must build a more resilient and united world.

Équiterre will continue to be a reference for all those who want to take action, as well as a mobilizing and unifying force for agents of change.

A growing movement!

In 2019, we had:

126,322
subscribers to
our newsletter

78
employees

17
interns

186
volunteers

27,229
members
and donors

An influential movement!

In 2019, we:



- ▶ Had over **1 million** visits on our website
- ▶ Reached over **150,000** social media followers
- ▶ Gave over **70** presentations
- ▶ Appeared in **2,104** media publications



In 2019, we were very proud to work on these important issues

Whether through citizen mobilization, political outreach, projects, briefs, open letters, petitions, presentations or participation in various public consultations, Équiterre continues to raise awareness among policy makers and the public on the following issues:



**ENERGY
TRANSITION AND
FIGHT AGAINST
CLIMATE CHANGE**



**SUSTAINABLE
FOOD AND
AGRICULTURE**



**SUSTAINABLE
TRANSPORTATION**



**WASTE
REDUCTION**



**EDUCATIONAL
PROJECTS**

picture: © Robert Viau



ENERGY TRANSITION AND FIGHT AGAINST CLIMATE CHANGE



- ▶ Decarbonizing our economy
- ▶ Just transition for workers in evolving sectors
- ▶ Mitigating the risks of the climate crisis



ENERGY TRANSITION AND FIGHT AGAINST CLIMATE CHANGE

TO STOP A NATURAL GAS PROJECT: THE BATTLE AGAINST GNL QUÉBEC

The GNL Québec project consists of a 750-km pipeline, a gas liquefaction plant and a marine terminal to export the gas via supertanker. The proposed project has raised concerns about disruptions to the ecosystems and local communities lining the pipeline route, damage to the Saguenay tourism industry, adverse impacts from supertankers on the beluga whale habitat and the high risk of methane leaks throughout the process.

Natural gas contains methane, a greenhouse gas whose climate warming potential far surpasses that of CO₂



picture: © Myriam Baril-Tessier

NON GNL QUÉBEC

More than
60,000 signatures
on the petition
opposing the
project





ENERGY TRANSITION AND FIGHT AGAINST CLIMATE CHANGE

TO DEBATE AND EXCHANGE IDEAS: TWO INITIATIVES TO PUT THE ENVIRONMENT AT THE FOREFRONT OF THE FEDERAL ELECTION

One Earth, one vote was an initiative of Canada's major environmental organizations from coast to coast. These organizations, including Équiterre, sought to put the environment front and centre during the election campaign through public awareness and mobilization. 100 Debates on the Environment, orchestrated in conjunction with GreenPac, facilitated non-partisan all-candidates debates on the environment in ridings across the country during the election campaign.



48 committees
involved in organizing
the debates,
which welcomed
2,500 participants

104 non-partisan
debates on the
environment in
104 ridings, including
25 in Quebec

one earth one  vote

Put the environment first on October 21st



ENERGY TRANSITION AND FIGHT AGAINST CLIMATE CHANGE

TO HOLD OUR GOVERNMENTS ACCOUNTABLE TO THEIR INTERNATIONAL COMMITMENTS: COP25

In December 2019, Caroline Brouillette, Équiterre's climate policy expert, represented Équiterre at the United Nations Climate Change Conference (COP25) in Madrid, under the presidency of Chile. Accompanied by Assistant Communications Director, Courtney Mullins, the Équiterre team was among the few representatives of Quebec civil society to have access to the negotiations.



10 videos
on the central issues
of the conference, such as
climate ambition and
just transition

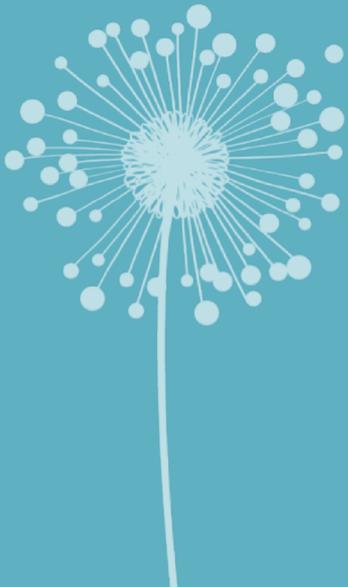
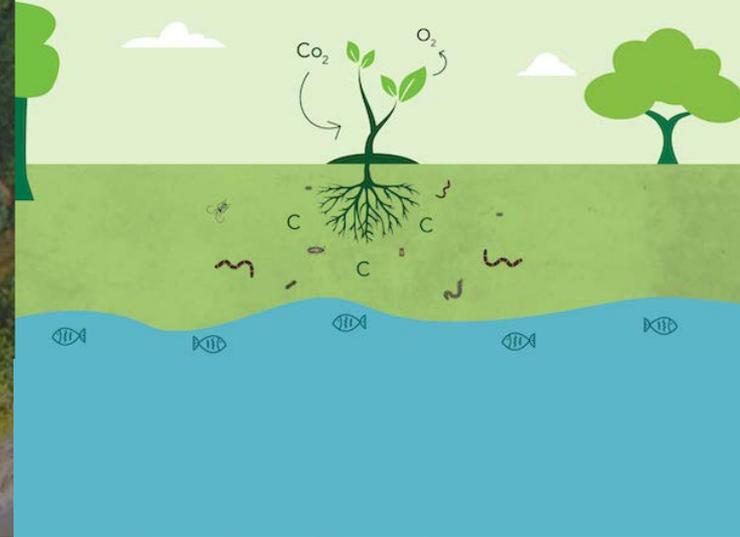
**35 media
publications** to
help disseminate
information
in Canada





SUSTAINABLE FOOD AND AGRICULTURE

- ▶ Local organic food procurement
- ▶ Soil health
- ▶ Climate agriculture





SUSTAINABLE FOOD AND AGRICULTURE

FOR AN INNOVATIVE SOLUTION TO CAPTURE GHGs: CLIMATE AGRICULTURE

Équiterre considers soil health to be an untapped tool in the fight against climate change, which is why the organization launched a new project and established an advisory committee to identify best practices in soil regeneration. The committee is composed of agricultural producers and experts from eight Canadian provinces. Keeping soil healthy is a winning solution for everyone: for the fight against climate change, for farmers' resilience, for water management, for biodiversity and for the nutritional value of the food we eat.

In Canada, current farming practices account for 10% of GHG emissions

Farmers are increasingly affected by climate change, which is a threat to our food systems





SUSTAINABLE FOOD AND AGRICULTURE

TO REDUCE THE USE OF PESTICIDES: CAPERN (COMMISSION DE L'AGRICULTURE, DES PÊCHERIES, DE L'ÉNERGIE ET DES RESSOURCES NATURELLES)

In the wake of the scandal around private sector interference in Quebec pesticide research, triggered by the dismissal of whistleblower Louis Robert, Équiterre and its partners called for an independent commission of inquiry into the impact of pesticides on public health and the environment. The final report that came out of the commission, which was held in September, contains 32 recommendations, including a proposal that would see the government provide agricultural producers with better support in transitioning toward agri-environmental practices.

76 briefs submitted,
700 recommandations
made

26 groups
participated,
including
Équiterre



Audition

Mandat d'initiative - Examiner les impacts des pesticides sur la santé publique et l'environnement, ainsi que les pratiques de remplacement innovantes disponibles et à venir dans les secteurs de l'agriculture et de l'alimentation, et ce en reconnaissance de la compétitivité du secteur agroalimentaire québécois

COMMISSION
Agriculture, pêcheries,
énergie et ressources naturelles





SUSTAINABLE FOOD AND AGRICULTURE

TO PROMOTE HEALTHY, ORGANIC AND LOCAL FOOD IN INSTITUTIONS: ALIMENTS DU QUÉBEC AU MENU AND FARM TO SCHOOL

Équiterre is a coordinating partner for two programs that promote local food. Farm to School is a Canada-wide initiative that provides schools with the opportunity to win \$10,000 grants, personalized support, educational resources and training to install salad bars filled with local produce. Aliments du Québec au menu is a recognition program aimed at institutions that put Quebec products on their food service menu. Équiterre also supports such institutions as the CHU Sainte-Justine and the CHUM in sourcing local organic food for their food services.

9 schools participating in the Farm to School program in Estrie, Mauricie, Montérégie and Saguenay

The first-ever edition of Les institutions mangent local brought together over 230 Quebec institutions





SUSTAINABLE FOOD AND AGRICULTURE

TO GET KIDS EXCITED ABOUT LOCAL ORGANIC VEGETABLES: SCHOOLS TAKE ROOT

In its fourth year, the Schools Take Root fundraising campaign continued to raise awareness among children and their families about healthy, local and environmentally responsible food through the sale of local organic produce grown by 33 Quebec family farmers.



11,240 vegetables
baskets delivered

Growth of
53% over
2018 edition

115 schools,
educational services
and organizations
participated in
12 regions
of Quebec





SUSTAINABLE FOOD AND AGRICULTURE

TO FACILITATE ACCESS TO LOCAL ORGANIC FOOD: THE FAMILY FARMERS NETWORK

The Family Farmers Network is a community-supported network of organic producers supplying a base of consumers who wish to ensure the sustainability of their food choices. Founded in 1995 by Équiterre, the Network passed into the hands of the Coopérative pour l'Agriculture de Proximité Écologique (CAPÉ) in 2019.

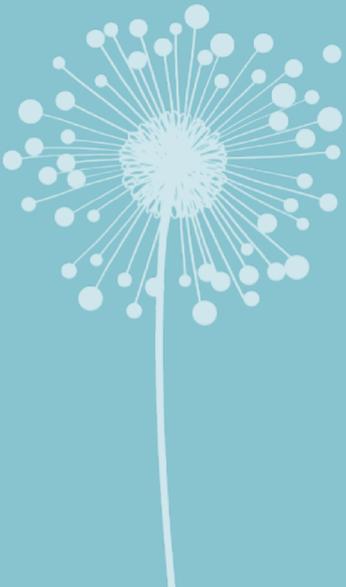
Over
**130 certified
farms** or farms in the
process or receiving
organic certification in
Quebec and
New Brunswick

Nearly
**60,000 people
(20,000 families)**
choose to source their
food differently – for the
benefit of the local
economy, their health
and that of future
generations





SUSTAINABLE TRANSPORTATION



- ▶ Transportation electrification
- ▶ Public and active transportation
- ▶ Reducing vehicle GHG emissions





TO DECARBONIZE TRANSPORTATION: RUNNING ELECTRIC

Équiterre encourages the use of public transit and active transportation to reduce GHG emissions; but for some, these options are not feasible. Running Electric is an educational campaign to promote electric vehicles, including a component that facilitates test drive opportunities. It is coordinated by Équiterre and carried out in conjunction with key actors in the transportation electrification sector, with the financial support of Transition énergétique Québec.

SUSTAINABLE TRANSPORTATION

Over
75,000 people
have visited the new
Runningelectric.ca
website to learn about
driving electric and to
assess their needs

Actress
Christine Beaulieu
as the campaign
spokesperson

More than
**80 automobile
dealerships** took part in
the first edition of Electric
Vehicle Week, showcasing
their electric models

**25,000 test
drives** across
Quebec





SUSTAINABLE TRANSPORTATION

TO EXPERIENCE DRIVING ELECTRIC: ELECTRIFYING ENCOUNTERS AT WORK

Electrifying Encounters at work provide the opportunity to experience what it's like to drive electric through educational activities and test drives at workplaces. Supported by the Ministère de l'Environnement et de la Lutte contre les changements climatique via its Action-Climat Québec program, Electrifying Encounters bring together citizens and transportation electrification experts to facilitate exchanges.

7 events held in the following organizations: BRP, Énergir, Lowe's Canada and Québecor, Caisse Desjardins des Sources, Caisse Desjardins Pierre-Le Gardeur and Caisse Desjardins de Terrebonne

Over
190,000 people
reached by
the initiative

Nearly
1,000 test
drives





SUSTAINABLE TRANSPORTATION

TO REDUCE GHG EMISSIONS IN QUEBEC CITY: THE J'AI MA PASSE INITIATIVE

Initiated by Équiterre and its partners in 2019, the J'ai ma passe project supports the development of a modern, rapid, efficient and green transit system in Quebec City. Citizens join the initiative by buying a symbolic pass, which not only saves them a spot for when the transit system opens in 2026, it also gives them access to special offers at local Quebec City businesses.

Nearly
20,000 members
and **70** businesses
have joined

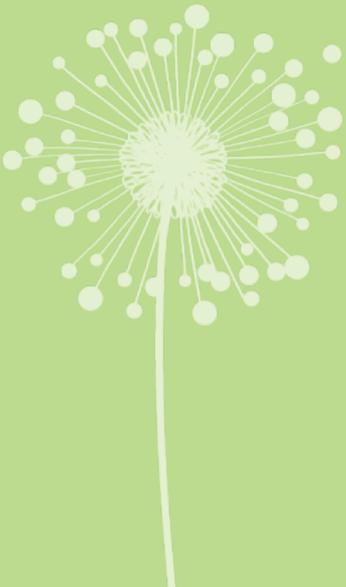
Over
15 major employers
in the region are
a part of
the movement

J'AI MA PASSE





WASTE REDUCTION



- ▶ Reducing at the source
- ▶ Improving systems to better recover, repair and recycle
- ▶ Reflection on consumption choices and advertising





WASTE REDUCTION

TO IMPROVE OUR WASTE MANAGEMENT: EXPANDING THE CONSIGNEMENT SYSTEM

In 2019, Équiterre and its partners launched a petition urging the province of Quebec to divert glass containers, plastic bottles and aluminum cans from selective waste collection and into the deposit refund system, starting with SAQ bottles. Équiterre also submitted a brief and took part in provincial consultations on issues surrounding recycling and the local recovery of glass. After years of study, debate and input from numerous organizations, the government is moving forward with an expansion of the consignment system.

Over 20,000
signatures
on the petition

A consignment
system helps
to preserve the true
value of raw materials,
encourages reuse and
promotes a circular
economy

Moderation is always in good taste, and so is returning our bottles!



assnat.qc.ca

Les mémoires et les documents déposés en commission parlementaire sont disponibles sur le site de l'Assemblée nationale

COMMISSION
Transports et environnement

équiterre



WASTE REDUCTION

TO REDUCE THE ENVIRONMENTAL IMPACT OF PROMOTIONAL FLYERS: THE FIGHT AGAINST PUBLISACS

Équiterre is proud to have supported a citizen whose commitment and determination are now benefiting the entire community. Thank you to Charles Montpetit, who organized a citizen petition that garnered over 15,000 signatures, leading the City of Montreal to launch public consultations on regulating promotional flyers. Équiterre participated and submitted a brief with three recommendations.

Result:

The City Commission adopted Équiterre's "opt-in mechanism" recommendation.



Publisacs: "Good news! The final report from the consultation recommends an opt-in subscription, so that flyers will only be distributed to residents who expressly request them. The executive committee now has all the tools in hand to act."

- Colleen Thorpe



EDUCATIONAL PROJECTS



- ▶ Inspiration
- ▶ Awareness
- ▶ Preparing the next generation of environmentalists



photo : ©Robert Viau



TO CREATE AWARENESS AND TO INSPIRE: OUR CONFERENCES

Équiterre provides informative presentations to raise public awareness about agriculture, civic engagement and energy issues. The presentations on civic engagement are by far the most popular. In 2019, for the first time, Équiterre delivered presentations in francophone communities outside of Quebec.

EDUCATIONAL PROJECTS

Over
70 presentations,
over 30 of which
in schools





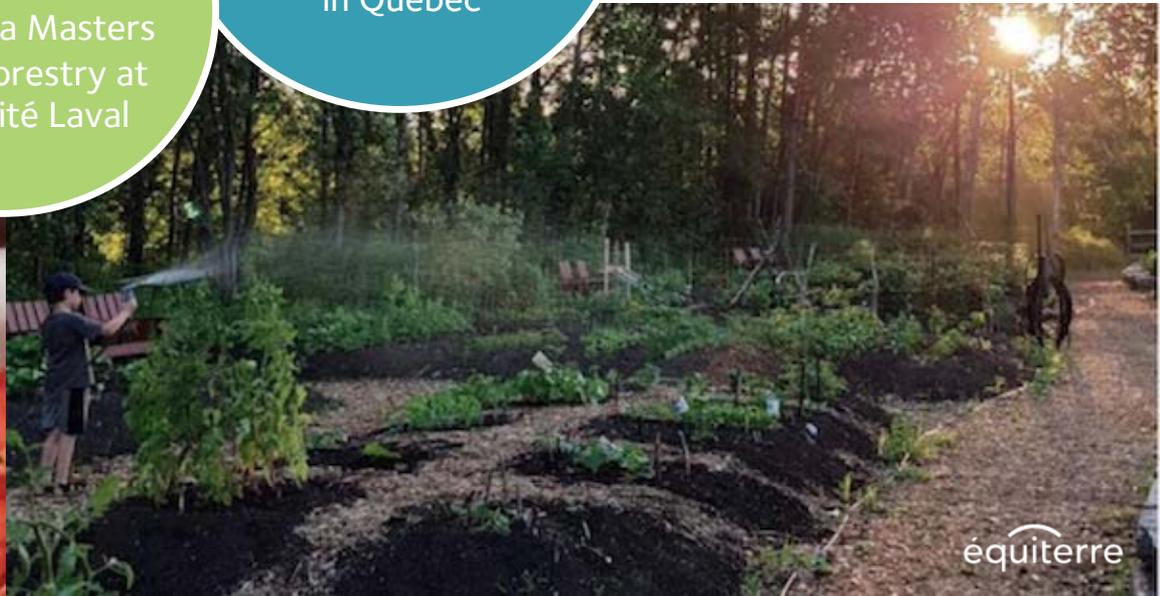
EDUCATIONAL PROJECTS

TO ENCOURAGE THE NEXT GENERATION OF ENVIRONMENTALISTS: THE LAURE WARIDEL BURSARY

Created in 2008, the \$10,000 Laure Waridel Bursary, awarded in partnership with the Caisse d'économie solidaire, seeks to help disseminate research that is within Équiterre's main action areas. It also recognizes the exceptional contribution made by Laure Waridel, one of Équiterre's co-founders, to help advance environmental and social issues.

The 11th winner:
Caroline Dufour-
L'Arrivée, who is
pursuing a Masters
in agri-forestry at
Université Laval

Her award-winning
project: a guide for
creating community
forest gardens
in Quebec





TO SET AN EXAMPLE IN ENVIRONMENTALLY RESPONSIBLE EVENTS: THE CHANGE THE WORLD RUN AND THE GRAND BENEFIT COCKTAILS

Équiterre leads by example by organizing environmentally responsible events. For its 4th edition, Équiterre's zero waste Change the World Run was completely sold out and it continues to inspire organizers of other races. Équiterre's Grand Benefit Cocktails, held in Montreal and Quebec City, combine gastronomy with environmental networking opportunities, and feature environmentally responsible event planning practices.

EDUCATIONAL PROJECTS

Record participation
for the 4th Change the
World Run, with over
1,200 participants



Nearly
**1,000 guests from
282 businesses**
at the 2019 Grand
Benefit Cocktails

33 businesses
partnered with the
2019 Grand
Benefit Cocktails

photo: © Robert Viau

picture: © Myriam Baril Tessier

équiterre



FINANCIAL
RESULTS
2019



Financial Results

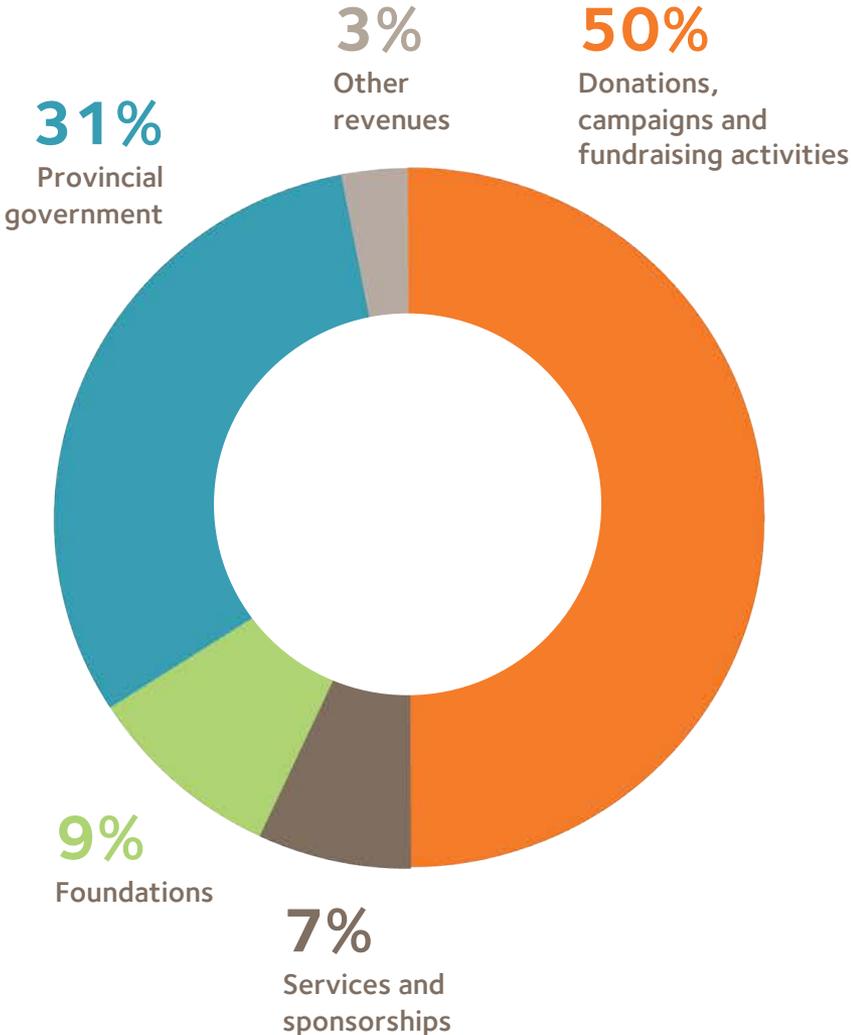
Results for the year ending December 31, 2019

	2019 / \$
REVENUES	
Contributions	
Government subsidies	
Provincial government	2,031,333
Federal government	33,685
Foundations	572,837
Donations, fundraising campaigns and activities	3,304,709
Other contributions	140,864
Services and sponsorships	452,954
Interest income	169,748
Sub-lease revenues	54,570
Amortization of deferred contributions related to tangible assets	2,721
	6,763,421

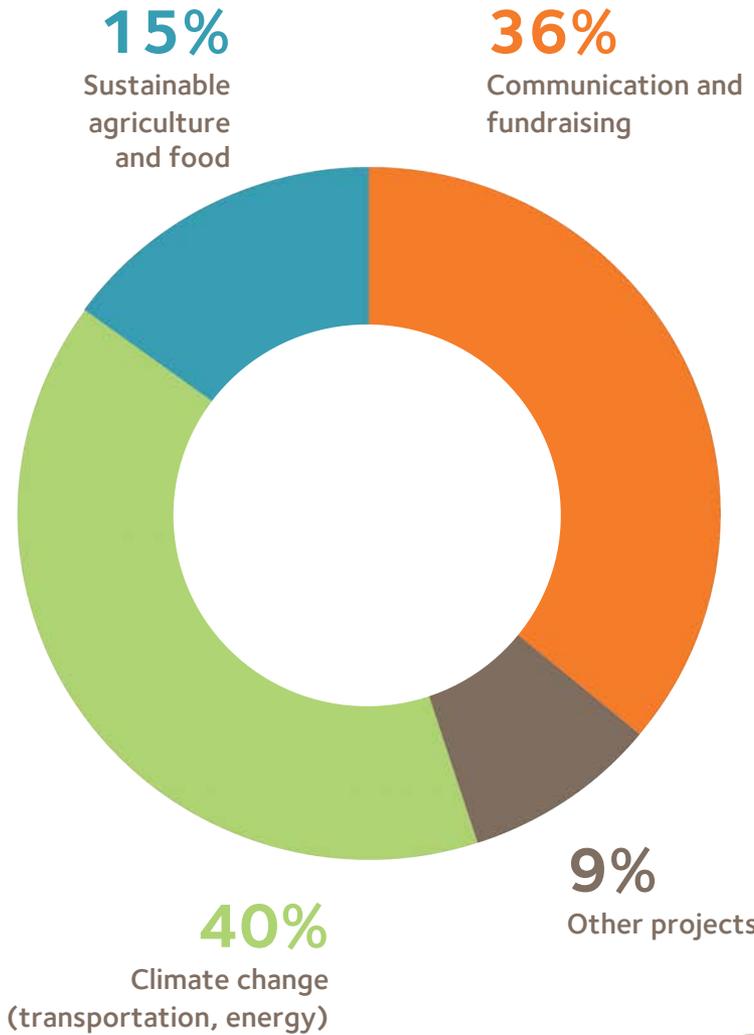
	2019 / \$
EXPENSES	
Salaries and benefits	3,029,696
Activities	1,831,022
Costs related to fundraising campaigns	544,919
Administrative costs	504,458
Amortization of tangible assets	78,097
Bank costs	2,905
Loss on write-off of asset	10,787
Interest on line of credit for mirror loan	122,398
Interest on capital lease	92,989
	6,217,271
Excess of revenue over expenses	546,150

Financial Results

REVENUES IN 2019



EXPENSES IN 2019





picture: © Myriam Baril - IT Essier

THANK YOU

for your support and involvement
in the environmental movement!



picture: © Flavia Leoto





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Join the movement today!

Become a member by making a donation:
equiterre.org/donate

Become a volunteer: info@equiterre.org

Subscribe to our newsletter:
equiterre.org/newsletter

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