2019 proved to be an important year of transition for Équiterre 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 Équiterre. 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, Équiterre’s Executive Director for the past 20 years and the organization’s final remaining founding member decided to leave Équiterre to pursue new professional challenges. As Chair of Équiterre’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 Équiterre’s natural growth, as well as to address the expectations of an ever-mobilizing public in the face of the climate crisis.

Last fall, Équiterre 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 Équiterre 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:

- 17 interns
- 78 employees
- 186 volunteers
- 126,322 subscribers to our newsletter
- 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
Decarbonizing our economy

Just transition for workers in evolving sectors

Mitigating the risks of the climate crisis
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

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

picture: © Myriam Baril-Tessier
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.

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

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
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.

TO HOLD OUR GOVERNMENTS ACCOUNTABLE TO THEIR INTERNATIONAL COMMITMENTS: COP25

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
Local organic food procurement

Soil health

Climate agriculture

SUSTAINABLE FOOD AND 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.
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 recommendations made

26 groups participated, including Équiterre
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.
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.

115 schools, educational services and organizations participated in 12 regions of Quebec. 11,240 vegetables baskets delivered. Growth of 53% over 2018 edition.
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.

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.

Over 130 certified farms or farms in the process or receiving organic certification in Quebec and New Brunswick.
SUSTAINABLE TRANSPORTATION

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

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 Vehicule Week, showcasing their electric models.

25,000 test drives across Quebec.
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 Québécor, Caisse Desjardins des Sources, Caisse Desjardins Pierre-Le Gardeur and Caisse Desjardins de Terrebonne

Nearly 1,000 test drives

Over 190,000 people reached by the 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.
WASTE REDUCTION

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

TO IMPROVE OUR WASTE MANAGEMENT: EXPANDING THE CONSIGNEMENT SYSTEM

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

Over 20,000 signatures on the petition

Sign the petition
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.

Over 70 presentations, over 30 of which in schools
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
EDUCATIONAL PROJECTS

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.

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
# Financial Results

Results for the year ending December 31, 2019

<table>
<thead>
<tr>
<th>REVENUES</th>
<th>2019 / $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td></td>
</tr>
<tr>
<td>Government subsidies</td>
<td></td>
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<tr>
<td>Provincial government</td>
<td>2,031,333</td>
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<tr>
<td>Federal government</td>
<td>33,685</td>
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<tr>
<td>Foundations</td>
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<tr>
<td>Donations, fundraising campaigns and activities</td>
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<tr>
<td>Other contributions</td>
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<tr>
<td>Services and sponsorships</td>
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<td>Interest income</td>
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<tr>
<td>Sub-lease revenues</td>
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<tr>
<td>Amortization of deferred contributions related to tangible assets</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td>6,763,421</td>
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<table>
<thead>
<tr>
<th>EXPENSES</th>
<th>2019 / $</th>
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</thead>
<tbody>
<tr>
<td>Salaries and benefits</td>
<td>3,029,696</td>
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<tr>
<td>Activities</td>
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<td>Costs related to fundraising campaigns</td>
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<td>Administrative costs</td>
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<td>Amortization of tangible assets</td>
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<td>Bank costs</td>
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<td>Loss on write-off of asset</td>
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<td>Interest on line of credit for mirror loan</td>
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<tr>
<td>Interest on capital lease</td>
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<tr>
<td><strong>EXCESS OF REVENUE OVER EXPENSES</strong></td>
<td>546,150</td>
</tr>
</tbody>
</table>
Financial Results

**REVENUES IN 2019**
- 31% Provincial government
- 9% Foundations
- 7% Services and sponsorships
- 50% Donations, campaigns and fundraising activities
- 3% Other revenues

**EXPENSES IN 2019**
- 15% Sustainable agriculture and food
- 40% Climate change (transportation, energy)
- 36% Communication and fundraising
- 9% Other projects
THANK YOU
for your support and involvement in the environmental movement!