Message from our Chair of the Board of Directors

Hélène Dufresne

2020 taught us a great deal. It changed our perspectives, shifted our priorities and made us understand that, yes, deep and systemic change is possible. It is not only possible, it is necessary.

Thanks to our incredible community of members, supporters, partners, employees and volunteers, Équiterre was able to take advantage of this turbulent year to lay the foundation for a green, just and sustainable future. The resilience of the environmental movement has shone through this year, as has the resilience of our organisation and of Équiterre’s projects.

Resilience was an important keyword for our organization in 2020. Équiterre defines resilience as being able to anticipate, adapt and regenerate. That was what motivated, inspired and guided us throughout the trials and tribulations of 2020. The resilience of our organization enables us to pursue our mission and to mobilize the necessary transitions with a bright vision of a green and just society.
A word from our Executive Director
Colleen Thorpe

I am very pleased and very grateful for all that our organization has been able to accomplish during this unforgettable year, this pivotal time.

Though the pandemic has turned our lives upside down, it has also revealed the incredible strength and the beauty of our expansive environmental movement. New synergies have been formed. Our teams have become stronger, reinventing ourselves when necessary in order to continue to pursue our objectives. We are rooted for tomorrow.

Through unwavering commitment and goodwill, we have reached new heights.

Our awareness programs were able to rework their plans with ingenuity and creativity to incorporate public health restrictions. We were able to carry out nearly all of our campaigns in 2020, in an altered format.

Our government relations and mobilization teams adapted their work to the governments’ changing priorities in order to keep the climate crisis at the forefront. They quickly proposed recommendations for a green and just recovery and scored several important wins in our efforts to increase the resilience of our societies.

Our communications and fundraising teams maintained an important connection to our supporters and various audiences. With warmth, understanding and drive, they were able to keep the public engaged and mobilized around environmental issues.

We also strengthened our organizational resilience. Our administrative team worked to make Équiterre more inclusive and to better reflect the diversity of the community. We began reflecting on the recognition of Indigenous realities and on how we can integrate these considerations into our activities and projects. Our administrative team also provided support and resources to help our employees get through the public health crisis. These efforts, among others, reflect our vision of a green and just transition of our societies. They are at the very heart of our commitment at Équiterre.

Last but not least, I would like to recognize you, our members and partners. Without your tireless support, none of this would have been possible. I am very grateful to you.

The year 2020 marked the end of our 2017-2020 strategic plan and Équiterre has adopted a stimulating new strategic plan for 2021-2025. I hope that you will join us as we set off on a new chapter of this exciting journey.
Proudly Équiterre, rooted for tomorrow

65 employees
13 interns
21 volunteers
25,026 members and donors
128,156 newsletter subscribers

25,026 members and donors
21 volunteers
13 interns
65 employees
The environmental reference
Équiterre’s visibility in 2020

750,000 visits to our website

153,000 followers on our social media pages

603 media mentions amplifying our messages
Building resilience to enable transitions

Through demonstration and mobilization projects, education, awareness building, research and support, Équiterre mobilizes citizens, citizen groups, businesses, public sector organizations, municipalities, researchers and elected representatives to accelerate the adoption of concrete solutions and ambitious public policies.
From the very beginning of the pandemic, Équiterre and our partners strongly advocated that public aid be prioritized for workers rather than for fossil fuel companies. In the months that followed, we did everything in our power – reports, mobilization, political advocacy – to encourage the various levels of governments to design recovery plans to make our economies greener and more resilient.

Marc-André Viau
Director of Government Relations
Political Progress, due to équiterre’s work

<table>
<thead>
<tr>
<th>Federal</th>
<th>Provincial</th>
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<tbody>
<tr>
<td>- A new Natural Climate Solutions for Agriculture Fund</td>
<td>- Ban on the sale of gas powered vehicles in 2035</td>
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<tr>
<td>- Announcement of a National Active Transportation Strategy</td>
<td>- $60M planned for active transportation in urban areas</td>
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<tr>
<td>- Regulations and investments to accelerate the availability of zero</td>
<td>- 6 major electric transportation projects</td>
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<td>emission vehicles</td>
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<td>- Willingness to define a zero emission vehicle (ZEV) standard for heavy-duty vehicles</td>
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Climate plans

The Quebec and Canadian governments have committed to international agreements to achieve their climate objectives, but to date, the level of ambition has not been up to the challenge. Équiterre’s government relations team has been pressing our governments to adopt robust and ambitious plans – essential tools in the effort to address the climate crisis and to make our societies more resilient. In 2020, both Quebec and Canada launched their new climate plans. Several of Équiterre’s recommendations have been integrated into these plans, but much work still needs to be done in order to transition to a sustainable society.

Canada and Quebec have pledged to go carbon neutral by 2050
Climate legislation

Quebec and Canada have both pledged to achieve net zero emissions by 2050. However, up until now, neither of them has managed to attain previously set targets. The fact that these commitments are not legally-binding has not helped. For several years now, Équiterre and our partners have been urging our governments to enshrine their targets into law. In 2020, our collaborative efforts paid off: Quebec adopted a climate governance framework and Ottawa tabled new legislation on net zero emissions accountability.

Let’s make Canada’s climate law one we can be proud of

#BILLC12
Rejection of fossil fuel projects

Équiterre is very proud to have contributed to the unprecedented mobilization against the GNL Québec/Gazoduq fossil fuel project, in collaboration with other environmental organizations and community groups. There is clearly no social acceptability for this fossil project of a bygone era.

Several other fossil fuel projects were stopped in their tracks in 2020, including the Teck tar sands mine and the Vista coal mine project. Significant roadblocks included not only fervent environmental mobilization, but also - something that we’re seeing more and more frequently - lack of financial support.
Carbon pricing

To achieve our climate objectives, major industrial polluters across Canada must do their part, without exception. Équiterre and the Centre québécois du droit de l’environnement went all the way to the Supreme Court to support the federal government’s right to impose a minimum price on carbon in all provinces.

Putting a minimum price on carbon throughout the country prevents carbon leakage into other provinces.

It increases the effectiveness of GHG reduction measures in provinces like Quebec.
From delivery trucks, to cycling, walking, public transportation and working from home, the transportation sector has been turned upside down by the pandemic. Despite new challenges, Équiterre has continued to push for public and active transportation, while at the same time working to curb greenhouse gas emissions from vehicles.

Andréeane Brazeau, Mobility Analyst

We encourage Quebecers to reimagine how cars fit into their lifestyles - and when a car is necessary, to opt for an electric car. Our work has encouraged our governments to roll out measures promoting the electrification of individual and public transportation and to encourage sustainable mobility.

Marilène Bergeron, Mobility Program Manager

OBJECTIVE:
That alternatives to solo driving become the norm in order to reduce the number of cars on our roads, and that the ones that remain be electric.
Automobile electrification

We’re working to expand opportunities for sustainable mobility throughout Quebec. In less dense areas, it can be difficult to get around without a car, and electric cars can be a solution. In 2020, our Running Electric campaign transitioned to virtual mode. Through webinars, videos, roundtables and virtual booths, we have been able to convince tens of thousands of Quebecers to make the switch from a gasoline-powered car to an electric vehicle (EV).

- 40% more electric vehicles licensed in Quebec in one year
- 2nd edition of Quebec’s Electric Vehicle Week
- 37 webinars and virtual activities and 30 videos to inform about EVs
School bus electrification

The school transportation sector is particularly well suited for electrification, providing myriad benefits for the school environment and the health of students. Through educational tools, exchanges and awareness campaigns, Équiterre’s *Mon autobus branché* campaign is helping various actors in the school transportation sector to facilitate the shift toward electric school bus transportation.

Quebec has a target that 65% of its school bus fleet be electric by 2030.

In 2020, 1.1% of school buses were electric.

675,000 students use school bus transportation.
Public policies for sustainable mobility

Équiterre has continued to fight for public policies to help speed up the adoption of zero emission vehicles (ZEV) and to discourage consumers from buying gas guzzlers. Our proposals include a more ambitious ZEV standard in Quebec, structural measures to decarbonize Canadian transportation and both a provincial and federal feebate system. Équiterre has submitted numerous recommendations to governments to reduce greenhouse gas emissions from vehicles and to ensure a green and just recovery that does not put additional strain on public finances.

78% of Quebecers are in favour of tax incentives for using less polluting vehicles.

In 2035, the sale of new gas-powered vehicles will be prohibited in Quebec.

Feebate System

$ $$ $$
In 2020, Équiterre and our partners stayed the course in the fight for the Quebec City tramway project. We worked hard to develop the best possible project for the city and we submitted our ideas on how to improve the project during the BAPE consultations. Much remains to be done to build a comprehensive network, but the foundations have been set.
For more than 20 years, Équiterre has been working to promote sustainable food in our public institutions. In 2020, there was an incredible increase in enthusiasm for buying local among Quebecers and among our elected representatives - as well as for encouraging our food sovereignty. Équiterre’s work got a big boost in 2020 with the Quebec government’s announcement of a new Strategy for the Purchase of Quebec Food in Institutions. We are very proud to be mobilizing and helping public institutions in the transition to healthy, local and environmentally responsible food procurement.

Murielle Vrins  
Food Program Manager

OBJECTIVE: 
ENCOURAGE THE TRANSITION TO HEALTHY, LOCAL AND ENVIRONMENTALLY RESPONSIBLE FOOD PROCUREMENT IN QUEBEC INSTITUTIONS (HOSPITALS, SCHOOLS, DAYCARE CENTRES, ETC.).
Local food procurement in institutions

In 2020, Équiterre set up a community of practice made up of leaders in environmentally responsible food procurement. Through this community of practice, as well as initiatives such as a new series of fact sheets, the *Aliments du Québec* au menu recognition program and awareness events such as *Les journées les institutions mangent local*, Équiterre is creating a movement with a large and growing number of participating Quebec institutions.

- 28 establishing members in the community of practice
- 88 institutions participated in the 2nd edition of the *Les journées les institutions mangent local*
- 8 fact sheets to equip, guide and inspire institutions in their transition
Sustainable food education

The 6th edition of the Schools Take Root fundraising campaign, one of Équiterre’s many educational projects regarding environmentally responsible food, was able to adapt to the COVID-19 context and still take place in 43 schools, educational childcare facilities and community organizations in Quebec. A great example of how resilient our campaigns and our communities can be! The pan-Canadian Farm to School program, for which Équiterre is the regional coordinator in Quebec, saw several new initiatives in 2020 to support sustainable food procurement and educational projects in Quebec schools.
Food security and food sovereignty has been front and centre during the pandemic, and Équiterre’s work on regenerative agriculture took on even greater importance in light of the Quebec government’s new Sustainable Agriculture Plan.

Nadine Bachand
Analyste, Agriculture and Food Analyst

OBJECTIVE:
ENCOURAGE THE TRANSITION TO GREENER AND MORE RESILIENT AGRICULTURAL PRACTICES.
Soil Health

Several Quebec producers are implementing environmentally responsible practices that improve soil health. These practices help make farms more resilient, protecting their long-term production capabilities. To spark broader interest in these practices and approaches and to encourage more Quebec farmers to adopt them, Équiterre created a technology showcase project, in collaboration with Coordination services-conseils and funded by the Quebec Ministry of Agriculture, Fisheries and Food under Part 2 of the Prime-Vert program.
During the summer of 2020, Équiterre tabled a brief with the federal government entitled “Agricultural Business Risk Management: Toward the Creation of an Agri-resilience Program.” As a result of the recommendations in this brief, several MPs are now calling for funding for the creation of a new agricultural resilience program to support farmers as they transition to less carbon intensive practices. The program would help to reduce the rising climate risk in this sector, which has become a threat to the viability of our farms.
Agricultural rezoning

If Quebec farmers don’t have access to fertile, cultivable land, we cannot ensure our food security. Because our farmland continues to be threatened by rezoning efforts, Équiterre launched a petition urging the government to be coherent in its decisions when it comes to our agricultural land. The petition calls for a moratorium on agricultural rezoning pending the results of a vast conversation on Quebec land use in 2021, in which Équiterre will participate.
2020 began with some good news about modernizing the deposit refund system and reforming the recycling system. Despite the pandemic and the resurgence of certain single use items, the Quebec government still plans to move ahead with these measures. Furthermore, in a move towards zero waste, Montreal put in place its 2020-2025 waste management plan.

Alizée Cauchon
Government Relations Analyst

OBJECTIVE:
TO REDUCE WASTE AT THE SOURCE.
Financial Results 2020
# Financial Results

Results for the year ending December 31, 2020*

<table>
<thead>
<tr>
<th>REVENUES</th>
<th>2020/$</th>
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<tbody>
<tr>
<td>Contributions</td>
<td></td>
</tr>
<tr>
<td>Government subsidies</td>
<td></td>
</tr>
<tr>
<td>Provincial government</td>
<td>1,291,268</td>
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<tr>
<td>Federal government</td>
<td>206,547</td>
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<tr>
<td>Foundations</td>
<td>349,389</td>
</tr>
<tr>
<td>Donations, fundraising campaigns and activities</td>
<td>3,347,849</td>
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<tr>
<td>Other contributions</td>
<td>278,254</td>
</tr>
<tr>
<td>Services and sponsorships</td>
<td>81,112</td>
</tr>
<tr>
<td>Interest income</td>
<td>184,219</td>
</tr>
<tr>
<td>Sub-lease revenues</td>
<td>47,301</td>
</tr>
<tr>
<td>Amortization of deferred contributions related to tangible assets</td>
<td>2,177</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>5,788,116</strong></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>EXPENSES</th>
<th>2020/$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salaries and benefits</td>
<td>2,736,213</td>
</tr>
<tr>
<td>Activities</td>
<td>975,633</td>
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<tr>
<td>Costs related to fundraising campaigns</td>
<td>160,239</td>
</tr>
<tr>
<td>Administrative costs</td>
<td>428,575</td>
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<tr>
<td>Amortization of tangible assets</td>
<td>72,989</td>
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<tr>
<td>Bank costs</td>
<td>2,970</td>
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<tr>
<td>Interest on line of credit for mirror loan</td>
<td>65,804</td>
</tr>
<tr>
<td>Interest on capital lease</td>
<td>90,037</td>
</tr>
<tr>
<td><strong>Excess of revenue over expenses</strong></td>
<td><strong>1,255,656</strong></td>
</tr>
</tbody>
</table>

* The Board of Directors has authorized an internal transfer of $1,000,000 for projects to be realized over the next few years, which are part of the strategic plan but do not have external financing.
Financial Results

**REVENUES IN 2020**

- Foundations: 23%
- Provincial government: 6%
- Services and sponsorships: 1%
- Donations, campaigns and fundraising activities: 58%
- Climate change (transportation, energy): 19%
- Sustainable agriculture and food: 30%
- Communication and fundraising: 43%

**EXPENSES IN 2020**

- Federal government: 4%
- Other revenues: 5%
- Other projects: 8%
- Interest income and sub-lease revenues: 3%
- Other revenues: 30%
- Communication and fundraising: 43%
- Sustainable agriculture and food: 19%
THANK YOU
for supporting us and for being involved!
Together, we can achieve the necessary transitions to make our communities more resilient to the climate crisis.
Let’s build resilience together!

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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