



1993-2018



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.

Équiterre
celebrates
25 years!

In 1993, 6 young idealists

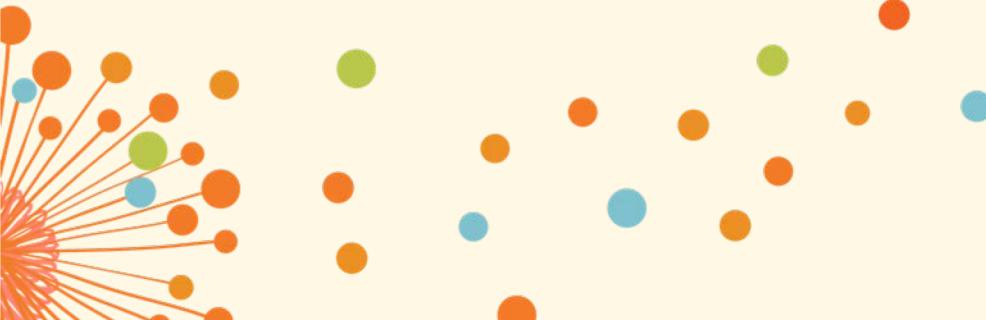
In 1993, six young idealistic Quebec university students returned home from the Earth Summit in Rio dreaming about:



Fair Trade

Sustainable agriculture
and transportation systems

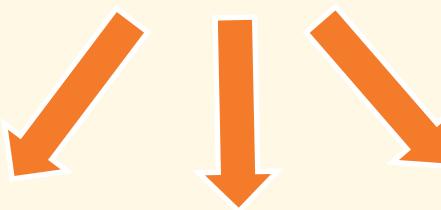
Fight against climate change



In 1993



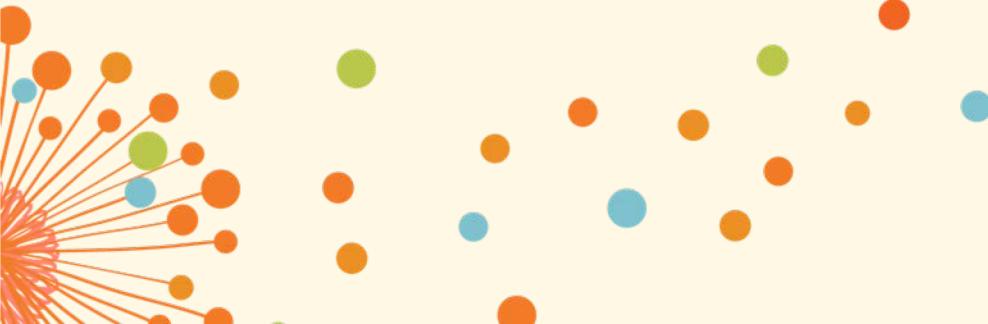
Laure Waridel, Steven Guilbeault, François Meloche, Elizabeth Hunter, Patrick Henn and Sidney Ribaux founded Équiterre, the **1st organization in Quebec** dedicated to building a social movement to empower citizens, organizations and governments to make environmentally sound and socially responsible choices:



At the time:

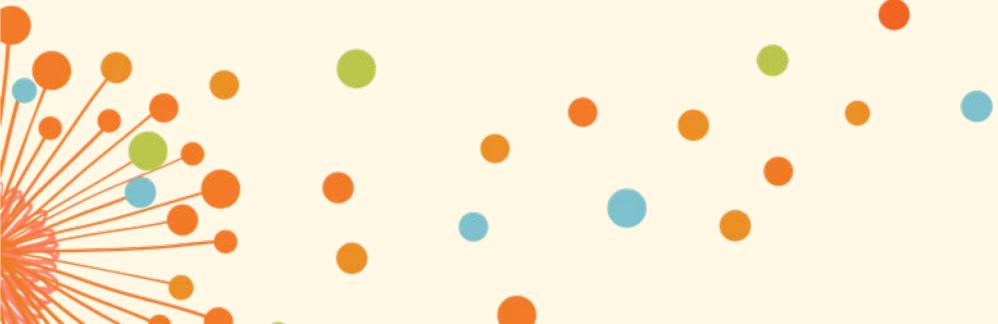


- farming was becoming increasingly industrialized and focused on conquering foreign markets rather than on food sovereignty;
- there was little discussion about CO₂ and a big focus on HFCs (hydrofluorocarbons), which affect the ozone layer;
- fair trade products were virtually non-existent in Quebec 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...





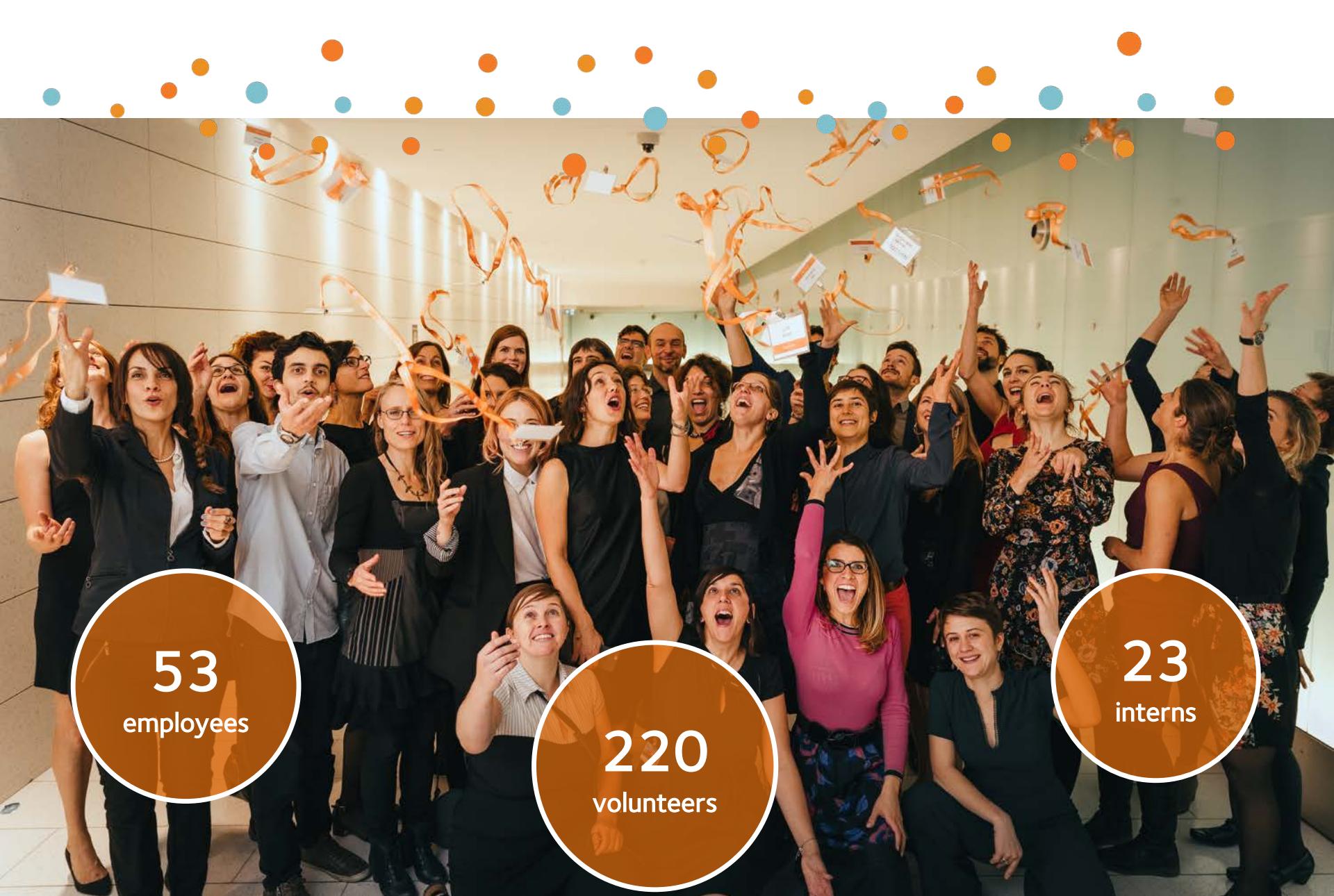


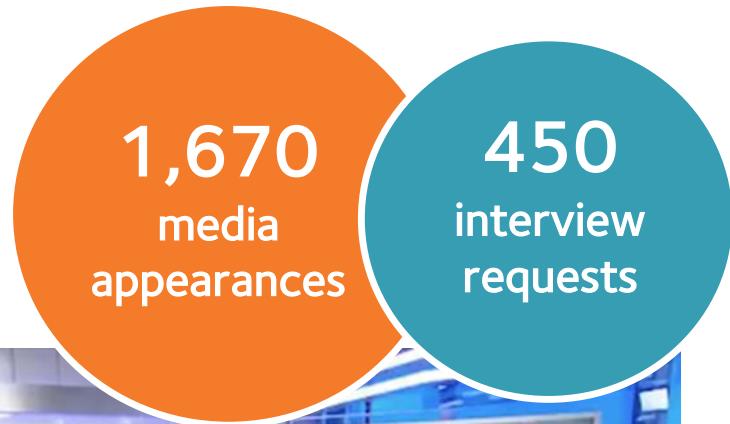
Photo: MBT Photographie

On social media:



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:

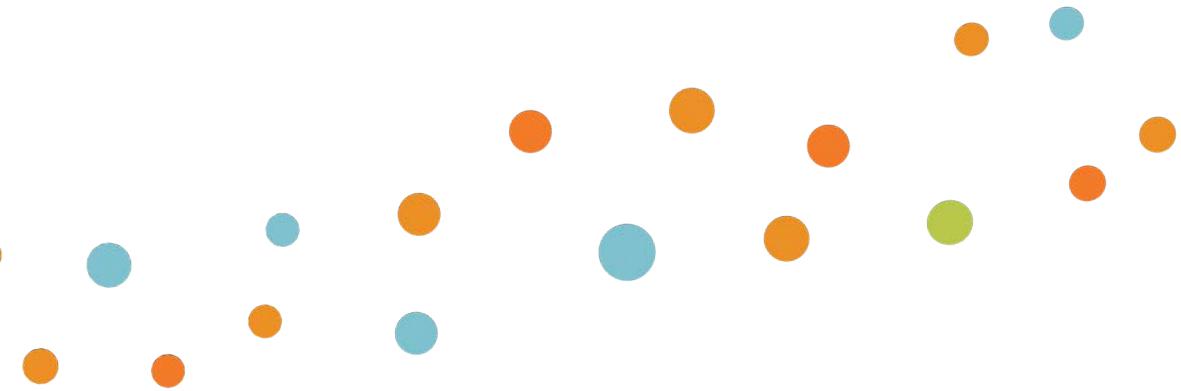


And we continue to demand ambitious public policies, with:





Since 1993, in large part thanks to our supporters, we have made important progress on several major environmental issues:

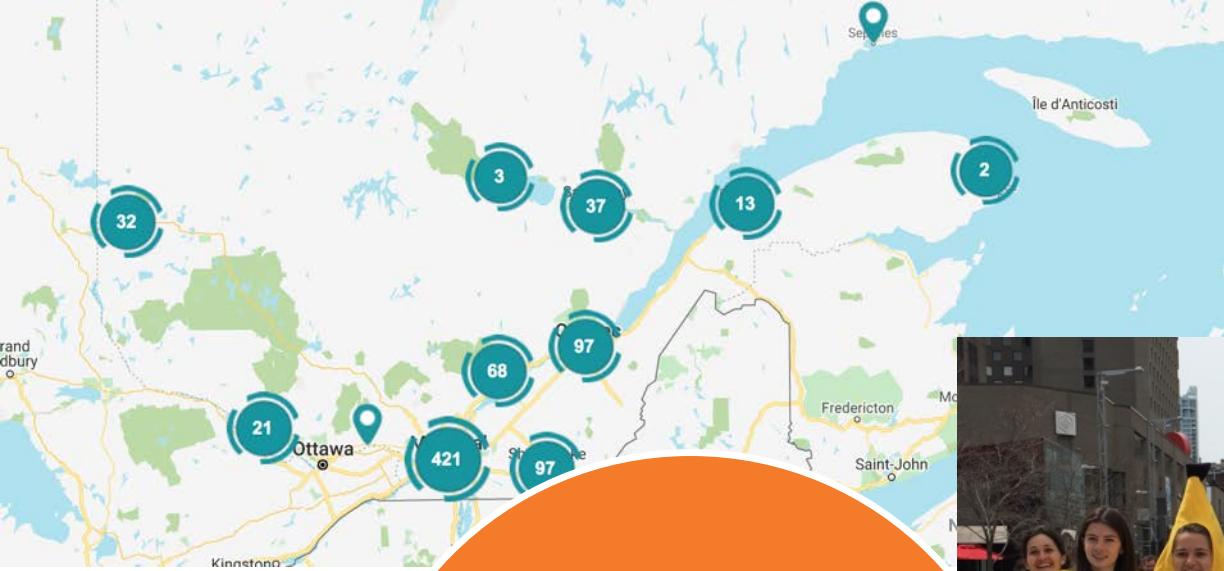


Canada has adopted a **climate plan** that includes all the provinces except for two - a first for the country!

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

Quebec has over **2,000 electric vehicle charging stations, including 177 fast-charging stations** made available by the Electric Circuit public charging network.





The number of
businesses selling
fair trade products
has risen from
5 to over 800.





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.

The federal government has pledged to **modernize the law regulating toxic substances** to better protect our health and the environment.

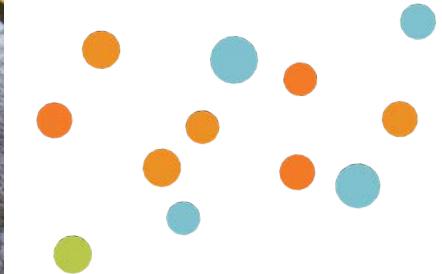


In 2018



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!



Schools take root

For healthy, local and sustainable food

75 CPEs and daycare centres, primary and secondary schools and community organizations across 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.



+ 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.

Aliments du Québec au menu:

Over 16,000 meals are made using local food every day in 85 establishments province-wide (daycares, schools, healthcare establishments, CEGEPs, universities, businesses and organizations) through the “Aliments du Québec au menu” recognition program for establishments, created by Équiterre and Aliments du Québec.

Fight against pesticides

450,000
Canadian citizens

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

Let's ban glyphosate



LET'S TAKE ACTION TO BAN HARMFUL PESTICIDES IN OUR ENVIRONMENT!

Canada must ban all neonics now!

LAST CHANCE TO TAKE ACTION

Canada must ban all neonics pesticides now



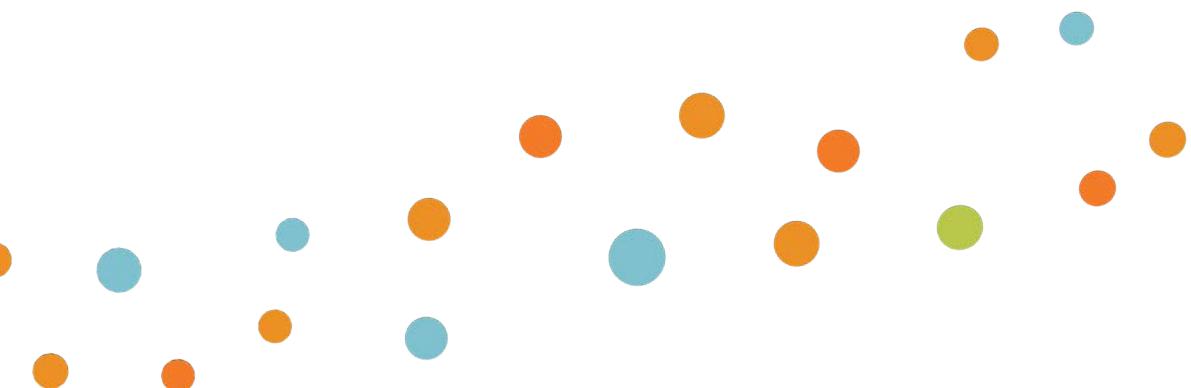
Our pollinators and ecosystems can't wait that long. We cannot accept this delay.

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.

In 2018



We succeeded in turning
the fight against climate change
into a top priority of our times



Energy transition



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

Campaign and petition to end Canada's 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.

Email

I SIGN



8 videos +
blog entries + web
content

Energy transition

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.

30
media
appearances

100,000
people reached
on social media

In 2018



We have accelerated the
the transition to sustainable mobility...





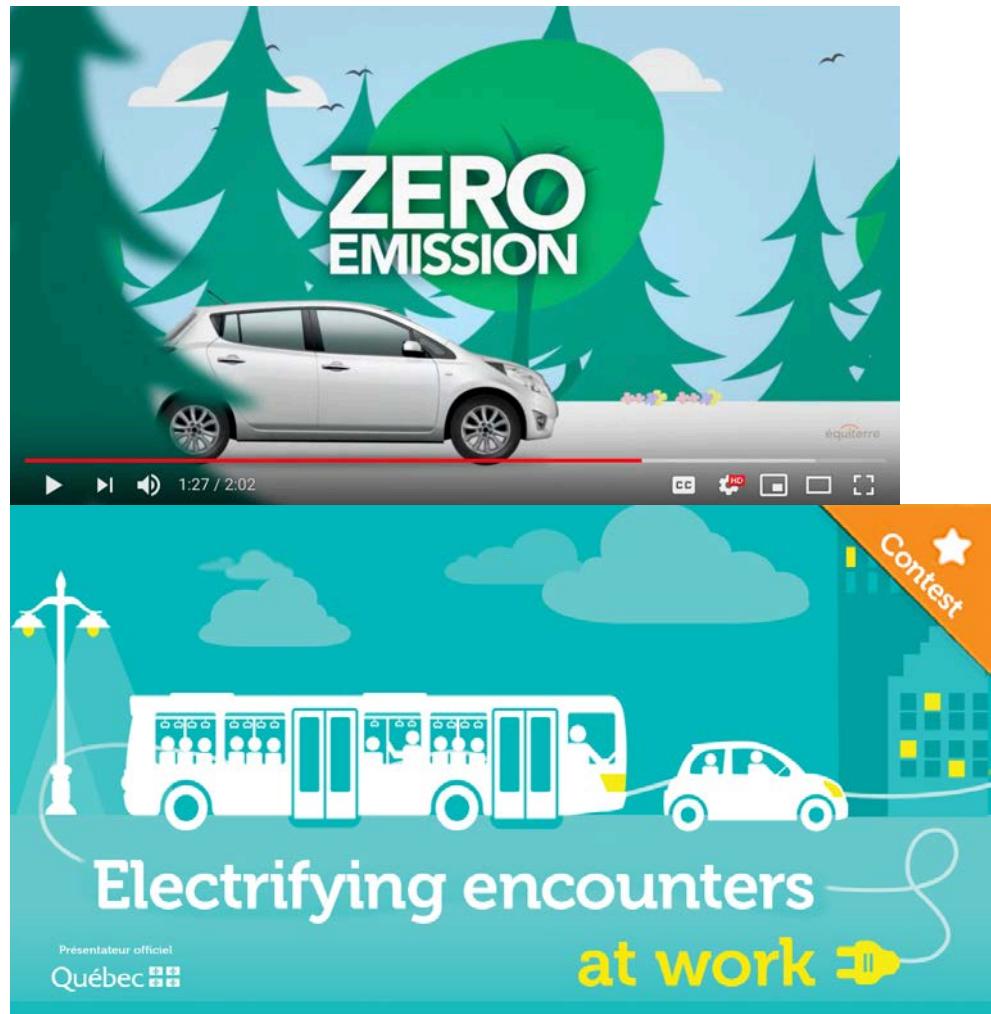
6 schools
(of the 1,300 schools approached
and 39 entered in the contest)
won a **conference + a mural**
+ a workshop on
transportation electrification
in: Lac-Mégantic, Quebec City,
Longueuil, Montreal
and Laval.

815
students
reached



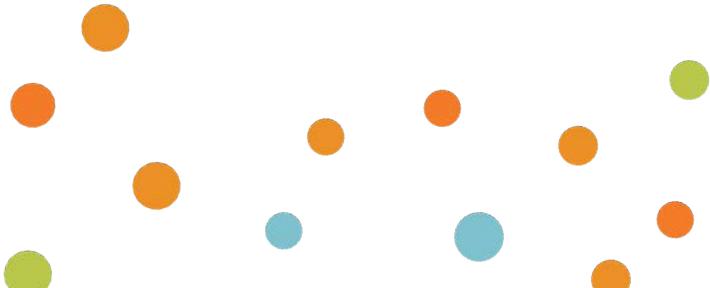
Electrifying Encounters

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!



Electrifying Encounters at Work

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!

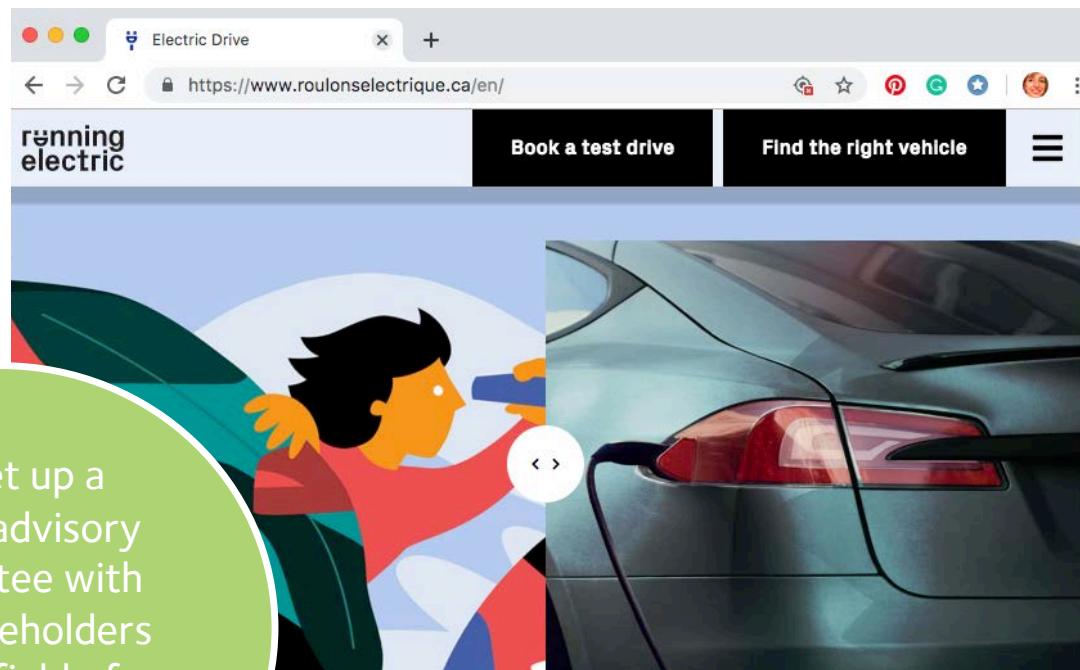


Équiterre was commissioned by Transition énergétique Québec (TEQ) to develop a major campaign to promote electric vehicles.

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

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

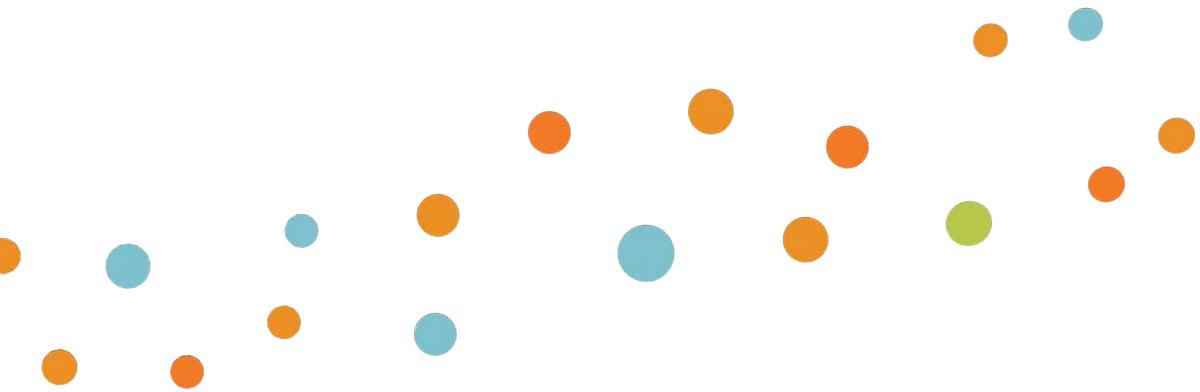
running electric



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.

\$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.

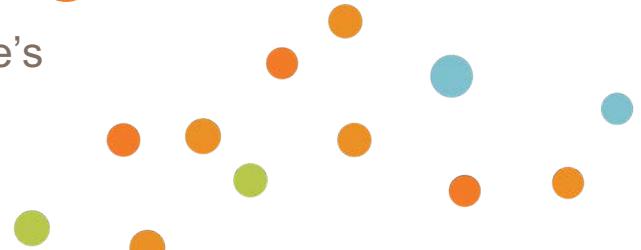
1st official public appearance by the new Environment Minister.



Photo: MBT Photographie

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.

LA MAISON DU DÉVELOPPEMENT DURABLE
VISITE D'UN BÂTIMENT DE L'AVENIR

CERTIFIÉ LEED® PLATINE



CYCLE DE VIE

ÉNERGIE



MATÉRIAUX

EAU

ÉCONOMIE D'ÉNERGIE

755 571 \$

2719 ÉVÉNEMENTS

VISITE DU CHANTIER



Winner of the Laure Waridel Bursary

Marie-Élise Samson and her action research project on the **storage of carbon in agricultural soils as a means of tackling climate change.**

LA PRESSE.CA DÉBATS VIDÉOS 16°C MONTRÉAL Changer de ville

ACTUALITÉS INTERNATIONAL AFFAIRES SPORTS AUTO ARTS CINÉMA SO

Économie Marchés Entreprises Techno Médias Finances personnelles PME Portfolio Té

Accueil > Affaires > Têtes d'affiche > Chercheuse honorée

Publié le 16 mai 2018 à 17h03 | Mis à jour le 16 mai 2018 à 17h03

Chercheuse honorée



Marie-Élise Samson et ses enfants.
PHOTO FOURNIE PAR ÉQUITERRE



In 2018



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.



OBSOLESCENCE
OF HOME APPLIANCES
AND ELECTRONICS:
WHAT IS THE ROLE
OF THE
CONSUMER?



équiterre

Réseau des fermiers de famille

In 2018



We scored a huge victory for citizens
and charitable organizations...

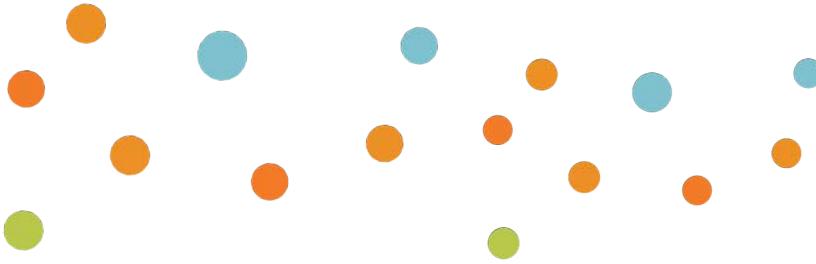


Law regulating charities

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.



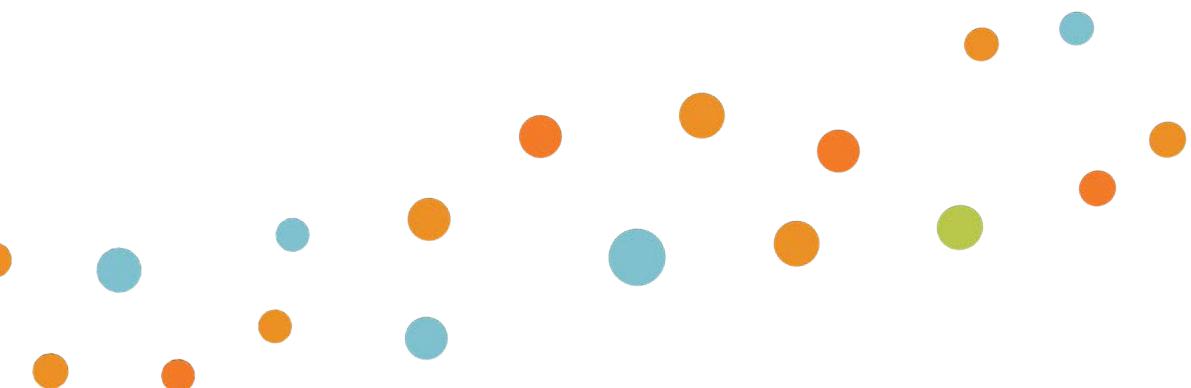
© Flickr/Ibonacci Blue



In 2018



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



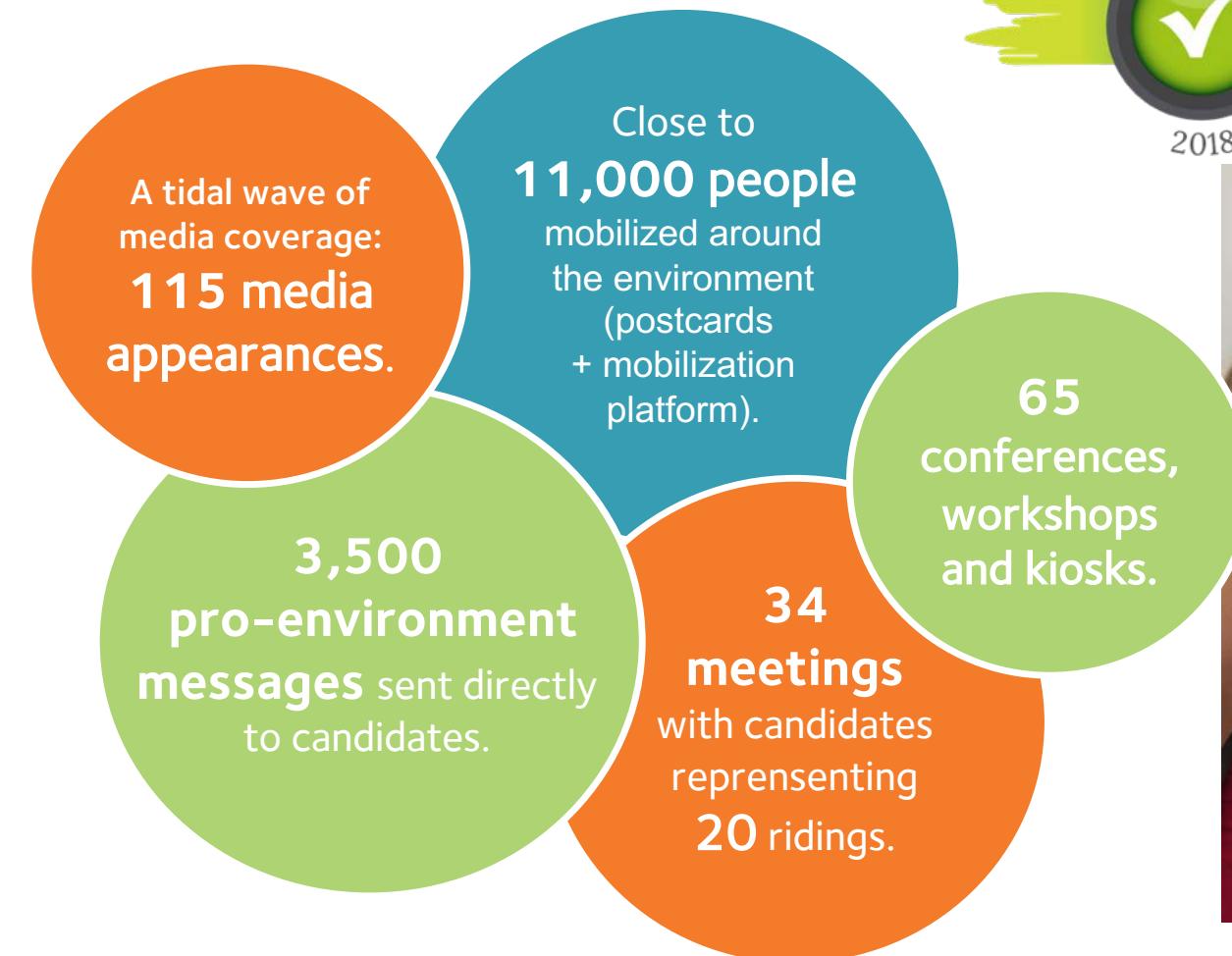
Historic coalition of 11 leading environmental and citizen groups in Quebec calling on all the political parties to include 23 key environmental recommendations in their respective platforms.

Propositions	Parties			
	CAQ	FN	PQ	QS
1. Adopter un plan pour réduire d'au moins 50% les émissions de GES dans le secteur des transports d'ici 2030 et par rapport au niveau actuel.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
2. Adopter une politique nationale d'aménagement du territoire et d'urbanisme qui assure la cohérence des actions de l'État et des municipalités et favorise l'atteinte des grands objectifs nationaux (en environnement, santé, énergie, etc.).	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
3. Adopter un moratoire sur le dézegage des terres agricoles.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
4. Atteindre une part modale d'au minimum 30% en faveur des transports actifs en collectifs dans les déplacements quotidiens à Montréal et à Québec d'ici 2030 et fixer des objectifs ambitieux de part modale pour les modes alternatifs à l'automobile pour les autres régions du Québec.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
5. Au cours des prochaines années, investir 100 millions de dollars par année, en partenariat avec le Fonds des infrastructures en transports du Canada, dans les infrastructures cyclables.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
6. Adopter un système de bonus-malus à coûts nuls incluant une taxe sur l'achat de nouveaux véhicules essence et diesel qui permettraient d'offrir des incitatifs à l'achat de véhicules zéro émission.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
7. Modifier le Règlement d'application de la loi visant l'augmentation du nombre de véhicules automotrices zéro émission au Québec afin de rendre cette mesure plus efficace et de permettre d'offrir des incitatifs à l'achat de véhicules zéro émission.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
8. Viser l'objectif de 50% de réduction des émissions de gaz à effet de serre et autres polluants d'ici 2050.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>



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
1st Sustainable
Mobility Policy!**

Participation in the committee
that drafted the Sustainable
Mobility Policy.

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



Government Relations

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.

Submission of a brief for the public consultations on the Sustainable Mobility Policy.



Government Relations



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



Letter to the federal Health Minister regarding the evaluation of glyphosate.

Letter to the federal Health Minister demanding the withdrawal of glyphosate's approval.

Letter to the federal Health Minister on neonicotinoid pesticides

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.



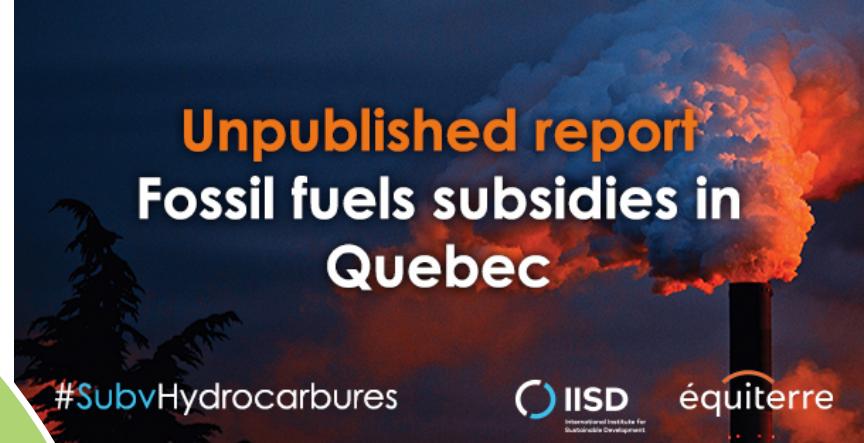
TRANSPORTATION

- 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*



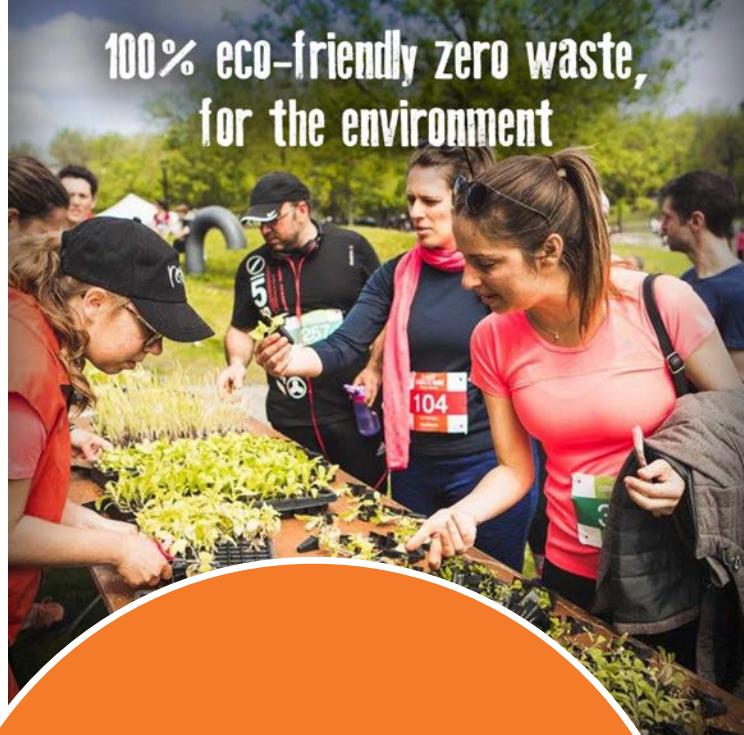
WHAT'S IN YOUR LUNCH?



PESTICIDES AND TOXIC PRODUCTS

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

100% eco-friendly zero waste,
for the environment



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

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

	2018 / \$	2017 / \$
EXPENSES		
Salaries and benefits	2,735,686	2,433,301
Activities	1,247,945	973,174
Costs related to fundraising campaigns	283,518	199,883
Administrative costs	505,007	469,181
Amortization of tangible assets	75,706	77,269
Bank costs	6,348	2,810
Interest on line of credit for mirror loan	118,936	104,121
Interest on capital lease	95,751	98,335
Interest on long-term debt	835	10,556
	5,069,732	4,368,630
Excess of revenue over expenses	445,448	144,891

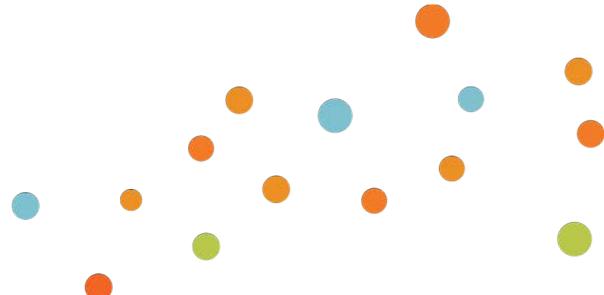
Financial Information

Financial position December 31, 2018

ASSETS		
Short term		
Cash	602,301	429,731
Cash reserved for Green Light program	-	636
Client accounts and other receivables	454,764	442,334
Pre-paid expenses	9,296	30,717
	1,066,361	903,418
Long term		
Term deposits	3,600,000	-
Mirror loan - Centre for Sustainable Development	2,915,000	3,095,000
Investment - Centre for Sustainable Development	42,064	41,607
Tangible assets	1,697,378	1,751,473
Works of art	137,161	137,161
	9,457,964	5,928,659

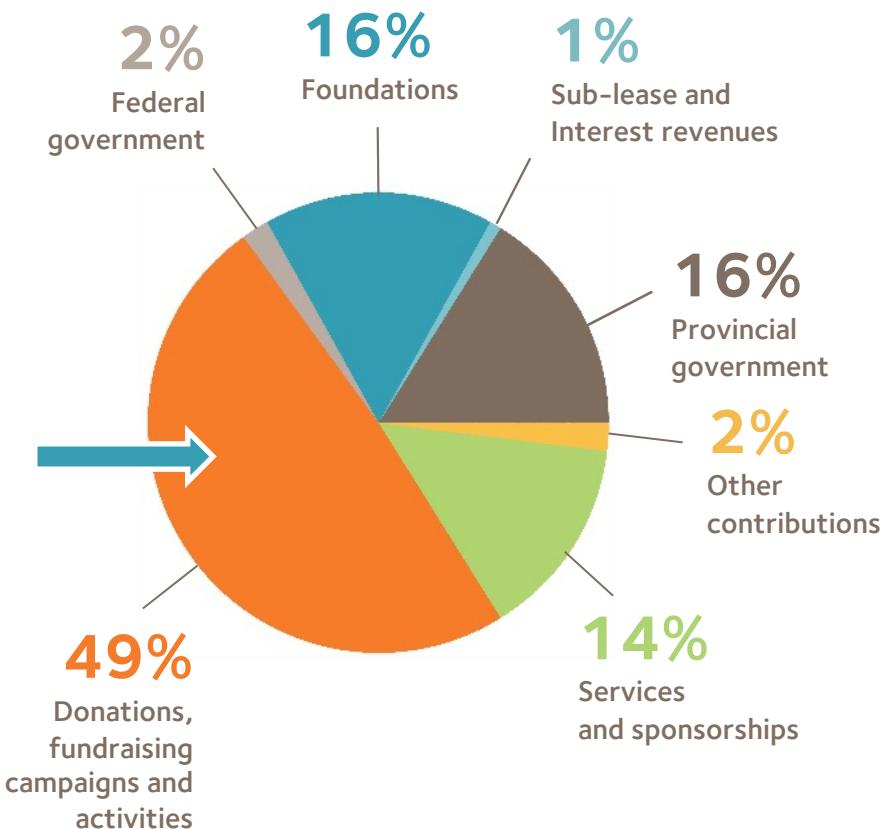
LIABILITIES		
Short term		
Accounts payable and other operating debts	485,863	476,399
Deferred revenue	11,425	48,205
Portion of the obligation resulting from a capital lease expiring in less than a year	42,704	39,942
Portion of long-term debt expiring in less than a year	-	9,996
	539,992	574,542
Long term		
Line of credit for mirror loan	2,915,000	3,095,000
Long-term debt	-	40,553
Obligation resulting from a capital lease	1,363,365	1,406,069
Deferred contributions relating to tangible assets	13,607	17,007
Deferred contributions	3,823,083	438,019
	8,655,047	5,571,190

NET ASSETS		
Invested in capital assets	277,703	288,455
Assigned to the Centre for Sustainable Development	42,064	41,607
Not assigned	483,150	27,407
	802,917	357,469
	9,457,964	5,928,659

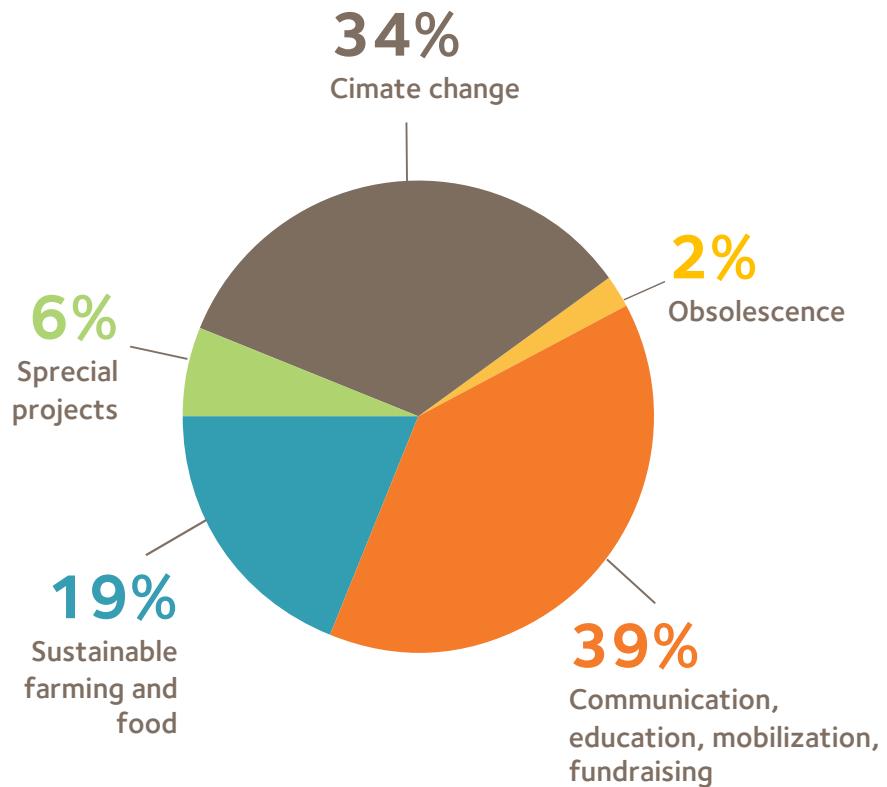


Financial Information

REVENUES 2018



EXPENSES 2018





THANK YOU
for your support
and for standing up
with us for the
environment!



1993-2018

For more information:

514 522-2000 | 1 877-272-6656

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1993-2018

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

