



Annual Report
2020

A large, circular background graphic composed of intricate, light green line art patterns that resemble the veins of leaves or a complex network, creating a textured, organic feel.

Building resilience



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



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.

GREEN AND JUST
RECOVERY

SUSTAINABLE
MOBILITY

SUSTAINABLE
FOOD

REGENERATIVE
AGRICULTURE

WASTE
REDUCTION



TOWARDS A GREEN AND JUST RECOVERY

“ 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



OBJECTIVE:

ENCOURAGE GOVERNMENTS TO REBUILD THE ECONOMY
IN A **JUST AND ENVIRONMENTALLY RESPONSIBLE** MANNER
IN ORDER TO STRENGTHEN OUR RESILIENCE AGAINST
FUTURE CRISES.





TOWARDS A GREEN AND JUST RECOVERY

Political Progress, due to équiterre's work

Federal



A new Natural
Climate Solutions for
Agriculture Fund



Announcement of a
National Active
Transportation
Strategy



Regulations and
investments to
accelerate the
availability of zero
emission vehicles



Provincial



Ban on the sale of
gas powered vehicles
in 2035



\$60M planned for
active transportation
in urban areas



6 major electric
transportation
projects



Willingness to define
a zero emission
vehicle (ZEV)
standard for
heavy-duty vehicles





TOWARDS A GREEN AND JUST RECOVERY

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





TOWARDS A
GREEN AND
JUST RECOVERY

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



TOWARDS A GREEN AND JUST RECOVERY

Over
110,000 signatures
on our petition
against GNL Québec

2,500 briefs
(a record participation)
submitted to the Bureau
d'audiences publiques sur
l'environnement (BAPE)
consultations on GNL

78% of the submissions
to the BAPE consultations
were opposed to
the GNL project

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.





TOWARDS A GREEN AND JUST RECOVERY



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





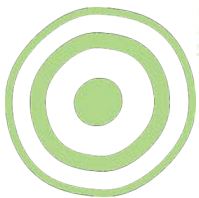
TOWARDS SUSTAINABLE MOBILITY

“ 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. ”

Andréanne 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**.





TOWARDS SUSTAINABLE MOBILITY

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).

2nd edition
of Quebec's
Electric Vehicle
Week

40% more electric
vehicles licensed
in Quebec
in one year

37 webinars
and virtual activities
and **30 videos**
to inform
about EVs





TOWARDS SUSTAINABLE MOBILITY

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.

675,000 students
use school bus
transportation

In 2020,
1.1% of school buses
were electric

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





TOWARDS SUSTAINABLE MOBILITY

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.

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

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

Feebate System

\$\$\$





TOWARDS SUSTAINABLE MOBILITY

The fight for a tramway in Quebec City

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.

The Quebec City region has been working for 15 years to bring its **mass transit network plans to fruition**

The project has **strong support** from civil society experts





TOWARDS HEALTHY, LOCAL AND ENVIRONMENTALLY RESPONSIBLE FOOD

“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.).





TOWARDS HEALTHY, LOCAL AND ENVIRONMENTALLY RESPONSIBLE FOOD

**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

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.





TOWARDS HEALTHY, LOCAL AND ENVIRONMENTALLY RESPONSIBLE FOOD

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.

New to Schools
Take Root:
a solidarity option to
donate vegetable
baskets to
food banks

14 participating
schools in Quebec's
Farm to School
program





TOWARDS REGENERATIVE, SUSTAINABLE AGRICULTURE

“ 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.





TOWARDS REGENERATIVE, SUSTAINABLE AGRICULTURE

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.



Photo: Myriam Baril-Tessier



TOWARDS REGENERATIVE, SUSTAINABLE AGRICULTURE

Agri-resilience

During the summer of 2020, Équiterre tabled a brief with the federal government entitled “Agricultural Business Risk Management: Toward the Creation of an Agriresilience 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.





TOWARDS
REGENERATIVE,
SUSTAINABLE
AGRICULTURE

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.



Ici, on nourrit le Québec



TOWARDS IMPROVED WASTE MANAGEMENT

“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.**



équiterre

Financial Results 2020



Financial Results

Results for the year ending December 31, 2020*

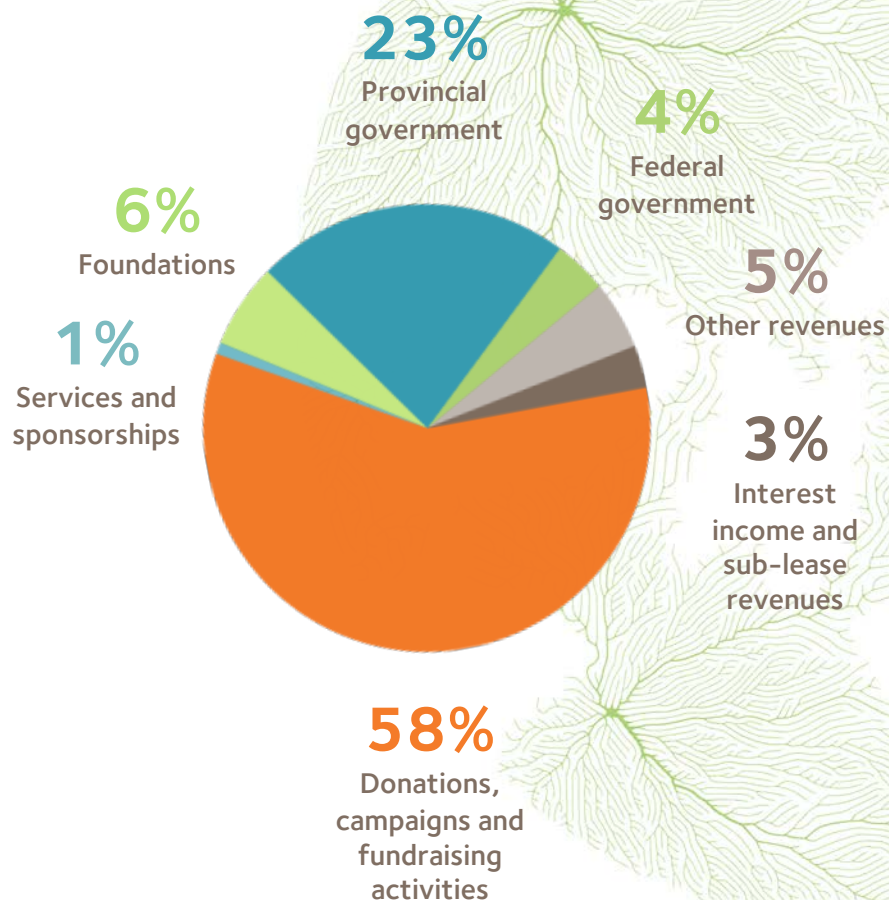
	2020/\$
REVENUES	
Contributions	
Government subsidies	
Provincial government	1,291,268
Federal government	206,547
Foundations	349,389
Donations, fundraising campaigns and activities	3,347,849
Other contributions	278,254
Services and sponsorships	81,112
Interest income	184,219
Sub-lease revenues	47,301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

	2020/\$
EXPENSES	
Salaries and benefits	2,736,213
Activities	975,633
Costs related to fundraising campaigns	160,239
Administrative costs	428,575
Amortization of tangible assets	72,989
Bank costs	2,970
Interest on line of credit for mirror loan	65,804
Interest on capital lease	90,037
	4,532,460
Excess of revenue over expenses	1,255,656

* 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



EXPENSES IN 2020

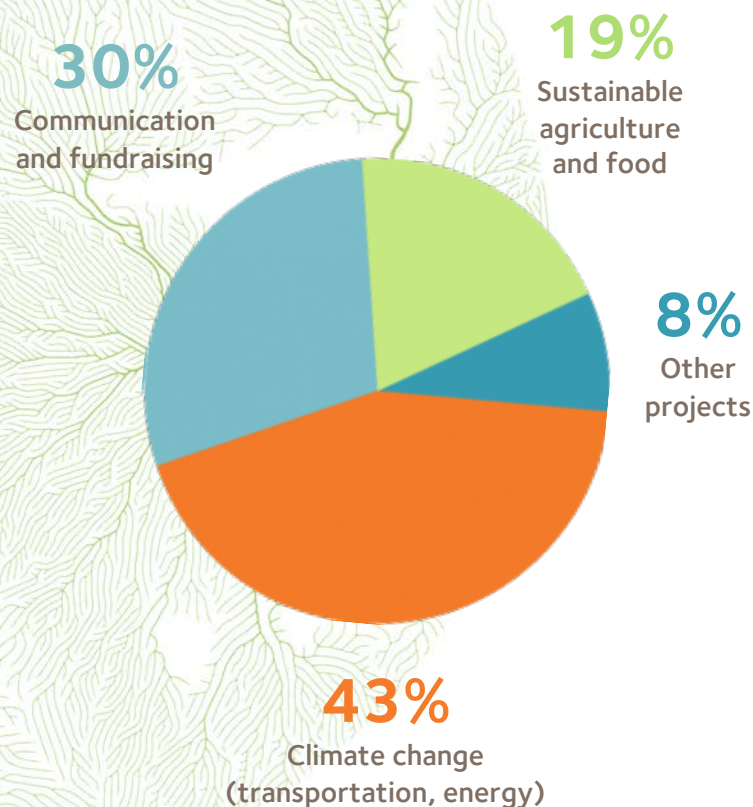




Photo: Myriam Baril-Tessier

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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