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one step at a time



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THÉ CACAO CAFÉ SUCRE  
CENTRE QUÉBÉCOIS D' ACTIONS SUR LES CHANGEMENTS CLIMATIQUES

Équiterre contribue à bâtir un mouvement citoyen en prônant des choix individuels et collectifs à la fois écologiques et socialement équitables.

RES-  
PON-  
SABLE  
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Libre comme l'air



DÉVELOPPEMENT  
DURABLE

ANNUAL REPORT

20  
06



# ÉQUITERRE

## History

Équiterre was founded in 1993 by a group of young people following their participation in various preparatory conferences at the Earth Summit (Rio de Janeiro, Brazil) the previous year. This group shared a vision of sustainable development, understanding that issues such as poverty, environmental degradation and North-South inequities needed to be addressed in order for real change to occur in society. They decided to create an organization that would enable them to put their principles into action. Since then, Équiterre has been devoted to implementing projects that empower citizens to make environmentally and socially responsible choices.

Équiterre was incorporated as a non-profit organization in 1995 and was granted charitable status by Revenue Canada and Revenu Québec in 1996 (No. 894057132RR0001). Originally called Action for Solidarity, Equality, Environment and Development (A SEED), “Équiterre” became the official name in November 1998.

Équiterre’s actions to promote sustainable development are organized according to four key programs: ecological agriculture, fair trade, green transportation and energy efficiency; and two major campaigns: climate change and responsible consumption.



## Summary – Strategic Directions

Équiterre developed a strategic plan for 2003-2006 that would enable it to take on new challenges in the coming years. The plan’s highlights are as follows:

### Mission

Équiterre is dedicated to building a citizen’s movement by promoting individual and collective choices that are environmentally friendly and socially just.

### Vision

From this point of view, Équiterre has committed itself to a statement of its vision which expresses its values, what it wishes to accomplish and how its actions can benefit the community. This vision is conveyed as follows.

By 2006, at the end of its strategic plan, Équiterre will have become:

- An organization that is prominent in Quebec.
- An organization whose public positioning and concrete field actions are mutually supportive.
- An organization whose programs and services are consistent with a common direction.
- An organization that is more financially self-reliant and autonomous.

By 2009, its expertise and the impact of its actions in its project areas will have made Équiterre:

- A fundamental player and reference for citizens, media and government, not only in Quebec, but also at the national and international level.
- A valued partner and a source of inspiration for other organizations.

By 2012, Équiterre aspires to be one of the major leaders of a movement which will make Quebec a model society for its ecological and socially just alternatives.

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## A WORD FROM THE PRESIDENT AND THE GENERAL COORDINATOR

### 2006: one step forward and still more work ahead!

Équiterre's vision is to make Quebec a model for sustainable development. In 2006, we took a step in this direction when the Government of Quebec adopted one of the most far-reaching plans for combating climate change in North America.

This clearly did not happen overnight!

Équiterre and its partners increased the amount of meetings, coalitions and high-profiled initiatives to convince the Government of Quebec to take action. For example, during a media event on February 16, 2006, Équiterre and Greenpeace brought together stakeholders representing all sectors of Quebec civil society: the Mouvement Desjardins, Fédération des travailleurs du Québec, Confédération des syndicats nationaux, groupe Cascades, Union des producteurs agricoles, Union des artistes and the City of Montreal. The message was clear: it is urgent to take action to reduce greenhouse gas emissions. As a result, in June the Government of Quebec finally adopted a plan containing nearly all the measures recommended by Équiterre.

The Quebec consensus on the Kyoto Protocol is now forcing the Government of Canada to review its position on the issue. Moreover, the Quebec government's intention of adopting a fuel efficiency regulation for cars based on Californian standards, as announced in its June plan, has strengthened a movement of so-called progressive states in favour of reducing greenhouse gases.

Of course, the Quebec plan is merely a first step - we must make sure that the government comes through and delivers.

In Ottawa, the new government cut numerous greenhouse gas reduction programs including the very popular EnerGuide for houses program. This service had allowed households to reduce their greenhouse gas emissions by 3.9 tonnes on average.

Équiterre therefore increased its efforts to get the Canadian government to move on this issue, notably through the following events: a series of lectures organized in nine towns of Quebec by our partners from the Centre québécois d'actions sur les changements climatiques, meetings of the United Nations Secretariat in Bonn and Nairobi, and in Ottawa with our partners from the Climate Action Network.

On another front, Équiterre actively participated in organizing the events of the Sommet de l'économie sociale et solidaire du Québec, which brought together more than 600 representatives from cooperative, union and community movements. This summit featured several activities including a Social Economy and Fair Trade Fair in Montreal organized by Équiterre that was visited by 2,500 citizens interested in solidarity consumption. Équiterre also introduced the theme of responsible consumption, which will generate interesting results such as the adoption of environmentally friendly and solidarity purchasing policies from organizations in this sector. Lastly, the choice of Clément Guimond, member of Équiterre's board of directors, and Laure Waridel, co-founder, as spokespersons of the summit is testament to Équiterre's commitment in this effort to build a more united economic model.

We would like to take this opportunity to draw attention to Laure's involvement within Équiterre as co-founder, employee, volunteer, spokesperson and lastly, as president of the board. Laure will continue to work together with Équiterre, but has recently decided to pass the torch to a new president. On behalf of the board of directors, we are deeply indebted and very grateful to Laure for her invaluable years of activism and volunteer work. We would also like to thank Laure for her volunteer involvement, which continues today, particularly in developing the next strategic plan.

In June, Équiterre garnered a third Phenix Environment award, this time for the Organic Daycare project, which to date has allowed the linking of 44 Centre de la petite

enfance (CPE) daycares to 24 organic farms. There will be more news about this project in 2007.

Organizationally, Équiterre led initiatives on many fronts. Merging with the Coalition for Alternatives to Pesticides has allowed us to consolidate the important work done by this group in horticulture and represents a natural progression of our work in ecological agriculture. An important step toward the Sustainable Development Building was taken by signing an agreement with Hydro-Québec that reserves the construction site. Lastly, we have initiated the work that will lead to Équiterre's next strategic plan.

In 2007, Équiterre faces a number of challenges. The year will be an election year in both Quebec and Canada - an important opportunity to put forward the ideas and proposals that we hold dear. As well, while the strong growth of Équiterre over these past few years has allowed us to accomplish great things it also makes human resources, finances and communications more complicated. The board of directors will therefore have to review many policies in order to ensure that all of Équiterre's contributors - employees, volunteers and members - remain involved and ready to act in the years to come.

In short, there is still lots to be done!

Esperanza Moreno  
President of the Board

Sidney Ribaux  
General Coordinator





# ÉQUITERRE IN 2006

## Human Resources

Our members, administrators, employees and volunteers constitute our primary resource. Équiterre would like to thank them all for their rigour, professionalism, humanism and very much appreciated collaboration.

### Board of Directors

**President:** Esperanza Moreno (E), Deputy Director, Canadian Council for International Cooperation.

**Past-President:** Laure Waridel (F), Co-founder of Équiterre, Author and Eco-Sociologist.

**Treasurer:** Stéphan Schwab, Adviser and Lecturer in Cooperative Management.

**Secretary:** Rock Beaudet, Adviser, Access to Equality Program, Commission des droits de la personne et des droits de la jeunesse.

**Administrators:** Patricia Clermont (C), Coordinator of Association Habitat Montréal. Clément Guimond (B), General Coordinator, Caisse d'économie solidaire Desjardins. Lucie Rioux (A), Organic Farmer, ferme Logi-Bio. Marie-Ève Roy (D), Project Manager, Communications and Events, Équiterre.

**Absent:** Stéphan Schwab, Rock Beaudet.



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### Employees in December 2006

1 Michelle Robichaud, 2 Nadine Bachand, 3 Marie-Ève Roy, 4 Dominique Bernard, 5 Suzie Tighe, 6 Christine Sura, 7 Anny Létourneau, 8 Geneviève Prévost, 9 François Boulanger, 10 Isabelle St-Germain, 11 Halima Elkhatibi, 12 Yolande Moreau, 13 Sylvie Vincent, 14 Ann Lévesque, 15 Doris Hamelin, 16 Amélie Ferland, 17 Julie Poulin, 18 Frédéric Paré, 19 Isabelle Joncas, 20 Murielle Vrins, 21 Martin Boudreault, 22 Danie Beaubœuf, 23 Nicolas Boisclair, 24 Sidney Ribaux, 25 Philippe Morel, 26 Jean-François Nolet, 27 Marilène Bergeron.

**Absent:** Nathalie Bergeron, Martin Dostaler, Marie Francis, Claudia Hamelin, Isabelle Lord, Francis Mallette, Romi Plesa, Ioana Potra, Lova Ramanitrarivo, Normand Roy, Hugo Séguin.

### Interns

Équiterre hosted 32 volunteer interns in 2006, a number of whom were here from France. Some worked with us for a few weeks, others several months. Their contribution was greatly appreciated. A sincere thanks to Ève Beaudin, Maxime Blanchette, Édith Blouin, Valérie Blouin, Thérésia Breu, Maxime Caron, Cécile Carrasco, Paul Cayol, Samantha Chareille, Leila Courtemanche, Mathieu Demers, Geneviève Dorval-Douville, Sonia Fafard, Julie Francoeur, Isabelle Girard, Robin Goldstein, Alanah Hefez, Kim Jalabert, Hélène Laurent, Marie-Lou Leblanc, Jean-Thomas Lortie-Keating, Julien Meresse, Joëlle Midy,

Joëlle O'Shaughnessey, Sylvain Ouellet, François Pelletier, Geneviève Pelletier, Jacques Rajotte, Patricia Peter Sorencen, Rémi-Mathieu Tennier, Catherine Winton.

### Volunteers

In 2006, Équiterre had the privilege of being supported by over 145 dynamic volunteers. True ambassadors, they ensured the presence of Équiterre at numerous events, conferences and exhibitions in their respective regions. Without these volunteers, Équiterre would not have been able to so successfully carry out all the actions it undertook in 2006. Thank you everyone for your dedication!



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## Collaborators, Partners and Representation

Équiterre works in collaboration with numerous stakeholders that share its objectives. In addition, Équiterre is a member of many committees and coalitions, and has representatives on the board of directors of a wide range of organizations.

### In 2006, Équiterre was associated with 98 organizations and companies

- Accès-cible Jeunesse Rosemont
- Arrondissement Rosemont – La Petite-Patrie
- Artisans du monde
- Association de santé publique du Québec
- Association québécoise des banques alimentaires et des moissons
- Association québécoise des centres de la petite enfance
- Caisse de dépôt et placement du Québec (SITQ)
- Canadian Student Fair Trade Network
- Carrefour canadien international
- Carrefour de solidarité internationale de Sherbrooke
- Carrefour Tiers-Monde
- CDEC Rosemont – La Petite-Patrie
- Centrale des syndicats du Québec
- Centre de l'environnement
- Centre de solidarité internationale du Saguenay – Lac-St-Jean
- Centre québécois du droit de l'environnement
- Centres de santé et de services sociaux Cœur-de-l'Île, Lucille-Teasdale et Sud-Ouest-Verdun
- Chaire de responsabilité sociale et de développement durable, UQAM
- Chantier de l'économie sociale
- Clean Air Foundation
- Coalition québécoise contre les ateliers de misère (CISO)
- Collège de Rosemont
- Commission scolaire de Marguerite-Bourgeois
- Commission scolaire de Montréal
- Comité socio-environnemental des cégeps et collèges de Rosemont, de St-Hyacinthe et du Vieux-Montréal
- Commerce équitable Oxfam-Québec
- Confédération des syndicats nationaux
- Conscience équitable (Estrie)
- Conseil de bassin de la rivière Saint-Charles

- Conseil régional de l'environnement de Montréal
- Convergité
- Cooperative Coffees (United States)
- Coopérative La Siembra
- CPE Le petit réseau
- Crédil
- David Suzuki Foundation
- Desjardins
- Dix mille villages Montréal et Pointe-Claire
- École de technologie supérieure
- École FACE
- École Père-Marquette
- Eider
- ENvironnement JEUnesse
- Esperamos Films
- Établissement vert Brundtland
- Fasken Martineau
- Fédération des coopératives alimentaires du Québec
- Fédération des groupes conseils agricoles du Québec
- Fondation ALCOA
- Forum économique de Verdun
- Fripe-Prix Renaissance et Simpli-cité Renaissance
- Friperie La Gaillarde
- Groupe de recherche d'intérêt public de l'UQAM
- HEC Montréal
- HumanITERRÉ (HEC Montréal)
- Hydro-Québec
- ICSUR (Mexique)
- Institut Nord-Sud

- Le regroupement des services Éco-quartiers
- Ligue des droits et libertés
- Maison du 21<sup>e</sup> siècle
- Ministère des relations internationales
- Nature-Québec
- Nourrir Montréal
- Office franco-québécois pour la jeunesse
- OOM Ethikwear
- Option consommateurs
- Ordre des agronomes du Québec
- Oxfam-Québec
- Plan Nagua
- Punku Peru
- Regroupement des centres de la petite enfance du Québec (Montreal, Maurice, Quebec City, Montérégie, Laurentides-Lanaudière)
- Regroupement des cuisines collectives du Québec
- Regroupement national des conseils régionaux de l'environnement du Québec
- Regroupement québécois contre les OGM
- Rien à cacher
- Santé et services sociaux Québec
- Sociétés de développement commercial Plaza St-Hubert, Promenade Masson et Promenade Wellington
- Société de développement environnemental de Rosemont
- Solidarité rurale du Québec
- SynAIRgis

- Table de concertation sur la faim et le développement social du Montréal métropolitain
- Teknika-HBA
- TransFair Canada
- Transports Québec
- Union des consommateurs
- Union des producteurs agricoles
- Union québécoise pour la conservation de la nature
- Unisfera
- Uniterra
- Université de Montréal
- Université du Québec à Montréal (UQAM)
- Université Laval
- Vivre en ville
- Vous êtes ici

- G05 Coalition
- In Town Without My Car Day Partners Committee
- Social Economy and Fair Trade Consultation Table of the Chantier sur l'économie sociale
- Sustainable Development Strategic Plan Partners Committee of the Ville de Montréal
- UQAM Committee on Environmental Policy
- UQAM Institutional Committee for the Application of Environmental Policy

### Équiterre is represented on the following boards:

- Association québécoise des organismes de coopération internationale (Quebec City)
- Centre québécois d'actions sur les changements climatiques
- Climate Action Network Canada
- Conseil régional de l'environnement de Montréal
- Fair Trade Federation (Washington)
- Fonds d'action québécois pour le développement durable
- Green Communities Canada
- Greenpeace
- Nourrir Montréal
- Réseau action climat International
- Solidarité rurale du Québec
- Transfair Canada (Ottawa)
- Vivre en ville

### Équiterre is a member of the following coalitions and committees:

- Coalition contre la 25
- Coalition pour l'apaisement de la circulation et la réduction de la voiture en ville
- Coalition to Preserve Agricultural Land
- Coalition Un monde sans pauvreté
- Comité de la Halte verte of the Montreal International Auto Show
- Comité de mobilisation pour une politique nationale de l'alimentation
- Environmental Committee of St. Lawrence Economic Development Council for the Development of an Environmental Policy

## Équiterre's Presence

Équiterre is committed to developing projects that have an impact throughout Quebec, collaborating with its regional partners and supporting them to reach common goals.

### Équiterre's Office in Quebec City

It became increasingly evident that in order to have an even greater influence on the collective choices of Quebec residents, we needed to get closer to the National Assembly. Opening an office in Quebec City's Centre culture et environnement Frédéric Back-alongside some 25 environmental, cultural, and social organizations all based in this green building-was the natural next step.

### Équiterre's Saguenay Action Group

Laure Waridel's lecture last September 26 at the *Cégep de Chicoutimi* officially marked the beginning of the activities of Équiterre's Saguenay Action Group. The goal of this group is to create ties with several regional organizations, develop tools uniquely for the Saguenay and recruit new Équiterre members.



Left to Right: Denis Claveau, Olivier Riffon, Laurent Achille-Benjamin, Sylvain Ouellet, Mélanie Maltais, Renée Parent, Daniel Forget, Bruno Lavoie and André Chabot. Absent from the photo: Dominique Dauphinais, Évelyne Roy and Marie-Eve Castonguay.



### Équiterre's Mauricie Action Group

Équiterre's Mauricie Action Group was born out of a group of citizens that in the fall of 2004 decided to take concrete action as a community. In 2006, the



Left to Right: Lise Tourigny, Marie-Andrée Leduc, Nadine Boisvert, Michaël Fournier, Angèle-Anne Brouillette, Brigitte Lepage, Ginette Côté, Julie Fortin, Marc-André Fournier.  
Absent: Julie Bergeron, Marie-Claude Gagnon, Esther Lévesque, Lysanne Morissette, Marc-André Richard and Éliane Touchette.

Action Group distinguished itself regionally by:

- actively participating in the organization of the "In Town Without My Car" Day;
- its presence at the *Délices d'automne*, a yearly event promoting local food products;
- organizing several lectures about responsible consumption and fair trade, including one held on November 9 with Laure Waridel;
- developing important ties with a few dozen partner organizations.

The Action Group is also preparing a Responsible Consumer Guide for Trois-Rivières that will be published in 2007.

### Other benefit events

Équiterre would like to especially thank Catherine Corne (*Tour d'Afrique*), Marie-José Auclair and Micheline Roy (*Traversée de la Gaspésie*), John Inder (Jazz and Justice)

as well as the UQAM students behind *Gardez l'œil ouvert* – all initiators of activities and benefit events organized to financially support Équiterre's sustainable development efforts.



On April 22, nearly 1,000 enthusiastic people took part in the *Le Soir de la Terre* benefit celebration.

### Self-Financing

#### Major Contributor

Fédération Desjardins

#### Other Contributors

- Iris McKinnon Bissonnette
- Solutions et Technologies Industrielle inc.
- Solutions ITR inc.

#### Quebec City Benefit Supper

March 22 at the Restaurant L'Utopie

#### Partners and Sponsors

- Restaurant L'Utopie
- Au gré des champs
- Camellia Sinensis
- Carrefour tiers-monde
- CRAC
- Ferme Odellil
- Saveurs de la mer

#### Guests / Organizational Donors

- Arrondissement de La Cité (Ville de Québec)
- Caisse d'économie solidaire
- Caisse populaire de Sainte-Foy
- Centrale des syndicats nationaux
- Centre de services partagés du Québec
- Centre local de développement de Québec

- Cirque du Soleil
- Confédération des syndicats nationaux
- Conseil régional de l'environnement de la Capitale-Nationale
- Coopérative de développement régional, Québec-Appalaches
- Desjardins Capital de risque
- Fédération des caisses Desjardins du Québec
- Fédération des municipalités du Québec
- Filaction
- Financière Banque Nationale
- Fondation
- Fondation de l'entrepreneurship
- Fonds d'action québécois pour le développement durable
- Garantie Bio-Écocert
- Gestion Louis-Nadeau
- Groupe Le massif
- MNAs from Brome-Missisquoi, Hochelaga-Maisonneuve, La Pinière, Lac-Saint-Jean, Laurier-Dorion, Rosemont, Taschereau, Vachon, Verchères, Verdun and Westmount-Saint-Louis
- Pothier Delisle
- Sœurs de St-Joseph de St-Vallier
- SSQ Groupe financier
- Syndicat des professionnels et professionnels du gouvernement du Québec

### Le Soir de la Terre Benefit Celebration

April 22 at Club Soda in Montreal, a Zero-Waste and Carbon-Neutral Event

With François Avard, Frédéric Back, Marco Calliari, Gregory Charles, Ève Courmoyer, Boucar Diouf, DobaCaracol, Monica Freire, Francesca Gagnon, Tomás Jensen, Marc Labrèche, Stéphanie Lapointe, Guy A. Lepage, Mes Aïeux, Ariane Moffatt and Samajam

#### Partners and Sponsors

- 23h15.com
- Autobus des Cantons
- Autobus Québec métro 2000
- Avec plaisirs
- Boréale
- Énervation
- Greenpeace
- Les Autobus du village
- La compagnie de transport Maskoutaine
- Mélanie Ladouceur – video montage
- Natalie Veilleux
- Raymond Lord – environmental adviser
- Smile Productions
- Société de transport de Montréal
- Sylvie Choquette
- Vidéographe
- Vous êtes ici

### Montreal Benefit Supper

October 10 at Toqué

#### Partners and Sponsors

- Hydro-Québec
- Restaurant Toqué

#### Guests / Organizational Donors

- Auberge Le Baluchon
- Bell Canada
- Bloc Québécois
- Board of Trade of Metropolitan Montreal
- Bouthillette Parizeau et associés
- Caisse de dépôt et placement du Québec
- Canadian Centre of Architecture
- Cirque du Soleil
- Cogeco
- Confédération des syndicats nationaux
- Fonds d'investissement en développement durable
- Location d'outils Simplex
- LG2
- Menkès Shoener Dagenais Letourneux architectes
- Ministère des Services gouvernementaux
- Ministère du Développement durable, de l'Environnement et des Parcs

- MNA from Pointe-aux-Trembles
- Pomerleau
- Roche Itée groupe conseil
- Sanexen
- SITQ
- Société générale de financement
- SSQ groupe financier
- Teknika HBA
- Ubisoft
- VIA Rail
- Ville de Montréal
- Ville-Marie Borough

### Benefit Cocktail

November 8 at TOHU in Montreal. Dinner cocktail and silent auction followed by the show "Trace" from the circus company *Les 7 doigts de la main*

With Philippe Allard, Lhasa de Sela, Renée du Rocher, Anne-Louise Duranleau, Françoise Lavoie, Paul-Émile Rioux and Marie-Joséphine Vallée

#### Partners and Sponsors

- Auberge Le Baluchon
- Bistro Cocagne
- Dix mille villages
- TOHU, la Cité des arts du cirque
- Tout-autour encadrements

### Guests / Organizational Donors

- Agence métropolitaine de transport
- Air Liquide
- Alizé communications
- Bâtirente
- Café Mystique
- Caisse d'économie solidaire Desjardins
- Center for International Studies and Cooperation
- Centrale des syndicats du Québec
- Chantier de l'économie sociale
- Cortim S.A.
- Fédération des producteurs de lait du Québec
- Fédération nationale des enseignantes et enseignants du Québec
- Fondation
- Héritage Saint-Bernard
- I cinéma télévison
- Inspec-sol
- La Boîte de Comm
- Le Commensal
- Marcon DDM
- National, Relations publiques
- Notarius
- Prodev
- Publicité sauvage
- Quatrociento
- Santropol
- Union des producteurs agricoles



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## Funding

Équiterre extends a sincere thank-you to its funders:

### Government of Quebec

- Agence de l'efficacité énergétique
- Direction régionale de la santé publique
- Ministère de l'Agriculture, des Pêcheries et de l'Alimentation
- Ministère de l'Emploi et de la Solidarité sociale (Emploi-Québec and the Fonds d'aide à l'action communautaire autonome)
- Ministère de la Famille, des Aînés et de la Condition féminine
- Ministère des Ressources naturelles et de la Faune
- Ministère de la Santé et des Services sociaux
- Ministère des Transports
- Secrétariat à la jeunesse

### Government of Canada

- Canadian International Development Agency
- EcoAction, Environment Canada
- Environment Canada
- Industry Canada
- Natural Resources Canada
- Public Health Agency of Canada

### Private Foundations

- Daniel Langlois Foundation for Art, Science and Technology
- ELB Foundation
- Fondation Rêve d'Esther
- Foundation of Greater Montreal
- J.W. McConnell Family Foundation
- Oak Foundation
- Walter and Duncan Gordon Foundation

### Organizations

- Angus Technopole
- Association québécoise des organismes de coopération internationale
- Caisse d'économie solidaire Desjardins
- Canadian Council for Human Resources in the Environment Industry
- Centre québécois d'actions sur les changements climatiques
- Climate Action Network Canada
- Corporation de développement économique et communautaire Centre-Sud / Plateau Mont-Royal
- Fondation ressources-jeunesse
- Fonds d'action québécois pour le développement durable
- Fonds national de formation de la main-d'oeuvre
- Ville de Montréal
- Several religious communities

### Sponsors

- Académie de coiffure internationale Compétence Beauté
- Agence métropolitaine de transport
- Aliments Inari / Puresource
- Altura Trading
- ASHRAE Montréal
- Atelier roue libre
- Auberge La Pignoronde
- Bicycles Quilicot
- Biolivia
- Botania herboristerie
- Centre de gestion des déplacements de Côte-des-Neiges
- Centre du pied de Montréal
- Cidrerie du Verger Gaston
- Cidrerie La face cachée de la pomme
- Cinéma Beaubien
- Club organic
- Communauto
- Coop de l'ÉTS
- Coop de la faculté de l'aménagement (Université de Montréal)
- Coopérative Les alentours
- De Froment et de Sève
- Distribue Vie / Pro-organics
- DJ Blais
- Duo Carignan-Boucher
- Écosociété
- Energy Efficiency Fund
- Équita
- Fondation
- Fromage du Québec / Plaisirs gourmets
- Fromagerie Atwater
- Fromagerie Au gré des champs
- Fromagerie Au pied du vent
- Fromagerie l'Ancêtre
- Fromagerie Le baluchon
- Fromagerie Tourilli
- Gîte Café des Rêves
- Jardin des Anges
- La TOHU
- Le Devoir
- Le Fromentier
- Le Groupe Procycle
- Les divins chocolats de Sandra
- Les Fromagiers de la Table Ronde
- Liberté
- Maison de la culture Rosemont – La Petite-Patrie
- Maison de thé Camellia Sinensis
- McAuslan Brewery
- Météomédia
- Métro Lebel
- MNAs from Borduas, Laurier-Dorion, La Pinière, Mercier, Ste-Marie-St-Jacques and Vaudreuil-Soulanges
- Mountain Equipment Co-op
- New Kind Industry
- Nutri-CEuf
- Nutrisoya
- Post image
- Renaud-Bray
- Réseau de transport de la Capitale
- Santrapol
- Satau
- Société de transport de Montréal
- Spa Savanna
- Taxi Coop
- Troupe de théâtre Caliopé
- Unisoya
- Verger aux 4 vents
- Vertimonde
- VIA Rail

## Communications

### In 2006 :

- Équiterre distributed nearly 220,000 pieces of educational literature.
- More than 105,000 people received information on Équiterre projects from an employee or volunteer over the telephone, from an information booth, at a conference or during a home visit.
- The Équiterre Web site was consulted more than 350,000 times.
- Équiterre issued 48 press releases and tabled a brief to the BAPE on the natural gas port project in Gros Cacouna.
- Équiterre was mentioned by the media on at least 1,235 occasions (compared to 910 in 2005) thereby reaching millions of people.
- On May 2, Laure Waridel received the *Ordre de la Pléiade*, a distinction given to recognize the merits of individuals who have distinguished themselves in the service of the AIPLF's ideals of co-operation and friendship.
- Équiterre gave 117 presentations on responsible consumption and development, reaching more than 22,000 people.

### MEDIA PRESENCE IN 2006

	Press	Radio	Television	Internet	Total
Ecological Agriculture	138	68	32	80	318
Fair Trade	53	15	16	19	103
Energy Efficiency	56	26	21	25	128
Green Transportation	45	31	10	143	229
Responsible Consumption	44	20	16	12	92
Climate Change	91	59	45	22	217
Équiterre in General	72	58	14	26	170
<b>Total</b>	<b>499</b>	<b>277</b>	<b>154</b>	<b>327</b>	<b>1257</b>

### ASSOCIATIONAL LIFE

As of December 31, 2006, Équiterre boasted 3,404 members. This includes 3,334 individuals, 56 businesses and 14 farming operations. 40.1% of the members were recruited in 2006 and 49.7% of the members reside outside the Greater Montreal area. Over 90 people attended the General Meeting on April 12, 2006.

Three issues of the members' newsletter InfoÉquiterre were published. Équiterre also distributed nine versions of its online bulletin Équiterre express.





## CLIMATE CHANGE

AS PART OF ITS CLIMATE CHANGE AND ENERGY POLICY CAMPAIGN, ÉQUITERRE ORGANIZES PUBLIC AWARENESS ACTIVITIES AND MOBILIZES QUEBEC STAKEHOLDERS TO INFLUENCE GOVERNMENT DECISION-MAKERS INTO TAKING ACTION TO REDUCE GREENHOUSE GAS EMISSIONS.

### Cross-Quebec tours of the CQACC

Coordinated by Équiterre, the Centre québécois d'actions sur les changements climatiques (CQACC) – born from a joint initiative of the Centre de l'environnement de Québec, ENvironnement JEUnesse, Équiterre, Greenpeace, Regroupement national des conseils régionaux de l'environnement du Québec and Vivre en Ville – is mandated to gather and distribute climate change information.

### Training for environmental groups

Last spring, the CQACC completed a training tour intended for environmental groups in Quebec. The goal of the two workshops - "Les changements climatiques : comprendre pour mieux agir" (Climate change: understand in order to better act) and "Réussir une campagne de marketing social" (Successfully conduct a social marketing campaign) - was to give participants tools to make their awareness raising efforts even more effective. Offered in Quebec City, Saguenay, Sherbrooke, Trois-Rivières, Montreal and Gatineau, these workshops attracted 280 people.

### "Action-Reaction"

The purpose of the "Action-Reaction" Tour held last fall was to mobilize the public in favour of the Kyoto Protocol and identify locally adapted actions for reducing greenhouse gas emissions. The Tour presented public lectures on the issue of climate change and invited political, private and environmental representatives to take part in work groups to facilitate collaboration and the development of a consistent course of action. Steven Guilbeault, Director of Greenpeace Quebec, and



Mission leader, filmmaker and biologist, Jean Lemire

Jean Lemire, Mission Leader of the Sedna IV (live from Antarctica), were the national speakers for this tour that reached more than 1,600 participants.

Also joining them were the following local speakers:

- Montreal: Isabelle Hudon, President and CEO of the Board of Trade of Metropolitan Montreal, and Laure Waridel, Co-founder of Équiterre
- Quebec City: Pascal Laliberté, President of Vivre en Ville, and Laure Waridel, Co-founder of Équiterre
- Trois-Rivières: Fabiola Toupin, singer-songwriter and spokesperson for the 2006 edition of the "In Town Without My Car" Day in Trois-Rivières
- Rivière-du-Loup: Marc Turgeon, President of the Regroupement des conseils régionaux de l'environnement du Québec

- Baie Comeau: Marie-Pierre Ouellon, President of Conseil régionaux de l'environnement de la Côte-Nord
- In Chicoutimi: Stéphane Tremblay, MNA for Chicoutimi
- In Sherbrooke: Christian Vachon, President of Solutions énergétiques Énerconcept
- In Gatineau: Matthew Bramley, Director of Climate Change, Pembina Institute

### OVERVIEW

- From June 1 to 4, Équiterre, alongside some hundred exhibitors, took part in the first "Salon national de l'environnement" (National Environment Show) held in Montreal and attended by over 16,000 visitors.
- At the invitation of Équiterre and Greenpeace, the well-known environmentalist Elizabeth May, then Executive Director of the Sierra Club Canada, gave a lecture on June 13 at Montreal's Concordia University as part of her national tour, "Clearing the Air on Climate Change". The lecture dealt with the issue of the Alberta tar sands – a major obstacle to the Kyoto Protocol and a growing source of greenhouse gases – and was very well received by the 70 individuals in attendance.
- On October 21, 600 people attended a lecture by Hubert Reeves at the Université Laval de Québec, organized by Équiterre and Nature Québec / UQCN. During this lecture called "Mal de terre," Mr. Reeves examined the causes and mechanisms of climate change and their disastrous effects on planetary biodiversity, urging those in attendance to discover possible solutions that they can adopt in their daily lives.



### Natural gas port project in Gros Cacouna

In June, Équiterre presented a brief to the BAPE called “S’affranchir des carburants fossils” (Moving Away From Fossil Fuels), concerning the natural gas port project in Gros Cacouna. Équiterre recommended rejecting the project, as with all other natural gas port projects being considered in Quebec.

“In order to protect the energy security of Quebecers, many are tempted to approve projects that aim to increase the availability of natural gas and diversify its supply sources,” explained Laure Waridel. “We do not consider this to be the right path. We believe, however, that raising Quebec’s reliance on increasingly expensive and coveted non-renewable energy sources will reduce our energy security.” While Quebec exports hundreds of millions of dollars yearly to obtain oil and natural gas, Équiterre proposes redirecting this money instead toward Quebec’s own energy production and energy efficiency projects, creating more jobs (especially in the regions) and wealth, in addition to being more aligned with a sustainable development objective.

### Harper alone on his island

Équiterre actively participated in organizing this demonstration held November 4 in Montreal on the International Day of Action Against Climate Change. Quebec environmental groups used a tableau vivant to send a clear message to the Harper government: “The failure to take into account the opinion of Quebecers and Canadians and the commitment of the international community has left the Harper government totally isolated.”

### International front

Hugo Séguin, Équiterre’s Climate Change Coordinator, travelled to Bonn, Germany last May to attend the

ongoing UN sponsored international negotiations. There, Équiterre made it clear that it was dissatisfied with the Harper government’s for destroying the Climate Change Plan for Canada, wiping out funding for environmental groups, and criticizing Canada’s international commitments under the Kyoto Protocol. Équiterre also denounced the government’s private instructions to Canadian negotiators to oppose deeper emission-cutting targets, which stated that: “Canada will not support agreement on language in the work program that commits developed countries to more stringent targets in the future.”

Équiterre also attended the 12th United Nations Climate Change Conference in Nairobi, Kenya. Équiterre representatives used this opportunity to continue to denounce the defeatist position of the Canadian government on climate change initiatives.



The “Harper alone on his island” demonstration

### ADOPTION OF A CLIMATE CHANGE ACTION PLAN BY THE QUEBEC GOVERNMENT

After months of effort and mobilization to convince government decision-makers to take concrete steps to reach the Kyoto objectives, Équiterre and environmental groups congratulated the Government of Quebec for adopting the 2006-2012 Action Plan to combat climate change.

“We believe that Quebecers will quickly reach a consensus in favour of this plan, which we hope will force the Harper government to respect the Kyoto Protocol,” said Équiterre’s Hugo Séguin.

The 2006-2012 Action Plan adopted by the Government of Quebec aims to reduce greenhouse gas emissions to 1.5% below the 1990 levels, for a reduction of 8% compared to the current level. To reach this objective, the government will rely on 24 concrete actions such as adopting the highest standards in North America for automobiles, implementing a hydrocarbon charge of \$200 million a year, limiting the maximum speed of heavy vehicles to 105 km/h, adopting the Novoclimat standard for buildings, developing and using mass transit and alternatives, as well as an information campaign that will sensitize the public to the importance of staying active in the fight against climate change.

Équiterre intends to very closely monitor the implementation of this plan over the next few months so that it does not become an empty promise.



## ECOLOGICAL AGRICULTURE

ÉQUITERRE'S ECOLOGICAL AGRICULTURE PROGRAM HELPS INFORM QUEBECERS ABOUT THE BENEFITS OF A GREENER APPROACH TO AGRICULTURE AND THE FOOD WE EAT WITH A STRONG EMPHASIS ON SOLIDARITY. ÉQUITERRE SUPPORTS THE "BUY LOCAL" PHILOSOPHY AND ENCOURAGES CITIZENS TO MAKE A COMMITMENT TO BECOME RESPONSIBLE CONSUMERS. ÉQUITERRE NOT ONLY MANAGES THE COMMUNITY SUPPORTED AGRICULTURE (CSA) PROJECT, BUT ALSO HELPS IN THE DEVELOPMENT OF NEW INITIATIVES SUCH AS LOCAL ORGANIC DAYCARES AND ORGANIC COMMUNITY KITCHENS. IN ADDITION, ÉQUITERRE LOBBIES POLITICIANS TO TAKE THESE ISSUES INTO ACCOUNT WHEN ENACTING GOVERNMENT POLICY.

### "Buy Local" campaign

In the summer of 2006 Équiterre, in collaboration with the Fédération des coopératives d'alimentation du Québec and the Union des producteurs agricoles (Quebec farm union), initiated a promotional campaign aimed at the leaders of some sixty food cooperatives and their consumers in the Chaudière-Appalaches, Central Quebec, Lower Saint-Lawrence, and Gaspé - Îles-de-la-Madeleine regions.

This "Buy Local" campaign called *L'Achat local, toujours en tête* promotes the benefits of buying local products for a fair price as:

- reducing the greenhouse gas emissions generated by long-distance transportation of produce;
- protecting the economic and social fabric of rural and semi-urban communities;
- preserving family farms throughout Quebec;
- ensuring our autonomy and our food security.

The first phase of the campaign consisted of information workshops in which the leaders of 32 cooperatives took part. The second phase targeted 115,000 member families of the cooperatives, which all received

four postcards, each presenting one particular benefit of buying locally (personal health, environment, economy and community) as well as recipes. The third phase will focus on facilitating shelf access for local and regional products.

### ECOLOGICAL HORTICULTURE

Since last October 25, the activities of the Coalition for Alternatives to Pesticides (CAP) have been incorporated into those of Équiterre. The two organizations with complementary mandates have pooled their resources to intensify the promotion of ecological horticulture to municipalities, professional horticulturists and citizens.

By virtue of Quebec's Pesticides Management Code, it is prohibited as of April 3, 2006 to sell and use on lawns those pesticides that contain twenty of the most widespread active agents. Équiterre is promoting awareness of ecological horticulture to Quebecers in order to provide effective alternative methods and techniques to pesticides. Équiterre is also offering professionals in landscaping and green-space maintenance access to Horti-Éco, an ecologic horticulture certification program.



© Vincenzo D'Alto

CSA Photo-expo: Harvesting carrots at Cadet-Roussel



© Centre d'entraide Racine-L'Amour

St-Eustache community kitchen group

### OVERVIEW

- 3 issues of the *Le Partenaire* newsletter;
- 11,500 farm lists distributed;
- 36 start-up meetings with 1,100 people in attendance;
- 27 booths and lectures providing information to several thousand people.



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### Community-Supported Agriculture (CSA)

The Quebec CSA Network allows organic farmers in Quebec to sell harvest shares in advance directly to consumers who wish to support and form ties with their local farming communities. Launched in 1995 in collaboration with the Cadet-Roussel farm, the network now links 101 farms – 79 principle farms (11 livestock farms and 68 vegetable farms) and 22 associate farms – with 8,600 partners, in 339 drop-off points, serving some 20,000 consumers in 13 regions of Quebec.

#### A viable economic model for farmers

A study conducted by Équiterre of 10 CSA Network farms made it possible to establish some encouraging figures for average production costs, showing that the farms generated an average income surplus of \$17 per basket in 2004 compared to a per-basket loss of \$46 in 2000.

#### Organic Daycares

This initiative started as a pilot project in 2002 involving the linking of four CSA Network farms to five *Centre de la petite enfance* (CPE) daycares. In 2006, it had grown to 44 CPE daycares linked to 24 farms. Now present in

eight regions of Quebec, the project gave more than 3,000 toddlers access to local organic vegetables and fruits throughout the entire warm season.

In 2006, Équiterre was invited to present a profile of the project before the Public Health Agency of Canada, the *Forum d'orientation de recherche sur le poids* (weight research forum) of the *Fonds de recherche sur la société et la culture du Québec* (Research fund for Quebec culture and society) and the Population Health Fund Forum.

#### Organic Community Kitchens

This pilot project linking community kitchens to local biological farms began in 2005 and grew with seven new pairings in 2006 to be present in six Quebec regions .

#### Organic Schools and Hospitals

Established this year, the “Responsible Food Choices for Institutions” project aims to forge ties between local organic farms and schools or hospitals in order to develop educational activities that could be inserted in their already existing programs. Équiterre’s objective is to help change the procurement modes of some thirty institutions over the next three years.

### PHÉNIX ENVIRONMENTAL AWARD FOR THE ORGANIC DAYCARE PROJECT

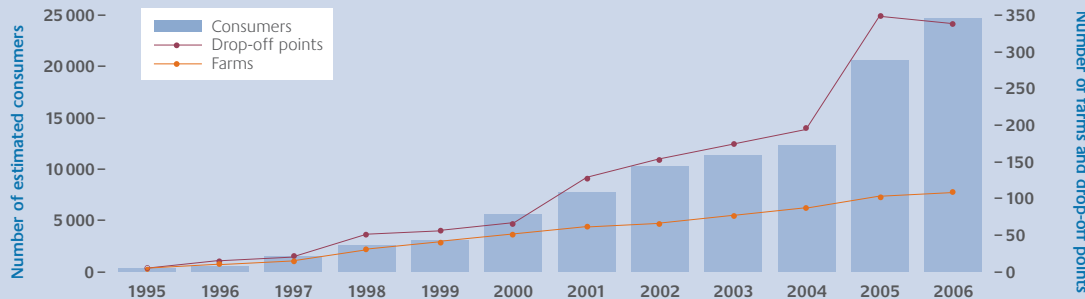
On June 6, 2006, Équiterre received the Phoenix Environmental Award in the Sustainable Development Category for the Organic Daycare project.

The goal of this project is to provide domestically grown organic food for the *Centre de la petite enfance* (CPE) daycares and to make children and adults aware of the many facets of agriculture activity and how they relate to health and the environment. Established in November 2002, the project now includes 44 CPE daycares in eight Quebec regions and reaches over 3,000 children.



In the photo: Kathleen Côté from Château farm, Community-Supported Agriculture Member, Robert Daigneault from the law firm Robert Daigneault, and Isabelle Joncas, handling Équiterre’s CSA project.

### EVOLUTION OF QUEBEC’S CSA NETWORK





## RESPONSIBLE CONSUMPTION

RESPONSIBLE CONSUMPTION IS A WAY WE CAN USE OUR BUYING POWER TO MAKE A POSITIVE CONTRIBUTION TO SOCIETY, THE ENVIRONMENT AND THE PLANET. FOOD, GENERAL PRODUCTS AND SERVICES, TRANSPORTATION AND ENERGY ARE ALL SECTORS OF THE ECONOMY WHERE OUR CHOICES CAN MAKE A REAL DIFFERENCE.

ON APRIL 15, 2004, ÉQUITERRE INVITED QUEBEC CONSUMERS TO TAKE PART IN ITS “CHANGING THE WORLD, ONE STEP AT A TIME” CAMPAIGN. WHEN ADDED UP, SMALL EVERYDAY ACTIONS RELATED TO TRANSPORTATION, FOOD, CONSUMPTION AND INTERACTING WITH OTHERS HAVE A POSITIVE IMPACT ON THE ENVIRONMENT AND SOCIETY.

SINCE THAT TIME, THOUSANDS OF PEOPLE AND SEVERAL ORGANIZATIONS HAVE JOINED THE CAMPAIGN.

### Social Economy and Fair Trade Fair

The first Social Economy and Fair Trade Fair occurred last November in Montreal and was held in conjunction with the *Sommet de l'économie sociale et solidaire*. Équiterre organized the event in collaboration with the *Comité d'économie sociale de l'île de Montréal* and the *Chantier de l'économie sociale*.

The objectives of this event were to: provide exposure and a business opportunity to social economy and solidarity enterprises; encourage visitors to get into the habit of buying from these enterprises and become socially responsible consumers; illustrate concretely the experiences learned from community entrepreneurship by demonstrating the diversity of initiatives and their impact on communities; and provide an information-sharing and networking opportunity with other social economy stakeholders.

Some 2,500 people visited 37 exhibitor booths at this Fair that marked the end of the “solidarity economy” season during which a variety of activities took place throughout Quebec under the theme “This fall, Quebec is displaying its values!”.

### Concrete commitments

#### At the Sommet de l'économie sociale et solidaire

Held at the same time as the Fair, this summit brought together 650 Quebec leaders involved in social economy and solidarity from all regions of Quebec, as well as Canadian partners and participants from some twenty countries. Équiterre coordinated the event and led a thematic workshop on responsible consumption. Following the summit, the participants committed to undertake concrete actions to promote and develop responsible consumption, such as a joint promotional campaign and the formulation of responsible purchasing policies.

#### At the Confédération des syndicats nationaux (CSN)

In February 2005, the CSN joined the “Changing the World, One Step at a Time” campaign and set the objec-

tive of having 30% of its affiliated unions (840 unions representing some 84,000 members) take action by the next campaign convention in spring 2008. In order to facilitate campaign commitment, a lead person was named in each central council of the CSN, a toolkit document was distributed to the members, and a section of the website was dedicated for this purpose. Since that time, more than 338 unions have announced that they are joining the campaign.

#### Throughout the year

Équiterre granted interviews, led workshops and gave lectures on the campaign. During the Easter, Christmas, Valentine's Day and Halloween periods, Équiterre proposed responsible choices that were widely communicated by the media to their listeners and readers. Équiterre also produced nine “One Step at a Time” online bulletins which were sent out to 7,421 people.

### CHANTIER DE L'ÉCONOMIE SOCIALE

During the opening session, Clément Guimond and Laure Waridel presented an overview of the journey taken over the past 10 years. “Everywhere we look, there are men and women, both young and old, who are mobilizing in new ways to achieve sustainable development and more economic solidarity and inclusiveness. They are doing it through thousands of concrete actions: entrepreneurial activities, responsible consumption, democratic participation in the development of their local community and their region, and international solidarity actions.”



From left to right, the spokespeople of the Sommet de l'économie sociale et solidaire: Claude Béland, Former President of the Mouvement Desjardins, Laure Waridel, Co-founder of Équiterre, K. environmental communicator, Clément Guimond, General Coordinator of the Caisse d'économie solidaire, Nancy Neamtan from the Chantier de l'économie sociale.



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## FAIR TRADE

SINCE 1996, ÉQUITERRE HAS BEEN CONTRIBUTING TO THE DEVELOPMENT OF FAIR TRADE AS A WAY TO HELP PRODUCERS, WORKERS AND CRAFTSPEOPLE IN SOUTHERN COUNTRIES IMPROVE THEIR LIVES. TO THIS END, ÉQUITERRE ORGANIZES AND HOLDS AWARENESS ACTIVITIES, DEVELOPS EDUCATIONAL TOOLS, ACCOMPANIES INDIVIDUALS, MERCHANTS AND INSTITUTIONS THAT CARRY OUT FAIR TRADE PROJECTS, AND PROVIDES SUPPORT TO GROUPS OF SOUTHERN PRODUCERS, CRAFTSPEOPLE AND WORKERS.

IN QUEBEC, WE CAN PURCHASE FAIR TRADE COFFEE, TEA, WHITE AND BROWN SUGAR, COCOA, CHOCOLATE, RICE, SUCCANAT, QUINOA AND EVEN SPORTS BALLS, ALL APPROVED BY THE INDEPENDENT CERTIFICATION ORGANIZATION TRANSFAIR CANADA. MANY FAIR TRADE HANDICRAFTS AND KARITE BUTTER PRODUCTS ARE ALSO AVAILABLE.

### Spotlight on responsible fashion

IN 2006, ÉQUITERRE LAUNCHED AN IMPORTANT AWARENESS AND EDUCATION CAMPAIGN ON FAIR TRADE COTTON AND RESPONSIBLE FASHION. INTRODUCED ON THE QUEBEC MARKET IN THE FALL, FAIR TRADE COTTON IS THE FIRST FAIR-TRADE CERTIFIED NON-FOOD PRODUCT AVAILABLE IN CANADA. HUNDREDS OF PEOPLE WERE REACHED THROUGH LECTURES, THE PUBLICATION OF THE RESPONSIBLE FASHION GUIDE AND TWO FASHION SHOWS.

ON THE EVENING OF NOVEMBER 11, 2006, ÉQUITERRE TEAMED UP WITH LA GAILLARDE FRIPPERY TO HOLD THE “MODE DE VIE” BENEFIT FASHION SHOW PRESENTING THE LATEST TRENDS IN ETHICAL FASHION.

THE 300 PEOPLE ATTENDING THE SHOW WERE TREATED TO A DISPLAY OF THE MANY FACETS OF THIS BLOSSOMING INDUSTRY INCLUDING ORGANIC AND FAIR TRADE FABRICS AND A RANGE OF SOCIAL ECONOMY AND LOCALLY PRODUCED GOODS.



© Friperie La Gaillarde

### Consultation in action

#### Fair Trade Weeks

THIS YEAR, ÉQUITERRE WAS AT THE CENTRE OF THE CONSULTATION BETWEEN THE DIFFERENT FAIR TRADE PLAYERS IN QUEBEC TO ESTABLISH JOINT EDUCATIONAL ACTIVITY PROGRAMMING FOR THE FAIR TRADE WEEKS. SOME TWENTY ORGANIZATIONS JOINED FORCES TO COORDINATE MORE THAN FIFTY ACTIVITIES IN SEVEN REGIONS OF THE PROVINCE. ÉQUITERRE ALSO COORDINATED THE WORK OF THE CANADIAN CONSULTATION COMMITTEE ON FAIR TRADE, A THINK TANK AND RESEARCH GROUP WHOSE MANDATE IS TO IDENTIFY STRATEGIES AND MEANS TO ALLOW FOR THE FURTHER DEVELOPMENT OF FAIR TRADE IN CANADA.

#### Creation of a fund entirely devoted to fair trade

THE CAISSE D'ÉCONOMIE SOLIDAIRE DESJARDINS (THE FIRST FINANCIAL INSTITUTION TO JOIN ÉQUITERRE'S “CHANGING THE WORLD, ONE STEP AT A TIME” CAMPAIGN), ALONG WITH FILACTION, ANNOUNCED THE CREATION OF A FUND ENTIRELY DEVOTED TO FAIR TRADE ON JUNE 15, 2006. THIS FUND WILL HELP MEET THE GROWING DEMAND FROM QUEBEC CONSUMERS FOR THESE GOODS THAT ALLOW PRODUCERS IN THE COUNTRIES OF THE SOUTH TO RECEIVE DECENT REVENUES FOR THEIR WORK.

### RESPONSIBLE FASHION GUIDE

ÉQUITERRE LAUNCHED THE RESPONSIBLE FASHION GUIDE, A KEY TOOL FOR CONSUMERS WISHING TO PURCHASE CLOTHING IN KEEPING WITH THEIR VALUES.

IN ADDITION TO REPORTING THE LATEST DEVELOPMENTS IN THE TEXTILE AND CLOTHING INDUSTRY, THE DOCUMENT PROVIDES EXTENSIVE INFORMATION ON RESPONSIBLE CONSUMER HABITS AND A LIST OF INTERESTING QUEBEC BOUTIQUES AND WEBSITES.



© Geneviève Pellerin

THIS PHOTOGRAPH BY GENEVIÈVE PELLERIN, INTERN IN MALI, GARNERED THE FIRST PRIZE OF THE 2006 EDITION OF THE “QUÉBEC SANS FRONTIÈRE” (QUEBEC WITHOUT BORDERS) COMPETITION ORGANIZED BY ÉQUITERRE IN COLLABORATION WITH THE MINISTÈRE DES RELATIONS INTERNATIONALES AND THE ASSOCIATION QUÉBÉCOISE DES ORGANISMES DE COOPÉRATION INTERNATIONALE.

### International profile

ÉQUITERRE MADE ITS WEBSITE AVAILABLE TO ORGANIZATIONS FROM THREE COUNTRIES – FRANCE, GERMANY AND CANADA – THE INITIATORS BEHIND NOVEMBER - YOUTH FAIR TRADE MONTH. IN FEBRUARY, ÉQUITERRE REPRESENTATIVES TOOK PART IN THE *Colloque sur l'éducation au commerce équitable* (Fair Trade Education Symposium) ORGANIZED IN FRANCE BY THE ARTISANS DU MONDE, AND IN JUNE THEY PARTICIPATED IN THE PAN-CANADIAN FORUM OF THE CANADIAN STUDENT NETWORK FOR FAIR TRADE HELD AT TORONTO'S YORK UNIVERSITY.

### OVERVIEW

- 64 lectures on fair trade and responsible consumption and 11 information booths receiving more than 12,000 visitors
- the Action Guide for Fair Trade available on Équiterre's Web site received 3,750 visits
- Laure Waridel's book, *Acheter, c'est voter ; Le cas du café* (Coffee with Pleasure, Just Java and World Trade) won the prize for audience favourite during the 11<sup>th</sup> edition of the *Prix du livre d'affaires* (Business book award) handed out by the Coop HEC Montréal





## GREEN TRANSPORTATION

IN ADDITION TO GENERATING AN ENORMOUS QUANTITY OF CLIMATE CHANGE CAUSING GREENHOUSE GASES, SOCIETY'S WIDESPREAD USE OF AUTOMOBILES CONSTITUTES A MAJOR SOURCE OF POLLUTION THAT SERIOUSLY AFFECTS PEOPLE'S HEALTH AND THE QUALITY OF THEIR LIVES. EVERY YEAR SINCE 1995, ÉQUITERRE HAS HELD PUBLIC AWARENESS EVENTS TO EDUCATE PEOPLE ABOUT THE ENVIRONMENTAL IMPACT OF THEIR COMMUTING HABITS AND HELP REDUCE THEIR SOLO CAR TRIPS. ÉQUITERRE IS ALSO ACTIVE ON SEVERAL FRONTS IN ITS EFFORTS TO SENSITIZE POLITICIANS TO THE ADVANTAGES OF PUBLIC TRANSIT, CARPOOLING, WALKING AND CYCLING.

### Increased awareness

Once again this year, there were many opportunities to inform decision-makers about the benefits of green transportation.

### Against the Highway 25 extension

Équiterre is a member of the *Coalition contre le prolongement de l'autoroute* (Coalition against the Highway 25 extension), which throughout the year responded to all Government of Quebec actions in this portfolio. It repeatedly reminded the government that more attractive alternatives exist for dealing with the mobility needs of people and traffic congestion problems in Greater Montreal, such as commuter trains, reserved traffic lanes, extension of the subway system or a light-rail network.

### In favour of the Mascouche commuter train

On another front, Équiterre is delighted with the Quebec Governments April 3 announcement to proceed with the commuter train line that will link the towns of Mascouche, Terrebonne and Repentigny to downtown Montreal. This decision will ensure that people living east of Montreal and in the Lanaudière region have an accessible and quality public transit service.

### For alternative solutions

In addition to its participation on the *Coalition pour l'apaisement de la circulation et la réduction de la voiture en ville* (Coalition for traffic calming and vehicle reduction in the city), Équiterre took advantage of the study of large-scale Montreal projects (such as the new Montreal University Hospital Centre (MUHC) and UQAM's "Îlot Voyageur" real estate project) to emphasize the importance of developing real incentives for using alternative transportation.

As a partner of the Angus Technopole - the first technological park in Quebec offering a complete range of alternative transportation modes as solutions to solo car trips - Équiterre initiated an information and awareness campaign for workers on the site to encourage them to change their daily commuting habits. Équiterre also positively responded to the request of the *Bureau associatif pour la diversité et la réinsertion* (Associative bureau for diversity and reintegration) to take part in its campaign to educate members of the Muslim community about alternative transportation modes to mosques and schools.

### "In Town Without My Car"

For the fourth consecutive year, Équiterre was a partner in Montreal's "In Town Without My Car" Day, sponsored by the Agence métropolitaine de transport. Tens of thousands of people commuted on foot in the downtown area that was closed off to motor vehicle traffic.



Trois-Rivières event spokespersons: Roger Nadeau, Municipality of Trois-Rivières, Fabiola Toupin, singer-songwriter acting as Honorary President for the event, and Angèle-Anne Brouillette from Équiterre's Mauricie Action Group.

Thanks to the ongoing work of Équiterre's Mauricie Action Group, the Trois-Rivières "In Town Without My Car" Day whose theme was "J'accroche mon auto, le 22 septembre" was a great success. Several organizations collaborated to help present activities including the distribution of tickets to solo-car commuters.

### OVERVIEW

- 7 "Transportation Cocktail Club" bulletins sent to nearly 12,000 individuals
- 13 lectures and 54 booths providing information to 6,430 people
- Nearly 30,000 documents distributed, including 15,000 promotional cards for the Transportation Cocktail Contest
- Mass e-mail to more than 18,800 people inviting them to take part in the Transportation Cocktail Contest
- 140 personalized transportation plans made



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### “Libre comme l’air” Bike Tour

From August 11 to 13, 150 cyclists from across Quebec travelled 150 kilometres of scenic routes in the Chaudière-Appalaches and Bas-Saint-Laurent regions to mark the “Libre comme l’air” bike tour. Participants practiced their favourite sport and learned about the area’s environmental issues while enjoying local products and cultural riches.

### Transportation Cocktail

The third edition of the Transportation Cocktail Contest was a resounding success with over 15,000 registrations. This year, the “Low in fat and CO2” contest specifically aimed to better publicize the benefits of green transportation on health and the environment.



Équiterre’s booth at the Montreal International Auto Show piqued the curiosity of more than 1,500 visitors.

### “ACTIVE IN MY NEIGHBOURHOOD”

Launched in January 2006, the “Active in My Neighbourhood” campaign is intended for the residents of two Montreal boroughs, Verdun and Rosemont – La Petite-Patrie.

The goal of the campaign is to encourage people to be more physically active by walking or cycling when they commute in their own neighbourhoods. Active transportation is beneficial to people’s health, the environment and the community and encourages buying from local stores and services. This in turn stimulates the local economy, fosters accessibility and diversity of services, makes neighbourhoods vibrant and safer, and develops a sense of belonging to the community.

This two-year pilot project brings together a host of community stakeholders from the health, education, business and community sectors in order to develop an action plan and adopt collective measures designed to promote active transportation and local purchasing. The project was made possible through the financial support of Environment Canada and the *Agence de santé et des services sociaux de Montréal – Santé publique – Région de Montréal* (Montreal Public Health Department of the Health and Social Services Agency).

Équiterre has also developed tools including action kits for communicating with citizens and local stakeholders. These kits offer useful tips and thematic info capsules that are published in the local newspaper.

### SEPTEMBRE 23 FESTIVAL

September 23, 2006 saw the launch of the campaign in Rosemont – La Petite-Patrie, during a popular festival showcasing active transportation and various local resources related to health, quality of life and the joys of active living. Braving the poor weather, several families came out to enjoy this festival organized jointly by Équiterre, the Community Economic Development Corporations (CDEC) and the Rosemont – La Petite-Patrie Borough.



© CDEC Rosemont – La Petite-Patrie





## ENERGY EFFICIENCY AND GREEN BUILDING

ENERGY PRODUCTION AND CONSUMPTION ARE RESPONSIBLE FOR NUMEROUS ENVIRONMENTAL PROBLEMS. TO LIMIT THE IMPACT OF THESE ACTIVITIES, ENERGY EFFICIENCY IS AN IMPORTANT AVENUE TO DEVELOP, ESPECIALLY IN CANADA ONE OF THE BIGGEST CONSUMERS OF ENERGY PER CAPITA IN THE WORLD. ÉQUITERRE, FOR ITS PART, SEEKS TO PROMOTE GREATER AWARENESS AMONG CITIZENS OF THE IMPACT OF THEIR ENERGY CONSUMPTION ON THE ENVIRONMENT AND WORKS TO HELP THEM CHANGE THEIR ENERGY CONSUMPTION HABITS.

### Home Evaluations

Équiterre has two main energy efficiency programs: energy efficiency inspections for modest income households and the EnerGuide for Houses program.



Through its support from the Agence de l'efficacité énergétique, Équiterre offers energy efficiency inspections to modest income households, allowing them to reduce their energy consumption. In 2006, Équiterre advisers and technicians visited 695 Montreal households free of charge.

During a visit of approximately 90 minutes, the adviser analyzes energy consumption habits and makes customized recommendations that enable energy savings. The technician makes a brief report on the condition of the dwelling and on the most urgent work to be done. The technician then installs energy-saving devices (such as a reduced flow shower nozzle) and minor weather-stripping around the dwelling.

According to a survey conducted last spring of individuals who received a visit from Équiterre, 95% of the respondents reported that they were satisfied. In response to the question, "Have you already noticed an improvement in your comfort level since our visit?" – 43% cited a vast improvement and 40% a moderate one. Also, nearly two thirds of the respondents (64%) reported adopting more environmentally friendly living habits since the visit.

On September 5, Équiterre kicked off the new season for the Home EnerGuide for houses service by unveiling a new visual image for this professional assessment program supported in Quebec by the Government of Quebec, Hydro-Québec, Gaz Métro and Gazifère.



Équiterre is a certified agent for the program for the Montreal region and in 2006 made 566 visits. During these visits an Équiterre adviser conducts a series of tests in the home, including an infiltrometer test to identify air leaks. The adviser then prepares a detailed energy consumption report to improve the energy efficiency of the dwelling.

Since April 2006, the Caisse d'économie solidaire Desjardins has been offering this service free of charge to its members who take out a mortgage of \$40,000 and up to acquire or renovate a property. This new financial product, called HypothÉco (Eco Mortgage), was developed with Équiterre's collaboration. As well, for each new member, the Caisse gives detailed energy consumption report to improve the energy efficiency of the dwelling.



On February 25-26, Équiterre and the École de technologie supérieure collaborated to present the first edition of Écologez, a competition of integrated design for a green building. The competition offers architecture, engineering, design, environment and urban-planning students the opportunity to apply their ingenuity and knowledge in designing a prototype green building for Équiterre. Coming from eight Quebec universities, 54 students from seven teams took part in the competition.

### OVERVIEW

- 3,000 people made aware of the energy efficiency inspection and EnerGuide for houses program
- Continued exposure at the Montreal National Home Show and at the Cottage and Country Homes Show
- A new Energy Efficiency Action Guide



## SUSTAINABLE DEVELOPMENT BUILDING

AN ÉQUITERRE INITIATIVE, THE MAISON DU DÉVELOPPEMENT DURABLE INC. WILL CONSTRUCT AN ENVIRONMENTALLY FRIENDLY MODEL BUILDING, SERVING AS AN INSPIRATION FOR BOTH THE GENERAL PUBLIC AND DECISION-MAKERS. IN ADDITION TO ITS DEMONSTRATION, LEARNING AND RESEARCH COMPONENTS, THE SUSTAINABLE DEVELOPMENT BUILDING WILL BE HOME TO ÉQUITERRE'S OFFICES AND THOSE OF OTHER ORGANIZATIONS AND COMPANIES SHARING ITS VALUES. THIS PROJECT INVOLVES THE CONSTRUCTION OF A BUILDING IN THE HEART OF MONTREAL THAT WILL OBTAIN LEED PLATINUM CERTIFICATION, THE HIGHEST LEVEL OF ENVIRONMENTALLY FRIENDLY RECOGNITION.

The objectives of this initiative are to: create a Sustainable Building Information, Education and Research Centre; create a learning, innovation and meeting hub on sustainable development in Montreal; and strengthen and create synergy among several social and environmental organizations.

As well as being home to the offices of not-for-profit organizations, the building will feature retail businesses and a café. Also included will be a performance-monitoring laboratory for the building. This control centre will confer laboratory-building status and allow gathering a host of data via sensors strategically placed in the building.

The interpretation centre, which is the cornerstone of the public education component, will be made up of: a gallery space of 10 to 15 modules featuring topics related to green buildings such as lifecycle analysis; an educational walk-through allowing visitors to learn more about the innovative technologies that give the building its excellent environmental performance; a documentation and material technology centre giving visitors a first-hand look at the appearance and features of environmentally friendly material and equipment.

### Green building standards

To ensure that this building becomes a benchmark in the green building sector on an international level, Équiterre wants this project to meet the most stringent green construction standards possible. The interior and exterior design also adheres to these standards and will strengthen the environmental value of the building.

Équiterre's goal is to obtain the highest level of certification established by the LEED (Leadership in Energy and Environmental Design) green building rating system – the Platinum level.

### Project partners

In addition to Équiterre, the building occupants will be the Centre de la petite enfance le petit réseau, Option consommateurs, Conseil régional de l'environnement de Montréal, Unisféra, ENvironnement JEUnesse, Regroupement national des conseils régionaux de l'environnement du Québec and the Regroupement des services Éco-quartier.

The project enjoys the support and expertise of many partners including Bell, the Caisse d'économie solidaire Desjardins, Caisse de dépôt et de placement du Québec (SITQ), Board of Trade of Metropolitan Montreal, École de technologie supérieure, Esperamos Films, Fasken Martineau, Filaction, Daniel Langlois Foundation, Kresge Foundation, Government of Quebec, Hydro-Québec, Mouvement Desjardins and the City of Montréal.

### BUILDING SITE

The transfer by Hydro-Québec of a 15,000 square-foot lot (at the corner of Clark and Sainte-Catherine in Montreal) worth over 1 million dollars is a concrete response demonstrating the public corporation's commitment to the Sustainable Development Building project. Hydro-Québec also plans on putting a green space between the building and its neighbour, the Théâtre du Nouveau Monde.

As well, Marie-José Nadeau, Executive Vice President – Corporate Affairs and Secretary General of Hydro-Québec, will chair the campaign committee whose mandate is to secure, from Quebec's institutional and business communities, funding for the Building that is considered a “pathfinder project for the Montreal real-estate sector, notably in terms of energy efficiency.”



### TARGET SCHEDULE

In order to inaugurate the Building toward the end of 2008, Équiterre has developed a schedule made up of seven main stages:

- Project development (2002 to 2006) - done
- Selection of team of experts (2005) - done
- Site selection (2006) - done
- Program and design (2007) - under way
- Drawings and specifications (2007)
- Construction (2007-2008)
- Move into new offices (2008-2009)



# FINANCIAL STATEMENTS

## Auditor's Report

(translated from French)

To the members of ACTION FOR SOLIDARITY, EQUITY, ENVIRONMENT AND DEVELOPMENT (A SEED), "ÉQUITERRE,"

The accompanying summarized balance sheet, evolution of net assets and statements of revenue and expenses are derived from the complete financial statements of the ACTION FOR SOLIDARITY, EQUITY, ENVIRONMENT AND DEVELOPMENT (A SEED), "ÉQUITERRE," as at December 31, 2006 and for the year then ended on which we expressed an opinion without reservation in our report dated March 9, 2007. The fair summarization of the complete financial statements is the responsibility of management. Our responsibility, in accordance with the applicable Assurance Guideline of The Canadian Institute of Chartered Accountants, is to report on the summarized financial statements.

In our opinion, the accompanying financial statements fairly summarize, in all material respects, the related complete financial statements in accordance with the criteria described in the Guideline referred to above.

These summarized financial statements do not contain all the disclosures required by Canadian generally accepted accounting principles. Readers are cautioned that these statements may not be appropriate for their purposes. For more information on the entity's financial position, results of operations and cash flows, reference should be made to the related complete financial statements.

*Gosselin & Associés inc.*

Gosselin & Associés inc.  
Chartered Accountants

Montreal,  
March 27, 2007

## OVERVIEW AT DECEMBER 31<sup>ST</sup>

	2006 (\$)	2005 (\$)
		(restated)
<b>ASSETS</b>		
Short Term		
Cash and cash equivalents	5,716	17,361
Accounts receivable	424,506	465,860
Prepaid expenses	79,606	40,913
	<u>509,828</u>	<u>524,134</u>
<b>Placement</b>		
Sustainable Development Building	250,000	-
<b>Tangible fixed assets</b>	<u>69,878</u>	<u>86,988</u>
	<u>829,706</u>	<u>611,122</u>
<b>LIABILITIES</b>		
Short Term		
Bank loan	90,000	5,000
Accounts payable	232,707	293,530
Deferred contributions	170,660	92,237
	<u>493,367</u>	<u>390,767</u>
<b>NET ASSETS</b>		
Invested in capital assets	69,878	86,988
Allocated to the relocation	-	80,000
Allocated to research and development	-	10,000
Allocated to the Sust. Devel. Building	250,000	-
Unaffected	16,461	43,367
	<u>336,339</u>	<u>220,355</u>
	<u>829,706</u>	<u>611,122</u>

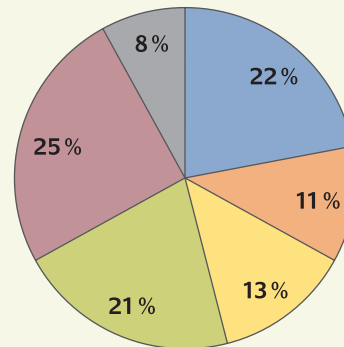
**NET ASSETS AS OF DECEMBER 31<sup>ST</sup>**

						2006 (\$)	2005 (\$)
	Invested in capital assets	Allocated to the Sust. Devel. Building	Allocated to the relocation	Allocated to reas. & devel.	Unaffected	Total	Total (restated)
<b>Previously established opening balance</b>	46,191	-	80,000	10,000	43,367	179,558	83,173
Adjustment of previous fiscal years	40,797	-	-	-	-	40,797	23,021
<b>Restated opening balance</b>	<u>86,988</u>	<u>-</u>	<u>80,000</u>	<u>10,000</u>	<u>43,367</u>	<u>220,355</u>	<u>106,194</u>
Excess (deficiency) of revenues over expenses	(31,034)	-	-	-	147,018	115,984	114,161
Acquisition of capital assets	13,924	-	-	-	(13,924)	-	-
Internal restriction	-	250,000	(80,000)	(10,000)	(160,000)	-	-
<b>Closing balance</b>	<u>69,878</u>	<u>250,000</u>	<u>-</u>	<u>-</u>	<u>16,461</u>	<u>336,339</u>	<u>220,355</u>

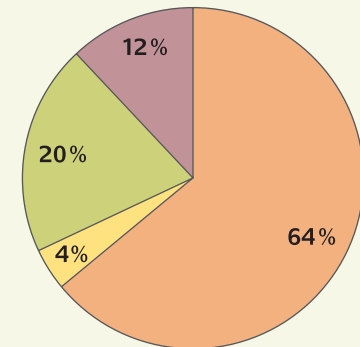
**STATEMENT OF INCOME FOR THE FISCAL YEAR ENDING DECEMBER 31<sup>ST</sup>**

	2006 (\$)	2005 (\$)
		(restated)
<b>Revenues</b>		
Government contributions		
Government of Quebec	446,796	424,423
Government of Canada	219,480	585,213
Foundations	262,044	146,451
Other contributions	164,958	648,414
Self-generated revenues	971,151	807,345
	<u>2,064,429</u>	<u>2,611,846</u>
<b>Expenses</b>		
Human resources	1,358,158	1,341,382
Administration	225,627	211,809
Activities	614,660	944,494
	<u>2,198,445</u>	<u>2,497,685</u>
<b>Excess (deficiency) of revenues over expenses before the following</b>	<u>(134,016)</u>	<u>114,161</u>
Fees received for the development phase of the Sust. Devel. Building project	250,000	-
<b>Excess of revenues over expenses</b>	<u>115,984</u>	<u>114,161</u>

**REVENUES FOR 2006**



**EXPENDITURES FOR 2006**



- Government of Quebec (22%)
- Government of Canada (11%)
- Foundations grants (13%)
- Individual donations (21%)
- Sale of products and services (25%)
- Miscellaneous (8%)

- Activities and projects (64%)  
(Climate Change: 10%, Ecological Agriculture: 12%, Responsible Consumption: 5%, Fair Trade: 5%, Green Transportation: 6%, Energy Efficiency and Green Building: 25%)
- Training (4%)
- Operations (20%)
- Member services and fundraising (12%)

# ÉNERGIES VERTES

# COCKTAIL TRANS- PORT



# OMC OUTILS D'ACTION

# Éco-efficients !

# 2006 ANNUAL REPORT

# G.E.S. MOUVEMENT

La production et la consommation d'énergie sont responsables de problèmes environnementaux importants reliés essentiellement à la construction de centrales énergétiques et à l'émission de gaz à effet de serre, principaux responsables des changements climatiques. ←

# valeurs

# Éolien GARDERIE

Depuis 1996, Équiterre contribue au développement du commerce équitable afin d'améliorer les conditions de vie des producteurs, des travailleurs et des artisans des pays du Sud.



# URBANISME

Agriculture soutenue par la communauté



« Acheter, c'est voter »

# ÉnerGuide