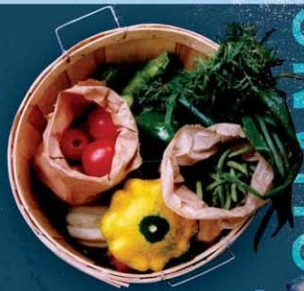


Fais de l'air, Suroît!

**BI**  
EFFICACITÉ



ÉNERGÉTIQUE

Changer le monde  
un geste à la fois



CHANGEMENTS  
CLIMATIQUES

AGRI-  
CULTURE  
ÉCOLOGIQUE



TRANSPORT  
ÉCOLOGIQUE



kyoto

commerces  
EQUITABLE

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.

SABLE  
RESPON-  
CONSUMMATION



DÉVELOPPEMENT  
DURABLE

ANNUAL REPORT  
20  
04

Libre comme l'air

équiterre



## A Word from the President

According to Montaigne, “We are born to act.” It’s time we do so!

On our planet, a minority of individuals monopolize an ever increasing portion of the earth’s riches, to the detriment of the majority and of future generations. The combined wealth of the three richest people on the planet exceeds the GDP of the 29 least developed countries; that’s 3 individuals compared to 407 million others.

The ecosystem continues to degrade as a result of human activity. Natural resources are being exploited at such a fast rate that they are no longer able to effectively regenerate themselves. If all human beings on earth lived as North Americans do, it would take three to five planets like ours to respond to the needs of the world. And so, it is the right time to act, both individually and collectively.

This is what we are trying to do at Équiterre. We do not believe that environmental and social exploitation is our destiny. We believe that it’s possible to make a difference. As citizens, we can change our behavior and our consumption choices so that they are more in line with our values.

We need to collectively express our opinions so that politicians act in the best interest of the people and so that enterprises are held fully accountable for the environmental and social costs of their activities, costs still missing from their annual reports.

To all of those who take daily steps to make the world a more just place, particularly to our employees, volunteers, members, partners, and financial supporters, I extend a HUGE thank you. Your commitment contributes to changing the world “one act at a time”!



Laure Waridel  
President

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## A Word from the General Coordinator

### Kyoto, an Emblem of Sustainable Development

On February 16, 2005, the Kyoto protocol came into effect. One of the most important international accords in the history of humanity now applies in Canada and in more than 125 countries.

This event marks a turning point in the way we perceive economic and industrial development. For historians, the date the protocol came into effect will serve to symbolically delineate the age of fossil fuel energy (petroleum, natural gas and coal) and the era of green energy (energy efficiency, solar, wind, geothermic, etc.). "Symbolically," because certain among us have already changed our ways, while others will do so only well after this date.

We in Québec most certainly belong to the first group. Thanks to a massive mobilization, the Suroît power project was abandoned. Subsequent announcements of projects for the construction of windmill farms and for energy efficiency programs are also in the spirit of the Kyoto protocol. On the other hand, and in spite of relentless work done by the *Coalition pour le transport en commun* (Coalition in Support of Collective Transportation), the authorities have not done much to promote or improve public transportation. Even worse, the trend towards heavy car use continues; the number of cars on Montréal roads grew by 10% between 1998 and 2003, while the population of greater Montréal grew by only 3%<sup>1</sup>.

The Kyoto protocol isn't just about energy and transportation. Every Équiterre's program is well linked to many aspects of the protocol. Think about local agriculture from a human perspective as an alternative to "industrial" foods that cross the continent by truck. Think about international justice that is ravaged by wars for control of petroleum and about the climate disasters that disproportionately impact poor countries. Rising sea levels, for example, as a consequence of global warming, will displace 16 million citizens of Bangladesh between now and the end of the century.

The environmental community in Québec worked hard to convince the federal government to sign and ratify the Kyoto protocol. It is now working diligently to ensure that Canada lives up to its commitment. Équiterre participates actively in this movement. Last December, it launched the *Centre québécois d'actions sur les changements climatiques* (Québec Action Center for Climate Change) in collaboration with five other organizations.

There will never be political change without citizen awareness. It was in this light that Équiterre launched its *Un geste à la fois* (One Act at a Time) campaign in 2004, which aspires to create a virtual community of citizens desiring to take at least one step towards environmental or social justice. We also published, in partnership with the magazine *Protégez-Vous*, a complete guide on responsible consumption. These projects have allowed us to bridge Équiterre's diverse programs, bringing our sympathizers to action on many fronts.f

In 2005, many challenges await us, including the 11<sup>th</sup> Conference of the Parties to the United Nations Framework Convention on Climate Change (Kyoto was the 3<sup>rd</sup> of these conferences). More than 10,000 people from all over the world will gather to discuss post-Kyoto. Indeed, the protocol's required 5% reduction in greenhouse gas emissions is only the first step; the scientific community informs us that we must reduce our emissions by 60 to 80%.

It's up to us to seize every possible occasion to guide citizens, enterprises and governments on the path towards sustainable development. One act at a time.



Sidney Ribaux  
General Coordinator

1. Agence métropolitaine de transport, 2003 Origin-Destination Survey.

# Our Story and Strategic Direction

## Our story

Équiterre was founded in 1993 by a group of young people who had participated in various preparatory conferences at the Earth Summit in Rio de Janeiro, Brazil, in 1992. These young people shared a vision of sustainable development for which issues such as poverty, the environment and North-South inequities must be considered 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. Équiterre has since 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. In November 1998, "Équiterre" became the official name for Action for Solidarity, Equality, Environment and Development (A SEED).

In a perspective of sustainable development, Équiterre promotes responsible consumption across its four major programs: ecological agriculture, fair trade, sustainable transportation and energy efficiency. Since 1994, Équiterre also leads a campaign to educate the public on climate change.

## Strategic direction

Équiterre has prepared a strategic plan for 2003-2006 that will enable it to take on new challenges in the coming years. The following are the plan's highlights.

### Mission

Équiterre (from the French words for *equity* and *Earth*) is dedicated to promoting ecological and socially just choices through action, education and research from a standpoint that embraces social justice, economic solidarity and environmental protection.

### 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 Québec;
- ◆ 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, in its project areas, its expertise and the impact of its actions will have made Équiterre:

- ◆ A fundamental player and reference for citizens, media and government, not only in Québec, but also at national and international levels;
- ◆ 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 Québec a model society for its ecological and socially just alternatives.



# Équiterre in 2004

## Board of Directors

President: **Laure Waridel**, (Équiterre co-founder, consultant, author and lecturer on environmental and responsible consumption issues), Treasurer: **Stéphane Schwab** (Financial and Cooperative Management Adviser and Teaching Assistant), Secretary: **Rock Beaudet** (Adviser for the Access to Equality Program of the Commission des droits de la personne et des droits de la jeunesse), Administrators: **Patricia Clermont** (Coordinator, Habitat Montréal), **Clément Guimond** (General Coordinator, Caisse d'économie solidaire Desjardins), **Monique Laroche** (Organic Farmer, Le Vallon des Sources farm), **Lucie Poirier** (Community Organizer, Front d'action populaire en réaménagement urbain), **Caroline Rodrigue** (Receptionist, Équiterre).

## Full-time employees as of December 2004

1. **Marie-Ève Roy** (Project Manager, Communications), 2. **Ioana Potra** (Advisor, EnerGuide program), 3. **Myriam Bélanger** (Advisor, Energy Efficiency), 4. **Suzie Tighe** (Receptionist), 5. **Dominique Lacroix** (Advisor, Energy Efficiency), 6. **Armelle Le Gouic** (Advisor, Energy Efficiency), 7. **Julie Poulin** (Solicitation Agent), 8. **Halima Elkhatibi** (Coordinator, Fundraising Development), 9. **Anny Létourneau** (Coordinator, Sustainable Transportation and Energy Efficiency), 10. **Nadine Bachand** (Project Manager, Ecological Agriculture), 11. **Murielle Vrins** (Information and Logistics Agent), 12. **Frédéric Paré** (Coordinator, Ecological Agriculture), 13. **Ann Lévesque** (Information Agent), 14. **Isabelle Joncas** (responsible, CSA network), 15. **Hugo Séguin** (Coordinator, Communications), 16. **Martine Moquin** (Responsible for volunteers), 17. **Sylvie Vincent** (Administrative Officer), 18. **Doris Hamelin** (Administrative Assistant), 19. **Isabelle**

**Saint-Germain** (Coordinator, Fair Trade), 20. **Carle Bernier-Genest** (Project Manager, Fair Trade), 21. **Nicolas Boisclair** (Advisor, Energy Efficiency), 22. **Sidney Ribaux** (General Coordinator), 23. **Romulus Plesa** (Advisor, EnerGuide program), 24. **Philippe Morel** (Advisor, EnerGuide program), 25. **Marilène Bergeron** (Project Manager, Sustainable Transportation), 26. **Claudia Hamelin** (Solicitation Agent), 27. **Danie Beauboeuf** (Bookkeeper), 28. **Arthur Lacomme** (Trainee, Energy Efficiency). Missing: **Étienne Malenfant** (Advisor, Energy Efficiency), **Normand Roy** (Project Manager, Fair Trade).

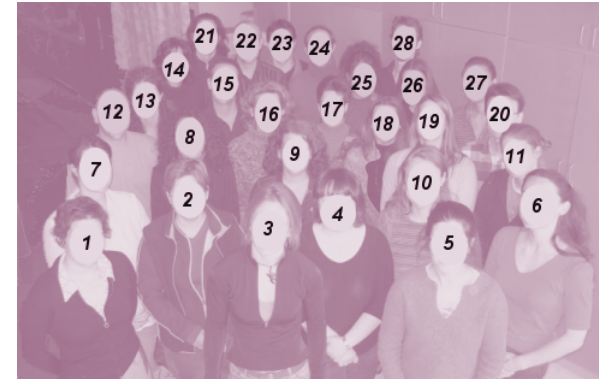


Photo: Frédérique Boité

## Volunteers

In October 2004, Équiterre hired a person to take responsibility for all aspects of coordinating our volunteers. Her role is to coordinate volunteers across Québec in order to promote Équiterre's mission and support their activities.



Équiterre is fortunate to be able to rely on more than 110 dynamic volunteers. True ambassadors, our volunteers ensure Équiterre's presence at numerous events, conferences and expositions. Without these volunteers, Équiterre would not have been able to realize, with the same degree of success, what it accomplished in 2004. Thank you for your devotion!

## Democratic life

As of December 31, 2004, Équiterre counted 2,061 members in good standing: 1,986 individuals and 75 organizations, farms and corporations. According to Équiterre's general rules, each member has the right to vote at the annual general assembly, during which administrators are elected for two-year terms.

- ◆ In 2004, Équiterre held four board meetings and one general assembly that was attended by 60 people.
- ◆ In December, employees, volunteers and board members participated in a strategic planning weekend.
- ◆ Three issues of the member newsletter *InfoÉquiterre* were published.
- ◆ A monthly electronic newsletter, *Équiterre express*, was sent to members with an e-mail address.

## Prominent Facts

In 2004:

- ◆ Équiterre distributed 325,000 educational documents;
- ◆ Almost 30,000 people obtained information on Équiterre's projects from an employee or a volunteer, by telephone, at an information stand, conference or during a house call;
- ◆ Équiterre's website had more than 365,000 hits in 2003;
- ◆ Media mentioned Équiterre at least 553 times, so that hundreds of thousands of people heard about its projects and activities.

## Media appearances 2004\*

	Press	Radio	Television	Internet	Total
<b>Ecological Agriculture</b>	114	24	14	17	169
<b>Fair Trade</b>	31	7	3	8	49
<b>Energy Efficiency</b>	45	15	7	4	71
<b>Sustainable Transportation</b>	39	11	12	39	101
<b>One Act at a Time</b>	38	32	10	10	90
<b>General coverage</b>	38	21	5	9	73
<b>Total</b>	305	110	51	87	553

\*Only known appearances have been counted.



## Contributors

Équiterre would like to thank its contributors.

### Gouvernement du Québec

Agence de l'efficacité énergétique ♦ Direction de la santé publique de Montréal ♦ Emploi Québec ♦ ministère de l'Agriculture, des Pêcheries et de l'Alimentation ♦ ministère de la Solidarité (Fonds de lutte contre la pauvreté) ♦ ministère de l'Environnement ♦ ministère des Relations internationales ♦ ministère des Transports ♦ Office Québec-Amérique pour la jeunesse

### Government of Canada

Canadian International Development Agency ♦ Environment Canada ♦ Transport Canada ♦ Canadian Heritage ♦ Human Resources Development Canada ♦ Health Canada (Community Animation program)

### Private Foundations

EJLB Foundation ♦ Jules and Paul-Émile Léger Foundation ♦ J.W. McConnell Family Foundation ♦ Fondation Mgr Moreau ♦ Oak Foundation ♦ Fondation Rêve d'Esther

### Organizations

Agence métropolitaine de transport ♦ Association québécoise des organismes de coopération internationale ♦ International Development Research Center ♦ Canadian Council for Human Resources in the Environment Industry ♦ Fonds d'action québécois pour le développement durable ♦ Fonds Jeunesse Québec ♦ Fonds régional d'investissement jeunesse ♦ IBM Canada Ltd. ♦ Oxfam-Québec, Transfair Canada ♦ les Sœurs de la Providence and many other religious communities

## Sponsors

ABC Cycles et Sports ♦ Allo Stop ♦ Association des propriétaires d'autobus du Québec ♦ Bicyclettes Montréal-Nord ♦ Caldwell bio fermentation ♦ Cidrerie du Verger Gaston ♦ CISM ♦ Coop La Manne ♦ Coop Taxi ♦ Cycle & Sports Robert, Fromagerie l'Ancêtre ♦ Inari ♦ Jus Global ♦ Liberté ♦ Marché des saveurs du Québec ♦ McWhinnies Cycles ♦ Nutri-Œuf ♦ Nutrisoya ♦ Première Moisson ♦ Rachele-Béry ♦ Satau ♦ Vélos DeVinci ♦ Via Rail

## Collaborators and partners

Alcoa ♦ Association québécoise pour l'éducation relative à l'environnement ♦ Carrefour de solidarité internationale de Sherbrooke ♦ Centre d'agriculture biologique du Canada ♦ Centre de l'Environnement ♦ Centre de solidarité internationale d'Alma ♦ Centre Hélios ♦ Centre paysan ♦ Chantier de l'économie sociale ♦ Socioenvironmental committees of the following CEGEPs and colleges: André-Grasset, Maisonneuve, Montmorency, Rosemont, Saint-Hyacinthe and Vieux-Montréal ♦ Communauto ♦ Confédération des syndicats nationaux (CSN) ♦ Conseil des appellations agroalimentaires du Québec ♦ Conseil régional de l'environnement de Montréal ♦ Cooperatives coffees (United-States) ♦ Cuso Québec ♦ Direction de la Santé publique de Montréal ♦ Les éditions Protégez-Vous ♦ ENvironnement JEUnesse ♦ Fédération des associations étudiantes du campus de l'Université de Montréal (and Univertcité committee) ♦ Fédération des groupes conseil du Québec ♦ Fédération québécoise des municipalités ♦ Fondation des Caisses Desjardins du Québec ♦ David Suzuki Foundation ♦ Fonds d'investissement en développement durable ♦ Fonds en efficacité énergétique ♦ Gaz Métro ♦

Green Communities Association ♦ Greenpeace ♦ GRIP de l'UQAM ♦ groupe Humaniterre HEC Montréal ♦ ICSUR (Mexico) ♦ Mountain Equipment Co-op ♦ Mouvement intercollégial de réseautage en environnement ♦ Amqui and Saint-Pacôme Municipalities ♦ Option consommateurs ♦ Ordre des agronomes du Québec ♦ Ouranos ♦ Recyc-Québec ♦ Regroupements des centres de la petite enfance of Montréal, Mauricie, Québec, Montérégie and Laurentides-Lanaudière ♦ Regroupement des cuisines collectives du Québec ♦ Regroupement national des conseils régionaux de l'environnement du Québec ♦ Regroupement québécois contre les OGM ♦ Réseau des établissements verts Brundtland ♦ Réseau uni des usagers du vélo (Université de Montréal campus) ♦ Société de transport de Montréal (STM) ♦ Société environnementale de Côte-des-Neiges ♦ Solidarité rurale du Québec ♦ Table de concertation sur la faim et le développement social du Montréal métropolitain ♦ Table filière de l'agriculture biologique du Québec ♦ Union des municipalités du Québec ♦ Union québécoise pour la conservation de la nature ♦ Université de Montréal ♦ Ville de Montréal ♦ Ville de Québec ♦ Vivre en Ville ♦ Le Yéti

# Responsible Consumption

## Guide to responsible consumption



Our partnership with *Protégez-Vous* magazine, for the publication of a 64-page guide on responsible consumption, was a great success.

180,000 copies of this guide were printed, and 60,000 of them distributed following its publication in April 2004! The demand

was so great that the guide was re-distributed from kiosks in November for the Christmas season. The infatuation created by this educational tool is not surprising when we know that the majority of alternative consumer options available to the Québec population are presented here, and more than 150 community organizations are featured in this handbook.

## One Step at a Time

The 15<sup>th</sup> of April last year, before a hundred partners and guests, Équiterre launched its big campaign *Changer le monde, un geste à la fois* (Changing the World, One Step at a Time). The goal of this campaign, which integrates all of Équiterre's programs and activities, is to incite Québec people to adopt small practical changes that contribute to environmental awareness and solidarity.

The campaign was made possible thanks to the support of Fonds Jeunesse Québec and the J.W. McConnell Family Foundation.

- ◆ Some 50 volunteers, trained and coordinated by Équiterre, participated in a Québec-wide tour in the spring and summer of 2004.
- ◆ Four public events were organized in the campaign's framework and united close to 1,900 people; including, in April, a conference given by environmentalist David Suzuki (740 people), as well as one in October given by astrophysicist Hubert Reeves (850 people).



- ◆ An Internet capsule promoting the campaign and entitled *L'allégorie de la grenouille* (The Frog Allegory) was launched in December, and has been seen by tens of thousands of viewers.



- ◆ A monthly bulletin was set up and produced for some 2,800 people who joined the campaign at the end of December.
- ◆ The municipality of Amqui in Gaspésie officially became, in September 2004, the first city in Québec to join the campaign.





# Climate Change and Energy Policy

## Québec Action Center on Climate Change

On the 6<sup>th</sup> of December, this past year, a coalition of environmental groups led by Équiterre launched the Québec Action Center for Climate Change. Its mandate is to spread information on climate change and to bring about positive practical changes reducing greenhouse gas emissions in Québec. The Center's directing committee is composed of representatives from ENvironnement JEUnesse, Greenpeace, Vivre en Ville, the Centre de l'Environnement du Québec, the Regroupement national des conseils régionaux de l'environnement du Québec and from Équiterre.

Financing of the Center is supplied by the Government of Canada and Québec Ministère de l'Environnement. Équiterre coordinates the Center's events.

- ◆ The Center was officially inaugurated the 6<sup>th</sup> of December in the presence of the Canadian Minister of the Environment, Mr. Stéphane Dion. The event, which brought together a hundred partners and journalists, was widely covered by the media.



*The Canadian Minister of the Environment, Mr. Stéphane Dion, delivers a speech at the inauguration of the Québec Action Center on Climate Change.*

- ◆ An advisory committee, made up of a dozen people was formed. This committee took over the planning of the Center's long-term strategies. It is composed of representatives from the municipal workforce, private and research sectors, public transportation societies, and the public sector.
- ◆ A website ([www.changementsclimatiques.qc.ca](http://www.changementsclimatiques.qc.ca)) has been launched. This website regroups information pertaining to the origin of climate change and its future impacts, on methods of reducing greenhouse gas emissions, as well as on successful initiatives accomplished in Québec.
- ◆ The Center's Coordinator participated in the 10<sup>th</sup> Conference of the Parties to the United Nations Framework Convention on Climate Change (COP-10) that took place in Buenos Aires, in December 2004.

## Québec Energy Policy

Équiterre has similarly played an active role in energy policy in Québec. It has mobilized important resources in order to support opposition to the construction of the Suroît thermal unit, a project that would have notably increased the total of greenhouse gas emissions stemming from Québec. Équiterre likewise participated in elaborating on proposed reform solutions for this unit, by suggesting a response to the increasing energy demand in Québec through a combination of energy efficient measures and the construction of windmill parks. Following mass social mobilization against the project, the Suroît project was finally abandoned and effectively replaced with measures recommended by Équiterre and its partners. This

has marked one of the most important environmental victories in Québec's history. Équiterre has also prepared itself to actively participate in the revision of Québec energy policy in Québec put forth by the government.

In 2004, Équiterre has, among other activities:

- ◆ Followed the Régie de l'énergie proceedings on the Suroît project;
- ◆ Conducted press releases and distributed studies pertaining to green energy, most particularly on energy efficiency and windmill-generated energy;
- ◆ Actively reinforced local opposition to the Suroît project;
- ◆ Sustained or raised interest in four regions as regards windmill-generated energy (Bas-Saint-Laurent, Côte-Nord, Saguenay–Lac-Saint-Jean, Suroît/Montérégie region);
- ◆ Met with, and debriefed parliamentarians from all parties regarding solutions for the future renovation of the Suroît unit;
- ◆ Formed a partnership with an American association—Clean Energy State Alliance—with the aim of interesting Québec parliamentary to join the association of progressive American states in developing issues pertaining to green energy;
- ◆ Produced informative documents on energy options available in Québec.



# Ecological Agriculture

Équiterre's Ecological Agriculture program works to consolidate, develop and envision agri-food systems that are in-line with its vision, mission and values.

Program workers provide consumers with information about organic and local agriculture and community marketing circuits. These activists influence decision-makers. They highlight the benefits of proposed alternatives and work to lift regulations that are holding back the development of these alternatives and other sustainable agri-food models. Below is a summary of what Équiterre accomplished in 2004.

## Community Supported Agriculture (CSA)

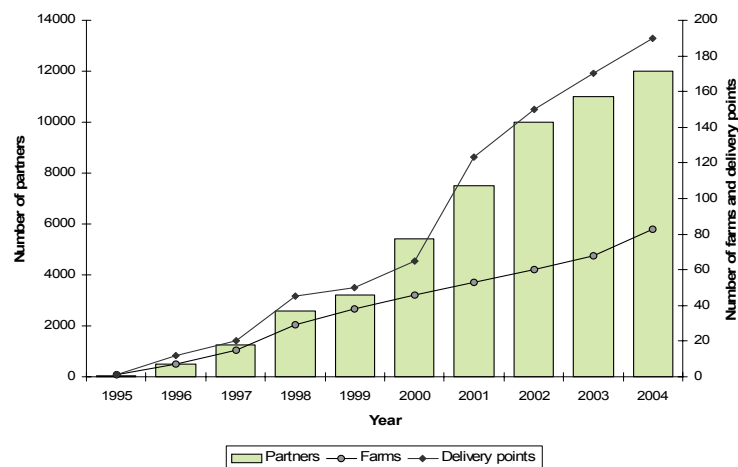
Équiterre's "organic baskets" have been mentioned in most major Canadian newspapers and on national radio. In 2004, Équiterre undertook a search to find people or organizations to help promote this simple, ecological and humane way of providing food. The search took place in three new pilot-regions in Québec (Eastern Townships, Outaouais, Gaspésie-Îles-de-la-Madeleine).

### CSA by region

Region	Number of farms	Number of delivery points	Number of partners
Abitibi	1	2	25
Bas du fleuve	2	5	50
Centre du Québec-Mauricie	5	7	225
Côte-Nord	1	1	30
Eastern Townships-Montérégie	29	46	1150
Laurentides-Lanaudière	12	18	425
Laval-Montréal	6	75	2950
Ontario	1	0	0
Outaouais	4	9	475
Québec-Chaudière-Appalaches	6	24	735
Saguenay-Lac-Saint-Jean	2	3	65
<b>Total</b>	<b>69*</b>	<b>190</b>	<b>6130</b>

\*Plus 14 associated farms providing complementary products

Evolution of Québec CSA network



The CSA network pursued its search for new farms in response to the growing number of citizens who are showing interest in reconnecting with agriculture in its more essential form, as a healthy and sound way of producing food. In 2004, 23 new farms were therefore selected to participate in the 2005 summer season.

The CSA network also completed its price watch, which researched and compared retail prices for market garden produce. The results showed that fruits and vegetables from a typical organic CSA basket were only 4% more expensive than conventional produce sold in supermarkets, which are often shipped from far away. So the CSA not only contributes to supporting farmers, but also provides healthy, fresh produce at a competitive price.

This past year, the CSA team pursued the following activities: mentoring between experienced and new network farms, training and visits to network farms for all the farmers and awareness sessions for CSA partners on the founding principles of the Community Supported Agriculture model.

Équiterre replied to more than 4,500 queries about the CSA; coordinated activities for 20 information kiosks and conferences that reached more than 4,000 people; distributed 12,500 lists of farms; and lead 30 CSA start-up meetings which reached more than 1,000 people.



## Organic Day Care

The Organic Day Care project is particularly close to our hearts as it addresses very young children, their families, educators and workers at Early Years Centers (EYCs) in Québec. The Organic Day Care pilot project resumed in 2004 with a tour of five regional groupings of EYCs (that of Montérégie, Québec, Laurentides-Lanaudière, Mauricie and Outaouais).

Copies of the educational suitcase "My ecological garden is teeming with life" was disseminated to the EYCs through their regional grouping. It was also in 2004 that employees of the project produced a guide titled "Why and how to become an Organic Day Care". This guide was distributed to the 900 EYCs in Québec, also through their regional grouping.

Even though the pilot project came to an end, Équiterre continues to offer basic services to day care centers interested in linking with organic farms in their region. We are also still keeping informed of similar projects around the world and of recent studies and material on children's health as it relates to food and nutritional issues. The results of this research were presented in a monthly electronic bulletin.



### Highlights of the Organic Day Care project



- 18 EYCs in 9 regions in Québec
- 2 organic daycares in family homes
- 11 farms from the CSA network
- 6 EYCs acting as delivery points for organic baskets for the families of children at the centers
- 3 farm visits with children and educators
- An award and high praise at the Gala of Excellence from the Monteregie grouping of EYCs



### Abreast of the organic space

As requested from la Table filière biologique du Québec, which brings together all of the major players in Québec's organic market (producers, consumers, processors and distributors), Équiterre produced and disseminated 10 electronic bulletins based on information gathered from around the world about different aspects of organic agriculture (production, processing, distribution, research, regulations, etc.). The *Rubrique biologique*, issued as a result of this research, was published in various media. This publication provided easy to digest information for the general public and also led to further research and business development related to organic markets. We would like to restart this service in 2005 and develop more widespread dissemination of the bulletin within the francophone community.

## Representation

- ◆ Board member, Conseil des appellations agroalimentaires du Québec
- ◆ Board member, Solidarité rurale du Québec
- ◆ Board member, Centre paysan
- ◆ Conseil alimentaire de Montréal (temporary council for an upcoming instance)
- ◆ Table de concertation sur la faim et le développement social du Montréal métropolitain
- ◆ Part of a working group for the development of a Canadian organic certification program



# Sustainable Transportation and Energy Efficiency

## Sustainable transportation



Through its Sustainable Transportation program, Équiterre promotes the *Cocktail Transport* (Transportation Cocktail), a car-free lifestyle, or one that is less dependent on the car. Since 1995, Équiterre has organized events each year to stimulate public interest (such as information booths, conferences, bicycle excursions, etc.). Équiterre has also been active in raising awareness on the advantages of taking public transport, carpooling, walking and biking.

### Main achievements

Through its Sustainable Transportation program, Équiterre has met directly with 9,642 people, and has delivered documents to 57,867 people.

### Awareness campaign for Transportation Cocktail

Throughout 2004, Équiterre led a vast awareness campaign for its Transportation Cocktail, which targeted primarily young adults. This campaign was made possible thanks to the expertise and the financial and logistical support of over two dozen partners and associates.

- ◆ We launched a contest (the grand prize worth over \$5,000), accompanied by a publicity campaign including: 10 advertisements in the written media, 47,000 post cards distributed through the Pop Media Network, 310 radio advertising capsules on CISM (89.3 FM), and free awareness through fifteen organizations, including STM, CSN and Greenpeace. Thousands of people heard speak of *Cocktail Transport* through this contest. Nearly 7,000 people participated in the contest, and over

11,000 people visited the contest section of our website.

- ◆ 61 information booths were run in CEGEPs, universities, metro stations, and at public events. About ten conferences were also held.
- ◆ Équiterre highlighted International Car-Free Day at the Université du Québec à Montréal (UQAM) campus through various activities: a cycle caravan requesting for a bicycle path towards and through the university's campus, games and booths set up at lunchtime. These activities were made possible thanks to the participation of a dozen partners, both on campus, and in the Côte-des-Neiges neighborhood.
- ◆ Specialized and public media widely covered the campaign (approximately 60 appearances).
- ◆ The Transportation Cocktail Club directed its activities in the hopes of informing and mobilizing its followers to the issues at stake surrounding our transportation systems. In 2004, 250 people joined the Club (to make up a total of more than 650 members). The Club's bulletin is sent to an additional 3,906 people who have requested it.
- ◆ We have designed and developed a calculation tool of the costs of transportation and of CO<sub>2</sub> emissions. This educational tool is designed to help people reflect on their mode of transportation and its impacts on the environment.
- ◆ We have developed another new tool: *Personalized Transportation Plans*. These are designed for people who want to travel more efficiently, reduce the amount of time traveling by car, getting rid of their car, or avoid buying one. From information gathered with the help of a questionnaire, we have designed personalized

programs that suggest practical solutions. Various repertoires and resources were collected to help citizens take action. These plans will be tested out throughout the winter of 2005.

### Libre comme l'air (Free as a Bird) bike trip

In 2004, the ecotourism bike trip *Libre comme l'air* took place in the heart of the valleys between the Bois-Francs and the Eastern Townships, a little known area that boasts magnificent landscape. On the menu: pastoral scenery, an organic feast, local and fair trade produce, educational visits to an organic farm and handicrafts, and an evening spent with the residents of Saint-Camille. This excursion brought together 130 people, both old and young, out on their bicycles.



Participants of the Libre comme l'air bike trip



## Coalition in Support of Public Transportation

Throughout 2004, Équiterre capitalized on its involvement as part of the Coalition in Support of Public Transportation. The main objective of this coalition is to request adequate funding for public transportation from all levels of government.

## Collaboration and consultation work

Équiterre closely follows the issues surrounding transportation and urban expansion. It responds to consultations regarding current affairs, and frequently confers with other organizations to brainstorm collective solutions.

- ◆ Équiterre notably submitted a paper in the summer of 2004, within the framework of a public consultation regarding Montréal development plan.
- ◆ Équiterre is a member on the committee of partners dedicated to the development of Montréal public transportation plan.
- ◆ Équiterre has created and implemented a round-table in the Côte-des-Neiges neighborhood, which involved several local partners.



## Energy efficiency

Energy consumption in all its forms causes numerous environmental problems such as climate change, urban smog and flooding in virgin forests. Any and all effort to reduce our energy consumption has a positive effect on the environment. Équiterre promotes energy efficiency primarily through two projects. First, teams of two people offer home visits, during which they provide residents with tips on how to reduce household energy use and perform light weatherproofing work. Second,

Équiterre is certified by the Office of Energy Efficiency (Canada) and by the Agence de l'efficacité énergétique (Québec) to offer the *EnerGuide service for homes*. This service consists of a personalized visit during which an Équiterre advisor analyses the home's energy-using performance. State-of-the-art software helps agents create a detailed report for the homeowner with specific suggestions of tasks to be done to reduce energy bills.

## Main accomplishments

- ◆ Counting all its house call services, Équiterre visited 1050 homes and was in direct contact with nearly 2,100 people.
- ◆ Équiterre conducted 611 two-hour visits to low-income households. These visits sought to increase awareness of the importance of saving energy and water and reducing greenhouse gases emissions and other atmospheric pollutants.
- ◆ 430 households benefited from an energy audit performed in accordance with the EnerGuide for homes guidelines.
- ◆ 9 homes took advantage of our new *Intervention and Training in Energy Efficiency* service launched in November.
- ◆ In partnership with several organizations, Équiterre had undertaken several interventions, so that the energy efficiency program for low-income households of the Agence de l'efficacité énergétique could be re conducted and expanded. The program is still running and has been spread to all regions of Québec. Équiterre also contributes to the development of residential energy efficiency programs.
- ◆ Équiterre did public awareness work on energy efficiency through interviews with the media, workshops and conferences.
- ◆ Through its visits, Équiterre promotes the One-Tonne Challenge launched by the federal government.



# Fair Trade

Since 1996, Équiterre has contributed to fair trade expansion in order to improve the quality of life of producers, workers and craftsmen of Southern countries. To do so, Équiterre organizes awareness campaigns, develops educational tools, accompanies individuals, small business owners, and institutions in their projects related to fair trade, and supports groups of producers, workers and Southern craftsmen.

In Canada, fair trade coffee, tea, sugar, cocoa, rice, and chocolate are available. All are certified by Transfair Canada, an independent certification organization. Many fair trade handicrafts are also available.

## ICSUR-Équiterre for sustainable coffee growing

The extension of phase I for the *Federation Zoque* support project enabled 132 coffee-producer families in four Chiapas communities (Mexico) to achieve great successes. They contributed to protect 700,000 coffee trees from grazing and other cattle-related damages, they constructed a warden's house on a new collective land, created, especially on women's initiative, 40 organic gardens. The community also attended 52 training sessions relating to collective commercialization, cooperative management, organic farming, and so on. Finally, the producers received 40% more for their coffee sales!

## Fair-trade fortnight: May 1<sup>th</sup> to 15, 2004

- ◆ Animated kiosks in Montréal's public markets (Jean-Talon, Mont-Royal, Atwater, and Maisonneuve), reaching more than 2,000 people
- ◆ Was present at a booth organized by the Minister of International Relations at the Place d'Youville in Québec city
- ◆ Organized a conference on fair trade tea with *Justice at Teatime*
- ◆ Distributed 25 awareness kits to youth hostels of Québec
- ◆ Sent 200 awareness and information packages to fair trade businesses in Montréal



## Platform committee

Équiterre implemented a committee whose first mandate is to produce a document identifying the impact of conventional business in developing countries and the role of fair trade as a viable alternative.



## New tools

- ◆ Updated the fair trade coffee section of our website
- ◆ Conducted research and drafted for the new book *Acheter, c'est voter : le cas du café* (Buying is Voting: The Coffee Case)
- ◆ Produced packages on informative action regarding fair trade that were subsequently distributed to 10 university and CEGEP student committees lobbying for fair trade practices
- ◆ Updated our online repertoire of locations selling fair trade products within Québec
- ◆ Published an information leaflet on fair trade shea butter

## Representation and other activities

- ◆ Met with shea tree producers in Mali as well as with a Peruvian craftswoman
- ◆ Realized 37 conferences, 20 kiosks and 4 instructional workshops getting in touch with more than 5,000 people from the Laurentides, Lanaudière, Bois-Francs, Montérégie, Eastern-Townships, Bas-Saint-Laurent, Gaspésie, Québec and Montréal regions
- ◆ Pursued the awareness campaign on fair trade and responsible consumption with the CSN through a press conference, two instructional events and 10 conferences
- ◆ Organized a debate on the role of multinational corporations in fair trade

- ◆ Supported 15 CEGEP and university student committees as well as 45 community groups, cooperatives and enterprises in the Southern and Northern hemispheres
- ◆ Presented a photo exhibit entitled *Visages café* (The Faces of Coffee) at the Canadian Spatial Agency, at UQAM, at the Carrefour canadien international in Laval, at Saint-Léonard borough and at Saint-Camille village
- ◆ Held a conference during a pan-Canadian public consultation on fair trade practices in Canada
- ◆ Participated in a meeting with the Dalai Lama in Ottawa
- ◆ Participated in the Specialty Coffee Association of America, in Atlanta, in order to meet with groups of fair trade coffee producers in Latin America and Africa
- ◆ Supported a documentary production on fair trade
- ◆ Participated in an educational video on fair trade, produced by the Fédération des travailleurs et des travailleuses du Québec
- ◆ Managed student internships from UQAM and from the CEGEP de Jonquière

## Implications

Équiterre serves on the Board of Directors of the following organizations:

- ◆ Association québécoise des organismes de coopération internationale
- ◆ Fair Trade Federation (Washington)
- ◆ Transfair Canada (Ottawa)

Équiterre also participates in the environmental policy committee at UQAM, and plays an active role in projects from the Table de concertation sur l'économie sociale et le commerce équitable coordinated by the Chantier de l'économie sociale.



# Financial Statement

## Auditor's report

(translated from the French)

To the members of Action for Solidarity, Equity, Environment and Development (A SEED), "Équiterre,"

I have audited the statement of financial position of the Action Solidarity, Equity, Environment and Development (A SEED), "Équiterre," as at December 31, 2004 and the statement of operations, the development of the financial situation and the assets of the fiscal year ending on this date. These financial statements are incumbent upon corporation managers. My responsibility is to express my opinion on these financial statements based on my audit.

I conducted my audit in accordance with generally accepted auditing standards. Those standards require that I plan and perform an audit to obtain a reasonable degree of certainty that the financial statements are free of inaccuracies. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

As in the case for many non-profit organizations, a portion of corporate revenues are earned from the public in the form of donations or social activities, and thus do not allow for a complete auditing using generally accepted auditing procedures. In consequence, my audit of these receipts was limited to the accounting of sums recorded in the books.

In my opinion, these financial statements present fairly, in all material respects, the results of activities and development of the financial situation of the Action for Solidarity, Equity, Environment and Development (A SEED), "Équiterre," for the fiscal year ending on December 31, 2004, and the financial situation then ended in accordance with generally accepted accounting practice.

Montréal, March 8, 2005

*Martin Duchesne c.a.*

Martin Duchesne, chartered accountant  
1816 Beaudry Street  
Montréal PQ H2L 3E9

## Overview, December 31<sup>th</sup>

	2004	2003
	(\$)	(\$)
<b>Assets</b>		
Short term		
Cash and cash equivalents	183,926	79,587
Accounts receivable	256,209	158,113
Prepaid expenses	5,512	4,975
Inventory	15,578	18,262
	<u>461,225</u>	<u>260,937</u>
Long term		
Net fixed assets	26,628	21,633
<b>Total assets</b>	<u>487,853</u>	<u>282,570</u>
<b>Liabilities</b>		
Short term		
Bank overdraft	145,451	108,309
Accounts payable	254,229	114,806
<b>Total current liabilities</b>	<u>399,680</u>	<u>223,115</u>
Long term		
Loan	5,000	5,000
<b>Total liabilities</b>	<u>404,680</u>	<u>228,115</u>
<b>Net assets</b>		
Unaffected	26,545	17,822
Affected	56,628	36,633
<b>Total liabilities and net assets</b>	<u>487,853</u>	<u>282,570</u>





