

2025 Annual Report



New momentum towards addressing real needs
in a changing world



Équiterre^o

A message from the Chair of the Board of Directors

ISABELLE MORIN



It was a year of significant transition for Équiterre in 2025, with the adoption of a new strategic plan, the arrival of a new Executive Director and a new Chair of the Board of Directors. Équiterre has gone through many transitions in its over thirty years of existence, and the resilience of our organization continues to grow.

It's an honour for me to take on the role of Chair of Équiterre's Board of Directors after four years serving alongside the former Chair, Charles Larochelle, during which time I had the pleasure of supporting Colleen Thorpe's compassionate leadership. It's with enthusiasm and confidence that we've welcomed Daniel Rotman's new outlook and orientations, as we work together towards expanding Équiterre's impact and ensuring its relevance.

Our society is dealing with increasing instability. The combination of ecological, societal and political crises are exacerbating inequalities and the concentration of wealth and power. Disinformation is rampant, the pace of change and disruption is accelerating, and traditional certainties and responses are becoming obsolete. In this context, Équiterre must continue to adapt quickly.

The governance of our Board of Directors is aligned with best practices to ensure the effective management of Équiterre's finances and operations - essential to the implementation of our new strategic plan. Our three committees (finance and risk management, human resources, governance and ethics) ensure rigorous oversight of the organization's activities.

Our Board is grateful to be able to count on Équiterre's experienced and dedicated management team. I would like to express my gratitude to Colleen and Daniel, as well as to all the staff members, volunteers and Board members. It's through our combined efforts that Équiterre remains an influential, credible and essential organization.

A word from our Executive Director DANIEL ROTMAN



Against the headwinds of the environmental emergency and the erosion of democracy, Équiterre's role as a leader for socio-environmental change is more important than ever.

I'm taking the reins of this great organization at a time of geopolitical instability, but surrounded by a devoted and highly qualified and experienced team. Having spent a year as Deputy Executive Director under the remarkable leadership of Colleen Thorpe, I'm well aware of the internal strengths that make Équiterre what it is, and that give the organization its enviable reputation.

Équiterre's most recent strategic plan came to an end in 2025, and I had the privilege of working with the team to develop a new strategic plan for 2026 to 2029. Our mission and vision remain unchanged, but we've adopted new values to better represent who we are and how we plan to move forward. In the current context of ecological and political crises, technological shifts, disinformation and social transformations, redefining Équiterre's values as boldness, dialogue, agility and complementarity, was a necessary exercise.

My first year at Équiterre gave me the opportunity to identify optimization areas and to implement initiatives and improvements in line with my colleague's objectives. Together, we're working to cultivate an agile, inclusive and coherent organization. With responsible management of our human, material and financial resources, we're working to strengthen internal linkages, encourage collective intelligence and adapt our strategies in order to remain rooted in the realities of Quebec society. We're also working to expand our membership and audiences in order to accelerate the transformation toward a just, healthy and environmentally responsible society.

Équiterre has long been recognized for its rigour and credibility. In the coming years, I would like the organization to stand out even more for its creativity, adaptability and innovativeness. We're striving to advance our arguments, spread our ideas and be a catalyst for change. More than ever, Équiterre's approach is essential, as we continue to propose creative, pragmatic and thoughtful solutions to help improve the lives of Quebecers.

The Équiterre^o community



In 2025, we had:

20 593

donor members

94 441

subscribers to our newsletter

150 282

followers on social media

75

employees

1

intern

11

volunteers

A strong voice.

In 2025, we had:

+463 000

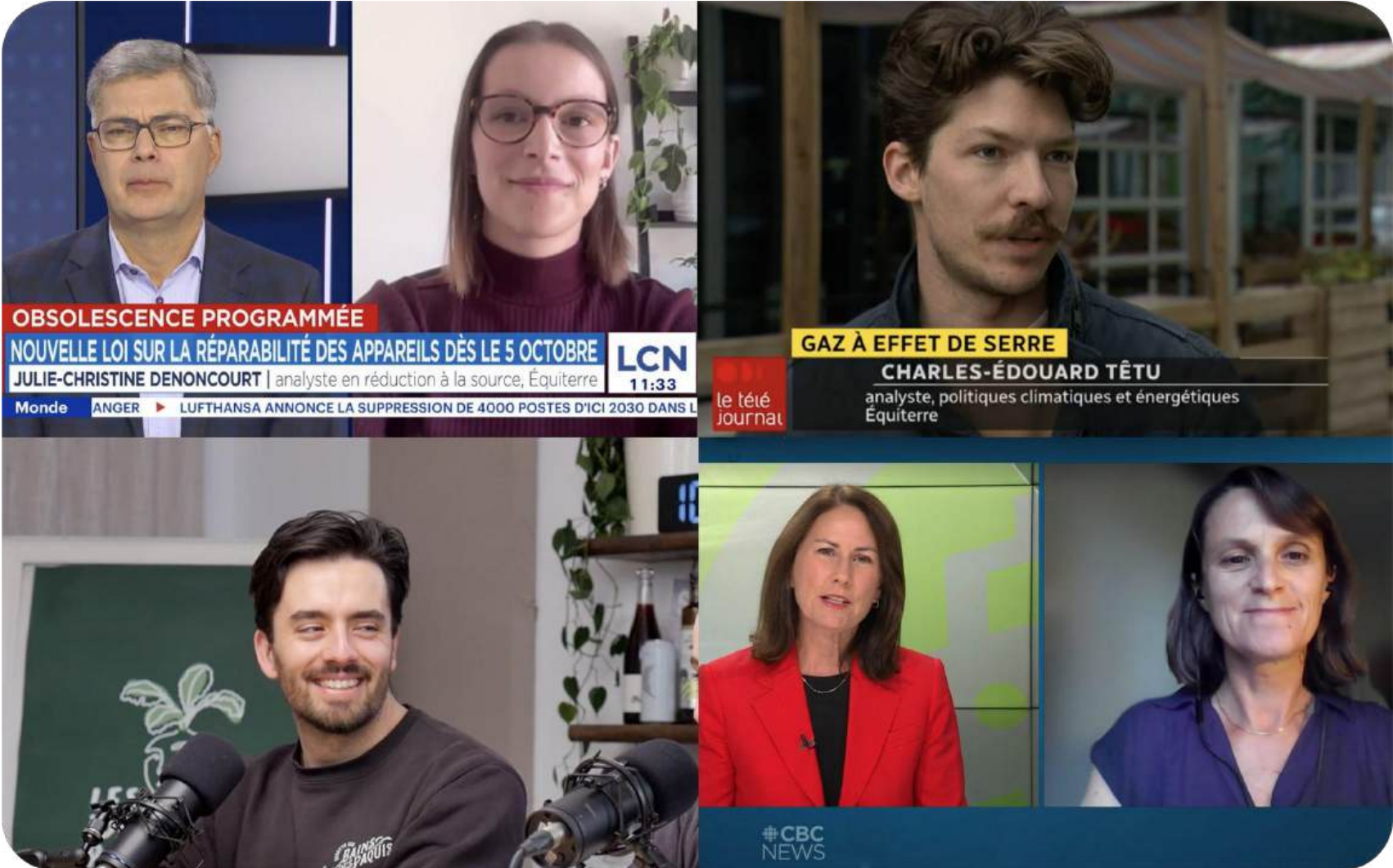
pages viewed on our website

11 MILLION

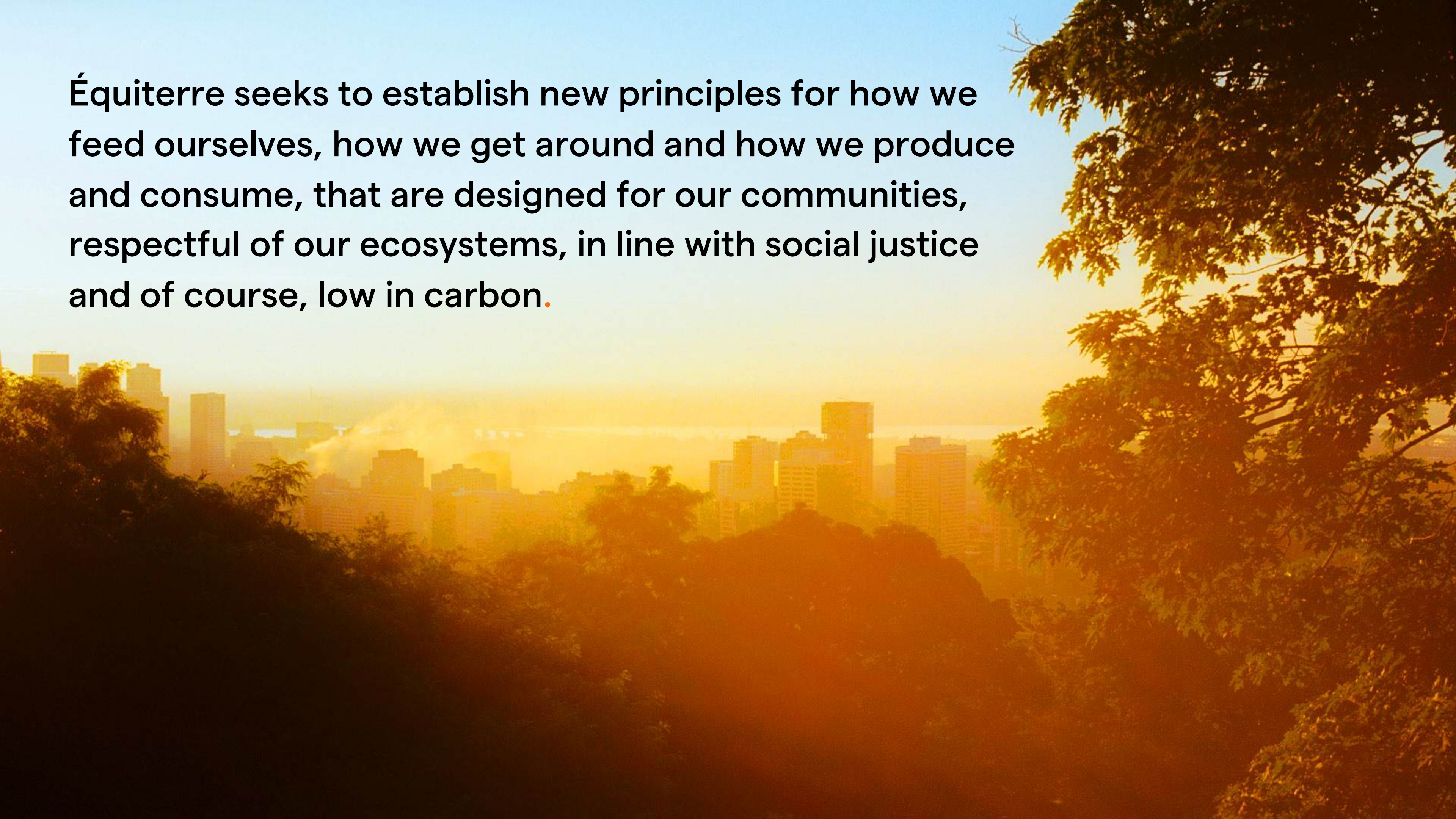
views on Facebook and Instagram

4 646

media mentions amplifying our messages



Équiterre seeks to establish new principles for how we feed ourselves, how we get around and how we produce and consume, that are designed for our communities, respectful of our ecosystems, in line with social justice and of course, low in carbon.



Our work.



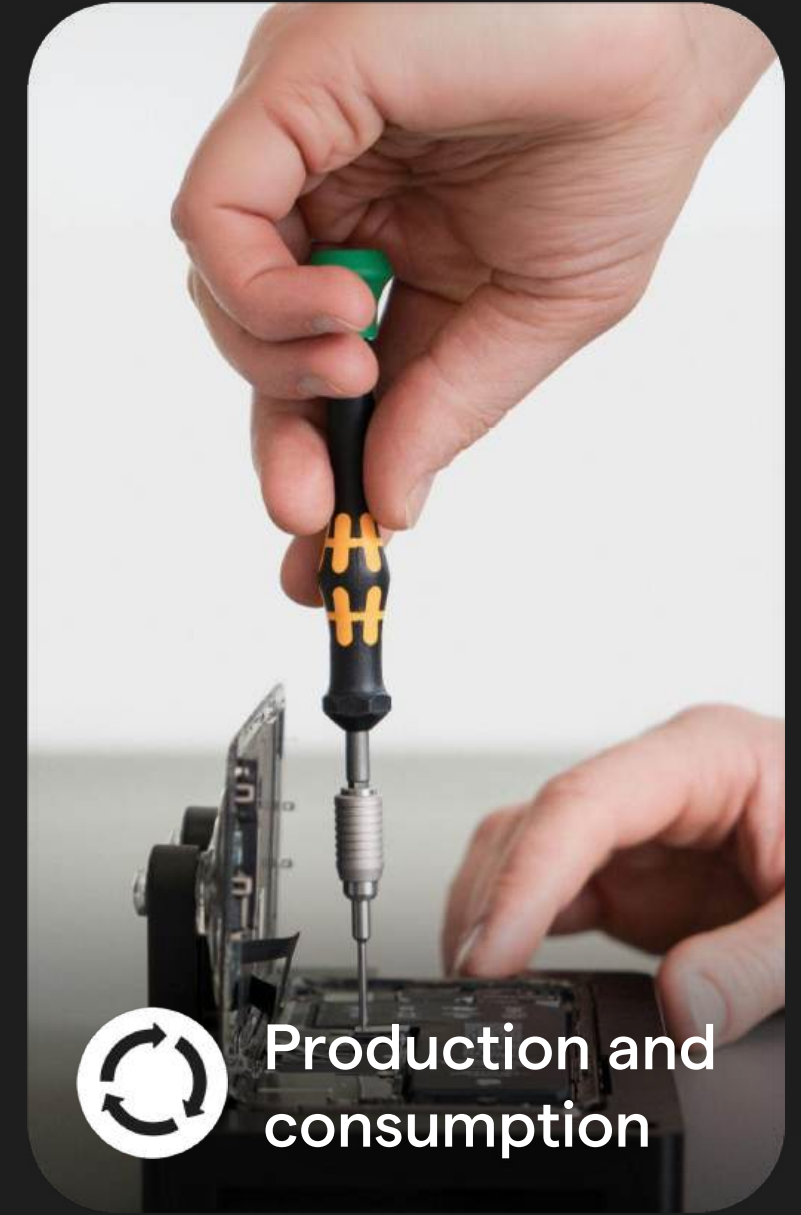
Food and
agriculture



Transportation
and mobility



Climate and
energy



Production and
consumption

Through research, support, education, mobilization and awareness building initiatives, **Équiterre** contributes to the emergence of solutions, the transformation of social norms and the adoption of public policies.

These projects take shape and are nourished thanks to our numerous partners, who contribute in different ways, whether with expertise, financial support or who help us promote our initiatives further to various target audiences and changemakers. These partners and donors are named on the webpages of **Équiterre**'s initiatives, which can be found in the [Our work](#) section of our website.





Food and agriculture

- We're reinforcing food resilience in communities by encouraging the transition to local, nutritious and environmentally responsible food systems.
- We're supporting and encouraging crop diversification, regenerative agriculture and the protection of farmland.
- We're empowering institutions, businesses and households to reduce the consumption of ultra-processed foods and to prioritize sustainable eating.
- We're helping to shine a light on the important role of all those who work in the agri-food sector, and we're working to make healthy food accessible everywhere in Quebec.

Équiterre



2025 Our progress on sustainable food and agriculture

Making planetary health menus increasingly common

Meals made with nutritious, local, affordable and environmentally responsible ingredients, incorporating more plant-based proteins and whole grains - that's what Équiterre is working to make more accessible and more popular.

Our project, Shop Smarter Eat Better, encourages and equips people to eat well at home. The advantages of planetary health menus have also been demonstrated at major events, where we've worked with caterers and event organizers, as well as in schools and institutions in Quebec.

At the policy level, Équiterre has provided recommendations with regards to planetary health food, contributing to the development of Quebec's health prevention strategy and its Bio-Food Policy.



2025 Our progress on sustainable food and agriculture



Strengthening Quebec agriculture and protecting our farmland

Équiterre and its partners remain committed to protecting agricultural land against the threats of urban sprawl and land speculation, through its SaluTERRE alliance. A regional tour enabled productive exchanges, where we were able to equip local communities with mobilization tools. The SaluTERRE alliance also weighed in on legislation aimed at preserving and enhancing our agricultural land.

To strengthen our food autonomy and improve the health of our soils, we must continue developing plant-based protein networks intended to nourish Quebecers. Équiterre and its partners work to connect different parts of the food chain, from soil to plate, facilitating meetings and exchanges to develop solutions together.

2025 Our progress on sustainable food and agriculture

Encouraging sustainable food procurement in our institutions

Commun'assiette, our communities of practice in sustainable institutional food in Montreal, Montérégie and now in Quebec City, are made up of over 600 food service points - health establishments, universities, cégeps, schools, and daycare centres, among others.

In 2025, 55% of the food purchases made by these institutions were from Quebec. For the first time, annual statistics looked at the types of plant-based proteins purchased and their provenance, revealing a growing interest among institutional food services. This enthusiasm was clear at the event that Équiterre organized to bring together all the different actors in Quebec's local plant protein food chain.



2025 Our progress on sustainable food and agriculture

ÉQUITERRE
(LA MARMITE ÉDUCATIVE)



Helping youth eat well at school and develop sustainable food literacy

After years of helping some 200 schools implement sustainable food initiatives, Équiterre's expertise has been featured in a series of five online courses provided free of charge to people who work with youth. Équiterre's food education platform, *La marmite éducative*, provides over 500 practical and accessible tools designed to help educators and youth workers strengthen food literacy and culinary skills among young people.

Équiterre and our partners continue to work towards a universal school food program in Quebec. There have been some major advancements, including a federal funding announcement and an agreement signed with Quebec, but much remains to be done to roll out this program to our schools. We're also working to better understand food insecurity among Quebec's postsecondary students in order to identify solutions for college and university communities.



Transportation and mobility

- We're accelerating the transition to safe and environmentally responsible transportation by promoting public transit, active transportation and shared mobility solutions.
- We're seeking to help reduce the dependence on solo driving by working with municipalities and governments to enable Quebec cities, suburbs and regions to be better connected, with improved access to local services and outdoor public spaces.
- We're helping individuals and organizations experiment new ways of getting around and transporting merchandise, encouraging them to opt for low-emission alternatives.



2025 Our progress on transportation and mobility

Encouraging public transit and shared transportation

Équiterre continues to question the role of the car in Quebec's major cities. An awareness campaign encouraged university students to maintain their public and active transportation habits and to opt for a carsharing service when they really need a car.

Another campaign is helping Quebec employers adopt measures to encourage their employees to use public transportation for their commute to work. There can be so many benefits: employee retention, reducing transportation costs, improving workplace accessibility and reducing traffic congestion.



2025 Our progress on transportation and mobility



Electrifying transportation

Our Vélovolt project remains active throughout Quebec, fostering sustainable mobility and healthy living by encouraging people to try out an electric bike for their commute to and from work.

When a personal car is unavoidable, Équiterre maintains its Running Electric project to encourage drivers to opt for an electric vehicle (EV) and to better understand charging solutions.

We've been monitoring the changes in government subsidies for EV purchases, as well as its requirements for the auto industry, and we continue to lobby for more favourable conditions towards electrifying the car fleet.

Though much slower than expected, there has been progress on school bus electrification. Équiterre and its partners released a report on the obstacles and the benefits of this transition, including a list of recommendations.

2025 Our progress on transportation and mobility



Promoting structural projects to foster sustainable mobility

A colossal waste of energy could be avoided by reducing the number of vehicles on our roads by 30%, as well as the size of our cars, according to modelling carried out by Coop Carbone for Équiterre.

Our government relations team continues to call for the development of structural projects like the Quebec City-Toronto high-speed rail project and the Quebec City tramway, while arguing against harmful projects like the 3e lien highway project.



Climate and energy

- We're helping Quebec transition away from fossil fuels by encouraging energy efficiency and sobriety, along with the responsible development of renewable energy.
- We're encouraging communities, municipalities and organizations to adopt green energy solutions that are local and equitable.
- We're helping devise solutions to lower the energy consumption of buildings and infrastructure, to reduce GHG emissions and to strengthen resilience to climate impacts.
- We're advancing public policies towards a sustainable energy transition rooted in regional realities.



2025 Our progress on climate and energy

Dealing with the impacts of environmental legislation setbacks

Équiterre is operating in the same difficult context as everyone, with many worrisome setbacks with regards to environmental protection and the energy transition. We find ourselves once again needing to fight harmful fossil fuel projects that we had thought were behind us, and again seeing the climate emergency take a back seat to economic priorities.

Nevertheless, Équiterre continues to press our governments to review their priorities and decisions in order to minimize the impact of these setbacks. Our government relations team participated in public consultations on Quebec's climate targets, on the proposed changes to the electrification and climate change fund, and on the carbon market, among others.



COMMISSION • Transports et environnement

Audition

sur le document intitulé : Consultation sur la cible de réduction des émissions de gaz à effet de serre du Québec

2025 Our progress on climate and energy

Promoting sustainable energy strategies

To help shape the development of Quebec's integrated energy resources plan, which will determine the province's energy transition and decarbonization for decades to come, Équiterre and its partners were very active during public consultations. We stressed the need for sound energy governance, rooted in the principles of energy sobriety and within the province's social and physical limits. We also mobilized our followers to demand that the government's energy plans truly respond to our collective needs.

2025 Our progress on climate and energy

Getting fossil fuels out of buildings

Through the *Sortons le gaz* coalition, Équiterre is keeping the pressure on the Quebec government to fulfill its 2024 pledge to get fossil gas out of buildings by 2040.

We also filed a greenwashing complaint against Énergir with the Competition Bureau Canada, calling out deceptive marketing practices that could undermine public confidence in the energy transition.

Encouraging a just transition in the energy workforce

In order to phase out fossil fuels, it is imperative to ensure a transition for those who work in the sector. During federal consultations on the Sustainable Jobs Action Plan, Équiterre urged the government to adopt a proactive approach centered on a just transition to sustainable jobs, in order to strengthen the country's economic and energy autonomy. Among our recommendations are economic support for vulnerable workers and communities, access to reskilling programs, and an approach that respects intersectoral justice.

2025 Our progress on climate and energy

Combatting greenwashing and disinformation

After pressure from Équiterre and other environmental and public health groups, the Canadian government joined the Global Initiative for Information Integrity on Climate Change, an international coalition to combat climate disinformation.

We also maintain our work to raise public awareness of the dangers of climate disinformation.

Ensuring that political candidates hear the concerns of the citizens

During the 2025 federal and municipal elections, Équiterre and its partners made sure that political parties were aware of the main climate and environmental principles that must be respected. With the *Vire au vert* coalition, we mobilized thousands of people to urge political parties to commit to respecting Quebec's Environmental Consensus, and we continue to remind governments that Quebecers want projects that serve the common good, without sacrificing the environment.



Production and consumption

- We're working to transform economic practices by encouraging more circularity, less consumption as well as reduction at the source.
- We're helping institutions, organizations and businesses review their supply chains, in order to reduce waste and promote repair, reuse and sharing.
- We're equipping people to make responsible consumption choices and we're supporting public policies that favour sustainable, equitable economic models that are in line with planetary limits.



2025 Our progress on production and consumption

To put an end to the destruction of new products

Équiterre published a report to shine a light on the destructive and wasteful practice whereby businesses are reimbursed with public funds for destroying unsold new products.

We made a list of government recommendations and mobilized nearly 14,000 people to voice their opposition to this practice, helping us to call for legislation to prohibit systemic waste.

Towards curbing overconsumption

In a new report on the powerful links between advertising, overconsumption and, ultimately, the climate crisis, Équiterre continues to call for better regulation of advertising through tighter legislation.

Advertisers should not be allowed to encourage consumers to replace goods that are still in working order. We also recommend that ads include a product's environmental footprint.



2025 Our progress on production and consumption


Promoting sustainable, repairable products

Certain provisions of the new law on access to repair came into force in Quebec in October. Équiterre has worked long and hard for this victory, though much work remains to be done to ensure that the law is well understood by consumers and properly followed by businesses.

Encouraging the reuse of textile

To address the dramatic increase in the amount of textiles being sent to landfills in Quebec, Équiterre wrote and released a report cataloguing the tools and practices available to facilitate textile reuse at the municipal level. The report seeks to help municipalities and MRCs divert textiles from landfills by providing examples of existing initiatives.





As media habits evolve, so too does Équiterre

In an ever-changing media landscape marked by a proliferation of platforms and information overload, reaching and connecting with our target markets has become a growing challenge. In 2025, Équiterre continued to adapt its communications strategies, testing and driving forward innovative practices to strengthen the impact of our communications.

2025 Our progress in communication

To encourage more discussion and interest in socioenvironmental issues

Our new content strategy seeks to position Équiterre at the heart of the conversations that are taking place on social media. By rooting our publications in people's realities, we're working to encourage reflection and give people a place where they can make their voices heard. We've been actively participating in debates, setting the record straight where necessary and showcasing Équiterre's positions and proposed solutions. There has been an explosion in the number of interactions on our social media publications over the past year - tripling on Instagram and Facebook to over 115,000 interactions, with close to 11 million views.



Un centre d'achat 100 % dédié au seconde main à Saint-Jérôme !

On ca-pote sur l'idée.



MANGER DES LENTILLES,
CEST PAS DE LA
MALTRAITANCE



6
forêt ravageait
urray, en

c'est la
ne naturelle la
euse de
du Canada.

Crédit : DarrenRD



LE VINTAGE EST
EN TRAIN DE MOURIR



BONNE NOUVELLE

Le péage à New York célèbre son 1^{er} anniversaire

... et c'est un succès sur toute la ligne.

2025 Our progress in communication

To spark interest in politics on social media and get elected officials to react

Though it's not easy to talk about politics - especially environmental politics - on social media, Équiterre managed to mobilize people with a direct and original campaign shortly after our new provincial Minister of the Environment was appointed. We reminded Quebecers of his earlier statement "lâchez-moi avec les GES" (give me a break on greenhouse gases), as we were concerned about how seriously he was taking this crucial issue.

Through our platforms and those of several Quebec influencers, we informed and mobilized new audiences, generating over 150,000 views and nearly 6,500 interactions. Quebecers responded generously to our appeal, helping us pay for a billboard in the minister's riding, a full page newspaper ad and a media relations blitz: "On te lâchera pas avec les GES, Bernard" (We won't give you a break on GHGs, Bernard). The message was heard loud and clear by the minister.



2025 Our progress in communication



Un premier spa
éco-conscient
ouvre ses portes

To help understand our vulnerability to disinformation

As it's becoming increasingly difficult to distinguish between fact and fiction online, Équiterre has been working to help people better understand disinformation in order to protect themselves, and to address climate disinformation. We developed an innovative false advertising campaign for a "too good to be true" spa, seeking to get people's attention to then give them a firsthand look at how disinformation works. This immersive approach demonstrated our collective vulnerability to disinformation, especially with regards to climate issues. Once the plot was revealed, participants were provided with information and tools to help them recognize and thwart manipulative disinformation.



The Possibilities Campaign

From June 1, 2023 to May 31, 2026, Équiterre[®] has been mobilizing businesses and foundations to help respond to the climate crisis. Because, while everything is (still) possible, much remains to be done to bring about the necessary transformations.

Équiterre[®]

2025 The Possibilities Campaign

Our major fundraising campaign, with an ambitious target of \$10 million in three years, is drawing to a close:

Amount raised as at December 31, 2025

\$9,080,465

on a target of \$10 M

Thank you to the businesses that answered our call in 2025: Aéroports de Montréal, Bombardier, Caisse d'Économie Solidaire Desjardins, Fondation François Bourgeois, Keurig Dr Pepper Canada, Metro, Stingray, Mouvement Desjardins, Cabinet de relations publiques NATIONAL.

A strategic plan completed

From 2021 to 2025, Équiterre^o carried out its strategic plan, *Toward an unprecedented, transformative mobilization to address the environmental crisis.*

The following video presents an overview of Équiterre's accomplishments for this strategic plan, which were made possible by the support of our members, our funders, our team, our partners and the entire Équiterre community.



The new strategic plan for 2026-2029 builds on these achievements, while adapting to new realities.

Addressing real needs in a changing world.

THANKS FOR BEING WITH US.
THANKS FOR BEING A FORCE FOR CHANGE.

Our financial results.

Financial results

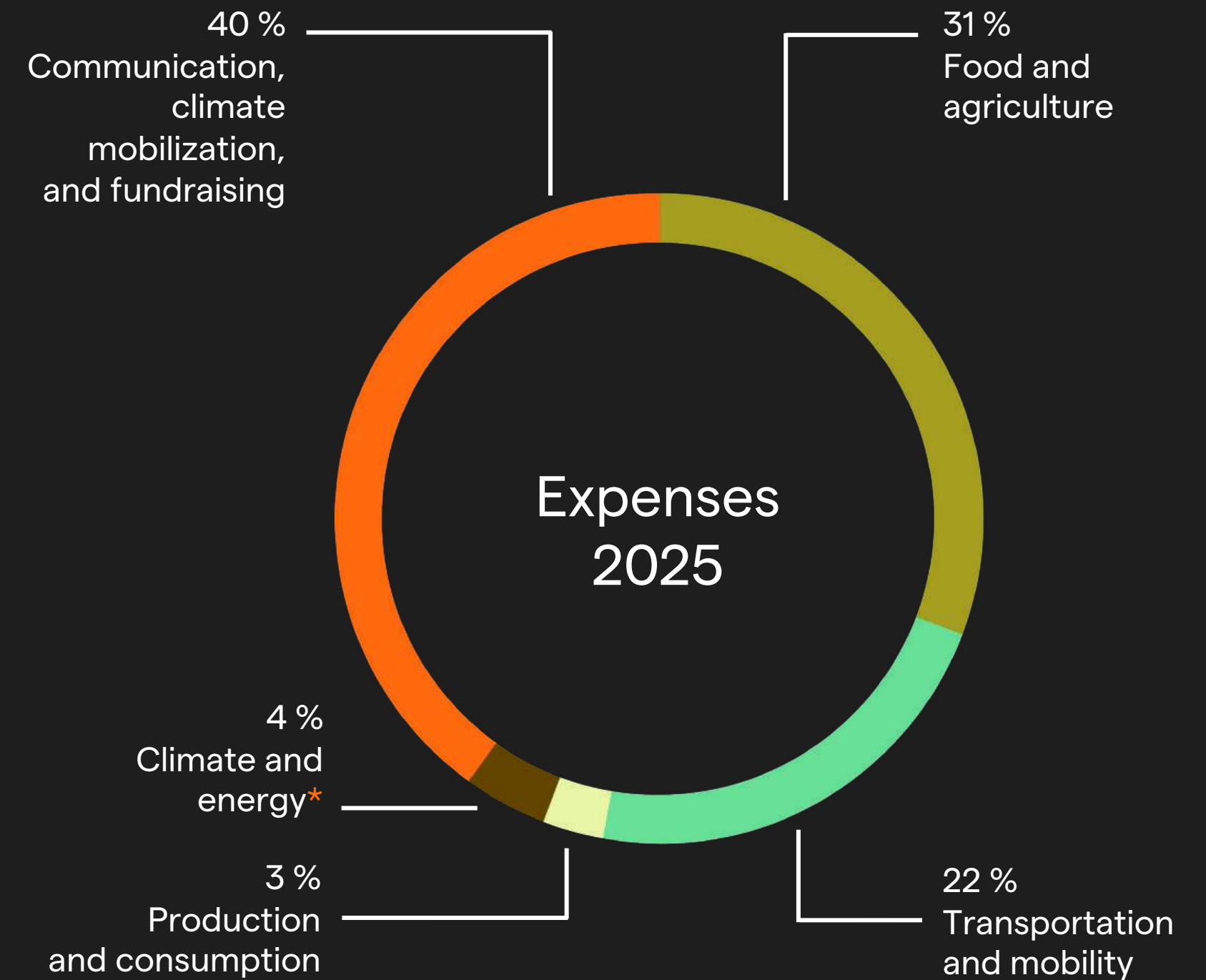
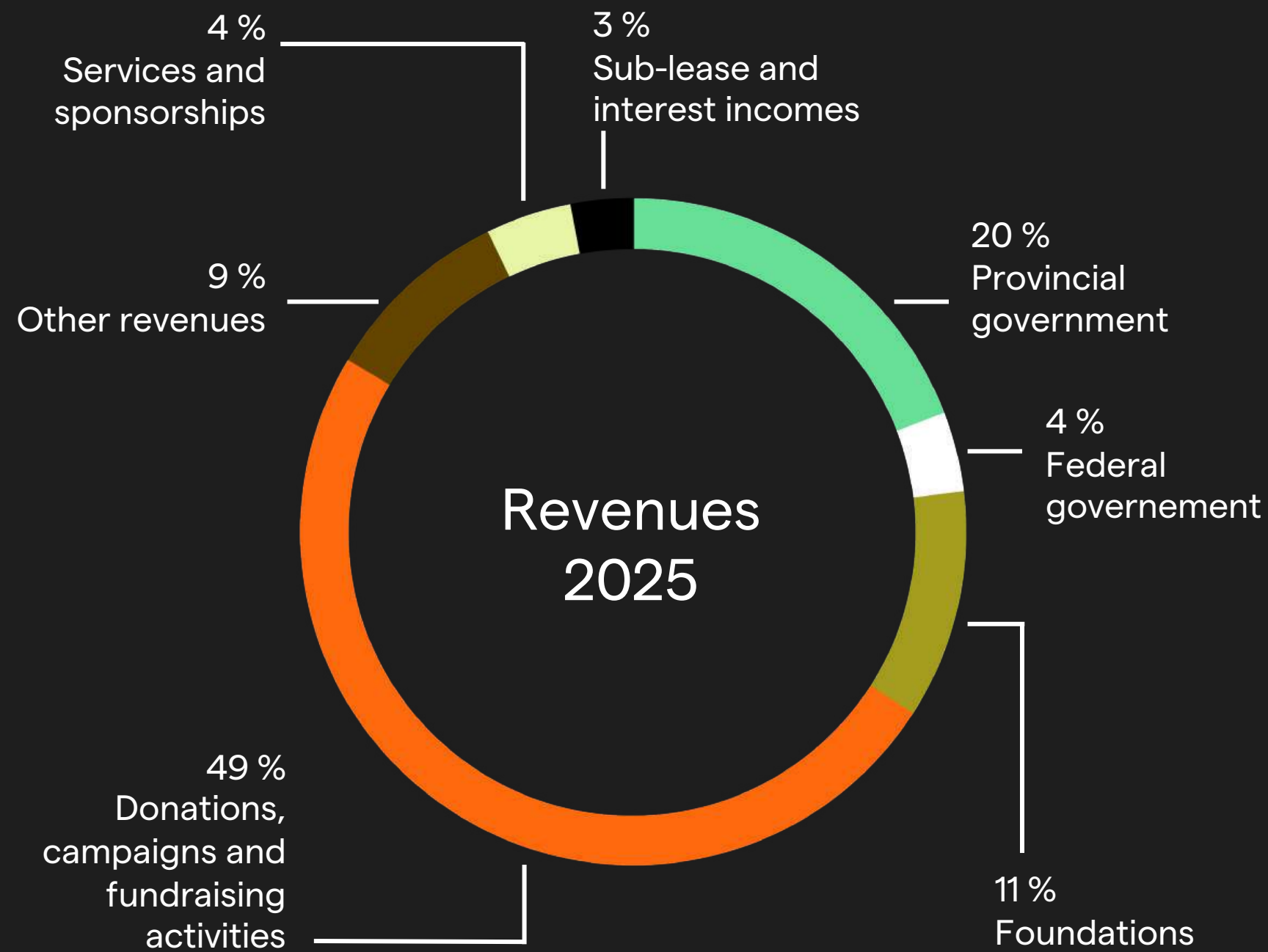
Results for the year ending December 31, 2025

	2025
	\$
Revenues 2025	
Provincial government	1 397 063
Federal government	261 999
Foundations	792 965
Donations, fundraising campaigns and activities	3 538 291
Other contributions	662 887
Services and sponsorships	272 838
Interest and sub-lease income	247 695
	7 173 738

	2025
	\$
Expenses 2025	
Food and agriculture	2 282 363
Transportation and mobility	1 566 540
Production and consumption	223 159
Climate and energy	281 020
Communication, climate mobilization, and fundraising	2 902 273
	7 255 355
Excess (Deficit) of income compared to expenses	- 81 617 \$

Financial results

Results for the year ending December 31, 2025



* Climate issues are also addressed in the 4 other categories

Thank you for supporting us and for being involved!



Équiterre's offices are located on Indigenous lands that have not been ceded by treaty, which we now call Montreal and Quebec City, where different Indigenous peoples have interacted with each other. We recognize that Indigenous peoples have been protecting their territories since immemorial times and have been using their traditional knowledge to guard the lands and waters.

We are grateful to live on these lands and are committed to continuing our efforts to protect them. As an organization concerned with environmental and social justice, Équiterre respects the important links between the past, the present and the future.

We recognize the road ahead in implementing our mission, while building relationships with Indigenous peoples in humility, respect and dialogue.



Équiterre^o

2026

514 522-2000 | 1 877-272-6656

50 rue Sainte-Catherine Ouest, bureau 340 Montréal, QC H2X 3V4
870 avenue de Salaberry, bureau 240 Québec, QC G1R 2T9

Charitable registration number: 89405 7132 RR0001

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