



Strategic Plan

2021-2025

Towards an unprecedented transformative mobilization to tackle the environmental crisis

FOREWORD

In the years to come, the impacts of the environmental crisis (climate imbalances, biodiversity loss) will intensify and will have a disruptive effect on our lives. To tackle this crisis, a drastic transformation of our societies and the rules that govern them must take place. The next decade will be pivotal for the future of humanity. The slower we are to act, the harder the transition will be, and the more chaos and conflict we will need to endure. Accelerating society's transition to greener and more equitable systems will allow us a more peaceful, viable world and will better equip future generations to deal with a new socio-environmental reality. This is what we call "building resilience."

ROLE

Équiterre is an active member of the climate and environmental movement. Recognized for its credibility and pragmatism, it **brings together experts in education, mobilization and public policy**. Équiterre seeks to influence public, corporate and government decision making in an effort to accelerate the transition to a more environmentally responsible, equitable and resilient society throughout Quebec. At the federal level, Équiterre's work is focused on improving public policies.



VALUES^[1]

Balance • Dialogue & goodwill • Integration • Complementarity

VISION 2050

By 2050, Équiterre will have contributed **to the emergence of solutions, the transformation of social norms and the adoption of public policies** which have enabled the establishment of new principles for how we feed ourselves, how we get around and how we produce and consume -- designed for our communities, respectful of our ecosystems, in line with social justice and of course, low in carbon.

MISSION

Équiterre seeks to make the necessary collective transitions towards an equitable and environmentally sound future more tangible, accessible and inspiring.

STRATEGIC ORIENTATIONS: FOUR MAJOR PROJECTS




Équiterre's work revolves around **four major projects**:

- **three transition projects**
- **one organizational project**

The narratives for these major transition projects, with a 2050^[2] timeframe, outline the social and organizational challenges that will be confronted as we accelerate the necessary transitions. They include strategic orientations for 2021-2025, which are based on opportunities, feasible advances as well as Équiterre's internal expertise, within a constantly evolving context.

Our approach to systemic change

Demonstrate, mobilize and influence citizens, organizations and governments

-  Three transition projects
-  Six strategic orientations
-  Tailored solutions (expertise, collaborations, campaigns) to accelerate the transition



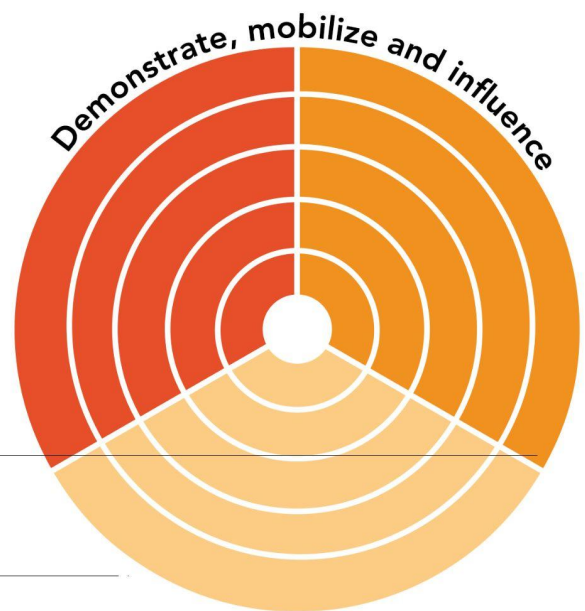
ACTION PLAN AND IMPACT

Stemming from the strategic plan and built around the strategic orientations of the three major transition projects, a two-year action plan proposes **solutions** (expertise, collaborations, campaigns) that seek to **demonstrate, mobilize and influence** towards the desired social transformation.

Our theory of change for societal transformation

A just and sustainable societal transformation can occur when three optimal conditions converge: the emergence of solutions, the adoption of public policies and the establishment of new social norms.

-  Emergence of solutions
-  Adoption of public policies
-  Transformation of social norms



STRATEGIC ORIENTATIONS: FOUR PROJECTS

Transition Project No. 1 FOOD

In 2050, our communities are more resilient, nourishing and autonomous with regards to food production. Despite frequent crop losses due to extreme climate conditions, society as a whole has good food security. Vegetables and fruits have a prominent place on our menus, and the majority of proteins are plant-based. It is rare to see highly-processed, over-packaged products on store shelves. They have given way to nutritious, locally sourced and environmentally responsible food. Crops are more diversified. Farmland is protected, regenerated, and can better capture carbon because of biodiversity-friendly agricultural practices that very rarely employ chemicals or pesticides. Farmers and agricultural workers are valued and fairly compensated, nourishing their communities and making them more dynamic.

Strategic orientations (2021-2025)

1. **Accelerate the transition of the agricultural sector** to production methods that are low in carbon, including nature-based solutions, which foster soil and biodiversity regeneration, and that ensure that local communities are well supplied.
2. **Accelerate the transition of organizations and institutions** to best practices in sustainable food procurement (healthy, local, organic and environmentally responsible).

Transition Project No. 2

TRANSPORTATION

In 2050, our communities are more resilient, closely knit and active, with healthier and safer living spaces. The air is clean, engine noises are rare, greenspaces have regained their rightful place and local flora and fauna are thriving. Transportation of both people and goods is carbon neutral. In high-density areas, most people get around via public transit and active transportation. In lower-density areas, transportation is fueled by renewable energy, and collective or shared services are available. Infrastructure that encourages urban sprawl and solo driving are on the decline. Neighbourhoods provide local services, encouraging daily active transportation. The car fleet is reduced and entirely electric.

Strategic orientations (2021-2025)

1. **Accelerate the transition to modes of transportation with low socio-environmental impacts:** active, collective, shared or electric.
2. **Accelerate the transition to land use planning** that creates living environments that allow for modes of transportation that have a low socio-environmental impact.

Transition Project No. 3

RECREATING

In 2050, people are more motivated by human relations, well-being and nature than they are by performance and consumption. Fossil fuels are a vestige of the past, and renewable energy is produced and used judiciously and efficiently. Communities and governments consume less. Consumption practices that focus on reduction at source and which emphasize local products, reusing, repairing and sharing are now widely available. The waste created from this more responsible consumption is integrated into circular economies, which are now the norm rather than the exception. Economic systems take the health, equality and well-being of communities and individuals into account while respecting the limits of our ecosystems.

Strategic orientations (2021-2025)

- **Accelerate the transition to sustainable low carbon energy production and consumption** in Quebec and Canada.
- **Accelerate the transition to a sustainable circular economy**, geared to our collective well-being, which internalizes the impacts (costs) on human beings and the environment.



Organizational Project

REINFORCING

Vision 2030

In 2030, Équiterre is an influential and credible agent for change and a model for responsible management in Quebec. The organization is resilient and representative of Quebec's diversity. Advocating participative internal management, it is agile in adapting to social and climate change issues, maintaining dialogue with civil society and government actors.

Strategic orientations (2021-2025)

- Integrate diversity and inclusion issues into Équiterre's processes in coherence with our mission and values.
- Ensure greater organizational efficiency and resilience.
- Improve public understanding of Équiterre's mission and vision.