

équiterre

Change the world, one step at a time



STRATEGIC Plan



Mission

Équiterre offers **concrete solutions** to accelerate the **transition** towards a society in which individuals, organizations and governments make **ecological choices** that are both **healthy** and **equitable**.

Vision

By **2030**, Équiterre, in partnership with local communities, will have contributed to the development of **public policies** as well as **civic** and **business practices** that lead to a **low-carbon economy** and an **environment free of toxic substances**.

Values

Expertise + **Commitment** + **Dialogue** + **Boldness**





Our Driving Strategy

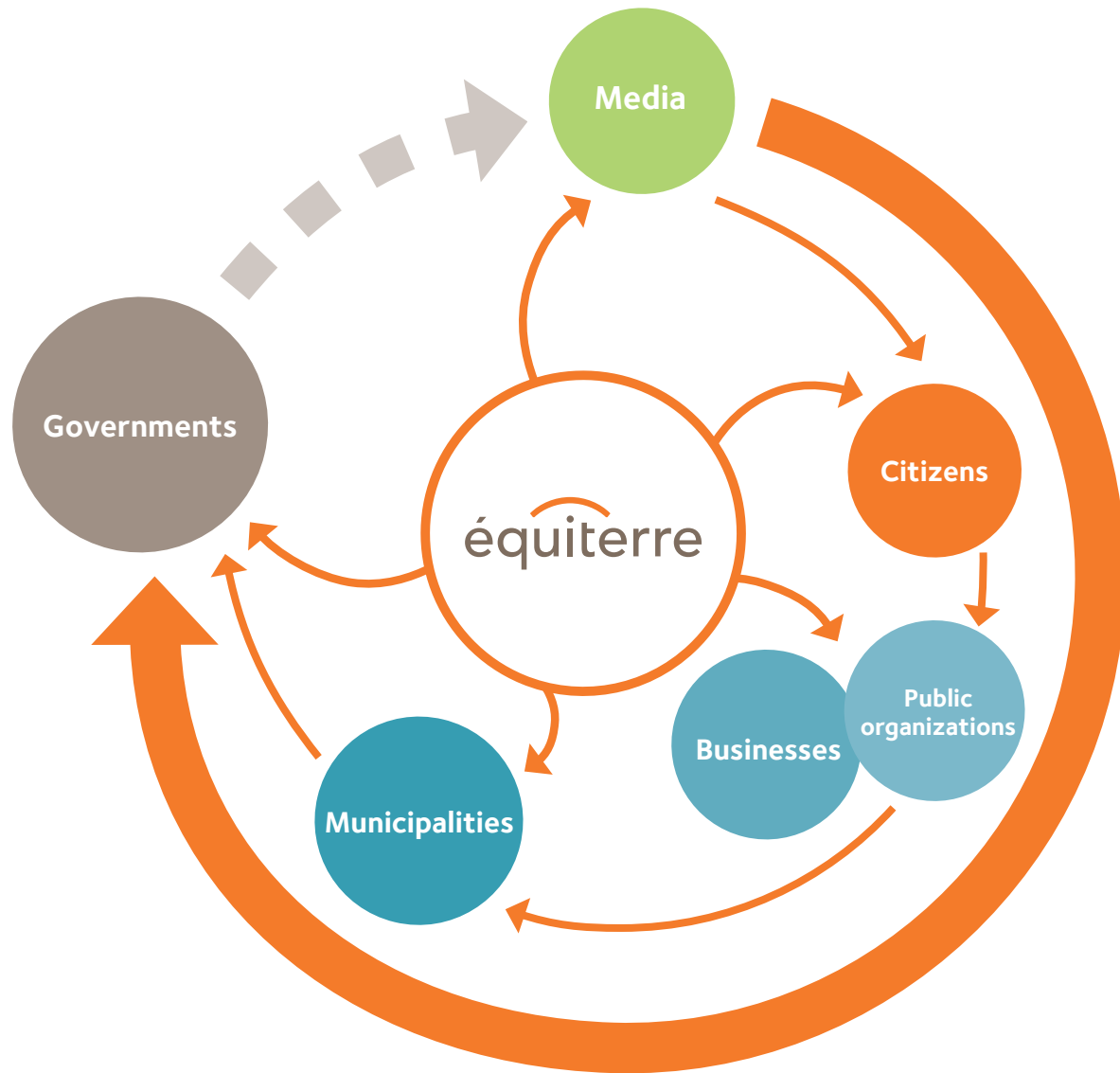
Through actions and projects in:

- **research**
- **demonstration**
- **raising awareness**
- **education**
- **changing behaviours**
- **mobilization**
- **consultation**
- **influencing decision-makers**

Équiterre mobilizes:

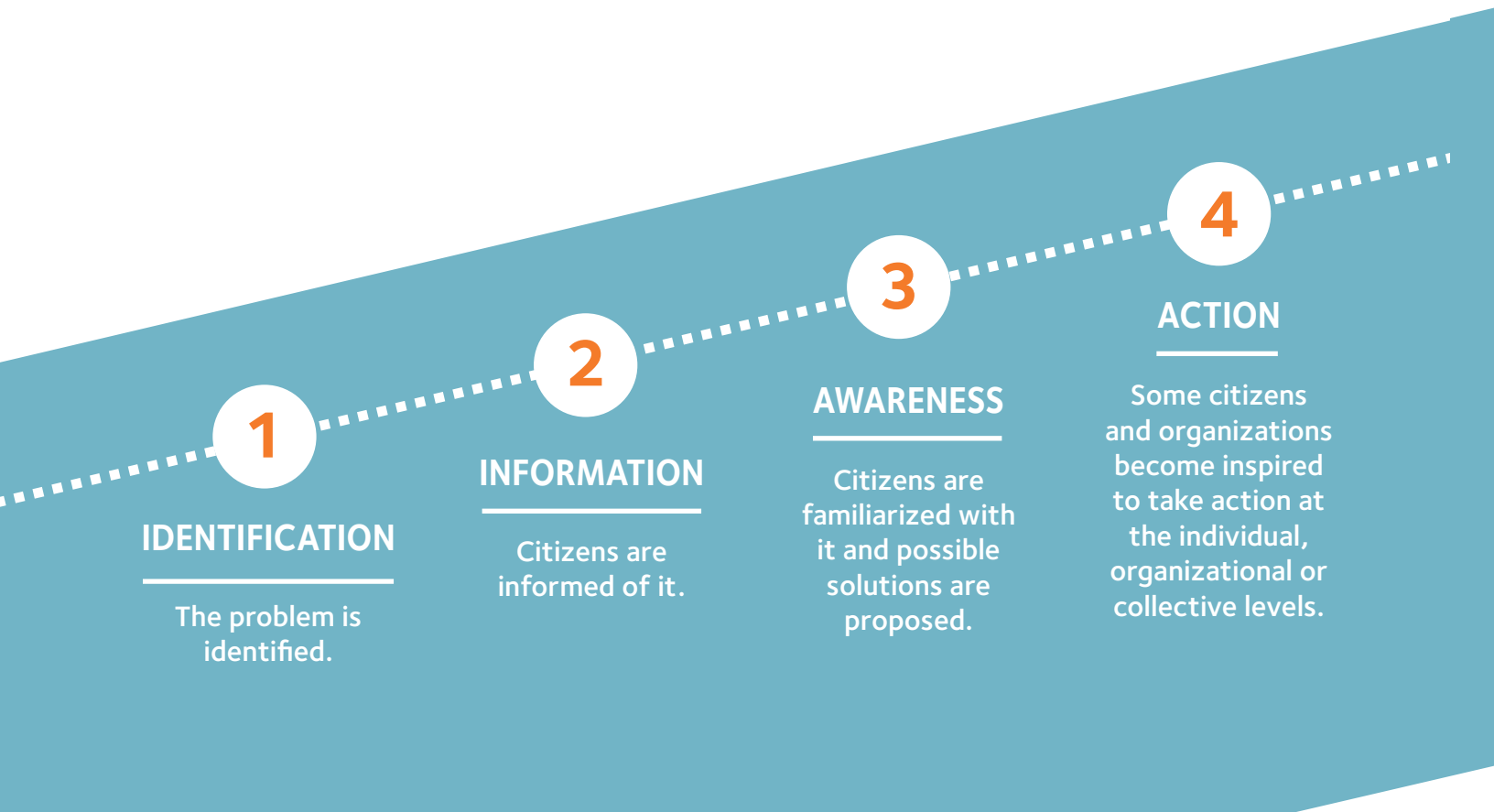
- **individuals**
- **civil society groups**
- **businesses**
- **public organizations**
- **municipalities**
- **researchers**
- **elected representatives**

Équiterre is mobilizing actors that influence governments' public policies



The evolution of an issue

The actions taken will vary based on the public's understanding and awareness of a specific issue. However, the overall objectives of our Strategic Plan are aligned with our ultimate goal : **public policy change**.





5

MOBILIZATION

A critical mass of citizens and organizations become mobilized, leading to a transformation of public opinion and attitudes.

6

RECOGNITION

Elected representatives recognize this transformation and believe in it.

7

ADOPTION

Elected representatives adopt public policies and enact solutions required to respond to the issue.

8

TRANSFORMATION

The new public policies create a framework that supports a sustainable change in society.

STRATEGIC DIRECTION 1

Foster an equitable transition to a low-carbon economy



1.1. IMPACT OBJECTIVE

The Government of Québec will have declared a moratorium on new infrastructure for fossil fuel exploration, production and transportation.

1.2. IMPACT OBJECTIVE

The governments of Québec and Canada will have eliminated fossil fuel production subsidies.

1.3. IMPACT OBJECTIVE

The governments of Québec and Canada will have adopted action plans to meet ambitious GHG reduction targets by 2030.

1.4. IMPACT OBJECTIVE

The Government of Québec will have adopted a net zero energy building* regulation or code by 2025.

* A net zero energy building is a building that produces at least as much energy as it consumes on an annual basis.

1.5. IMPACT OBJECTIVE

The Québec and Canada governments' objectives will have adopted sustainable transportation policies that include walking, cycling, public transit, and other emerging means of transportation.

1.6. IMPACT OBJECTIVE

The governments' objectives for the electrification of transportation will include electric cars reaching at least 50% of new vehicle sales by 2025.

1.7. IMPACT OBJECTIVE

The governments of Québec and Canada will have set ambitious GHG emission reduction goals for the freight transportation sector.

1.8. IMPACT OBJECTIVE

The governments of Canada and Québec will have established low-carbon economy transition plans primarily aimed at worker training and placements in the sectors undergoing changes.

1.9. OPERATIONAL OBJECTIVE

Équiterre will have improved environmental education in Québec schools.

1.10. OPERATIONAL OBJECTIVE

Équiterre will initiate a net zero energy building demonstration project.

1.11. OPERATIONAL OBJECTIVE

Équiterre will be recognized in Canada as a major player in reducing GHG emissions from livestock production sector and animal protein consumption.

1.12. OPERATIONAL OBJECTIVE

Équiterre will be recognized in Canada as a major player in the fight against consumer product obsolescence.

1.13. OPERATIONAL OBJECTIVE

Équiterre will actively help to influence Canadian policies for international financing of climate change adaptation and mitigation.

STRATEGIC DIRECTION 2

**Reduce the use of
toxic substances, including
synthetic pesticides**





2.1. IMPACT OBJECTIVE

The governments of Québec and Canada will have banned all synthetic pesticides used for exterior aesthetic purposes.

2.2. IMPACT OBJECTIVE

At least one major Canadian organization will have banned the use of the most hazardous pesticides applied inside buildings.

2.3. IMPACT OBJECTIVE

The governments of Canada and Québec will have significantly reduced or eliminated the pesticides used in conventional agriculture that are most hazardous for the environment and human health.

2.4. IMPACT OBJECTIVE

The governments of Québec and Canada will have adopted ambitious development and promotional plans to increase organic food consumption and production.

2.5. IMPACT OBJECTIVE

The Government of Canada will have amended the federal legislative framework to limit toxic substances and will have initiated legislative reform on pesticides.

STRATEGIC DIRECTION 3

Continue Équiterre's organizational development



3.1. IMPACT OBJECTIVE

The Government of Canada will have adopted a new legislative framework that allows charitable organizations to express themselves freely on public policies and to develop innovative approaches to social and environmental change.

3.2. OPERATIONAL OBJECTIVE

Increase Équiterre's membership from 20,000 to 33,000 and increase revenue from members by 60%.

3.3. OPERATIONAL OBJECTIVE

Increase the number of supporters Équiterre can reach directly by e-mail or other means by 60%.

3.4. OPERATIONAL OBJECTIVE

Increase the number of English-speaking Équiterre members and supporters by 8%.

3.5. OPERATIONAL OBJECTIVE

Persuade 40 new large businesses to take actions that further Équiterre's objectives.

3.6. OPERATIONAL OBJECTIVE

Be recognized as one of the top employers within Canada's sector of large non-profit organizations.

Methodological approach

This Strategic Plan is the result of extensive consultations with our employees, interns, volunteers, experts and partners.

Fall 2015

The Board of Directors appointed a Strategic Planning Committee that met seven times in 2016 to guide the process.

February 2016

A two-day meeting was held for employees, board members and volunteers.

Fall 2015

Employees, interns and volunteers were surveyed on strengths, weaknesses, opportunities and threats, as well as on priorities for the coming years.

Winter 2015

Interviews were conducted with numerous experts and partners on these same issues.

May 2016

Managers and project leaders proposed broad strategic directions.

2015 2016

June 2016

The first draft of the organization's mission, vision, values and strategic directions was adopted by the Board.

September 2016

Employees met to discuss objectives.

August 2016

Board members and project leaders convened to discuss objectives.

November 30, 2016

The Board adopted the Strategic Plan for 2017–2020.



Join the movement today!

Three ways to support Équiterre

Become a member by donating: equiterre.org/donate

Become a volunteer: info@equiterre.org

Subscribe: equiterre.org/newsletter

For more information

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Printed on 100% recycled post-consumer paper.


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