

Project: Équiterre

Team: MORPH

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By: Philippe Trudel

Home page

Navigation/menu section:

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- FR
- Donate

Hero Section:

6 Carousel images and titles //

Carousel – 01:

Title: The Power of Soils: A Roadmap for Farmers and Climate Resilience

Image: /medias/img_caroussel/caroussel01.jpg

Carousel – 02 :

Title: Understanding the Rise of Light Trucks in Canada to Reverse the Trend

Image: /medias/img_caroussel/caroussel02.jpeg

Carousel – 03:

Title: Federal Elections 2021 - Demanding ambitious action on climate, environment, and health

Image: /medias/img_caroussel/caroussel03.jpg

Carrousel – 04 :

Title: The issue of agricultural rezoning in Quebec

Image: /medias/img_caroussel/caroussel04.jpg

Carrousel – 05 :

Title: Tools by and for farmers!

Image: /medias/img_caroussel/caroussel05.jpg

Carrousel – 06 :

Title: Join the Équiterre team!

Image: /medias/img_caroussel/caroussel06.jpg

New section:

6 News Cards //

Map - 01 :

Image: /medias/img_articles/article01.png

Title: Going to vote – For the environment, our health, and the future of our children

Date: September 16, 2021

Content: If you have not yet voted, do not miss the opportunity, on September 20 to make your choice in the federal election; decisive elections for our future and that of our children. This summer we experienced a glimpse of the consequences of climate change with the..

Button: Read more

Map - 02 :

Image: /medias/img_articles/article02.png

Title: Seven major environmental organisations demand strong action and put 15 proposals on the line

Date: September 15, 2021

Content: While the web consultations on the National Strategy for Urban and Spatial Planning (SNUAT) are underway until 17 September, seven major environmental organizations are demanding strong actions and are putting 15 proposals into play in order to...

Button: Read more

Map - 03 :

Image: /medias/img_articles/article03.jpg

Title: 2021 Door-to-Door Campaign

Date: September 13, 2021

Content: Équiterre is knocking on your door! Keep an eye out! You will see the orange and black jackets of Équiterre ambassadors from September 13 to December 31 for our new door-to-door campaign. This fundraising initiative aims to recruit...

Button: Read more

Map - 04 :

Image: /medias/img_articles/article04.png

Title: Coalition of Canada's Leading Environmental Organizations Releases Federal Parties' Position on 11 Environmental Issues

Date: September 8, 2021

Content: A coalition of Canada's leading environmental organizations releases the results of a survey of federal parties on their environmental platforms, to which they all responded. The questions include climate, biodiversity, the waste and waste crisis.

Button: Read more

Map - 05 :

Image: /medias/img_articles/article05.png

Title: Spatial Planning: An Opportunity to Change Direction – Citizens Up to You!

Date: September 2, 2021

Content: Urban sprawl on agricultural land and natural environments. Commercial scattering. Proliferation of highways and parking lots. Destruction of built heritage. Heat islands. For decades, there has been a lack of reflection and guidance from the government on the...

Button: Read more

Map - 06 :

Image: /medias/img_articles/article06.png

Title: 2021 Benefit Event

Date: September 2, 2021

Content: Come and learn more about the circular economy! Équiterre invites you to participate in its 2021 benefit event on the theme "Circular Economy: Jobs of the Future". This year, this event will take place on an innovative virtual platform.

Button: Read more

Button:

- See all

Choice:

- Politics
- Environment
- Social
- Cultural

Services Section:

Titles:

- Open School
- Organic basket
- Peel your city to eat local
- Demand local
- Working on a farm
- Recipes

Button:

- See all

Testimonial section:

Name: Colleen Thorpe

Image: /medias/img_temoignage/colleen-thorpe.jpg

Title: Director General

Subtitle: Spokesperson, Bilingual Senior Speaker

Text: Multilingual, Colleen Thorpe has degrees in environmental management and journalism. She studied and lived for 5 years in Berlin during the fall of the Wall, where she was able to work for CBC as an assistant director. As a journalist, she has also worked

for Global Television Network, CFCF Television and CBC Television, covering many important topics.

Button: [Learn more](#)

Testimonials more if we ever want to exchange the CEO for another. //

Name: Edinson Cabana Zapata

Image: /medias/img_temoignage/edison-cabana.jpg

Title: Member of ASOPROBAN

Subtitle: Fair Trade Banana Cooperative in Colombia

Text: With fair trade, we can invest in social programs that benefit producers and the community. It also gives us a more decent income. Without fair trade, we would not exist, because, outside this network, the amount offered for a case of bananas is not enough to cover our expenses.

Button: [Learn more](#)

Name: Moussa Keita

Image: /medias/img_temoignage/moussa-keita.jpg

Title: Producer of Fair-Trade Cotton

Subtitle: Mobiom Cooperative in Mali

Text: The arrival of fair trade has made a big difference in our lives. First, it allows us to send our children to school and access better health care. Then, at the community level, it gives us hope and allows us to carry out projects that we have always dreamed of. Finally, fair trade has encouraged the integration of women. Everyone now has a voice and participates in decision-making

Button: [Learn more](#)

Name: Constantino de Jesus

Image: /medias/img_temoignage/constantino-dejesus.jpeg

Title: Fair trade cocoa producer

Subtitle: Member of the CONACADO cooperative in the Dominican Republic

Text: People will tell you that things are much better in the community. The fair-trade premium has allowed us to carry out projects that would have been unthinkable before.

Button: [Learn more](#)

Donation Section:

Title: Give generously,

Subtitle: Advancing the Environmental Cause

Text: Thank you for supporting Équiterre's awareness, education, and mobilization work for the environment! Your donation entitles you to membership status for one year.

Button: Donate

Footer:

Email: info@equiterre.org

Telephone: (514) 522-2000

Address: House of Sustainable Development

50 Sainte-Catherine Street West

Suite 340 Montreal, Quebec

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Button: Donate

Title: About

Text: Équiterre is one of Quebec's leading environmental organizations with, in 2018:

- 130,000 supporters, 25,000 members, 200 volunteers, 23 interns and 53 creative and dedicated employees
- 125,000 fans on social media
- More than one million unique users of its website.
- 1,670 media releases
- 450 interview requests
- 40 meetings of political leaders at the provincial level and 80 at the federal level.

Sub-title: Mission

Text: Équiterre works to make the transitions towards an ecological and just society tangible, accessible and inspiring.

Sub-title: Vision

Text: By 2050, Équiterre will have contributed to the emergence of solutions on the ground, the transformation of social norms and the adoption of public policies to realize new ways of eating, producing, consuming, and moving that are low-carbon, compatible with ecosystems and social justice, and designed at the scale of our territories and their communities.

Sub-title: Strategy

Text: Through demonstration, education, awareness-raising, research, support and mobilization projects, Équiterre mobilizes citizens, social groups, businesses, public organizations, municipalities, researchers and elected officials who influence the public policies of governments.

Article - 01 :

Image: /medias/img_articles/article01.png

Title: Going to vote – For the environment, our health and the future of our children

Date: September 16, 2021

Content: If you have not yet voted, do not miss the opportunity, on September 20 to make your choice in the federal election; decisive elections for our future and that of our children.

This summer we experienced a glimpse of the consequences of climate change with droughts, floods and forest fires. However, the solutions exist: we must accelerate the energy transition and get out of fossil fuels.

Subtitle: We can't afford to go back.

Video: https://youtu.be/_ecRy7QXD2c

We need a government with a credible plan in the fight against climate change – ambitious and based on science.

Voting for people who will treat the climate crisis seriously has never been more important than now. **Make your voice heard: every vote counts.**

Here are the commitments of the political parties to our environmental demands. (Link to <https://election2021ecosondage.ca/reponses/>)

We have a planet. You have a vote. Vote with the environment in mind. (Link to <https://election2021ecosondage.ca/reponses/>)

Article - 02 :

Image: /media/img_articles/article02.png

Title: Seven major environmental organisations demand strong action and put 15 proposals on the line

Date: September 15, 2021

Content: While web consultations on the National Strategy for Urban and Spatial Planning (SNUAT) are underway until September 17, seven major environmental organizations are demanding strong actions and putting 15 proposals at stake in order to inspire citizens.

Article - 03 :

Image: /medias/img_articles/article03.jpg

Title: 2021 Door-to-Door Campaign

Date: September 13, 2021

Subtitle: Équiterre knocks on your door!

Content: Keep an eye out! You will see the orange and black jackets of Équiterre ambassadors from **September 13 to December 31** for our new door-to-door campaign. This fundraising initiative aims to recruit new donors.

Our work depends largely on the support of citizens. Becoming a donor is therefore the best way to help us deploy solutions to combat the climate and environmental crisis.

Subtitle: Your Safety: Our Priority

The health and safety of all is our priority.

Our ambassadors follow public health guidelines to the letter in the fight against COVID-19: wearing a mask, physical distancing, and regular hand washing.

How do we recognize them and make sure they are our team?

Our ambassadors are easily identifiable thanks to their vest with the Équiterre logo and their name badge. They have iPads and know our mission like the back of their fingers.

Our campaign is conducted in collaboration with an expert Door-to-Door **Service Globalfaces Direct**, in French and English.

Once the registration process has begun, you will receive a call from our team to proceed with the next steps and confirm your membership status.

For more information on our door-to-door campaign, call our Member Service at membres@equiterre.org or by phone at 514-522-2000 or 1-877-272-6656 p.3227

To help you better identify our heroes and heroines at your doorstep:

- Our ambassadors use 833-591-1752 or 514-360-2107 to reach the call center of our partner Globalfaces Direct,
- GFD's appeal platform uses 833-452-0289 to reach potential donors

We look forward to seeing you!

Article - 04 :

Image: /medias/img_articles/article04.png

Title: Coalition of Canada's Leading Environmental Organizations Releases Federal Parties' Position on 11 Environmental Issues

Date: September 08, 2021

Subtitle: Ottawa, Unceded Territory of the Algonquin Anishinaabeg Nation (September 8, 2021) –

Content: A coalition of Canada's leading environmental organizations releases the results of a survey of federal parties on their environmental platforms (link to <https://election2021ecosondage.ca/reponses/>), to which they all responded. Issues include climate, biodiversity, the waste crisis and toxic substances that harm our country, as well as issues affecting the rights of Indigenous peoples. The poll was given to the five main political parties in August 2021.

This survey (link to <https://election2021ecosondage.ca/reponses/>) represents the collective priorities of Canada's key environmental organizations and identifies the measures that must be put in place to address the various challenges facing all Canadians. The non-partisan poll was prepared to help them make an informed choice during the election campaign and on election day, September 20.

"We know that the environment and social justice are priority issues for voters in this election. We also often hear that they don't know which parties have put forward a solid plan to tackle the climate crisis, protect and restore nature, counter pollution and defend environmental rights – especially those of Indigenous peoples – over the next **decade**," **says Megan Leslie, PRESIDENT** and CEO of WWF Canada and spokesperson for the coalition. One planet, one vote (Link to <https://uneplaneteunvote.ca/>). We hope this poll will encourage voters to go to the polls and make their voices heard by supporting parties willing to do what it takes to create a sustainable and equitable future. »

The survey in question: "<https://election2021envirosurvey.ca/>

Summary table of responses: www.election2021envirosurvey.ca/reponses

The survey represents the collective priorities of the following organizations: Canadian Parks and Wilderness Society (CPAWS), David Suzuki Foundation, Ecology Action Centre, Équiterre, Environmental Defence, Greenpeace, Nature Canada, Stand.earth, Sierra Club Canada Foundation, West Coast Environmental Law Association, Wildlife Conservation Society Canada, WWF-Canada

For more information or to arrange an interview, please contact:

Anthony Côté Leduc, Media Relations,

514-605-2000, acoteleduc@equiterre.org

Article - 05 :

Image: /medias/img_articles/article05.png

Title: Spatial Planning: An Opportunity to Change Direction – Citizens Up to You!

Date: September 02, 2021

Content: Urban sprawl on agricultural land and natural environments. Commercial scattering. Proliferation of highways and parking lots. Destruction of built heritage. Heat islands.

For decades, there has been a lack of reflection and government guidance on the development of our territory and its serious consequences on our environment, our health, our safety, and well-being.

In addition, with climate change continuing to shake the planet, land use planning is becoming a key issue.

"This is at the root of the problem but also at the heart of the solutions to climate change," explains Marc-André Viau, Director of Government Relations. "Planning defines our relationship to mobility, which accounts for nearly 45% of greenhouse gas emissions. It also has impacts on our quality of life, such as heat islands that exacerbate the impact of extreme heat waves. Or the destruction of agricultural land in the midst of an exceptional drought, which is undermining crops. Planning and urban planning are issues that encompass everything and affect us directly in our daily lives. It's time to take care of it."

Subtitle: A unique and historic opportunity to transform our living environments

In January, the Quebec government launched a process to adopt a National Urban planning and land use strategy (SNUAT). Experts, groups and citizens are invited to participate in a public consultation.

Since the subject is vast and complex, Équiterre and partners in the environment and planning community have prepared 15 recommendations allowing you to participate in this consultation process, including:

- **Impose an immediate moratorium on increasing road capacity** and reinvesting the money in sustainable modes of transport.
- **Limit destructive development on our agricultural land and natural environments** through a "bonus-malus" ecofiscal system.
- **Invest more in green infrastructure.** Set a minimum of 1% on all government infrastructure budgets to increase green cover and promote biodiversity.

JOIN US: ENCOURAGE THE GOVERNMENT TO TAKE THE RIGHT TURN!

Subtitle: Three Ways to Make Your Voice Heard

- Watch the webinar of September 7, which provides an overview of the situation and equips you to take concrete action.
- Fill out the questionnaire available on the Government of Quebec's website on your current living environment or the one to which you aspire.
- Write directly to Minister Andrée Laforest at ministre@mamh.gouv.qc.ca and be freely inspired by the 15 recommendations prepared for you!

More than ever, we need to undertake a drastic shift in our practices and regulations in land use planning and urban planning.

Article - 06:

Image: /medias/img_articles/article06.png

Title: 2021 Benefit Event

Date: September 0,2, 2021

Subtitle: Come and learn more about the circular economy!

Content: Équiterre invites you to participate in its 2021 benefit event on the theme "Circular economy: the jobs of the future". This year, this event will take place on an innovative virtual platform.

The circular economy includes production, exchange and sharing practices aimed at optimizing the use of resources while reducing our environmental footprint. It opposes the linear economic system, which is based on the extraction of raw materials, the mass production of goods, accelerated consumption, and then scrapping.

Subtitle: Worrying observation: today, more than 90% of the materials extracted on the planet are used only once!

You will have the chance to attend inspiring exchanges between leaders in the circular economy such as:

- **Esther Goodwin Brown**, Head of circular jobs initiative at Circle Economy
- **Claude Maheu Picard**, Executive Director at Centre de transfert technologique en écologie industrielle
- **Beatrice Alain**, General Manager at Chantier de l'Économie Sociale
- **Louis Vachon**, President and Chief Executive Officer, National Bank of Canada
- **Colleen Thorpe**, Executive Director, Équiterre

During this event, you will also have the opportunity to meet organizations working in the field by navigating our innovative virtual platform.

The profits raised will be used to finance several Équiterre projects for the coming years.

Button: Register ([link to https://lepointdevente.com/billets/equiterre-evenement-benefice2021](https://lepointdevente.com/billets/equiterre-evenement-benefice2021))

Article - 07 :

Image: /medias/img_articles/article07.jpg

Title: The Power of Collective Mobilization Against Glyphosate

Date: August 31, 2021

Content: A few weeks ago, Health Canada sparked controversy by announcing that it wanted to increase the level of glyphosate in our food. Faced with the indignation caused by this announcement, the government finally reconsidered, by freezing its decision, the time to conduct more studies.

This saga against glyphosate is a fine example of citizen mobilization: there is no social acceptability in 2021 for the unreasoned use of a pesticide considered probably carcinogenic.

Faced with this aberration, Équiterre wanted to take the voice of Canadians a step further by tabling its petition against glyphosate with four key ministers, on behalf of the 33,000 signatory supporters, to demand that the government put an end to the use of glyphosate.

Équiterre also welcomed the decision of Montreal and Laval that recently banned the use of glyphosate and other pesticides in their city and encourages other municipalities to follow suit.

Image: /medias/img_articles/article07-text.jpeg

Subtitle: Accelerating the Transition to Solutions

For many years, the fight against glyphosate has been a central issue for Équiterre. Today, we work in a more holistic approach known as regenerative agriculture. This approach makes it possible to get to the source of the problem that generates the need for pesticides and synthetic fertilizers, while having many co-benefits, such as increasing the climate resilience of farms.

Regenerative agriculture is a key point of our recommendations to the House of Commons Standing Committee on Finance (FINA) for the next federal budget 2022.

To continue the fight against glyphosate, Équiterre is working as a member of Vigilance OGM, which has just launched an ambitious campaign, Get out of glyphosate, ([link to https://www.vigilanceogm.org/civicism/petition/sign?sid=6&reset=1](https://www.vigilanceogm.org/civicism/petition/sign?sid=6&reset=1)) to counterbalance the agrochemical lobbies and put pressure on the various levels of government that are able to act.

The fight against glyphosate must continue and double efforts must be made to accelerate the transition to these alternative practices in agriculture. It is high time that Canada add to the global trend.

Article - 08 :

Image: /medias/img_articles/article08.jpg

Title: A pedal stroke between home and office

Date: August 31, 2021

Content: What if Quebecers were busy cycling electric to get to the office?

At Équiterre, we strongly believe that cycling is a great alternative to solo driving when cycling and public transit are not suitable. It is in this spirit that we are launching our brand new Vélovolt* campaign.

A campaign that will take place throughout Quebec from 2021 to 2024, with a triple objective.

Subtitle: Objective 1: Enabling e-bike testing in the workplace

Starting this fall, the Vélovolt campaign will take off with a first pilot project. This will give workers and employers the chance to experiment with the electric bike for the journey to their workplace. Employees of the Université de Montréal and the city of Trois-Rivières will be able to test an electric bike for two or four weeks to get to work.

"The electric bike makes it possible to put new cyclists in the saddle thanks to the reduction of the effort required and the increase in the distance that can be traveled. It

makes it possible to reach users residing within a radius of 10 or even 15 km from their place of work. Electric assistance is a great insurance in case of arduous climb or long distance. Stéphane Béranger, Coordinator, Sustainability, Ecological Transition and Climate Change at the Université de Montréal.

Subtitle: Objective 2: Document and make the electric bike more accessible

The electric bike... Équiterre wants to see more clearly!

The Vélovolt pilot project will also serve to better understand the motivations and obstacles of workers and employers to the electric bicycle experience. We aim to power solutions throughout the campaign to make electric bikes even more accessible to different target populations throughout Quebec.

Subtitle: Objective 3: Inform and raise awareness of electric cycling

In addition to informing and giving more workers the sting of cycling, this campaign has the potential to generate a very positive impact on the environment. Indeed, choosing the bike rather than the car to get to work can lead to a reduction in our ecological footprint of up to 84% according to Christian Brand, professor at the University of Oxford in England.

"It is even estimated that if 14% of trips to cities around the world were by bike, we could reduce carbon emissions globally by 11%."

Our Vélovolt campaign will raise awareness on the subject and highlight the many benefits of riding a bike for everyday trips.

Article - 09 :

Image: /medias/img_articles/article09.png

Title: New petition: Demand durable and repairable goods!

Date: August 31, 2021

Content: A computer that gives up after a year, a cell phone screen that cracks at the slightest shock, a washer that no longer spins... and a whole puzzle for those who have the tenacity to want to have them repaired! Are you tired of objects that break easily and repair themselves with difficulty, forcing us to consume again?

In this era of overconsumption, where humanity is depleting natural resources much faster than the Earth can replenish, too many resources are being devoted to the production of goods that too quickly end up no longer being useful.

But even if the will to get out of this vicious circle is there, the lack of information on repairability at the time of purchase makes the task more difficult for consumers. Not to mention the sometimes-dissuasive cost of repair: the price of the defective part to be replaced added to the labor prices sometimes exceeds the purchase of a new device.

In short, there is still work to be done to give Quebecers the means to turn more to repair instead of buying new devices.

Subtitle: New petition: Demand the sustainability and repairability of our assets!

We believe that in facilitating access to reparation for as many people as possible, our governments have an important role to play. If, like us, you would like to make it easier to repair your items, sign our petition! (link to <https://equiterre.cauzio.org/fr/actions/exigeons-des-biens-durables-et-reparables>)

We are working to improve the Consumer Protection Act to ensure that we have more information about the durability and repairability of our items before making a purchase, and so that repair becomes much more accessible, both financially and logistically.

Button: Sign the petition (link to <https://equiterre.cauzio.org/fr/actions/exigeons-des-biens-durables-et-reparables>)

Subtitle: There are so many good reasons to make our objects last

A long-lasting asset that can be repaired helps reduce the use of new resources to produce a new good, reduce the energy consumption required for its manufacture and transportation, and reduce the amount of potentially toxic waste in landfills. It also saves consumers time and money.

While waiting for the improvement of the consumer protection law, there are already several resources to repair your defective devices yourself or with a little help:

- **Watch tutorials** - they are free and easily accessible on the Internet, such as the iFixit website (link to <https://fr.ifixit.com/>) which offers several repair tutorials (link to <https://fr.ifixit.com/Tutoriel>), technical manuals of several products and sells repair kits.
- **Join collaborative spaces, sharing tools and know-how:**
- Several Facebook groups bring together communities of people who want to repair their objects. Touski repairs himself (link to <https://www.insertech.ca/services/reparothons/>) is probably the best known.
- You can ask your question directly or find just about all the references you need to repair yourself or get help.
- Experienced volunteers help diagnose and repair defective objects: the Insertech Réparathon (link to <https://fr.ifixit.com/>) (for computer or electronic objects) or the Repair Café (link to <https://www.insertech.ca/services/reparothons/>) and

- Mon Atelier de quartier (link to <https://www.monatelier.ca/>) (for all types of objects).
- Repair and tool borrowing shops exist throughout the province: La Remise - Bibliothèque d'outils (link to <http://laremise.ca/>) (Villeray, Montréal), La Patente, atelier coopératif (link to <https://atelierlapatente.org/>) (Limoilou, Québec).
 - **Look for specialized repairers:** There are a multitude of them throughout Quebec. To find the certified appliance repairer nearest you, visit the appliance repairer directory (link to <https://elexpertise.qc.ca/liste-des-reparateurs-dappareils-electromenagers-certifies-du-quebec/>).

Équiterre has set itself the goal of accelerating our society's transition to a more sustainable economy. Stay tuned to discover our next projects and campaigns, particularly on the circular economy, reduction at source and reparability of goods.

Article - 10 :

Image: /medias/img_articles/articles10.png

Title: As the national coalition not to the third link grows, its members invite the next federal government not to invest in the project

Date: August 31, 2021

Content: Quebec City, Tuesday, August 31, 2021 - The national coalition No to the third link, launched in May 2021, is proud to announce that it has grown considerably during the summer: indeed, the No to the third link petition now has more than 45,000 signatories.

Nearly fifteen new organizations have also joined the coalition as partners. These are the Conseil de quartier de Saint-Sauveur, the Conseil de quartier du Vieux-Limoilou, the conseil régionaux de l'environnement (CRE) of the Estrie, Outaouais, Lanaudière, Laval and Montréal regions, the Centre d'écologie urbaine de Montréal, the Collectif Virage à Lévis, Copticom Stratégies relations publiques, Greenpeace Canada, Nature Québec, Piétons Québec and the Réseau québécois de l'action communautaire autonome. Other partners are expected to be announced shortly.

"Since we launched the petition last May, the interest has not baffling: citizens and organizations continue to write to us every day to offer to lend a hand. With more than 45,000 signatories, the petition will soon exceed in number the quantity of cars estimated in the future link, it's still ironic! " Explains **the Coalition No to the third link**.

This rapid mobilization of citizens shows the extent of the indignation surrounding this unjustified highway project of nearly \$ 10 billion, which poses a threat to the environment and sustainable land use planning. The members of the coalition are taking advantage of the current elections to invite the next federal government to listen to the science and not to fund the project, which goes against the greenhouse gas (GHG) reduction targets. Recall that, according to a Léger poll conducted at the end of May, 54% of Quebecers oppose the 3rd link, against 26% who support it.

"Science says so. Experts say that adding new roads takes us away from our GHG reduction targets and inevitably leads to more urban sprawl. We are calling on the next federal government to simply listen to the science and not to swallow up billions in an unjustified project that we need elsewhere: in our green infrastructure or in the health care system, for example. " Concludes **the Coalition No to the third link**.

The national mobilization No to the third link was initiated in May by Accès transports viables, the Conseil régional de l'environnement - région de la Capitale-Nationale, Équiterre, the David Suzuki Foundation, Trajectoire Québec and Vivre en Ville.

All citizens, as well as organizations wishing to denounce this highway project can sign the petition on the site nonautroisiemeliem.qbec.

Article - 11 :

Image: /medias/img_articles/article11.png

Title: 3 inspirations for the days the institutions eat local

Date: August 31, 2021

Content: To celebrate the richness of local products and encourage Quebecers to eat well, Équiterre and Aliments du Québec on the menu are launching for the 3rd consecutive year the event Les Institutions *mangent local* ([link to https://alimentsduquebecaumenue.com/evenements/les-institutions-mangent-local/](https://alimentsduquebecaumenue.com/evenements/les-institutions-mangent-local/)).

Potlucks, recipe sharing, gardening... workplaces, schools and health institutions are invited to take small and large actions to make Québec products known to their users.

After the success of the last two editions, which mobilized more than 48,500 participants, the event will be held this year from September 20 to 22 throughout Quebec. Beyond doing good to our taste buds and stomachs, Les Institutions mangent local is also a first step towards a transition to sustainable food.

This craze for local products is already seen in many establishments across the province for whom healthy, local, and eco-responsible food is an integral part of their menus. This momentum has gained even greater momentum in the context of climate change. By offering local products to Quebecers, our workplaces, schools, and health services are an important link in building a sustainable and resilient food system "from the land to the plate".

Subtitle: Inspiring Initiatives

Here is the story of three institutions that eat local and that will make you want to participate in the event*!

Centre hospitalier de soins de longue durée (CHSLD) - Sainte-Agathe-des-Monts, Laurentides

The cafeteria of the CHSLD of Sainte-Agathe-des-Monts has set itself the objective of integrating more local regional products into their menus by developing partnerships with regional producers - the result: today their meals are composed of at least 50% of local seasonal products.

The project did not stop at the doors of the kitchen since the CHSLD also offers patients gardening activities - whose harvests are directly integrated into the menus! - cooking workshops based on local ingredients and meetings with local farms.

L'Escale High School - Asbestos, Estrie

L'Escale high school is supplied by La Coopérative des sources, where everything is homemade and recipes are chosen according to the availability of food according to the seasons. On average, 87% of the food served at their salad counters is local. And to meet the needs of young people, the cooperative innovates and develops interesting snacks such as healthy smoothies.

As part of various educational projects, young people are even brought to participate in the cooperative!

Sid Lee, international creative agency - Montreal

In addition to having access to his own bistro, the staff of Sid Lee's Montreal office are consulted regularly in the choice of meals. The bistro favors local, organic, fair trade, vegan foods and promotes partnerships with social integration companies and small eco-responsible local businesses. Menus are established according to the seasons and the

availability of food from farms around Montreal. Each meal consists of a minimum of 50% Quebec food.

To encourage employees to continue the experience outside of work, the company has even developed an app to introduce them to new recipes to replicate at home and easily find local suppliers.

Article - 12 :

Image: /medias/img_articles/article12.png

Title: \$20,000 for the circular economy, thank you Lespac!

Date: July 31, 2021

Content: On June 5, Équiterre launched a fundraising campaign with LesPAC - the second-hand selling and buying platform - which raised \$20,000.

Until July 31, 2021, for each new ad published on its website, LesPAC donated \$1 to Équiterre.

The money raised will be used to finance the first phase of research and analysis to better understand the obstacles and levers to promote access to repair in Quebec.

This Équiterre study is a first step towards the development of field projects that will reflect the priorities and issues observed to propel the circular economy in the province.

Following the observation that today more than 90% of the materials extracted on the planet are used only once, Équiterre wishes to propose concrete solutions to promote access to repair in Quebec, to extend the life of objects and support the circular economy.

"The circular economy is the heart of who we are. LesPAC is a classified ads site, when a user publishes an ad on our site or our application to sell it, this person contributes to the reuse of his object, and therefore, to the circular economy. Whether this person does it consciously or not! " Said Luc Morin, Vice-President, Sales and Operations LesPAC – Quebec.

This campaign has also made it possible to raise awareness among Quebecers about reuse, during the strong moving period during which tons of furniture and appliances are still in condition are nevertheless put on the way.

Video: <https://youtu.be/XFRxe3hsvs>

Article - 13 :

Image: /medias/img_articles/article13.jpg

Title: Rejection of LNG Quebec: Another huge victory against the fossil fuel industry

Date: July 21, 2021

Subtitle: Montreal, Quebec, Rouyn-Noranda, July 21, 2021

Content: the signatory groups welcome with great satisfaction the announcement by the Government of Quebec refusing the Quebec/Gazoduq LNG project. This announcement is a victory for the tens of thousands of citizens who have mobilized over the past three years.

Over time, more than 120,000 Quebecers have signed a petition against the project. 54 student associations representing nearly 360,000 students, more than 648 scientists, including 250 doctors and health professionals, 40 economists, more than 60 civil society groups, all opposition parties (representing 58% of voters) and three Innu communities took a stand against GNL Québec/Gazoduq. The public consultations of the Bureau d'audiences publiques sur l'environnement (BAPE) also saw a historic participation with the filing of more than 2500 briefs, more than 90% of which opposed the project, and led to a devastating BAPE report. This rejection is therefore the result of an unprecedented collective effort of which thousands of Quebecers can now be proud.

By making this decision, the government is therefore siding with the many scientists who have condemned the project, both because of the huge GHG emissions it would have caused and its harmful impacts on st. Lawrence belugas and its significant risks to human health.

"The Quebec government's announcement of the rejection of the LNG Quebec/Gazoduq project demonstrates that there is no longer a future for fossil projects," said civil society groups. With the death of the Energy East pipeline in 2017, the decline of Goldboro LNG earlier this month and the release of LNG Quebec today, we can finally envision a future without a new pipeline in the beautiful province. »

This decision is also the result of several years of mobilization of civil society. The first mobilization against the project was organized by protectors of the Innu territory in 2017, and since then the mobilization has continued to grow: hundreds of mobilization events have taken place throughout Quebec. These events brought together hundreds of thousands of Quebecers of all ages and backgrounds behind a common slogan: "We deserve better!"

The groups would also like to highlight the leadership of the local collectives that have stood up to Goliath in recent years, including the Coalition Fjord in Saguenay, the Collectif

Innu Mashk Assi on the Nitassinan, the Mouvement citoyen littOrally unacceptable in Tadoussac, the Comité citoyen carboneutre of the MRC de Maskinongé in Mauricie and Gazoduq parlons-en, the Rouyn-Noranda Anti-Pipeline Coalition and Action boréale in Abitibi-Témiscamingue.

"Now is the time to move forward and develop projects for a resilient future," the groups concluded. We must work towards the implementation of an ecological and social transition by putting forward viable economic development projects that respect nature and our health. We are excited to turn the page on four years of fierce struggle and are ready to participate, with local communities, in the development of promising projects, designed in a logic of green transition for a 21st century economy. »

The signatory groups are:

Action Environnement Basses-Laurentides, Amnesty International Canada francophone, the Association québécoise des médecins pour l'environnement (AQME), the Rouyn-Noranda Anti-Pipeline Coalition, the Arrêtons GNL Student Coalition, the Student Coalition for an Environmental and Social Turn (CEVES), Eau Secours, ENvironnement JEUnesse, Équiterre, the World Wide Fund for Nature, the David Suzuki Foundation, Greenpeace, the Mouvement citoyen littOralement inacceptable, Nature Québec, La Planète s'invite en Santé, Protect Our Winters Canada, the Regroupement national des conseils régionaux de l'environnement du Québec (RNCREQ), the Regroupement vigilance hydrocarbures Québec, the Société pour la nature et les parcs (SNAP Québec) and the Syndicat de la fonction publique et parapublique du Québec (SFPQ).

Services

Article/ Open School Page

Title: Open School

Text: A year ago, the Ministère de l'Éducation et de l'Enseignement supérieur (MEES) launched the educational platform L'ecoleouverte.ca to equip parents and young people to continue their learning in the unprecedented context of the coronavirus crisis. Équiterre has been entrusted by the MEES to create, in collaboration with the Table québécoise sur la saine alimentation (TQSA), a new section on food in the "Other activities" section of the government platform, which complements the educational exploration trail.

"During my career at Équiterre, I had the chance to rub shoulders within the TQSA with a multitude of people all passionate like me about healthy, local and eco-responsible food and who have through their organizations developed golden resources to transmit to our children the importance but especially the pleasure of eating well! It was important for me to share them with everyone, to multiply them in our homes in these very special times, but especially so that it is easier and more pleasant to do it with our cocos! Whether through play, advice, a recipe or with both hands in the ground, this new section can equip you, inform you, inspire you or simply make your mouth water! Only one ingredient is unavoidable: pleasure! Because it is by having fun eating well, buying local, cooking and gardening with the family that we can transmit healthy lifestyle habits to our children! »

- Murielle Vrins, Institutional Food Program Manager

The **Eating** section offers many web resources to students and their families by unfolding around four main themes:

1. **Eating well** - for public health/prevention, for a healthy lifestyle;
2. **Buy local** – for our food sovereignty, for the solidarity and resilience of farmers;
3. **Cooking** - to improve food literacy and know-how, strengthen family and social ties;
4. **Gardening** - to get closer to the land, to appropriate what grows here, to develop a sustainable lifestyle.

It is now possible to discover this new **section Eating**, on each of the preschool (link to <https://ecoleouverte.ca/prescolaire>), Primary (link to <https://ecoleouverte.ca/primaire>) and Secondary (link to <https://ecoleouverte.ca/secondaire>) (in the Other activities section) pages of the ecoleouverte.ca site. This section will offer you:

- helpful resources to learn more about healthy eating and its principles;

- direct links to promote our local food and thus encourage our agricultural producers;
- culinary activities to discover with children and lots of recipes that are easy to make at home;
- tips and tricks to start your seedlings, garden with children and have fun putting your hands in the ground.

With its expertise in sustainable food, Équiterre has the global vision of a resilient food and agricultural system where local and sustainable food and supply are at the forefront of solutions, both for health and for the environment.

We are very excited to see the government place these issues at the heart of the education of future generations, and we hope that this unprecedented opportunity to be more resilient in the way we see and consume food, in an unprecedented context, will bring about the paradigm shifts needed in our society.

Image: /medias/img_articles/openschool.jpg

Article/ Organic *Baskets* Page

The article is about this external page, so no text to write.

[<https://www.fermierdefamille.org/>]

Article/Page *Peel your city*

Title: Peel your city to eat local

Text: Peeling your city is:

- Explore a multitude of innovative projects and original initiatives to put local food on the menu;
- Meet inspiring people who are committed to our products;
- Learn a wealth of historical anecdotes and information on agri-food issues;
- Discover how to value and demand more Quebec fruits and vegetables.

Image: /medias/img_articles/peel.jpg

Subtitle: Learn more ([link to https://www.epluchetaville.org/](https://www.epluchetaville.org/))

Text: To feature local fruits and vegetables on your plate, here are some practical and comprehensive tools:

- Find out why eat local and sharpen your arguments!

- Read our Demand Local user manual and take action!
- Check out our directory for more resources!
- Come and meet us in the field, during our food happenings!

You can also learn more about the Peel Your City campaign in general.

A big thank you to all our partners!

Image: /medias/img_articles/epluche-ta-ville.jpg

Article/Page *Demand local*

Reference for visual support if ever: <https://www.equiterre.org/solution/exigez-local>

Image: /medias/img_articles/localwalking.jfif

Title: Demand local

Text: Would you like to see more local products on the shelves of your grocery store, but you don't know how to act? Unfortunately, it is not always easy to find fruits and vegetables from here. Here are a handy instruction manual to require more local food from your grocery store.

Subtitle: Understand why eat local

Text: Before requiring local products from your grocer, it is important to be informed and to know your arguments well. Buying local has many social, economic and environmental benefits. Among other things, it encourages the local economy, creates jobs, preserves Québec's agricultural heritage and contributes to food sovereignty.

Subtitle: Know how to spot local fruits and vegetables

Subtitle: Identify the origin of fruits and vegetables

Text: It is not always easy to find your way around the grocery store to find out where our food comes from. Here are the in-store tools that will help you know where your favorite foods have been grown.

- Signage for Quebec: Aliments du Québec is a certification initiated and recognized by the Quebec agri-food industry. This logo is often found on the product packaging or on the price poster.
- Regional logos: Several regions of Quebec have developed their own campaigns, often accompanied by a logo to promote local products. Discover the one near

you! Examples: Gaspésie Gourmande, Goûtez Lanaudière, Croquez l'Outaouais, Le bon goût frais des Îles-de-la-Madeleine.

- Food labelling: In the absence of signage, a small 4- or 5-digit label is often (but not necessarily) attached to bulk fruits and vegetables. It is the PLU (Price Look-Up) code that is used to identify the product once at checkout. The country of origin is often indicated on this label, keep an eye out!

Subtitle: Know the Harvest Schedule

Text: Knowing the local products also means following the rhythm of the seasons and knowing when each fruit and vegetable grows. Knowing that strawberries come out in June and corn only arrives in July, it will be easier for you to anticipate new arrivals of fruits and vegetables from here and adapt your diet as the weeks go by.

Subtitle: Be Aware of the Law

Text: If there is no indication to identify the origin of a fruit or vegetable, the Eat at **Home Survey, Why?** showed that one in two Canadians substitutes it or inquires about its origin with an employee.

Few people know this, but the display of the origin of fruits and vegetables is mandatory in Quebec. According to the regulation respecting fresh fruits and vegetables (1) of the Quebec Food Products Act, "the following indications must appear prominently above the product displayed for sale: (...)

- the name of the country of origin or, in the case of a Canadian product, the word "Canada" or the name of the province of origin, for a product of provenance outside Quebec.
- the expression "Product of Quebec" for fruits and vegetables produced in Quebec. »

Make sure these rules are followed!

Subtitle: Talk to your grocer

Text: Once well informed, there are several effective ways to act. As a rule, focus on direct contact with the manager (in person, by phone, in writing) rather than with clerks who are often temporary employees and do not always have the opportunity to make a difference.

- Report omissions or errors in the posting to your grocery store manager. By explaining that the law in Quebec requires it, he or she will be required to make the necessary corrections.
- Demand more local fruits and vegetables all year round! A wide variety of vegetables could be found on our shelves during the winter, thanks to their long-

lasting capacity: potatoes, carrots, onions, rutabagas, celeriacs, cabbages, etc. Take inspiration from our sample letter to write to your grocery store manager.

- Grocery stores are committed to customer satisfaction and are attentive to your needs. Do not hesitate to fill out the satisfaction surveys and be demanding!
- Use social media to give your opinion. Some branches even have their own Facebook page. Applaud the good moves too! Your grocer will appreciate the positive comments all the more: "Thank you for offering blueberries from Quebec, my children love them!" Some banners have already set local sourcing targets, encourage them!
- You can also contact the customer service of your grocery chain (Metro, IGA, Provigo, etc.) directly for a wider impact. The vast majority (about 90%) of your banner purchases are centralized and then distributed to each of the branches. You will find their contact details easily on their website.

Subtitle: Encourage those around you to eat local

Text: The more people ask for them, the more local food will be available and visible! Let your loved ones know about your efforts and initiatives to increase your support or share them on Équiterre's Facebook page and tell us if they have paid off! You'll inspire thousands of people to take action!

Be proud to prepare your meals with family or friends with local foods and share your recipes and your best tips for preparing food from here and in season!

Subtitle: Take it one step further

Text: For the intrepid or the convinced, go further!

Subtitle: Demand local in all departments

Text: In addition to fruits and vegetables, it is also possible to require local from your grocer for other products, such as meat, dairy products, grain products, etc. These logos will help you easily spot the foods produced or prepared here:

Image: /medias/img_articles/alimentsduquebec.jpg

Subtitle: Eat organic and local

Text: Also take the opportunity to try the organic version of your favorite local foods. Organic products have been growing steadily in recent years and it is now easier to find them in grocery stores and supermarkets. Take the opportunity to fill your basket with these new surprises!

Subtitle: Diversify your sources of supply

Text: Why not try other ways to source your supplies, favoring more direct relationships with local producers. Neighbourhood markets, virtual markets or the Family Farmers Network are all ways to stock up on fresh and tasty products, while focusing on local food!

Subtitle: Discover inspiring initiatives

Text: Explore Montreal through its local food projects thanks to the web documentary Épluche ta ville! (link to <https://www.epluchetaville.org/epicerie>)

Article/Page *Working on a farm*

The article is about this external page, so no text to write.
[<https://www.fermierdefamille.org/les-fermes-reseau>]

Article/ *Recipe* Page

The article will bring us on a page with singular recipe since it is practically impossible to redo the entire database of recipes.

Title: Maple Veal Stew

Text: Do you have a good recipe from a local food to suggest? Write to us! (link to infoasc@equiterre.org) Did you like this recipe or do you have a suggestion to make it even more enticing? Add a comment at the bottom of the page.

Subtitle: Ingredients

Text:

- 2 tbsp (30 mL) canola oil
- 2 tbsp (30 mL) butter
- 1/2 cup (125 mL) flour
- 2 lbs (900 g) of calf in cubes
- 1 onion or a minced leek
- 1 tbsp (15 mL) chopped fresh ginger
- 1 tsp celery seeds
- 1 cup (250 mL) cider
- 3 cups (750 mL) chicken broth
- 3/4 cups (750 mL) maple syrup
- Salt and pepper

- One large celery root or 2 cups of rutabaga cut into 1 inch (2.5 cm) cubes

Subtitle: Instructions

Texte:

- In a saucepan, heat the oil and butter
- Flour the veal cubes and brown them for a few minutes and then reserve them
- Sauté the onion or leek, ginger and celery seeds for a few minutes in the oil over low heat, until the onion is translucent
- Pour the cider and mix
- Add the broth, syrup, celery root or rutabaga and meat.
- Salt and pepper
- Bring to a boil, reduce heat and cover
- Simmer for about 15 minutes

Image: /medias/img_articles/ragout-veau-erable.jpg

Title: Team

Text: Équiterre employees form an ingenious and experienced team that deploys its talents daily around a common desire: to contribute to building a more ecological, equitable and supportive world. Coming from all walks of life, employees live and work to implement their values and beliefs within Quebec society.

Thanks to its team, Équiterre can carry out ambitious actions that are part of the objectives of its strategic plan. In addition, the permanent team has the immense privilege of being supported by many interns and volunteers to carry out its mission. Naturally, Équiterre aims to offer an exceptional work environment for everyone's development.

At Équiterre, we work to change the world one gesture at a time!

Subtitle: General Management

Name: Colleen Thorpe

Role(s): Executive Director and Speaker

Image: /medias/img_equipe/colleen-thorpe.jpg

Name: Marie Normand

Role(s): Advisor and Assistant to the Branch

Image : /medias/img_equipe/marie-normand.jfif

Name: Marilyne Tremblay Coutu

Role(s): Executive Assistant

Image: /medias/img_equipe/marilyne-tremblay-coutu.jfif

Subtitle: Administration

Name: Nicole Bergeron

Role(s): Director – Finance and Administration

Image: /media/img_equipe/nicole-bergeron.jfif

Name: Laurence Prost, CPA CA

Role(s): Accounting Analyst

Image: /media/img_equipe/laurence-prost.jfif

Name: Thibault Gauthier, CHRP

Role(s): Human Resources Advisor

Image: /medias/img_equipe/thibault-gauthier.jfif

Name: Philippe Mercier

Role(s): Administrative Officer – Human Resources and Internal Economy

Image : /medias/img_equipe/philippe-mercier.jfif

Subtitle: Communications

Name: Marie-France Dalcourt

Role(s): Director of Communications and Development

Image : /medias/img_equipe/marie-france-dalcourt.jfif

Name: Courtney Mullins

Role(s): Assistant Director – Communications and Marketing

Image: /medias/img_equipe/courtney-mullins.jfif

Name: Stéphanie Babin

Role(s): Administrative Assistant – Communications and Events

Image: /medias/img_equipe/stephanie-babin.jfif

Name: Dale Robertson

Role(s): Communications Officer – Visual creation and community management

Image: /media/img_equipe/dale-robertson.jfif

Title: 26 years, ALREADY!

Text: 26 years ago, a few idealists who dreamed of changing the world participated in the Process of the Rio Earth Summit Conference. A few months later, Laure Waridel, Steven Guilbeault, François Meloche, Elizabeth Hunter, Patrick Henn and Sidney Ribaux founded Équiterre, the first Quebec organization dedicated to building a social movement that encourages citizens, organizations and governments to make ecological, equitable and solidarity-based choices. These committed young visionaries had two convictions: that major global issues such as climate change, world hunger and biodiversity loss would become the greatest challenges of their generation. And that the only way to act on these global issues was to work at the local level, making Gro Harlem Brundtland's motto their own, to act globally, to act locally.

Over these 26 years, Équiterre has set up several avant-garde initiatives, and innovated in its awareness and mobilization campaigns, including:

- By establishing Community Supported Agriculture (CSA) with its organic vegetable basket formula;
- Crossing Quebec by bike to raise awareness among the population and elected officials about climate change and renewable energies;
- Et by being pioneers in the valorization of fair trade.

A multitude of projects have emerged during these two decades, but it is these 3 major themes (agriculture, climate change and fair trade) that have remained pillars of our organization. They were joined by other topics, such as green transport, local food, sustainable building, ecological horticulture, responsible consumption and the issue of food sovereignty.

Sub-title: Équiterre shares its stories

Text: For 26 years, Équiterre has sown innovative projects, nurtured bold dreams, grown campaigns and watched change flourish. Despite the obstacles, the constant challenges to overcome, the organization has stayed the course and continues to do everything possible for a more just, equitable and environmentally friendly world.

Sub-title: Équiterre appoints 20 honorary members

Text: For the occasion, Équiterre highlighted the exceptional contribution of 20 individuals to the organization, thus becoming the honorary members of Équiterre.

Page 404

Title: Page not found

Text: The requested page could not be found.

Button: [Return to Home](#)