

EARTH
DAY
•CA

ACTIVITY REPORT 2024-2025





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Earth Day is an international environmental celebration created in 1970. Earth Day Canada is responsible for organizing the **April 22 celebrations** and coordinating **a multitude of environmental programs and projects throughout the year**. Earth Day is also a trademark, helping to combat greenwashing and ensure representation of an environmental movement.

April 22 is increasingly seen by companies as an opportunity to boost profits by promoting their products as environmentally friendly. To counter the commercial use of Earth Day, the Earth Day trademark enables the organization to ensure that **Earth Day retains the essence of its original mission in Canada**.



Credit photo : Mathieu B. Morin

The year was rich in achievements for Earth Day Canada, despite a challenging context. On 22 April 2025 some thousands of people across the country gathered around the theme of **biodiversity**, with more than 275 events listed on the official calendar and **nearly 47.5 million impressions** generated by the media campaign. **Sixty-two mobilizing municipalities** joined the movement, notably during the **protocol tree-planting ceremony held in Pelham**, Ontario, where threatened native trees were planted in the presence of Mayor Marvin Junkin, municipal spokesperson for the campaign.

Greening initiatives continued on a large scale: more than **47 000 trees were planted** in Quebec, mostly within the “**Tomorrow’s Forest – Green Infrastructure**” program, illustrating the tangible benefits of sustainable planning of agricultural riparian zones. The “**375 000 Trees**” project also reached its historic goal, marking the end of a decade of planting in Montréal’s green belt.

Sustainable mobility was also in the spotlight with the “Charge for change” program, carried out in partnership with Aviva Canada, which facilitated the installation of **62 charging stations** across the country, promoting electromobility in previously underserved communities. Moreover, the **Zero Emission Grants** supported **four innovative projects** throughout Quebec, ranging from bicycle-building to active-transport initiatives.

In **waste-materials management**, the expertise of the **Action Reduction** team was deployed with **over 400 organisations**, notably the IGA grocery stores, businesses in Manicouagan and those in the Côte-des-Neiges borough. Collectively, these support efforts helped **divert more than 48 000 tonnes of waste from landfill**.

Finally, **awareness-raising** remains at the heart of the mission: the **workshops and educational activities** of Earth Day Canada reached more than **16 000 people**, while the benefit event **TerraViva**, held at OASIS Immersion in Montréal, brought together the environmental community in a festive, inspiring and ever-surprising atmosphere.

A year of **resilience, action and mobilisation**, carried by a passionate team that continues to radiate the Earth Day mission every day!

OUTREACH



47,5M

Impressions of Earth Day messages



275

Events organised for Earth Day

AWARENESS



16 100

People reached



62

Mobilizing Municipalities



439

Organizations supported

IMPACT



47 000

Planted trees



48 387

Charging stations in service



62

Bornes de recharge en service

MOT DE LA PRÉSIDENCE



«After several years as a board member, it is with great pride that I now assume the Chair of Earth Day Canada. I join a refreshed, motivated and deeply committed Board of Directors. I warmly commend the remarkable work of our multidisciplinary team, kindly led by Valérie Mallamo, who continues her mission with passion despite a particularly demanding context for the environmental sector. The initiatives realised this year by the organisation in awareness-raising, waste reduction, sustainable mobility and greening demonstrate the concrete and lasting impact it continues to generate. More than ever, it is essential to stay mobilised for the planet and to amplify the day that pays tribute to it.»

Virginie Cousineau, Chair of the Board

Virginie Cousineau, Senior Director, Public Affairs, CDPQ Infra | Dan Nielsen, President & Partner, Attitude Marketing | Jake Haskell, Manager, Strategy & Transactions at EY-Parthenon | Philippe Gignac, President & CEO, Uni-Recycle Inc. | Pascal Leduc, President, Leduc Strategy & Consulting | Renault Lortie, Vice President, Clients & Gas Procurement, Énergir | Anne Marcotte, Director PR, Montréal Airport | Kathleen Adams, Director Communications & Public Affairs, TFO | Isabelle Morin, Executive Director, UQO Foundation | Anouk Boutin, Sustainable Development Lead, Imprimerie Ste-Julie
And thanks to Mélodie Charest, Climate-Change Project Officer at the CRE du Centre-du-Quebec, who has taken flight.

MOT DE LA DIRECTION



«In a context where commitments to combating climate change and protecting biodiversity are showing concerning backsliding, the Earth Day Canada team demonstrates remarkable resilience. Despite funding challenges that affect our sector and weaken the maintenance of teams and expertise, we continue to move forward with conviction and creativity. I wish to express my deep gratitude to our donors, our corporate partners and our funding partners: without your unwavering support, we could not pursue our mission of mobilisation and action for a more sustainable future. More than ever, your support inspires us and gives us the strength to carry on.»

Valérie Mallamo, Executive Director



TEAM

Valérie Mallamo – Executive Director | **Yves Gauthier** – Operations Manager | **Ahmed Rabhi** – Accounting Manager | **Léo Cressatti** – Communications Director | **Marion Dessus** – Senior Project Manager – Communications | **Maxime Dannel** – Webmaster | **Mandy Albert** – Program Director | **Carolyn Dolan** – Team Manager – Waste-Materials Management | **Sophie Lanctôt** – Project Manager – Waste-Materials Management | **Kim Méthot** – Team Manager – À Vos Frigo | **Camille Defoly** – Team Manager – Conferences | **Giuliana Merino** – Project Officer – Waste-Materials Management | **Anne LaRue** – Project Officer – Waste-Materials Management | **Mathieu Neau** – Plantations Director | **Rafaelle Dion-Truax** – Advisor – Waste-Materials Management | **Gaspard Martinez** – Project Officer – Waste-Materials Management



THOSE WHO HAVE MOVED ON

Éliane Bujold – HR Director | **Véronique Blais** – Communications Officer | **Laurie Masardo** – Communications Officer | **Mathis Gobin** – Advisor – Waste-Materials Management | **Mélisande Blanchet** – Team Manager – AVF-CEM (Interim) | **Emilie Fargeout** – Senior Project Officer – Charge for change | **Isabel Strachan** – Speaker | **Jean Delaisse** – Team Manager – Waste-Materials Management | **Arianne Beaulac** – Awareness Officer | **Gisela Lopez** – Awareness Officer | **Yrvine Joanis** – Awareness Officer | **Roxane Baron** – Project Officer – Action Reduction | **Arthur Lamoine** – Project Officer – Plantations | **Clémence Richer** – Project Officer – Plantations | **Xavier Potvin** – Project Officer – Plantations | **Gloria Soton** – Awareness Officer

MEMBERSHIP



Summary

In order to revitalize the governance of the organisation, the membership structure of Earth Day Canada was redesigned in 2023. This process enables more democratic governance of our entity, drawing from the various spheres of society, better representing the public and the partners whom we accompany in the ecological and climate transition.



THE MEMBERS

The Board of Directors comprises **11 seats** with **individual, corporate and organisational members** including non-profits, municipalities and educational institutions.

At the General Members’ Meetings, only members of the respective level may vote for the seats of that level. Each level receives **benefits which allow cooperation, support and awareness-raising throughout the year.**

The organisation counts nearly **one hundred engaged members** this year.

 **75**
Individual
members

 **13**
Corporate
members

 **9**
Organizational
members

75 individual members; 13 corporate members: Habitat, FilmOrganic, Kruger Inc., Montréal Airport, Leduc Strategy & Consulting, Canadian National, Uni-Recycle Inc., TACT, Énergir, Aisen, Exaion Inc., Econext Informatique, EY; **9 organisational members:** TFO, the Ontario Economic Society, Worm Wrangler, Sentier Urbain, The Society of High Prairie Regional Environmental Action Committee (REAC), Camp Kawartha, La Coop Manne, the Éco-Sportif Network.

APRIL 22 - THE CAMPAIGN



THEME

Nearly three-quarters of the Canadian population cannot define biodiversity nor how to act to preserve it. Yet **a large majority wishes to receive information in order to better understand the issues and engage.** The objective is to encourage as many citizens, municipalities and organisations as possible to reconnect with nature and **better understand the importance of biodiversity preservation** for ecosystem balance, food security and resilience in the face of climate change.

CALENDAR OF ACTIVITIES

April 22nd is celebrated by action throughout the country by **schools, institutions, companies and citizens** who organise environmental activities on Earth Day and are listed on our online calendar. This year some **275 events** were referenced on the calendar, including **clean-ups, tree-plantings, biodiversity-preservation activities.**

APRIL 22 - RESULTS

KEY FIGURES

The campaign message was viewed more than 44 million times across the country and the website received nearly 52 000 visits. Over 1 200 new subscribers joined us on social media and engaged with our posts. Several municipalities also contributed to the outreach by sharing the campaign.



44,3M

Impressions from the media campaign



51 953

Website visits



26 600

Engagements



+ 1240

Subscribers during April



275

Events organised



62

Mobilizing municipalities



APRIL 22 - EVENTS



1



2



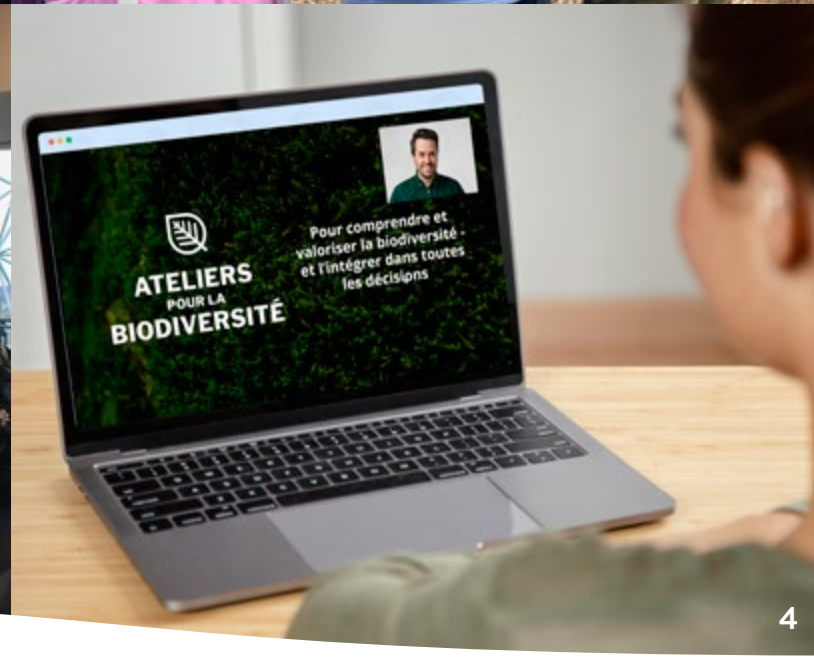
5



6



3



4



7



8

For this day the Earth Day Canada team mobilised and organised several events, such as a **guided biodiversity hike** on Mount Royal (1) and a giant **biodiversity collage** at the Montréal Biosphere (3), **bioblitzes** in different cities (2), as well as a **webinar** on the theme (4).

Members and partners of the organisation also mobilised to participate in **clean-up** drives coordinated by our team, notably at Place Émilie-Gamelin with AQTIS (5), in downtown Montréal with EY (6), as well as in Rougemont, on the South Shore, with Lassonde-Kiju (7). Earth Day was also celebrated in Ontario, where Émilie ran an **awareness booth** at Downsview Park in Toronto (8).

APRIL 22 - MOBILIZING MUNICIPALITIES

MUNICIPALITIES TAKE ACTION FOR EARTH DAY

This year **62 municipalities** joined the “Engaged Municipalities for Earth Day 2025” initiative. We again observe a drop in participation compared to the previous year, explained notably by the obligation for cities to organise an event on 22 April, which is a weekday.

Nevertheless, **nice initiatives were implemented**, such as **clean-ups, citizen-awareness lectures and activities linked to biodiversity preservation like bioblitzes**.

The participating municipalities also gave visibility by sharing the Earth Day campaign, and joined a **webinar to share their biodiversity-favouring initiatives on their territories**, as well as their ideas for action to celebrate Earth Day 2025.



MARVIN JUNKIN

Mayor of the Town of Pelham in Ontario and municipal spokesperson for the Earth Day 2025 campaign



APRIL 22 - PROTOCOL TREE-PLANTING

STARTING THE CELEBRATIONS WITH A PLANTING

Marvin Junkin, Mayor of Pelham, welcomed on site the Earth Day Canada team, consisting of Émilie Fargeout, Manager of the Engaged Municipalities program, and Roxane Baron, Project Officer in Waste-Materials Management.

In this symbolic event, **sweet birches (Betula lenta)**, a native species listed as threatened by the Ontario Ministry of Natural Resources, **were planted to highlight the importance of biodiversity** and municipal reforestation.

The planting took place in Pelham, near a storm-water pond at the junction of Rice Road and Highway 20. This action **marked the start of Earth Day celebrations across the country**, reminding that every day is an opportunity to protect our environment.



TREE-PLANTING RELAY

The municipal relay of tree-planting ran from October 2024 to March 2025. Across Canada, **six communities committed each to planting at least 50 trees** in order to increase biodiversity in their region. Around **660 trees**, representing some **twenty species**, were planted. These trees will contribute to increasing the urban canopy and diversify species, while helping reduce heat islands.

The Earth Day Canada team wishes to thank the donors, as these achievements would not have been possible without spontaneous donations, contributions during the download of our greeting-cards and sales of the Earth Day Canada T-shirt.



660

Planted trees

EARTH DAY T-SHIRT

Each year, a T-shirt bearing the Earth Day logo is created in collaboration with a local brand **to support greening in Quebec and Canada**. The funds raised enable tree-planting across the country within the framework of the Tomorrow’s Forest program. For the second year in succession, the exclusive Earth Day T-shirt was **entirely designed in Canada** by **C’est beau**, with artwork by the artist Gold Casanova. This 2025 edition honours the **preservation of biodiversity** – the biodiversity that surrounds us, that we see, hear, breathe and wish to protect together. An original and colourful shirt that accompanies the theme of the annual Earth Day campaign.



TERRAVIVA

The annual benefit event of Earth Day Canada **Urban Banquet** became **TerraViva** in 2025! The name has changed, but the format remains the same! A unique evening which each year brings together business personalities from varied backgrounds and **highlights the organisation’s annual activities and environmental initiatives**, in a friendly atmosphere. This edition was held under **the honorary presidency of Olivier Joyal** – Executive Vice-President, Client Program, ESG Leader and Regional Leader, Quebec for WSP – in the extraordinary **OASIS Immersion gallery**, at the heart of the Montréal Congress Centre. Nearly 300 guests were immersed in a dynamic universe projected on the walls, highlighting the magnificent biodiversity which surrounds us. In addition to tasting a delicious menu of local products, they also took part in original activations such as a germination workshop, an interactive quiz, an aroma bar, all enriched by live musical and artistic performances!





WASTE MANAGEMENT IN IGA STORES

Powered by the **Fonds Eco IGA**, the program enables the **294 IGA supermarkets** to benefit from the advice of a team of waste-materials management consultants. With the involvement of **254 stores**, we were able to grant and/or maintain their “**Action Reduction**” **certification**!

Our experts travel Quebec and New Brunswick to meet owners and their teams, raise awareness of **best sorting practices**, and support them in optimising their current methods, in order **to divert as much waste as possible from landfill and reduce food waste**.

Summary

The waste-materials management expertise of Earth Day Canada was again called upon by various institutions, providing tailored support to IGA grocers across Quebec, to businesses in Manicouagan and to merchants in the Côte-des-Neiges borough of Montréal. The awareness-raising work on organics and waste-sorting among citizens of Hochelaga-Maisonneuve borough continued for a second year, as did efforts at sporting events.

 **294**
Participating IGA store

 **254**
Certified IGA stores
of which **123** certified Platinum or Diamond

 **226**
Stores donating to food banks
of which **162** with the In-Supermarket Recovery Program (PRS)

 **47 982**
Tons of waste diverted



CONSULTING SERVICE & GREEN BRIGADE AT EVENTS

Our team supports Fondation Charles-Bruneau as well as IGA in waste-materials management at their sporting events. The **Charles-Bruneau Cup in Quebec City**, the **CIBC Tour in Boucherville** and the **Charles-Bruneau Cup in Montreal** all benefit from upstream consulting, notably for dishware choice and reduction of single-use items. We also ensure that surplus food is donated to charitable organisations.

In addition to consultancy, a **Green Brigade** is present at each event. Our marshals are stationed at every sorting station to intercept all materials correctly. Result: near-perfect sorting and participants made aware of better environmental practices! Thanks to these efforts, we contribute **to diverting the maximum amount of material from landfill**.

This year, more than 1 900 people were made aware and about 2.15 tonnes of materials were diverted from landfill.


1 900
People sensitized


2,15
Tons of waste soon diverted



SUPPORT FOR WASTE MANAGEMENT IN MANICOUAGAN

After support provided to the businesses of Trois-Rivières, **the third phase** of the project backed by the **Alcoa Foundation** continues in the **MRC Manicouagan**. It aims to raise awareness among businesses and help them implement organics collection in their establishment. Our team deployed in the field has already engaged nearly **105 businesses** and **installed around twenty bins**, which has led to approximately **250 tonnes of waste in the process of diversion from landfill**. The awareness and diversion work continues in the city until December 2025.


105
Businesses sensitized


19
Businesses currently supported


11
Businesses whose support is completed


17
Bins being installed


26
Bins installed


250
Tonnes of waste in the process of diversion



SUPPORT FOR WASTE MANAGEMENT IN THE BOROUGH OF CÔTE-DES-NEIGES-NOTRE-DAME-DE-GRÂCE

Mandated by the borough, the Action Reduction team visited **60 businesses** in Côte-des-Neiges **to raise awareness of the objectives for organics management**, as well as on the modernisation of selective collection. This presence among ICI (Industry-Commerce-Institutions) enabled identification of issues and needs in this area.

At the end of this awareness phase, **14 businesses were regularly supported** on their sorting methods and **5 new businesses received the Action Reduction®** certificate for their implementation of concrete actions aimed at achieving waste-reduction objectives and improved source-sorting.



60
Businesses
sensitized



14
Businesses
supported



5
*Businesses certified
Action Réduction®*

THE GREEN BRIGADE AT THE SERVICE OF THE MERCIER-HOCHELAGA-MAISONNEUVE BOROUGH

The borough of **Mercier-Hochelaga-Maisonneuve** mandated Earth Day Canada in 2023 for the deployment of an information, awareness and education campaign (IAE) directed at citizens and merchants in the borough, in the context of the spacing of municipal waste-collection across the territory.

Two awareness booths about voluntary-drop-off sites in the borough were held full-time for two weeks in June. Early July saw the door-to-door campaign in multi-unit dwellings begin. On average **1 500 residences per month were visited**. In addition, **21 businesses received Action Reduction** support in waste-management and sorting.



3 930
Residences
sensitized

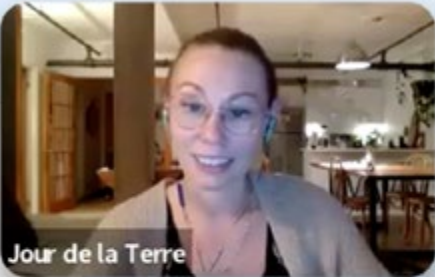
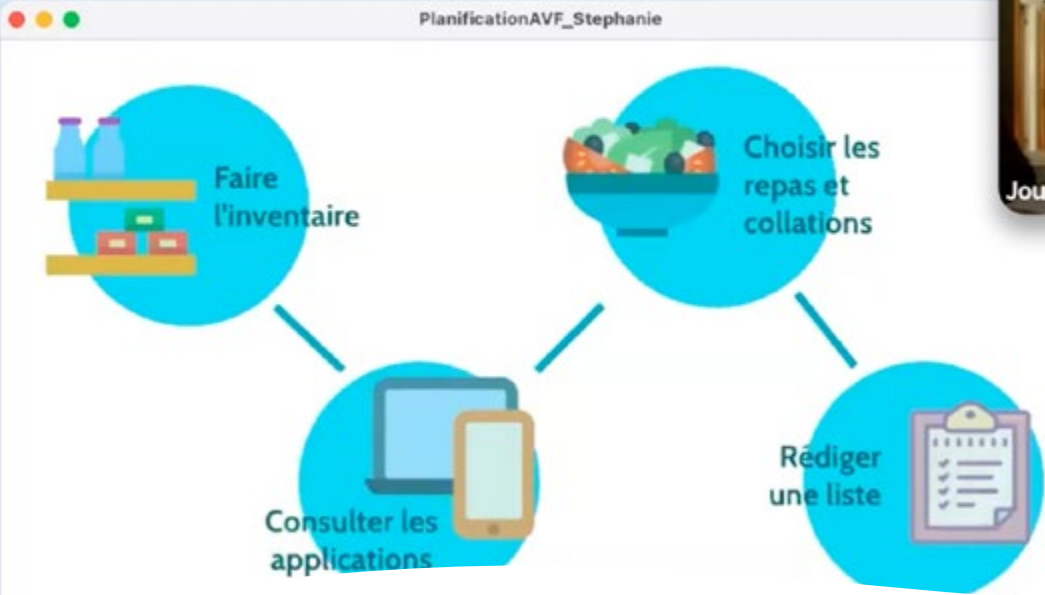


21
Businesses
supported



Summary

The anti-waste community and the resources of the Food Fight program continue to equip and inform many people to fight food waste at home.



The year 2025 was a transition year for the Food Fight program. With the announcement of the end of in-person conferences in 2024, the Food Fight team, in concert with the Sobeys marketing team, reflected on what the next step for the program would be. Activities during 2025 were reduced to a monthly **Facebook live** offered to **community members**. From July onwards, **anti-waste content and monthly-theme challenges** as well as a competition were launched to all via IGA’s communication channels.



582 019

Impressions of the awareness-content



7 023

Members of the zero-waste community on Facebook



GREENING



Summary

This year, more than 46,000 trees took root across Québec through our various programs! The plantings completed in agricultural corridors as part of the Tomorrow’s Forest – Green Infrastructure project delivered outstanding resiliency results, showcasing the many benefits of innovative greening.



TOMORROW'S
FOREST

All Earth Day plantings are carried out under the Tomorrow’s Forest program. The goal is **to strengthen the resilience and health of Canada’s forests by developing a science-based tree-planting approach**. By ensuring the planting of diversified species adapted to localities, Tomorrow’s Forest contributes to supporting the health of our ecosystems and fighting climate change. Over the past year, **46 120 trees** were planted for the “375 000 Trees” and “Tomorrow’s Forest – Green Infrastructure” projects.



46 120
Planted trees



375 000
ARBRES

Launched in 2013, the “375 000 Trees” project seeks **to increase the canopy index in Montreal’s green belt** by planting exactly that many new trees.

Under this project, Earth Day Canada has been carrying out plantings for **CDPQ** since 2017 **to offset greenhouse-gas emissions** from the construction of the REM network.

In Spring 2025, **5 750 trees** of five species – white spruce, larch (*Larix laricina*), sugar maple, red maple, red oak – were planted. **These plantings mark the end of this project by thus reaching the milestone of 375 000 trees planted in Montréal’s green belt.**



5 750

Planted trees

TOMORROW'S
FOREST
GREEN INFRASTRUCTURE

Since June 2022, the “Tomorrow’s Forest – Green Infrastructure” project has received a grant of **\$4.5 million from the Government of Quebec** under the Green Economy Plan 2030, and a contribution of up to **\$1.6 million from the Government of Canada** through the 2 Billion Trees Program.

Earth Day Canada collaborates with **Habitat, the Union of Agricultural Producers and the University of Quebec in Outaouais** to carry out the three-year project. This innovative project aims not only **to convert 80 ha of agricultural corridors zones** (steep abandoned slopes often bordered by waterways) in Quebec, but also to evaluate the inherent environmental benefits of planting diverse species of trees and shrubs in these zones, including biodiversity conservation, water-quality, soil-retention and carbon-storage. The species and functional diversity will enable future forests to resist various natural disturbances (e.g., climatic hazards, insect epidemics, diseases), thereby creating resilient ecological corridors.

From Autumn 2024 to Summer 2025, **40 370 trees** (broadleaf and coniferous) and shrubs of **around sixty species were planted across 26 ha of riparian zones** in six regions of Quebec (Centre-du-Quebec, Lanaudière, Mauricie, Montérégie, Outaouais and Saguenay). To date, the project has planted approximately **85 000 trees and shrubs on 53 ha.**



40 370

Planted trees



Summary

Sustainable mobility is propelled through the deployment of new electric-vehicle charging stations in under-served areas of Canada under the “Charged for Change” program and by the lending an electric truck to local organizations by Earth Day Canada. Sustainable mobility is also encouraged through the “Zero-Emission” grants provided to innovative solutions put forth by organizations across Quebec.



CHARGED FOR CHANGE

« Charged for change » is a financing program carried out in partnership with **Aviva Canada** that enables the **installation of charging stations for electric vehicles in under-served communities** in Canada. This program runs for three years and each year \$750 000 is available. 2025 marks the final year of the program and in this last year, **nine cities and one Indigenous community** received funding to install charging stations: three in Ontario, two in Saskatchewan, two in New Brunswick, one in Nova Scotia, one in Quebec and one in British Columbia, bringing the total number of funded communities to 25. In total, **62 stations** (i.e., 81 charging points) have now been installed through the program and 18 887 hours of charging have been recorded.



62

Charging stations in service



ZERO-EMISSION GRANTS

The call for applications for the Zero-Emission Grants was hugely successful this third year! With the **expansion to the entire province of Quebec**, we received a record 85 applications.

The 2025 winners are: **Carbure Aventure** for its free bicycle-learning program for women, **Cyclo Nord-Sud** which offers disadvantaged 15-16-year-olds the opportunity to build their own bike, **LocoMotion Sherbrooke** which provides two snow-clearing bikes to maintain downtown Sherbrooke's cycle paths, and **Petit Théâtre du Vieux Noranda** which offers a collaborative bike repairs workshop, providing tools, training and support.

Beautiful zero-emission initiatives driven by the grants awarded by the **Trottier Family Foundation** to support zero-emission sustainable-mobility projects in Quebec and **help reduce greenhouse-gas emissions**.



20 000\$

Grant amount



ELECTRIC TRUCK ON LOAN

Acquired as part of **the light-truck conversion to electric program**, the Dodge Promaster RAM 2500 truck was **loaned during the summer season** to the organisation Sollicité for its RebutRécup program in certain Montréal boroughs. In addition to giving a second life to items destined for waste, this enabled **the avoidance of GHG emissions** over many kilometres during the transport of those goods.

This truck is planned **to be loaned to other local organisations** for their operations over the coming months, to contribute to the decarbonisation of their activities and familiarise users with electric mobility.



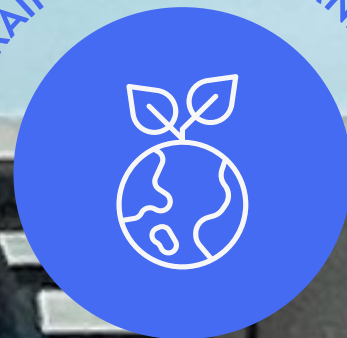
1

Truck converted
to electric

EVERY DAY



TRAINING AND AWARENESS



Summary

In addition to the annual media campaign, Earth Day Canada continues year-round its awareness-raising work thanks to about a hundred environmental lectures given to over 3 000 people across the country.

EARTH DAY CANADA WORKSHOPS

Earth Day Canada offers **a series of introductory workshops on environmental action**, both online and in-person, to all types of organizations and companies across Canada. Participants leave with a better understanding of socio-environmental issues and discover **practical tips** as well as **complimentary resources** to engage individuals on a daily basis through our five themed workshops:

- I'm adopting an eco-friendly lifestyle (in French and English)
- I'm eating sustainably (in French and English)
- Saving money and the environment: it starts at home (in French and English)
- I love my garbage but I'm leaving it (in French and English)
- I'm reducing food waste (in English only).

Each workshop is interactive, incorporating quizzes and reflections, to better understand actions that can be implemented on both an individual and a collective scale to raise awareness.



3 113

People sensitized



109

Workshops
animated

PARTNERS

Lead



Corporate



DONORS

Lead



Corporate



GRANTORS



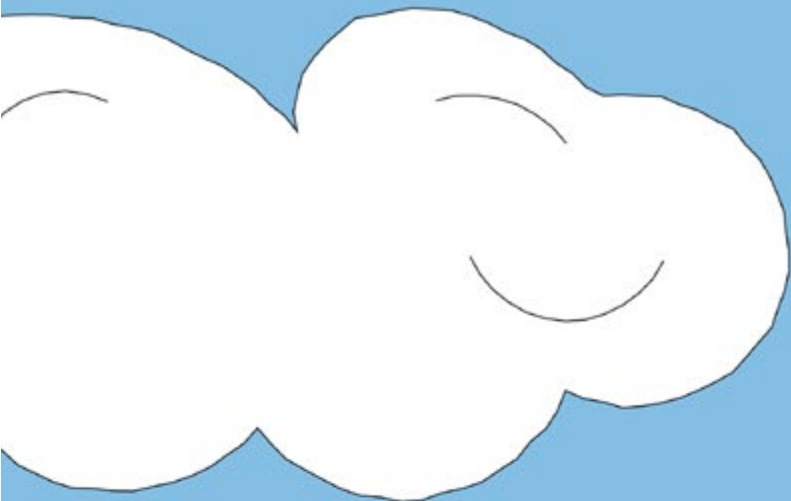
Earth Day wishes **to thank the thousands of citizens** who take concrete actions for the environment on 22 April and every day.

Thank you to all museums, libraries, cultural centres, schools and municipalities which celebrated Earth Day in their community.

Thank you to Elisabeth Paradis and Stéphanie Tremblay, experts in food-waste reduction of the À Vos Frigos program.

Thank you to our precious partners who, by their actions and commitments, help move Canada toward a more considerate and environmentally-respectful society.





EARTH
DAY
•CA

CELEBRATE EVERY DAY!