

MONTREAL SOCIETY FOR ENVIRONMENTAL ACTION,
EDUCATION AND AWARENESS

ANNUAL REPORT OF ACTIVITIES



SAESEM

Société pour l'action, l'éducation et la sensibilisation
environnementale de Montréal

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MESSAGE FROM THE PRESIDENT



Despite the pandemic, 2021 has been a very productive year for SAESEM.

The high point was the development of a strategic plan by the PAIR group, in which the entire team and the board of directors participated.

This work of introspection made it possible to develop effective actions which will be implemented with passion by the teams, in the next three years.

The redesign of SAESEM's brand image, which will be the product of a lot of brainstorming with everyone involved, is among these actions.

I would like to thank the entire SAESEM team for all the achievements of 2021.

Enjoy your reading,

Jean-Yves Bourdages

MESSAGE FROM THE GENERAL MANAGER *

*Upon the publication of this report, a change in management took place.



The year 2021 enabled SAESEM to rebuild solid foundations. Environmental projects have picked up again after the year 2020 that was full of uncertainties, and our ability to adapt has proven to be invaluable.

The passionate SAESEM team has put forward strong environmental projects and actions and reaffirmed its commitment to restoring new dynamism to our organization. With 12 years of experience, SAESEM had the opportunity to confirm the values that are at the heart of its existence in 2021: eco-responsibility, innovation, expertise and collaboration.

These values continue to guide our actions by aligning with our mission: protecting the environment and improving the quality of life of Montrealers through the implementation of sustainable projects.

Christophe Derrien

MISSIONS

SAESEM's mission is to implement environmental projects aimed at protecting the environment and improving the quality of life of Montrealers.



ÉCO-QUARTIER DE PETER-MCGILL

Improving the quality of life of Peter-McGill community in social and environmental aspects.



MÉGOT ZÉRO

Actively participating in mitigating the impact of cigarette butts on our environment by reducing the number of cigarette butts on the ground and recycling them.



TRASH2TREASURE

Reducing the landfill loads and destruction of reusable items by redistributing them to charities and people in need.



PROJECT INCUBATOR

Responding to current environmental issues by creating and deploying targeted projects. Supporting and promoting environmental initiatives.

THE TEAM

*as of December 31, 2021



Christophe Derrien
General manager



Lou Gloanec
Greening and urban
agriculture
coordinator · Éco-
quartier de Peter-
McGill



Grégoire Jullien
Projects manager:
Trash2Treasure and
Mégot Zéro



Lucile Lebihain
Communication
officer



Catherine Martel
Waste management
coordinator · Éco-
quartier de Peter-
McGill



Marianne Pinard
Environmental
education officer

THE BOARD OF DIRECTORS*

*in 2021



Jean-Yves Bourdages
President



Raffaella Di Stasio
General secretary



Marc Poulin
Vice-president and
treasurer



Aline Patcheva
Administrator



Camille Delouche
Administrator



Terri Kafyeke
Administrator



Paula
Administrator



Marie-Michelle Lussier
Administrator

A NEW BREATH OF FRESH AIR

The year 2021 was marked by strategic planning, which was initiated in February 2021 with the support of the firm PAIR.

This collaboration provided a broad overview of our organization and helped us identify a vision for the next three years.

The approach was intended to be participatory and mobilizing. The entire Board of Directors and staff met three times. Partners and key players in the community were also consulted.

NEW STRATEGIC ORIENTATIONS



Deploy innovative environmental solutions by focusing on SAESEM's priority projects and by building an organizational environment that promotes continuous innovation.



Revitalize community life and enrich relations with the community in order to mobilize the community around SAESEM initiatives.



Better promote SAESEM to enhance its visibility and make it known on a wider scale.



Develop the organizational capacities of SAESEM necessary for its development and proper functioning.



THE ÉCO-QUARTIER

Un programme de
Ville-Marie
Montréal 

éco
quartier
Peter-McGill

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BEAUTIFICATION, GREENING AND URBAN AGRICULTURE

3

green alleys,
representing a
green area of 374
m2.

50

squares of trees
adopted and
greened in the
neighbourhood.

60

kg of vegetables
harvested from
community gardens.

5

workshops offered
on greening
themes.

300

flowers and herbs
distributed free of
charge.

Services and highlights



GREENING IN THE URBAN FOREST

of the McCord Museum and organization of kiosks during the summer to raise awareness of issues related to greening and sustainable development.



CREATION OF A COMMUNITY MURAL

called L'envol in association with MU and Familles Downtown as part of the PAM (Mural Art Program) of the city of Montreal. A mural signed by the artist Ankhone.



EXCAVATION AND GREENING

as part of the Verdir le Sud to combat heat island effect in the city, in collaboration with the Regroupement des éco-quartiers.

MANAGEMENT OF RESIDUAL MATERIALS AND 4RS *

*Reduction at source, reuse, recycling, recovery.

35

kiosks and workshops

4

community composter sites

65

users of community composters

417

kg of Computer and Electronic Materials and Hazardous Household Waste (HHW) collected and recycled

Services and highlights



WE CELEBRATED THE PARK(ING) DAY

a day of reclaiming parking spaces. Several activities were proposed to raise awareness of sound waste management.



LA SQRD

(Quebec waste reduction week) allowed us to collect 997 kg of electronic waste and food waste which were sent to recycling partners and to redistribute 1 ton of reusable furniture and objects.



A SORTING STATION

is available all year round at the eco-district office, allowing residents to sort their special waste (corks, bulbs, batteries, etc.) in an accessible way.

CLEANLINESS AND ECO-CITIZENSHIP

20

cleanliness actions for a better quality of life.

60

volunteers and residents mobilized.

21

sectors cleaned.

Services and highlights



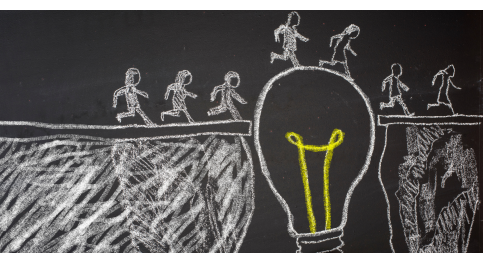
RAISING AWARENESS

and interventions with citizens to raise awareness of cleanliness following the observation of a cleanliness problem (courtesy notices, letters, direct interventions, leaflets).



CLEANLINESS ACTIONS

organized and carried out thanks to the participation of volunteers with the aim of improving the quality of life in the neighbourhood and making it cleaner.



COLLABORATION

by participating in numerous committees and meetings with 60 partners. These are more than 297 meetings in which our teams participated to collaborate in improving the quality of life of citizens.

MÉGOT ZÉRO



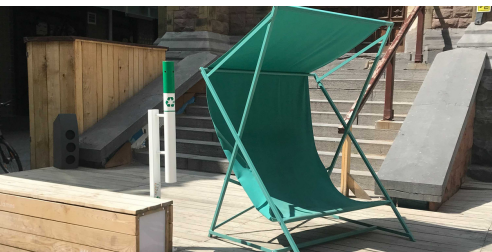
LE PROGRAMME MÉGOT ZÉRO

Services and highlights



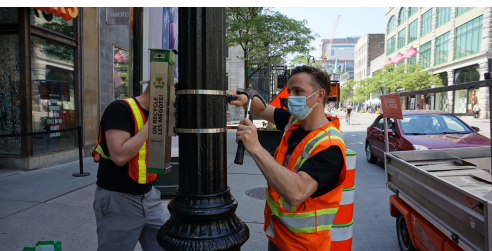
NEW MÉGOT ZÉRO ASHTRAYS

have been developed to optimize their use.



ASHTRAYS RENTED

at various event venues and businesses in Montreal, such as downtown Montreal (Place-Saint-James) or Jean Drapeau Park.



INSTALLATION OF A NETWORK OF ASHTRAYS

in various sectors of the city of Montreal in order to find fewer cigarette butts on the ground and to recycle cigarette butts.

737 505

cigarette butts recycled
in 2021

424,5

of cigarette butts
collected and
recycled

250

collects of cigarette
butts

352

ashtrays installed and
replaced in the city of
Montreal.



TRASH2TREASURE



TRASH 2 TREASURE

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THE TRASH2TREASURE PROGRAM

Services and highlights



AN ENVIRONMENTAL SERVICE

aimed at diverting reusable materials from landfills. The collection was, again this year, 100% carbon neutral thanks to a bicycle trailer and an electric truck.



AN IMPORTANT SOCIAL COMPONENT

through the redistribution to our various collection partners who themselves redistribute to people and families in need.

3

Trash2Treasure events in the Ville-Marie and Plateau-Mont-Royal boroughs

7

tons of reusable materials were collected

97

% of the materials collected were redistributed

12

volunteers involved

128

residents participated in the program by donating their furniture and objects in good condition.

THANK YOU TO OUR PARTNERS

for their support and collaboration: Borough of Ville-Marie, Borough of Plateau-Mont-Royal, Collectif Bienvenue, SSMU (Student Association of McGill University), Le Magasin du Chaînon, the Salvation Army, the Saint-Vincent de Paul Society, the eco-quartier de Sainte-Marie, the eco-quartier de Saint-Jacques and the eco-quartier de Peter-McGill.



TRASH 2 TREASURE



PROJECT INCUBATOR

PROJECT INCUBATOR

Service and highlights



ANALYSIS OF MONTREAL CITY HALL

waste to enable the establishment's team to understand whether the management of residual materials meets the standards of the Ici on recycle + by Recyc-Quebec.



DISTRIBUTION OF MONTREAL BINS

as part of a pilot project for the Plateau-Mont-Royal borough. 2,000 Montreal bins were distributed to residents of the De Lorimier district to replace single-use bags.

2000

Montreal bins distributed

86

kg of residual materials sorted

2022 OUTLOOK

- Develop a new image for the organization to better correspond to the strategic orientations and values defined for SAESEM.
- Promoting and expanding the Mégot Zéro program by maintaining and creating strategic partnerships and developing a strong communication.
- Create digital platforms (website) more adapted to the nature of SAESEM and more intuitive to reach the target audience.
- Respond to growing demand for our carbon-neutral distribution service and our RebutRécup program, in particular with the acquisition of a new electric vehicle.
- Highlight volunteer wealth and develop a solid volunteering process to mobilize citizens and involve them in environmental projects.
- Expand the RebutRécup program by organizing more events and thus diverting more reusable furniture and objects from the landfill.
- Support local organizations in organizing environmental projects.
- Develop the environmental education component, particularly among young people.
- Develop partnerships related to our actions.

“Now is not the time to raise awareness, it is time to educate and take action.”

Marianne Pinard, environmental education project manager at SAESEM.

THANK YOU



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