

# Lasting Sustainable Development Taking Action



**Desjardins**  
Caisse d'économie solidaire

# Four Unifying Options

On the following pages, we have presented some of the collective accomplishments, solidarity interventions and innovative practices to which the *Caisse d'économie solidaire Desjardins* is committed. We are the first Brundtland Partner Institution in the financial services sector and as such, the *Caisse* proposes to measure prosperity by means of our organization's founding principles: community, environment, solidarity and democracy.

## Community

The *Caisse d'économie solidaire Desjardins* acknowledges that a society based upon fairness and solidarity is held together by mutual respect and acceptance. Access to food, housing, health, education and culture is a fundamental right of every human being. Our actions and passions are guided by people and projects geared towards social transformation.

## Environment

Here at the *Caisse*, we view water, air, nature, biodiversity and humanity as inseparable. We are committed to the development of a fair, compassionate and ecologically sound economy. We propose to change the commonly held view of money, consumerism and production in support of favorable activities so as to preserve our world for future generations.

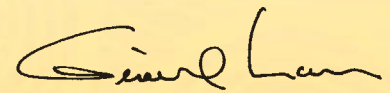
## Solidarity

Solidarity is at the center of the *Caisse's* united-in-action mentality, being the driving force behind our search for the common good. Through our collective capacity of generating resources and our link to important social movements, we believe solidarity will serve to create a more democratic, fair and equal society both here and abroad.

## Democracy

The *Caisse* considers the world, our differing societies, workplaces and organizations as projects to be built together based on the belief that we should all have a say in our personal and collective development. This option determines the internal functioning of the *Caisse* as well as its relationship with its partners.

These four options make up both the starting line from which our first impulses spring into action as well as the finish line we see in the distance and are committed to reaching.



Gérald Larose  
President



Paul Ouellet  
General Director

## La Manufacture, the Best Is Yet to Come



Projet: Les Architectes FABG

The *Caisse d'économie solidaire* has loaned **\$4.9 million** to the creative theatre company **La Manufacture** to redefine and renovate its space. Located at 4559 Papineau, the *Théâtre La Licorne* became too small to accommodate the public's response and the contemporary theater's creative needs. Renovations will focus on showcasing performances and ensure 15 000 more seats annually which will, in turn, increase revenues.

"We are proud to support administrative and artistic management of such high quality," says Jo-Anne Madran, collective enterprise financial advisor at the *Caisse*. *Théâtre La Licorne* is located in a well-known commercial district of the Plateau Mont-Royal. Its niche is defined as a venue for production and presentation of original and previously unpublished works. The theater company has developed an expertise in co-presentation, a sponsorship offered theatre companies welcomed at La Licorne and a national network which broadens its reach."

"Having been accompanied by the *Caisse d'économie solidaire* since 1995, there was no doubt in our mind that

we should continue financing with them. They have the expertise to understand our values and goals as a non-profit organization dedicated to the development of our culture by the creation and distribution of theatrical productions," says Danièle Drolet, executive director of communications.

After having endured extensive demolition, *La Licorne* is now in its reconstructive phase. Work should be completed in time for the 2011-2012 season. Upon reopening, *La Licorne* will offer two separate spaces presenting different productions simultaneously. Temporarily deprived of *La Licorne*, *La Manufacture* is traveling for a second season to come back better than ever.

[www.theatrelalicorne.com](http://www.theatrelalicorne.com)



Photo: Théâtre de La Manufacture

## Green Building for Equiterre

In the fall of 2011, Equiterre will open the ***Maison du développement durable***, a center for sustainable development which will emerge as a model of green building: vertical garden wall, geothermal energy, green roof, recycled building materials, etc... Its goal is to be the first Platinum certified LEED (Leadership in Energy and Environmental Design) commercial building in Quebec.



Photo: Normand Roy

The 65,000 square foot five-storey building is located in the *Quartier des spectacles*, the heart of Montreal's cultural metropolis. It will house a kiosque offering comprehensive information on sustainable development. The *Maison du développement durable* will be home to nine social and environmental organizations including: *Environnement Jeunesse (EnJEU)*, Amnesty International, *Option Consommateur* and *Vivre en Ville*. The *Caisse* is financing the cost of construction up to **\$12 million**.

[www.maisondeveloppementdurable.org](http://www.maisondeveloppementdurable.org)



## Housing and Commercial Coop Partnership



Photo: Daniel Proulx

Our role as financial intermediary produces results we can all be proud of. For example, the ***Jarry/2<sup>e</sup> avenue*** revitalization project includes a new building which accommodates both the *Coopérative d'habitation Côté Soleil* and the *Coopérative de solidarité Développement Jarry/2e* under one roof.

Just think: joint ownership for two coops in the heart of the multicultural borough of Villeray-Saint-Michel-Parc-Extension, close to Tohu and the *Cirque du Soleil*! Founded in 2005, the coop has already welcomed families and individuals, some with low income, into 72 new homes.

The *Caisse* has provided the cooperative housing project with financing in the amount of **\$14 million** and the commercial project to the tune of **\$1 million**. The commercial premises are managed by the *Coopérative de solidarité Développement Jarry/2<sup>e</sup>*, having a social and cultural vocation, allowing them to open the quaint *TribuTerre bistro*, *Caracoles* and *St-Michel* childcare centers, *Vélogik* boutique and workshop, *Cuisines Tibet Libre* and *Fonds de développement Emploi Montréal (FDEM)*.

"*Jarry/2<sup>e</sup>* is the first revitalization project in the Jarry area, "said its president Lise Bélisle." Born of an environmental caucus, its purpose is to meet the needs of its population while having an economic impact on the community. Built out of respect for its physical and human environment, this project has managed to create great synergy within the neighborhood."



La *Caisse d'économie solidaire* is pleased to announce funding in the amount of **\$1 million** towards a new home for *Santropol Roulant*, one of Montreal's largest meals-on-wheels programs.

*Santropol Roulant* uses food as a vehicle to create trust and build bridges between individuals in a city where isolation among the elderly is the highest in Canada. Since 1995, the organization has delivered over 420,000 meals to seniors and individuals living with a loss of autonomy and provided over 300 jobs and internships to young people in the community.

Every year, more than 800 devoted volunteers deliver meals throughout 8 Montreal boroughs. Bicycles are used to deliver part of the 90 meals prepared each day, five days a week, all year long.

To continue growing and innovating, *Santropol Roulant* purchased and renovated a building located at 111 Roy Street. Their new home includes a commercial kitchen, a community bike shop and three types of urban gardens.

At *Santropol Roulant*, emphasis is placed on using fresh, local vegetables in meal preparation. Moreover, in 2009, 80% of meat based meals were organic. *Santropol* cares enough to offer its member-clients the most nutritious and environmentally friendly food possible.

[www.santropolroulant.org](http://www.santropolroulant.org)

## Sustainable Resort at the Foot of Mount Orford

At the foot of Mount Orford, the *Jouvence* team has recently opened *D'Jouv*, four multifunctional pavilions able to accommodate up to 160 young people for a variety of exciting indoor and outdoor activities.

The principles of sustainable development are integrated into everyday living making *D'Jouv* a learning center. Here are some examples: systematic composting and recycling of waste; healthy, seasonal menus; environmentally friendly, energy efficient architectural and technological choices; and more.

Young people are encouraged to develop skills that will help them become agents for change within their communities. Rather than feeling helpless when faced with the planet's decline, they become partners for a positive outcome. "The message is clear: Let's improve the planet for a better future," says Lise Rivest enthusiastically, collective enterprise financial advisor at the *Caisse d'économie solidaire Desjardins*.



"*Jouvence* being a non-profit organization (NPO), it was only natural that we turn to the *Caisse solidaire* with our *D'Jouv* project. Our experience was a human one," said Jean-Simon Bélisle, marketing and sales director at *Jouvence*.

The *Caisse d'économie solidaire* financed the **\$2.7 million** construction price tag.

[www.jouvence.com](http://www.jouvence.com)

## Ambulances Cooperating Together

In collaboration with Invest Quebec, the *Caisse d'économie solidaire Desjardins* is pleased to give 136 workers the rare opportunity of becoming sole owners of their company. The privately owned **Ambulance de l'Estrie** will be dissolved to make room for the *Coopérative de travailleurs d'Ambulance de l'Estrie*.



Photo: Rock Sadoine

"For the first time in the history of ambulance services, a privately owned business has been gradually transformed into a cooperative. Workers have been weighing this option since 2004 and have come to the conclusion that it is the most viable solution" said André Fortin, collective enterprise services analyst for the *Caisse d'économie solidaire*.

An **\$8 million** loan will allow both paramedics and administrative employees to redeem shares once equally held by a worker-owned cooperative, Fondation CSN and the *Coopérative des travailleurs de la Mauricie*.

"When a project requires thinking outside the box, the *Caisse d'économie solidaire* automatically came to mind because of its expertise. They understood our dream and took the time to see it through. It was only natural to continue our partnership with them" says Rock Sadoine, CEO of the *Coopérative de travailleurs d'Ambulance de l'Estrie*. The *Caisse d'économie solidaire* now serves 4 of the 7 ambulance coops in the province of Quebec.

With revenues of \$10 million, the *Coopérative de travailleurs d'Ambulance de l'Estrie* became one of the largest ambulance coops in the province.

[www.ambestrie.com](http://www.ambestrie.com)

## Social Insertion through Paid Training

The *Caisse d'économie solidaire* has lent **\$390 000** to **Assemblage et sérigraphie Les Moulins (ASM)** to buy and adapt an old church in Mascouche. By relocating, the company has diversified its activities to better meet the needs of its clients.

This integration company offers training combined with paid work experience geared towards people over 18 who are unable to integrate the labor market on their own. Over a 26 week period each year, between 70 and 80 students acquire professional experience in the area of assembly, including equipment for printers and hardware stores. In addition, recycling and reupholstery services are also offered. A new showroom promoting sales is planned for the premises.



Photo: Yves Ranger

ASM welcomes first and foremost young people, be they dropouts or struggling with mental health issues. They also train more mature students, mainly women with little or no professional experience; some of which are recently separated and find themselves as single parents. Others may have a spouse who has lost a good paying job, and are motivated to help provide for their families.

[www.aslm.ca](http://www.aslm.ca)

## The Laurentian Ski Museum

Do you know Jackrabbit Johanssen? Do you know what skiers were the most outstanding in their field since the birth of the sport? You can find answers to all these questions and more by visiting **The Laurentian Ski Museum's exhibition**: 'The history of skiing in the Laurentians: living in winter, with winter'.

'The history of skiing in the Laurentians: living in winter, with winter' which will open in the fall of 2011, is The Laurentian Ski Museum's first permanent exhibition since its foundation in 1982. Till now, the museum didn't have a fixed address but with the help of dozens of devoted volunteers who worked tirelessly over the years and with the support of the business community, the Museum was finally able to settle into the former St-Sauveur City Hall premises.

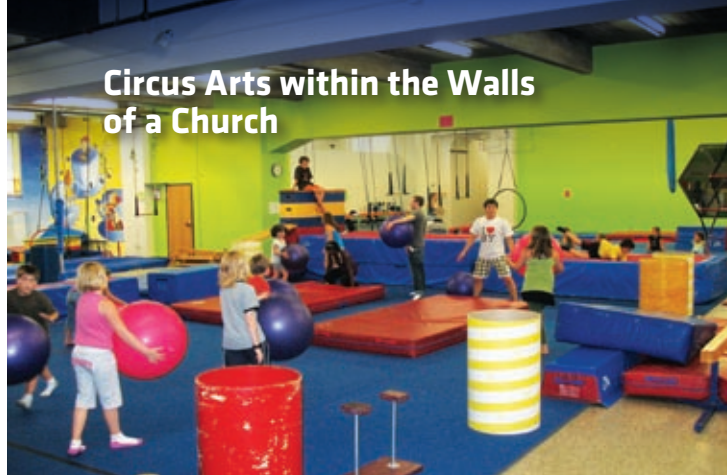


According to the Museum's director, Peter Urquhart "it is essential to preserve the history of the activity on which the entire region's economy rests". With its new premises, there is now a solid foundation to build on.

The Caisse is pleased to have facilitated this first permanent exhibition with a loan in the amount of **\$353 000**. The organization also received assistance from the Municipality of Saint-Sauveur, Laval University's LAMIC, Chamber of Commerce and several other regional players. "The Caisse is familiar with the type of funding received by our non-profit organization. They offered the right tools without complicating our efforts," stated Pierre Urquhart.

[www.museeduskideslaurentides.com](http://www.museeduskideslaurentides.com)

## Circus Arts within the Walls of a Church



Funding for over **\$5 million** will allow the **École de cirque de Québec** to renovate its premises within the walls of a century-old church. This major undertaking will provide the continuity of a unique site dedicated to the circus arts.

The initiative coincides with the School's fifteenth anniversary and the creation of a Circus Arts' program leading to a DEC diploma, in partnership with the CEGEP de Limoilou. The *Caisse d'économie solidaire Desjardins* is proud to support this work because of "the École de cirque's incredible dynamics" says Dianne Maltais, collective enterprise advisor at the *Caisse*. "Not only do they train both high school and college age students but also thousands of professionals and novices annually. Their track record is impressive!"

Moreover, a new program called *Je réu-cirque* (I will succeed) was implemented this year to encourage a dozen youngsters with learning disabilities to complete their high school education. "We want to help kids reach their full potential" says Yves Neveu, CEO of the *École de cirque de Québec*. Over time, the School has earned an international reputation: it now welcomes students from the United States, Europe and South America.

Mr. Neveu underlined the fact that "the *Caisse d'économie solidaire* has always been a faithful partner. It was present during our 2002 move and understood when the School was experiencing financial difficulties".

[www.ecoledecirque.com](http://www.ecoledecirque.com)

## Supporting Arts and Culture

Have you heard about **GRT-Arts**, the technical resource group? They are a nonprofit organization that is dedicated to providing space and administrative services to cultural enterprises.

In 1994, GRT-Arts acquired the *Centre Alyne LeBel's* century-old building. It is a hotbed of artistic and cultural production housing the *Conseil de la cultures des régions de Québec*, the *Théâtre des Confettis*, the *Théâtre du Gros Mécano*, the *Groupe Danse Partout's École de Danse de Québec* and *Ensemble Anonymus*.

One of GRT-Arts' recent projects has been to complete the third phase of the restoration of this heritage building situated in Quebec's old city. The *Caisse d'économie solidaire* is pleased to make **\$2.6 million** available to the organization to restore and preserve the architectural characteristics of the building as well as renovate and refurbish its interior.

"Over the past twenty years, there were few banking institutes willing to take a risk on such projects. The *Caisse solidaire* was the first to accept financing and thus enabled many cultural investments," recalls Réjean Carbonneau, GRT-Arts manager.

[www.blogger.com/profile/06620152006361542206](http://www.blogger.com/profile/06620152006361542206)



## Communal Living in the City

How does one create a close-knit community in an urban setting?

In Quebec City, Michel Desgagnés, computer scientist and mathematician along with his wife Valérie Jasmin have been working at it for years. In 2010, **Cohabitat Québec** began the project by acquiring land near the University of Laval. 40 housing units will come to life in the coming months. Each owner will benefit from his or her own private space while sharing common areas with their neighbors. For example, a central location aptly named "the commons" will provide residents with a community center.



Located in an urban area well served by public transit, *Cohabitat Québec* unites neighbors who have chosen to cut down on personal living space. There is no guest room in private areas – it can be found in "the commons". Some residents will also give up individual laundry space, preferring a well equipped communal laundry.

This intergenerational concept helps break the cycle of isolation and individualism. "It is an interesting innovation on the coop idea," says André Fortin, collective enterprise financial advisor.

The *Caisse* has loaned **\$437,500** for acquisition of land worth \$1,050,000. The families will be able to move in as soon as 2012.

[www.cohabitat.ca](http://www.cohabitat.ca)

## Le camp St-Alexandre Gets a Face Lift

The *Caisse d'économie solidaire* assumes **\$4.8 million** of a proposed \$5.2 million makeover of the renowned *Camp musical Saint-Alexandre's* 35 buildings.

"There is a feeling of satisfaction that comes with contributing towards a cultural, social and economic project that has brought so much to its region in the past 35 years," says Sophie Barabé, collective enterprise financial consultant with the *Caisse*. She is happy to be working with the highly qualified Camp management.

Every summer, on rang Saint-Gérard in Saint-Alexandre-de-Kamouraska, professional musicians share their expertise with 300 children aged 7 to 17 years. These young people are introduced to various instruments; participate in orchestra, band or string instrument training, as well as the amazing 'Electro-POP' program. Adult clients seeking a summer camp experience are also welcomed. As of early July, visitors are encouraged to participate in Thursday evening concerts.

Mathieu Rivest, director, at *Expo Québec* with students from *Camp musical Saint-Alexandre*.



Photos: Marc Larouche

Mathieu Rivest, director, during rehearsal at *Camp musical Saint-Alexandre*.



Campers will no doubt appreciate the added comfort of insulated and heated dorms and main pavilions. A recording studio has been built, the barn which houses the cafeteria, group rehearsals and concerts has been insulated and modernized and pipe work has been redone.

[www.campmusical.com](http://www.campmusical.com)

## Fighting against Poverty and Social Exclusion

The **Conseil québécois des entreprises adaptées (CQEA)** is made up of 43 companies including *Broderie Signature* of Rivière-du-Loup, member of the *Caisse solidaire*, specializing in silk screening and embroidery.

When at least 60% of employees suffer from either a physical disability or a mental health issue, a company can receive adapted enterprise certification by the CQEA.

Together, the 43 adapted enterprises provide gainful employment to over 3,000 disabled people who would otherwise be unable to join the job market.

“The *Caisse d'économie solidaire* is one of our major partners helping create 400 jobs since 2008,” says Gabriel Tremblay, CEO of CQEA, “not to mention the dignity that comes with a job well done for a disabled worker.”

To ensure the sustainability of its businesses, the CQEA created a \$2.5 million fund. Adapted enterprises contribute 7% of their yearly surplus to the fund. In so doing, they allow for the creation of an academy providing training tailored to both employees and managers.

[www.cqea.ca/fr/](http://www.cqea.ca/fr/)



Photo: Claude Mathieu



Photo: Karine Courcy

Does the combination of Matane's salty breeze and its social economy intrigue you? Then indulge yourself while encouraging **Le Cabestan**, a working cooperative which has already created four full-time and six part-time jobs for the area.

Coop **La Fabrique** administers the pub which opened its doors in July 2010 in the heart of downtown Matane. Seven unique beers are produced on site and new seasonal beers are added regularly. The menu, consisting of sandwiches, burgers and seafood, pays tribute to local and regional products. *La Fabrique* can accommodate up to 80 people and is also a place for cultural and inter-generational exchanges.

The *Caisse d'économie solidaire Desjardins* took it upon itself to encourage the young cooperators who have contributed to the development of their region's social economy by an initial loan of **\$102 000**. “It's the *Caisse d'économie solidaire* that allowed us to move forward” says brewer Jean-Pierre Boutin.

“We want to acknowledge the vital contribution of partners who have chosen to invest in the joint development of our communities”, said Sophie Barabé, collective enterprise advisor for the *Caisse d'économie solidaire*.

[www.facebook.com/pages/La-fabrique-Brasserie-artisanale/111852208829275](https://www.facebook.com/pages/La-fabrique-Brasserie-artisanale/111852208829275)

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