

2024-2025

The year of transformation

Activity Report

AUGUST 1st 2024 - JULY 31st 2025

Published on October 23rd 2025

QNP

The year of transformation

This report marks the beginning of a new phase: QNP, with its renewed identity, is asserting itself as a catalyst for net-positive economic transformation.

2025 is at the heart of the 2020-2030 decade: a pivotal moment to assert our leadership and accelerate the transformation towards a low-carbon, net-positive economy. Since 2016, QNP has been analyzing and connecting Quebec's ecosystem around a clear observation: the trajectory of most companies must become more ambitious. The time has come to show courage and boldness in order to move beyond a gradual transition and initiate a genuine economic transformation, already amplified by geopolitical and climatic upheavals.

Our answer is clear: our **Impact 2030 plan**. It is based on three pillars and nine priorities that guide our **training courses**, the mobilization of allies, and the leadership of our community of SME coaches—already strong with 220 members from 15 regions.

In 2024, we published the 3rd edition of the **Quebec Business Transition Barometer**, enriched with a special section on Adaptation and Resilience in collaboration with Ouranos. We also launched a Regional Barometer for businesses in Quebec's industrial parks, as part of the Mouvement Entreprises Vertes Québec.

Finally, our **new brand identity**, designed by the talented team at Rümker, fully reflects our role as a catalyst for collective change. Their creativity and attentiveness have transformed our vision into a strong and inspiring identity, faithful to the mission of Québec Net Positif.

From now on, our official identity is summed up in one word: QNP, showcased with our new website created by Agence Nicely, one of the leading Quebec agencies specializing in the eco-design of websites, check it out at qnp.ca.

Thank you to Charles Bernardi, President, as well as to each member of our board of directors for their judicious advice, along with our partners and collaborators throughout this pivotal year that I invite you to overview with this very first report under the QNP banner.

Together, we are entering a decisive decade: the one where SMEs, supported by their entire ecosystem, will become the engines of a sustainable, fair, and positive economic transformation.



Anne-Josée
Laquerre

Executive Director and
co-founder

Independent, non-profit think tank.

Our purpose

Driving SME climate action to accelerate the transformation to a low-carbon, net-positive economy.

2024-2025 Highlights

SMEs in Transition

Collaborative action-research
Closing event and final report

27 Activities
Training courses, conferences
and webinars

11 Meetings
held by our community of practice

Impact 2030 Action plan

Strategic planning and new brand identity- [discover it here](#) >

Our mission

Create winning conditions for SMEs to multiply their climate actions while seizing new business opportunities.

Business Transition Barometer

2024 Business Transition Barometer, Quebec
Special notebook - Adaptation and Resilience
Barometer - Industrial Parks of Quebec city

2700+ Participants
in events and training
courses

8 Publications
arising from our research and
collaboration

New numerical infrastructure

Development of the new website,
implementation of a CRM, and our first
digital roadmap to support our mission

SMEs in Transition

Our **collaborative action-research** brings together committed partners to better understand, activate, and document the climate transformation of SMEs by mobilizing knowledge and creating concrete solutions.

Serving Quebec's **manufacturing SMEs** and their business ecosystem, SMEs in Transition was launched on May 17, 2023, and concluded on January 12, 2025—see the final report for more details.



Closing event for our action-research, SMEs in Transition: Manufacturing realities, towards a low-carbon economy - November 27, 2024

[Discover SMEs in Transition >](#)

525+
Participants

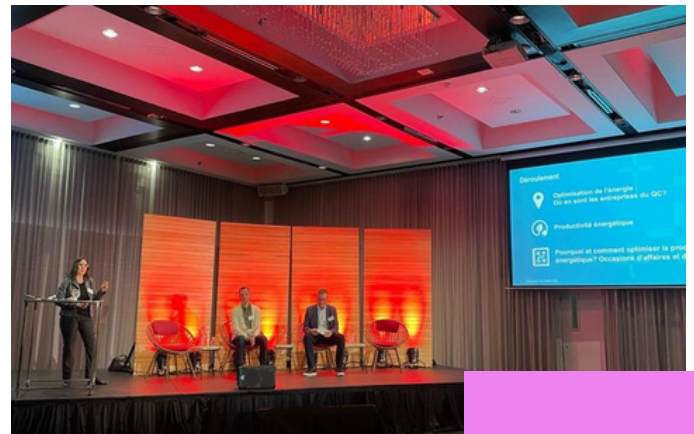
20+
Meetings

3+
Regions

Training courses, conferences and events

Our training courses **strengthen the will and capacity to act** so that Quebec's economy can take full advantage of the global transition to a low-carbon economy.

They are based on **data from our Barometers**, our collaborative action-research, and inspiring examples from Quebec SMEs to transform learning into concrete, applicable levers.



Avenir Énergie, Les Affaires, conference and panel discussion: "Adapting to energy productivity: an opportunity for business and savings." Our panelists: Nicolas Turgeon, Director, Sustainable Productivity, Investissement Québec; Sylvain Foulon, Sustainable Development Commissioner, Excellence industrielle Saint-Laurent - April 15, 2025

[Discover our training courses >](#)

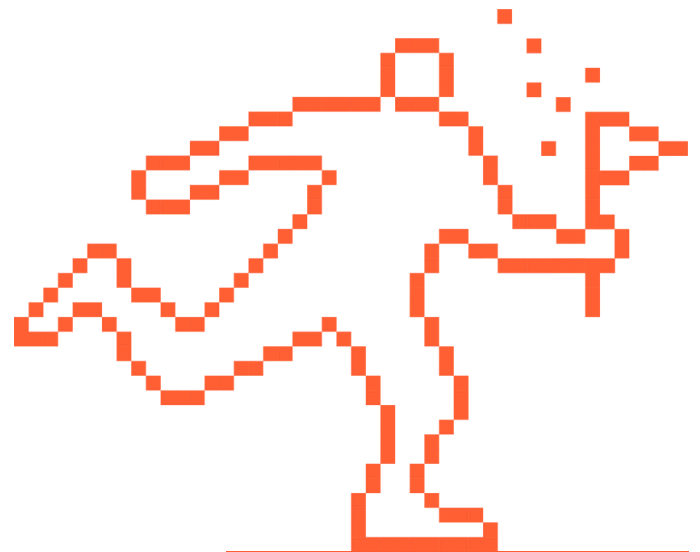
27 activities

Our Barometers

Since 2022, QNP's Quebec Business Transition Barometer has provided the most comprehensive strategic data on climate action by Quebec businesses each year. Our sectoral and regional barometers, produced in collaboration with partners in the field, provide a detailed picture of the maturity level of businesses in implementing climate action, thanks to comparative data covering all of Quebec.

With over 110 variables, our various Barometers reveal not only the progress of the transformation, but also the pressures exerted, the triggers for action, the risks, the benefits, and the concrete levers that guide the acceleration of businesses' climate commitment across Quebec.

Our Transition Index and typical company profiles make data accessible, useful, and actionable for supporters and decision-makers.



Our achievements

Quebec Business Transition Barometer 2024

3rd edition : Visionary companies are leading the way.

[Learn more >](#)

Special Notebook - Climate Change Adaptation and Resilience

New collaboration with Ouranos.

[Learn more >](#)

Barometer - Industrial Parks of Quebec

Collaborators : Laval University's EDS Institute and Corporation des parcs industriels du Qc

[Learn more >](#)

With our barometers, climate change is becoming a strategic indicator for transforming Quebec's economy.

Community of Practice

215 members

11 meetings

Supporting SMEs in climate action

We bring together those who have established relationships of trust with SMEs across Quebec to help them integrate climate issues into their practices and multiply the positive impact of their interventions.

Our community of practice brings together people from 15 regions of Quebec :

- Economic developers
- Consultants and experts
- Professionals from financial institutions
- Service providers

Together, we learn, build bridges, and mobilize our knowledge to propel climate action by SMEs across Quebec.

Topics covered

Monthly meetings provide community members with an opportunity to interact with each other and with guest experts. Here are the main topics discussed over the past year :

- Bill C-59: Impacts of Greenwashing
- Climate Engagement Strategies for SMEs
- Polarization and Misinformation
- Resilience, Innovation, and Circularity
- Foresight: Anticipating the Future
- Climate Finance for SMEs
- Sustainable Digital Technology
- Climate Leadership and Human Factors

[Join the community >](#)

Our Plan : Impact 2030

To propel climate action by SMEs

3 pillars

Three pillars structure our interventions: What is under the direct control of SMEs, operations, value chains and adaptation; Governance and organizational culture; Data, finance, and climate communications.

9 priorities

For each of these pillars, there are 3 priorities. Together, these nine priorities guide our actions and alliances towards 2030, based on our collaborative action-research and the data collected and published since 2016.

Create winning conditions for SMEs to scale up their climate actions while seizing new business opportunities.

Operations, value chains and adaptation

1. Increase energy and material productivity to reduce total consumption
2. Accelerate the adoption of circular, resilient and regenerative business models
3. Preserve and regenerate resources and biodiversity

Governance and organizational culture

4. Strengthen climate governance: Board of Directors, executives, and professionals
5. Deploy environmental expertise to serve SMEs and collective interest
6. Cultivate key skills to achieve sustainable, fair, and inclusive systemic change

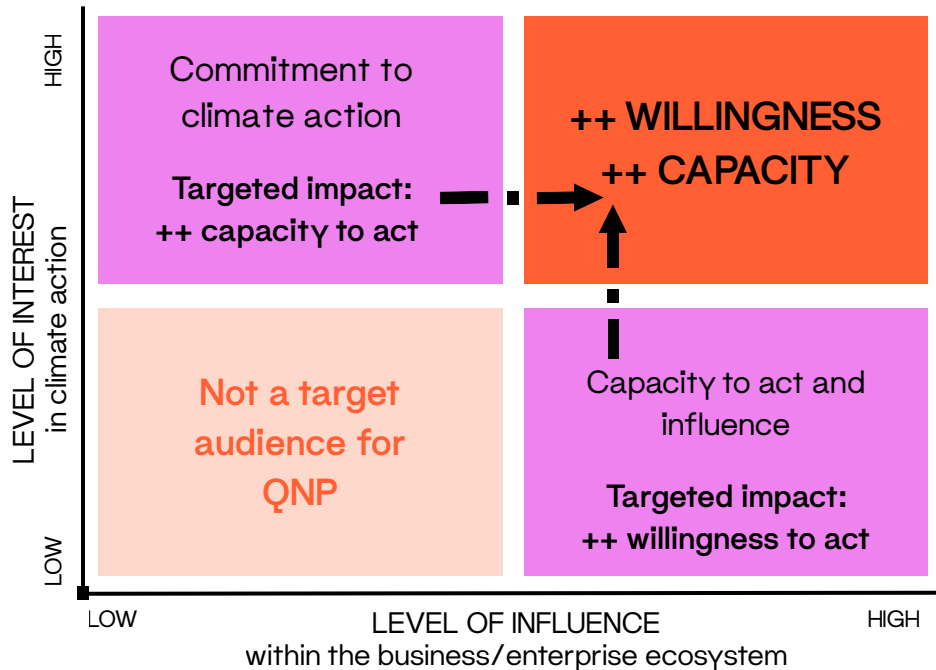
Climate data, finance, and communications

7. Simplify the disclosure of non-financial data for SMEs
8. Make regulatory and financial frameworks clearer and more predictable for SMEs
9. Facilitate access to reliable and comparable data for SMEs and those supporting them

Business Transition Barometer + Collaborative Action-Research

Our Theory of Change

In Quebec's business ecosystem, every person who combines will and ability to take action on climate change—regardless of their role—becomes a lever for propelling climate action among SMEs and brings us collectively closer to the tipping points that will transform the economy sustainably.



Our team



Anne-Josée Laquerre
Executive Director and Co-Founder



Katrin Haushchild
Assistant Executive Director



Sofia Tomljanovic
Intern



Rachel Lefrançois
Project Analyst



Philippe Dessertenne
Project manager

Our board of directors



Charles Bernardi^{2,3}
President and Treasurer
ESG Practice Leader
at Desjardins



Anne-Josée Laquerre^{1, 2, 3, 4}
Secretary
Executive Director and
Co-Founder of QNP



Alexandru Iordan^{1,3}
Director
Executive Director
Polytechnique Mtl - CITP



Félix Rhéaume^{2,4}
Vice President
Director of Public and
Government Affairs at ACQ



Frédéric Dumais⁴
Director
Director of Communications
at Écotech Québec



François Tardif³
Director
Chairman of the Board
at Maibec



Michael Novak^{1,2}
Director
Investor, mentor,
advisor, startups



Lucie Bourgeois
Director
Founding President of Umalia



Jean-Philippe Shoiry^{3,4}
Director
Sustainability Coach

1. Founding Directors / 2. Executive Committee / 3. Strategy, Revenue, and Profitability Committee / 4. Public and Government Relations Committee

Thanks to our allies 2024-2025

committed to driving climate action among SMEs

Here is a list of all our collaborators involved in initiatives carried out between August 1, 2024, and July 31, 2025, in alphabetical order for each level.

Partners



Financial support



Ce projet a été réalisé avec l'appui financier du gouvernement du Canada.
This project was undertaken with the financial support of the Government of Canada.



Collaborators



Support



Expert collaborators



University collaborations



Extract from financial information

Operations and Net Assets

Year ended July 31, 2025

	2025	2024
	\$	\$
Revenues		
Contributions		
Federal	171 618	411 542
Provincial	105 770	33 661
Companies	139 901	102 745
Other not-for-profit organizations	75 681	65 100
Registration and seminar fees	82 313	16 339
Other revenues (and contributed supplies and services in 2024)	85	20 175
Interest	2 659	3 112
	578 027	652 674
Expenses		
Salaries and employee benefits	293 563	313 564
Professional fees	199 237	261 224
Communication, translation, printing, production and distribution expenses	26 446	25 545
Computer expenses	15 979	11 910
Insurance	3 319	3 080
Office supplies and expenses	1 780	756
Entertainment and corporate activities	3 581	1 189
Payroll processing expenses	1 368	1 295
Training	1 651	1 116
Taxes and permits	260	227
Advertising	239	273
Interest and bank charges	37	71
Travel	7 192	8 075
	554 652	628 325
Excess of revenues over expenses	23 375	24 349
Net assets, beginning of year	67 682	43 333
Net assets, end of year	91 057	67 682

Financial Position

July 31, 2025

	2025	2024
	\$	\$
Assets		
Current		
Cash	102 119	78 006
Trade and other receivables	70 367	220 598
Prepaid expenses	16 395	23 201
	188 881	321 805
Liabilities		
Current		
Trade payables and other operating liabilities	58 007	92 021
Deferred revenues and contributions	39 817	162 102
	97 824	254 123
Net assets		
Unrestricted	91 057	67 682
	188 881	321 805

Does our purpose
speak to you?

Contact us!
info@qnp.ca

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