

Annual Report

2025-2026



ANCHORING OUR MISSION, STRENGTHENING OUR IMPACT

An evolving organization for more credible,
collaborative and science-based prevention

Éduc  **alcool**

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1. Driving Our Mission Forward



Sylvain Dupuis

Chair of the Board



“Credibility cannot be claimed. It is built over time through rigour, listening and the ability to evolve.”

Message from the Chair of the Board

True to our mission. Ready for the future.

Over the past several years, Éduc’alcool has undergone a significant transformation to better respond to today’s realities surrounding alcohol use and to the evolving expectations of Quebec society.

This process has led us to modernize our governance, strengthen our independence and reinforce the foundations needed to carry out our mission with rigour, relevance and credibility.

These changes do not represent a break with our history. Rather, they reflect our determination to remain true to our mission in an environment where scientific knowledge, drinking behaviours and prevention challenges are evolving rapidly.

For more than 37 years, Éduc’alcool has helped shape Quebec’s alcohol consumption culture by encouraging people to make informed choices. That mission remains as important as ever. Today, however, it calls for more collaborative approaches, more deeply rooted in science and better adapted to the realities people face every day.

The 2025-2026 fiscal year marks an important milestone in this evolution. The arrival of a new Executive Director, the expansion of our team and the launch of a new strategic planning process have positioned Éduc’alcool to enter a new phase focused on action, partnerships and the development of impactful initiatives.

The renewal of our Board of Directors, together with the strong interest shown by highly qualified candidates wishing to join it, also reflects renewed confidence in our mission and our future.

As my term as Chair draws to a close, I leave with the conviction that Éduc’alcool is better prepared than ever for what lies ahead. Our foundations are strong. The organization is more open, more agile and better equipped to contribute meaningfully to the discussions and challenges that will shape the years ahead.

It is with this confidence that I look to the future of Éduc’alcool.



Josée Côté
Executive Director

“Together, through a balanced approach rooted in lived experience, we will continue to shape Quebec’s alcohol consumption culture.”

Message from the Executive Director

Listening, innovating, transforming

Since joining Éduc’alcool on October 6, 2025, I have spent my first months listening, learning and gaining a deeper understanding of the organization’s environment. Through meetings with partners across the ecosystem, I gained valuable insight into the realities, concerns and expectations of stakeholders in public health, research, education, the community sector, the business community, and the alcohol and hospitality industries. One conviction emerged clearly: addressing alcohol-related issues requires collaborative, balanced approaches that are firmly grounded in real-world experience.

Inspired by these conversations, I have embraced an ambitious vision: to propel Éduc’alcool’s mission even further so that we can better support individuals and organizations alike. Several initiatives are already underway as we prepare our 2027-2030 strategic plan.

- Drive social innovation by strengthening our model, partnerships and strategies to increase the impact of our awareness campaigns and prevention initiatives in an increasingly fragmented media landscape.
- Advance the most relevant scientific knowledge and develop practical, credible tools that inform decision-making, expand the reach of prevention efforts and support organizations in improving their alcohol-related practices.

This new chapter builds on the significant progress the organization has made in recent years. Those foundations, combined with our vision for the future, are already taking shape through stronger scientific leadership, new partnerships and major initiatives launched this year.

We welcomed new talent to our team and established in-house scientific expertise. We began developing the **ALCORESPONSABLE™** standard and updating the Action Service training program for the hospitality sector and organizations. We also strengthened our collaboration with post-secondary institutions, public health organizations, community groups, institutions and the business community.

Our goal is to build new synergies, foster meaningful dialogue and create practical tools that empower individuals to make informed choices while helping organizations create increasingly responsible environments for alcohol consumption.

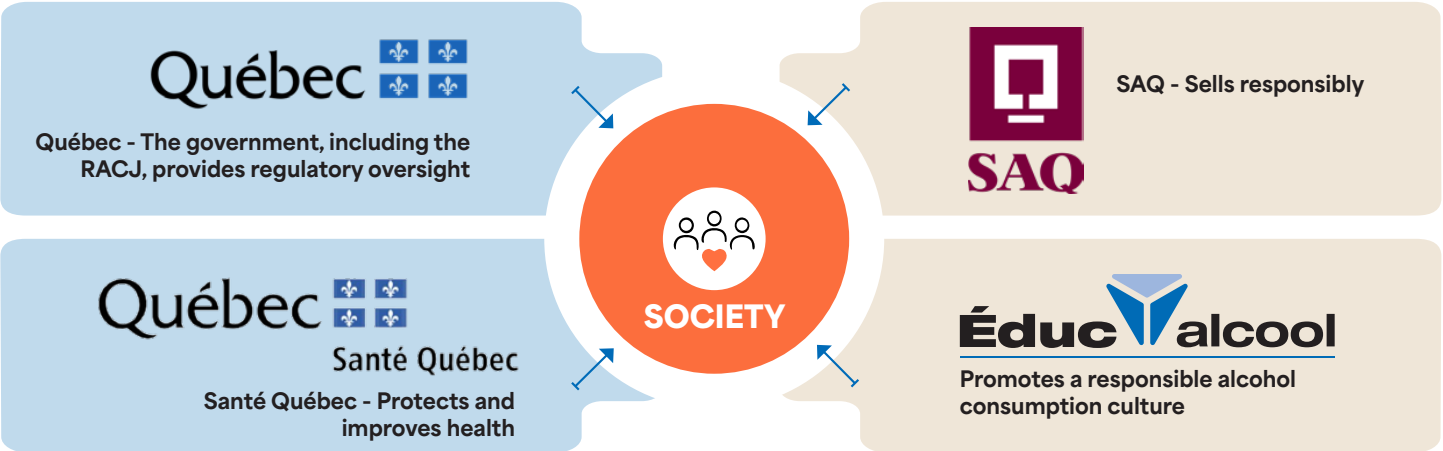
1.3 Éduc'alcool at a Glance

For more than 37 years, Éduc'alcool has **helped shape Quebec's alcohol consumption culture** by promoting healthier, more informed relationships with alcohol. As an independent, non-profit organization, Éduc'alcool serves as a trusted source of information, a leader in public awareness and a collaborative partner for individuals, organizations and communities that influence alcohol-related decisions.

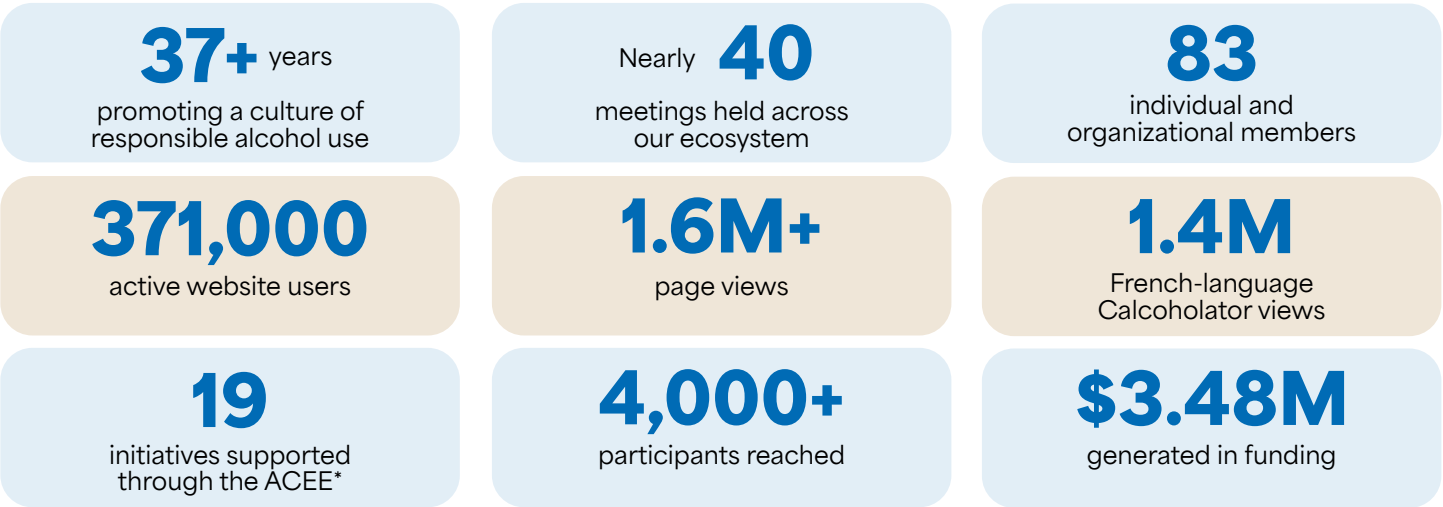
- Science is our foundation.
- Awareness and engagement are at the heart of our work.
- Changing culture and practices is our contribution.

Our role is not to replace public health authorities, researchers or regulators. Rather, it is to translate knowledge into practical action that reflects the realities of different settings and supports a more informed, responsible alcohol consumption culture.

Together, each stakeholder has a role to play in maintaining the balance between prevention, public health, regulatory oversight and the realities experienced in communities across Quebec.



The 2025-2026 fiscal year marked an important period of consolidation. Éduc'alcool strengthened its foundations, renewed its connections with its ecosystem and laid the groundwork for its continued growth through 2030.



*Association des clubs entrepreneurs étudiants du Québec

These milestones reflect the organization's successful transition from a period of renewal to a more focused, science-based and strategically driven phase of growth.

1.4 Strengthening Our Foundations

In 2025-2026, Éduc'alcool reaffirmed its guiding philosophy by strengthening the foundations that shape its work: a public-interest mission, a science-based approach and a commitment to helping people make informed choices without stigma.

1.4.1 Our Mission, Vision and Values



Mission

Éduc'alcool's mission is to promote informed decision-making among the Quebec population regarding responsible consumption.



Vision

Éduc'alcool's vision is to gain recognition, acceptance, and support from Quebec society as a credible and independent authority on responsible consumption.

Éduc'alcool's work is guided by five core values that serve as the foundation for everything we do.

1

Transparency

Committing to open and honest communication regarding the organization's actions and decisions, as well as information about responsible consumption habits.

2

Courage

Adopting a centrist stance and nuanced language that can sometimes be unpopular. This can also include making courageous decisions with our stakeholders.

3

Competence

Implementing the means and resources needed to provide objective and accessible information based on the constant evolution of science and social behaviour.

4

Openness

Promoting openness by creating a secure and inclusive environment that acknowledges and respects the diverse perspectives and experiences linked to consumer choices.

5

Integrity

Committing to honesty, ethics, and responsibility, and to consistently act accordingly, with a positive influence and adherence to legal, moral, and public standards.

1.4.2 Independent Governance

Modernized governance that strengthens Éduc'alcool's independence, credibility and ability to take balanced, science-based positions.

The 2025-2026 fiscal year marks a significant milestone: Éduc'alcool's Board of Directors is now fully independent of the alcohol industry. Board members were selected for their complementary expertise to help guide the organization's strategic direction.

This evolution has generated growing interest in Éduc'alcool's mission, reflected in the exceptionally high calibre and volume of applications received during the Board renewal process.

1.4.3 An Open Membership

The 2025-2026 fiscal year also marked a turning point in Éduc'alcool's membership structure. Whereas organizations within the alcohol industry were previously granted membership automatically, membership is now open to individuals and organizations from all sectors. This important change broadens the range of people and organizations that can actively support Éduc'alcool's mission.

During the year, Éduc'alcool welcomed **39 individual members and 44 organizational members**. This expanded membership base paves the way for a service offering tailored to the needs of different types of organizations, including a tiered pricing model based on organizational size and special consideration for community organizations.

1.4.4 Scientific Governance

Bringing science back to the forefront

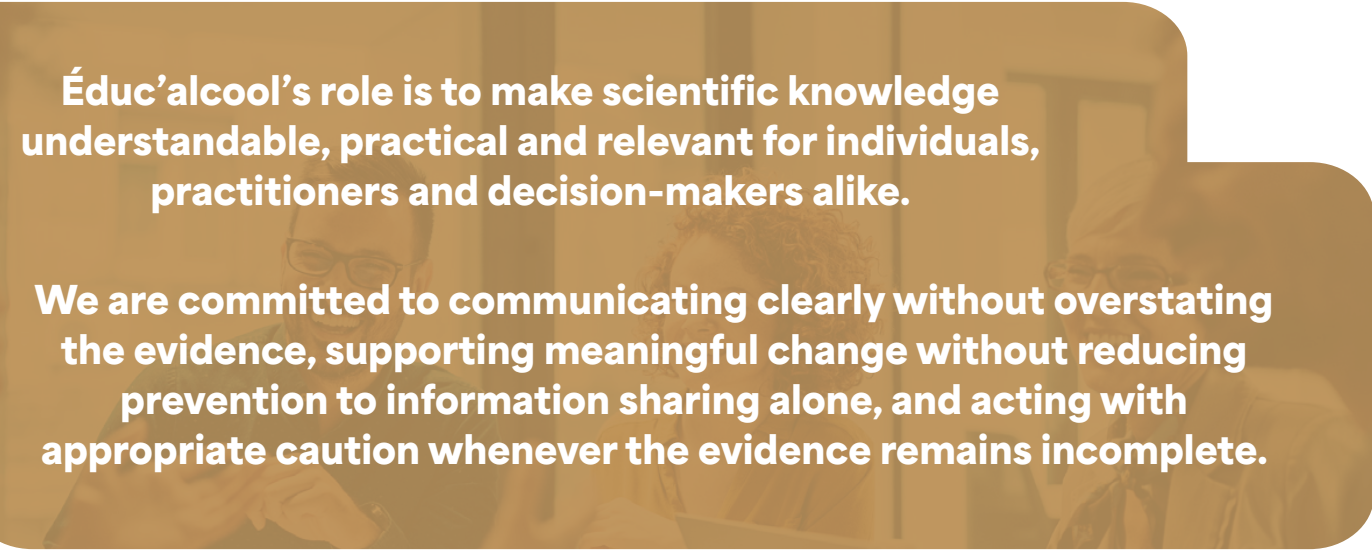
Scientific rigour has always been a cornerstone of Éduc'alcool's work. For many years, and until 2023, the organization relied on a Scientific Advisory Committee made up of experts from the fields of research, academia and medicine. The committee brought fresh perspectives to Éduc'alcool's work, monitored emerging research and trends related to alcohol use, identified priorities for research and intervention, and provided guidance on the relevance, priority and scientific standards of the organization's activities.

Today, with the arrival of a new Executive Director in October 2025 and the appointment of an in-house Scientific Advisor in April 2026, science has once again become a central pillar of the organization.

- Rather than relying on external scientific advisory mandates on an ad hoc basis, Éduc'alcool now has permanent **in-house scientific expertise**.
- A **multidisciplinary committee of experts** will soon be established to broaden the organization's knowledge base and perspectives.
- Éduc'alcool has also adopted a publication policy and a code of ethics.
- In addition, the Board of Directors now includes a highly respected scientist whose expertise helps ensure that the organization's strategic direction remains firmly grounded in scientific evidence.

For Éduc'alcool, science is more than a source of information—it is the foundation of our decision-making. It informs the development of our messages, the design of our interventions, the selection of our partners, the evidence supporting our public positions and the evaluation of our results. The renewed emphasis on scientific governance is already shaping both our content and our actions.

This commitment to rigour is especially important at a time when knowledge about alcohol is evolving rapidly, low-risk drinking guidance continues to be debated within the scientific community and the public, and Quebecers expect clear, reliable and evidence-based information.



Éduc'alcool's role is to make scientific knowledge understandable, practical and relevant for individuals, practitioners and decision-makers alike.

We are committed to communicating clearly without overstating the evidence, supporting meaningful change without reducing prevention to information sharing alone, and acting with appropriate caution whenever the evidence remains incomplete.

This approach aligns with Quebec's public health priorities, including the Stratégie nationale de prévention en santé 2025–2035 and the Plan d'action gouvernemental 2026–2031.

It also reaffirms the role Éduc'alcool must continue to play: that of a trusted resource capable of bridging scientific knowledge with the everyday realities of people across Quebec.

1.4.5 Strengthening Our Organizational Capacity

To support its transformation and accelerate its impact, Éduc'alcool has expanded its internal team and is laying the groundwork for a more focused deployment of its initiatives. This growth will enhance the organization's agility, increase its impact and place science and knowledge mobilization at the heart of everything it does.

In spring 2026, **four key areas of expertise** were added to the team: a scientific advisor, a business development and partnerships lead, a director of strategic marketing and communications, and a communications and administrative coordinator.

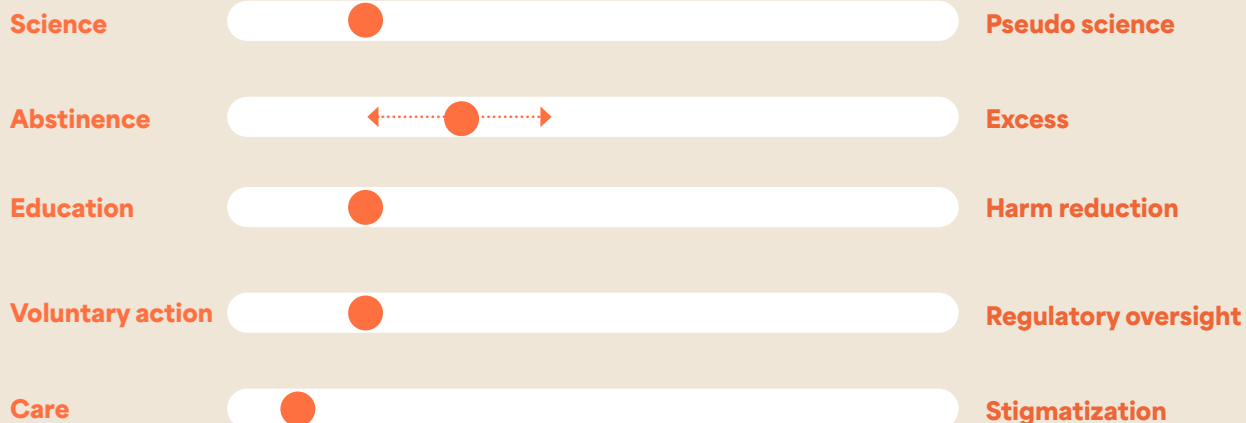
2. Shaping Quebec's Alcohol Consumption Culture

2.1 A Distinctive Approach and Renewed Strategies for Action

Grounded in science, Éduc'alcool's work bridges the gap between research, professional practice and the everyday decisions people across Quebec make about alcohol use. Its role is not to replace public health authorities, researchers or regulators. Rather, it is to translate knowledge into practical, balanced initiatives tailored to the realities of different settings, helping foster a more informed alcohol consumption culture, without stigma. This philosophy shapes the organization's messaging, partnerships and activities.

Éduc'alcool: A Distinctive Approach

Grounded in science, knowledge, nuance and empathy.



This approach is reflected in four complementary strategies that enable Éduc'alcool to engage the Quebec public, work with targeted sectors and the alcohol industry, and gradually broaden dialogue with new communities and environments.

Four strategic areas of action



Targeted actions, measurable impact

Science and knowledge

Public awareness campaigns, PR and targeted content

Outreach and events

Partnership development

Roles with our target audiences and stakeholders

Gathering & influencing

Informing & providing tools

Engaging in social dialogue

Our target groups



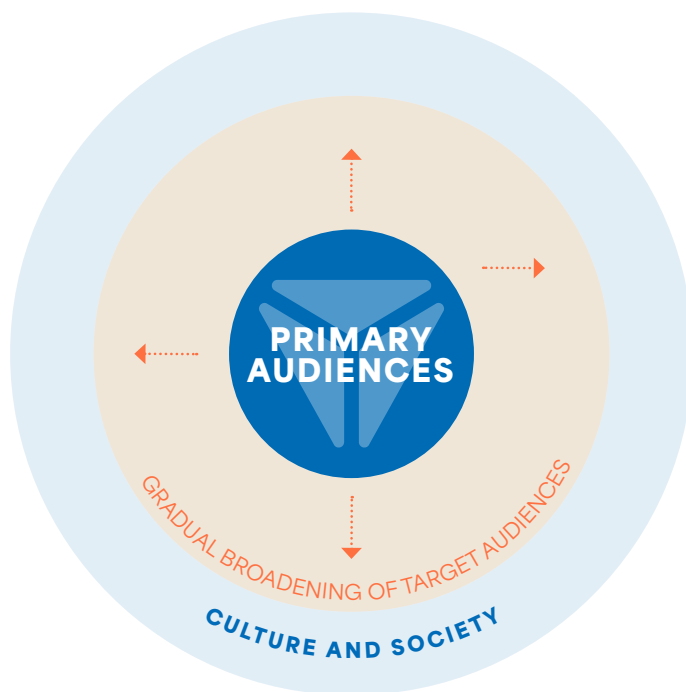
General public

Population aged 25 to 64



Three priority environments, exposed to the challenges of overconsumption

- Business sector,
- Bars, restaurants and hotels
- Post-secondary institutions
- Alcohol industry
- Industry associations
- Sector companies



2.2 Highlights and Progress for 2025-2026

The accomplishments presented in this section are organized according to Éduc'alcool's four strategic areas of action. Together, they reflect a consistent philosophy: providing rigorous information, raising awareness without stigma, working collaboratively with partners and continually deepening our understanding of evolving realities.

2.2.1 Science, Knowledge Mobilization and Training

Éduc'alcool's 3rd Annual Event: Perspectives on Responsible Alcohol Use

On April 30, 2025, Éduc'alcool brought together representatives from the alcohol industry, the hospitality sector and post-secondary institutions at the Montréal Science Centre. A panel discussion highlighted the growing market for low- and no-alcohol beverages, while student entrepreneur clubs from the ACEE showcased projects made possible through the Fonds Éduc'alcool. The event also provided an opportunity to present the organization's key priorities and ongoing initiatives.

Developing the ALCORESPONSABLE™ Standard

In 2025-2026, Éduc'alcool launched the development of the ALCORESPONSABLE™ standard to help organizations implement responsible alcohol-related policies and practices. Designed as an evolving framework, the standard will support workplaces, events, hospitality settings and other social environments in adopting impactful policies and practices. It promotes shared responsibility between individuals and the environments in which alcohol-related decisions are made.

Redesigning our Website

Following a comprehensive needs assessment conducted during 2025-2026, Éduc'alcool began redesigning its website to better serve its audiences. The new platform will offer a clearer, more dynamic and user-friendly experience, with a stronger focus on knowledge mobilization and making scientific information accessible to the public.



Updating the Action Service Training Program

In partnership with the ITHQ, Éduc'alcool began revising its Action Service training program to incorporate the latest public health recommendations and emerging trends in the hospitality industry. The updated content, reviewed by the organization's Scientific Advisor, will also help expand the program's reach and, over time, make completion of the training a certification requirement under the ALCORESPONSABLE™ standard. During 2025-2026, **1,642 people** completed the training program, underscoring its continued value as a resource for prevention, intervention and responsible alcohol service within the hospitality sector.

Strengthening Our Scientific Foundation and Understanding of Issues

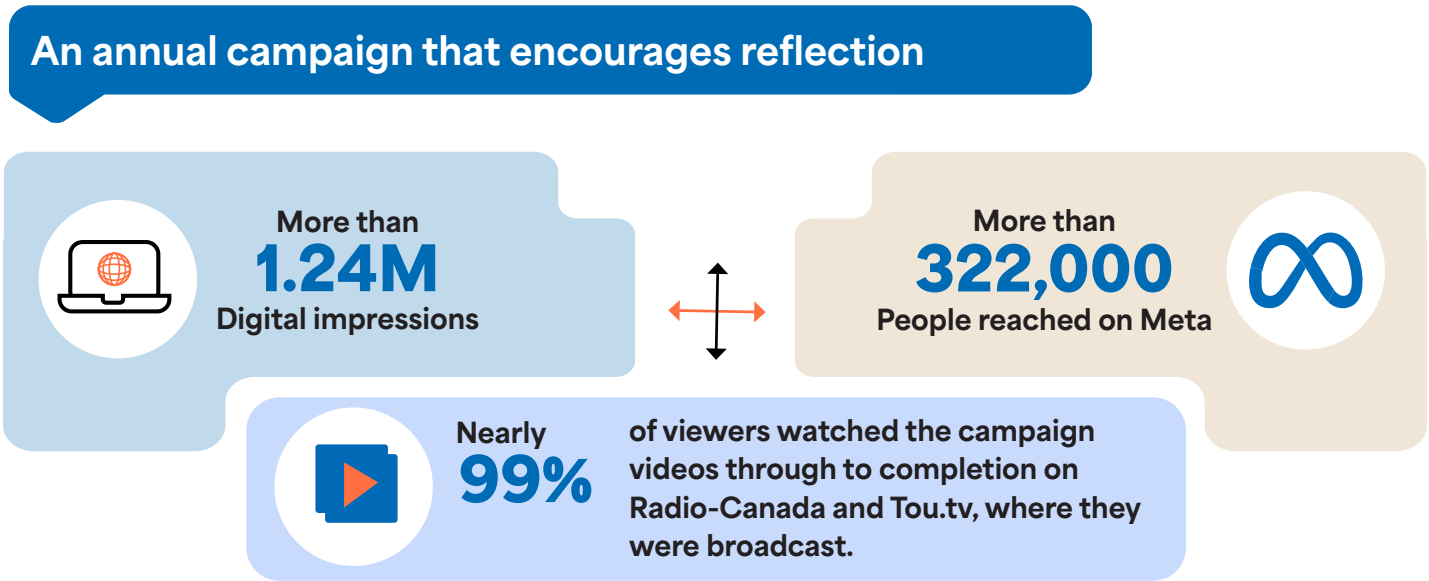
Éduc'alcool participated in numerous national and international conferences and events focused on research, public health, prevention and addiction. These opportunities enabled the organization to stay informed of emerging evidence and practices.

2.2.2 Awareness Campaigns

Throughout 2025-2026, Éduc’alcool continued its mission of helping people across Quebec make informed choices about alcohol use through its annual awareness campaign, media presence and digital platforms.

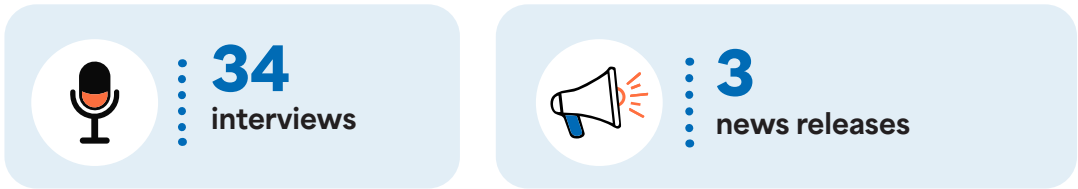
Relaunched this year, the “Se questionner” campaign, originally introduced in 2023, encourages people to think about their relationship with alcohol and their decisions to drink (or not), and helps normalize abstinence.

Running from December 1, 2025, to January 11, 2026, the campaign was featured on television, online, across social media, in leading Quebec media outlets and through co-branded editorial content published with Les Affaires.



These results demonstrate both the visibility of the campaign and the level of audience engagement it generated. A second co-branded article in Les Affaires further explored key issues for professional audiences.

A trusted voice in the public conversation



In 2025-2026, Éduc’alcool continued to serve as a trusted source for media seeking balanced, evidence-based perspectives on alcohol-related issues

A strong digital presence reflecting community engagement

Website

371,000

Active website users

1.6M+

Page views

1.4M

French-language
Calcoholator views

These results reinforce the website's central role and validate the digital transformation initiative launched during the year.

Social media

Éduc'alcool maintained an active presence on Facebook, Instagram and LinkedIn to share reliable information and highlight its initiatives.

307

posts

98,000

impressions

975

engagements

97

shares

Facebook remained Éduc'alcool's largest online community, Instagram maintained steady performance and LinkedIn experienced strong growth, **from 792 to 1,066 followers**.



2.2.3 Working with Communities and Partners

Throughout 2025-2026, Éduc'alcool raised awareness through community outreach, high-impact partnerships and major events.

Hospitality, Low- and No-Alcohol Beverages

Alternalcohol Award: Supporting the growth of low- and no-alcohol options

Since 2023, Éduc'alcool has partnered with Les Lauriers de la gastronomie to engage the hospitality industry, whose professionals are at the forefront of responsible alcohol service.

In collaboration with Alambika, Éduc'alcool created the Alternalcohol Award to encourage the development of diverse beverage offerings, with or without alcohol.

In its inaugural year, the award attracted 15 applications from across Quebec, showcasing innovative projects driven by customer well-being, growing consumer demand and creativity. On May 26, 2025, the Alternalcohol Award was presented to Projet Pilote, a Montréal bar.

In 2026, the competition attracted 27 applications, from which five finalists were selected. Announced on March 23, the finalists had received 377 online votes by March 30.

Building on this initiative, Éduc'alcool also produced two series of short videos highlighting the motivations, practices and perceptions surrounding low- and no-alcohol beverages from the perspectives of hospitality establishments, beverage producers and consumers.

Post-Secondary Institutions and Young Adults

For the fourth consecutive year, Éduc'alcool partnered with the **Association des clubs d'entrepreneurs étudiants du Québec (ACEE)** to connect with young adults where they study, socialize and become involved in campus life.

During 2025-2026, the Fonds Éduc'alcool, administered through the ACEE, supported



19 initiatives
4,000+ participants



10 CEGEPs
8 universities



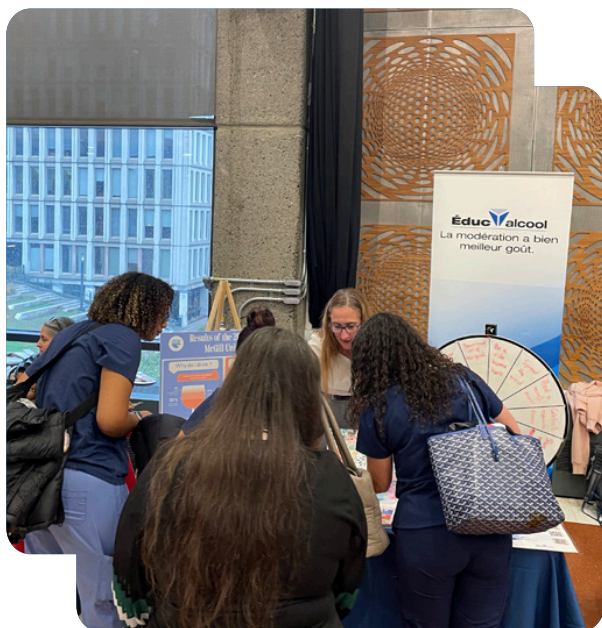
6 regions

At the ACEE Annual Conference, the Éduc'alcool team hosted its “Why Do I Drink?” interactive booth, shared the findings of its 2024 survey and continued the conversation with students and student club leaders.

Éduc'alcool also supported several initiatives promoting healthy lifestyles, including those led by **FilleActive/Fitspirit**, the **Annual Health and Wellness Fair** at McGill University, and the **Bien dans ma tête** wellness fair organized by the ITHQ. Through its interactive booth and the “Why Do I Drink?” survey, the organization engaged more than **300 students and faculty members**.

Building Connections Across Sectors

Since the adoption of Éduc'alcool's new bylaws, the organization's independence from the alcohol industry has been firmly established. At the same time, it remains committed to maintaining an open dialogue with stakeholders across Quebec's alcoholic beverage sector.



During the year, Éduc'alcool participated in the annual conference of the Association des microbrasseurs du Québec (AMBQ), visited microbreweries across the province and attended the Quebec Cider and Wine Conference. These opportunities provided valuable exchanges with producers, deepened the organization's understanding of industry realities and fostered ongoing dialogue on alcohol use and responsible practices.

Éduc'alcool also entered into a partnership with the Fédération des clubs de motoneigistes du Québec (FCMQ) to support awareness initiatives within Quebec's snowmobile clubs. This collaboration extended the organization's prevention efforts into a recreational setting where safety, responsibility and alcohol awareness are particularly important.

2.2.4 Looking Ahead to 2030: The Next Strategic Planning Cycle

Following several years of organizational transformation focused on strengthening its foundations and expanding its capacity, Éduc'alcool is better positioned than ever to develop its 2027-2030 Strategic Plan and leverage its **expertise and leadership to help drive lasting cultural and societal change around alcohol use.**

- The organization's growing capacity has already enabled it to **contribute to broader public policy discussions**, including consultations on modernizing Quebec's legislative framework for alcoholic beverages and national consultations on future directions in mental health, homelessness and addiction. Throughout these discussions, Éduc'alcool has advocated for approaches that balance prevention, public health objectives and the realities experienced in communities across Quebec.
- In the winter of 2026-2027, Éduc'alcool will launch its new **2027-2030 Strategic Plan**, which will define the organization's priorities, target audiences and strategic levers for the years ahead. This process will establish a coherent, measurable and sustainable vision supported by high-impact initiatives. Central to this work will be the development of a robust evaluation framework to measure the effectiveness of Éduc'alcool's initiatives, the diversification of its revenue streams and the continued modernization of its governance and independence model.



3. Our Resources and Partners

3.1 Our 2025-2026 Financial Results

Éduc'alcool's prevention initiatives are funded through a levy of \$0.01 to \$0.03 on every alcoholic beverage sold through the SAQ. In 2025-2026, this generated \$3.48 million in funding. Éduc'alcool allocates 85% of its funding to awareness and prevention programs. The surplus accumulated during the organization's repositioning period—including the arrival of a new Board of Directors and a new Executive Director—will be invested to accelerate the organization's impact in the years ahead.

Financial Statements for the Year Ended March 31, 2026.

Fonds Éduc'alcool Inc.

Revenue, Expenses and Surplus
for the year ended March 31, 2026

	2026 \$	2025 \$
Revenue		
Contributions	3,483,361	3,607,480
Interest	53,448	13,817
Other	28,769	46,360
	3,565,578	3,667,657
Expenses		
Programs		
Youth education programs	70,000	81,870
General public programs	489,207	1,721,940
	559,207	1,803,810
Research and surveys	10,448	49,457
Administrative costs *	735,208	1,036,093
	1,304,863	2,889,360
Excess of revenue over expenses	2,260,715	778,297
Surplus, beginning of year	2,333,383	1,555,086
Surplus, end of year	4,594,098	2,333,383

* This amount includes a total of \$192,556 in expenses related to various mission-oriented educational programs.

Fonds Éduc'alcool Inc.

Statement of Cash Flows for the year ended March 31, 2026

	2026 \$	2025 \$
OPERATING ACTIVITIES		
Excess of revenue over expenses	2,260,715	778,297
Net change in working capital items	499,882	(376,811)
Cash flows from operating activities	<u>2,760,597</u>	<u>401,486</u>
INVESTING ACTIVITIES		
Net change in Quebec savings bonds and cash flows from investing activities	<u>(5,901)</u>	<u>(9,494)</u>
Net increase in cash	2,754,696	391,992
Cash, beginning of year	<u>1,563,558</u>	<u>1,171,566</u>
Cash, end of year	<u>4,318,254</u>	<u>1,563,558</u>

Fonds Éduc'alcool Inc.

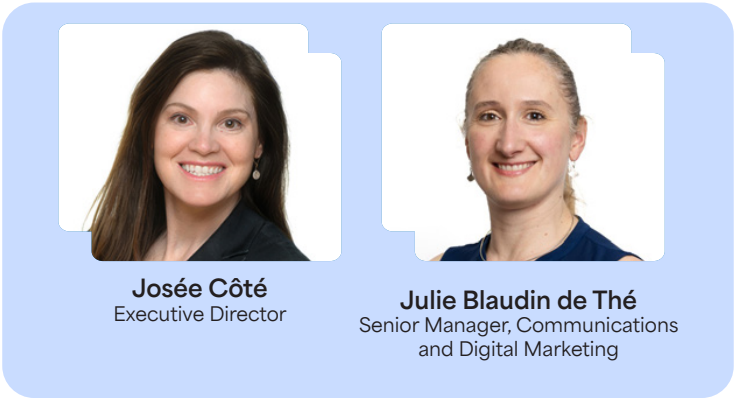
Statement of Financial Position as at March 31, 2026

	2026 \$	2025 \$
ASSETS		
Current		
Cash	4,318,254	1,563,558
Other receivables	231,036	472,236
Consumption tax receivable	57,520	176,261
Fees paid in advance	<u>26,766</u>	<u>28,975</u>
	4,633,576	2,241,030
Long-term		
Quebec savings bonds, 4.55% (4.05% as at March 31, 2025), maturing on May 11, 2026	<u>138,618</u>	<u>132,717</u>
	4,772,194	2,373,747
LIABILITIES		
Current		
Accounts payable and accrued liabilities	178,096	40,364
SURPLUS		
Unrestricted	<u>4,594,098</u>	<u>2,333,383</u>
	4,772,194	2,373,747

3.2 Our Team, Board of Directors and Partners

3.2.1 Permanent Team

As of March 31, 2026, Éduc'alcool's permanent team consisted of:

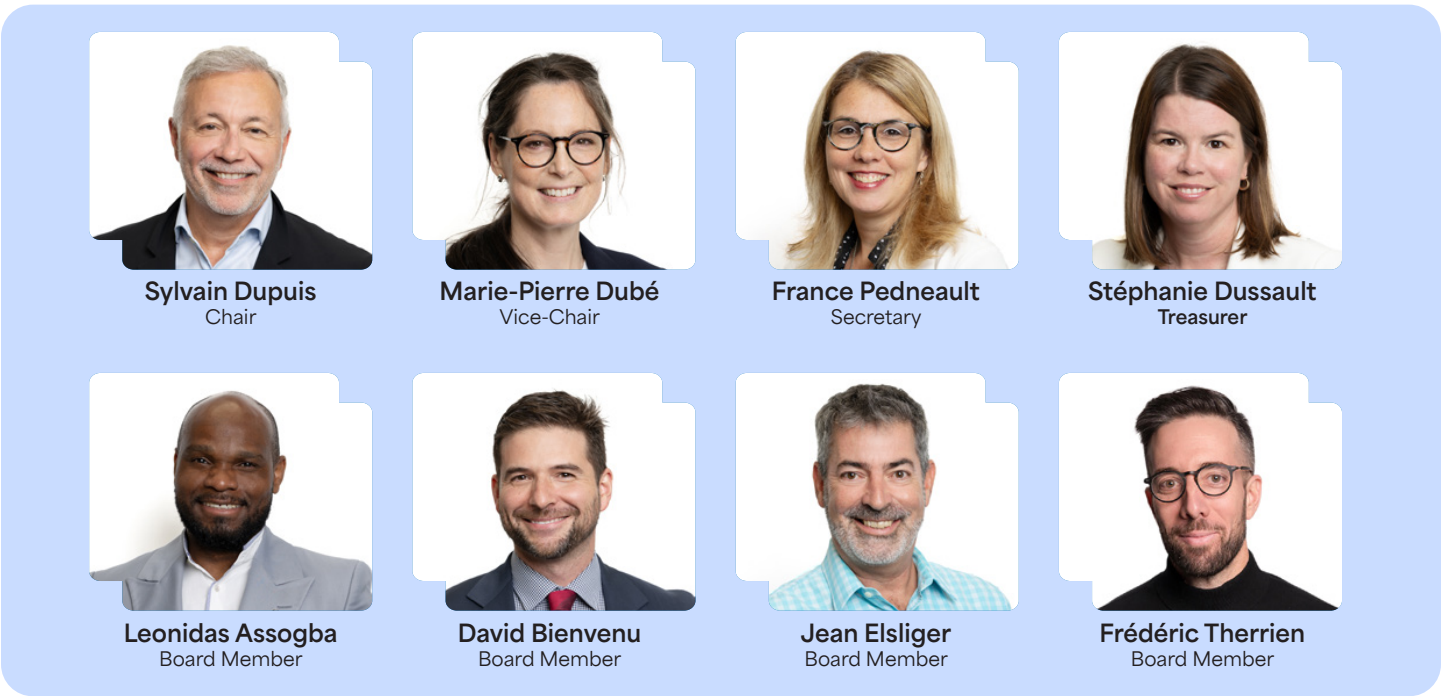


Éduc'alcool also extends its sincere thanks to Geneviève Desautels, who served as Executive Director until June 2025, and Sylvain Dupuis, who served as Interim Executive Director from July to September 2025, for their strategic leadership and valuable contributions to the organization's mission throughout the year.

3.2.2 Board of Directors

Éduc'alcool thanks the members of its Board of Directors for their dedication and commitment to the organization's mission.

We extend our heartfelt appreciation to Sylvain Dupuis for his significant contribution to Éduc'alcool's evolution over the past several years. Under his leadership as Chair, the organization continued to advance its mission while undertaking an important reflection on its future direction and long-term development.



3.2.3 Our Partners

The success of our mission and the implementation of our initiatives would not be possible without the commitment and trust of our broader ecosystem, our members, our valued collaborators and our funding partners.

We extend our sincere thanks to the SAQ for its steadfast support of Éduc'alcool's work since the organization was established in 1989 by the Government of Québec, the Régie des alcools, des courses et des jeux (RACJ) and the SAQ.

Thank you for partnering with Éduc'alcool



and our many
other partners
and collaborators

Join us in shaping Québec's alcohol consumption culture.
www.educalcool.qc.ca | info@educalcool.qc.ca



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