

Action

SAINT-FRANÇOIS

Activity Booklet



CLEANINGS



PLANTATIONS



AWARENESS



Action Saint-François

Environmental clean-up activities have been at the core of Action Saint-François (ASF) since its establishment. These cleaning operations occur during the summer season and involve the removal of residual materials from waterways and surrounding environments. Approximately 70% of the collected materials are sent to local recyclers. Additionally, these materials are reused in various projects and workshops.



The organization fosters innovation by offering a variety of activities designed to engage different groups of citizens. Our goal is to reach as many people as possible to raise awareness about the importance of respecting nature. Environmental clean-up activities remain very popular! Visit ASF's website to learn more about the clean-up activities and view each of them.



ASF organizes an average of 32 clean-up activities each year, and the frequency of these activities has been increasing in recent years. In 2023, the organization carried out 41 activities, followed by 36 in 2024. Various companies, organizations, students, politicians, and artists participate in these initiatives. Their valuable support has resulted in the removal of nearly 700 kg of waste from waterways and natural environments.



Cleaning activities

Saturday mornings

All Action Saint-François' activities stem from this main activity that began with the organization's founding. Nowadays, volunteers gather from April to November at the Grenouillère of Sherbrooke parking lot to carry out a clean-up activity each Saturday between 7:45 a.m. and noon.



Commando Missions

Endurance and resilience are required for this activity carried out in difficult-to-access waste sites by a small unit of volunteers.



Plogging

Sunday joggers who want to get their workout in and also want to contribute to cleaning up the environment on their route are delighted! Their four-legged friends are welcome!



Small Green Operations

This activity, conducted during the week, is specifically designed for groups with special needs or those who prefer a private setting. It combines a presentation with a clean-up.

Plantations

The primary objectives of greening activities are to protect riverbanks from erosion and filter runoff water. These efforts also aim to plant as many trees and plants as possible to reduce heat in cities and decrease the amount of CO2 released into the atmosphere, thereby safeguarding living beings and their habitats.



Action Saint-François' alliance with *La forêt qui marche* allows it to obtain trees and shrubs to carry out its planting activities.

The Estrie community is invited to participate in those plantation activities.

Organizing a green project with ASF is an option as well.



Several types of greening projects can be implemented.

Here are some examples:

- Riparian strips
- Rain gardens
- Vegetable gardens featuring native plants, including fruit trees
- Windbreak hedges
- Pollinator gardens
- Small-scale compensation plantings

The priority is to use native plants that are compatible with the local area. Please note that all projects are subject to submission and permitting.

Awareness

Workshops

They promote eco-responsibility, recycling, and nature education. In 2024, Action Saint-François organized a workshop for families to make natural and eco-friendly winter decorations.



Challenges

The 2024 Ecojogging Challenge attracted participants from local politics and provided an excellent experience for everyone involved. Finalists who collected the most waste while jogging and made the highest donations were awarded natural medals and ecological prizes.



Conferences

The *À Propri'Eau* conferences cover various current environmental issues, featuring prominent personalities such as biologists, ecologists, environmentalists and activists.

Ecocapsules

Ecocapsules are compilations of images, videos, or interviews that focus on environmental topics such as pollution, wildlife, plant life, and eco-responsibility. These capsules can showcase a company and provide visibility when shared through various media channels. They also aim to promote healthier consumption habits.

Informative events

These events are organized in collaboration with various organizations, institutes, and entrepreneurs. They take place in locations such as cafes and aim to inform and entertain the public about environmental issues. The events incorporate humor and feature environmental advocates who actively work to protect and preserve nature.



Kiosks

They provide information about Action Saint-François and pollution caused by residual materials. They also highlight some interesting findings gathered during cleaning activities. They are shared on various occasions, such as festivals and events. Additionally, the kiosk can be accompanied by a presentation.

Exhibitions

They are called "Déchets d'œuvre et des arts durs" and are created from waste collected during clean-up activities.

Presentations

They are presented before the cleaning activities and cover topics such as pollution, environmental protection, and eco-responsibility. It introduces participants to the organization and its various initiatives. This presentation helps raise awareness among participants about the importance of respecting and protecting the environment while also providing a clear explanation of the clean-up activity and its objectives.



Nature Outings

These activities occur throughout Estrie and potentially beyond, depending on available funding. The aim is to familiarize participants with the local natural environment, including its fauna and flora. A local guide accompanies the group to provide information and insights. Participants may have the opportunity to taste certain plants and help identify various species. Additionally, the guide shares information about the history of the area.

Action Saint-François
is dedicated to taking
concrete measures to
protect the
environment for future
generations.

