



# More Than A Moment:

## Dismantling Systemic Racism in the Cannabis Industry

(Call to Action Virtual Event Presented By MCBA & M4MM)

Calling All Cannabis: Media, Corporations, Business Owners, Bloggers, Trade Associations, Advocacy Groups, Non-Profits, etc.

### Calls To Action For Cannabis Industry:

#### Media/Expo

Media articles on subjects outside of diversity & inclusion should have Black & brown people as contributors.

Increase the amount of positive press articles showcasing Black & brown advancement in the industry.

Invite Black media outlets to cover & participate in cannabis centric media opportunities.

Ensure that conference marketing collateral is reflective of all communities.

Media showcases content about racial justice, beyond this moment.

#### Corporations & Brands

Create Diversity Supplier Network within your organization with agreed on % of dollars you will spend with black businesses yearly.

Contract with Black Owned Recruiting Firms.

Hire more Black people in C-suite positions which are not denoted as of Diversity & Inclusion/CSR.

Train formerly incarcerated citizens to work within your companies.

Ensure your company marketing collateral is reflective of all communities.

#### Advocacy & Trade Orgs

National cannabis trade organizations will adopt DEI guidelines & resources to support members CSR and Diversity & Inclusion Programs.

Pledge a percentage of member fees to charitable orgs/foundations that specifically support empowerment initiatives in Black communities.

Champion & support equity & inclusion policies & proposed legislation.

Make Black non-profits a priority in your giveback programs.



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### Calls To Action For Cannabis Industry:

#### Media/Expo

Expos & Conference Executive Directors create opportunities to increase black attendees & expo floor participants.

Create highly visible & high traffic areas for Black and Latinx owned businesses in Expo Hall, like is done for veterans.

Hire more African American & Latinx event program director, management, & marketing professionals.

Give more full conference attendance scholarships & vendor scholarships to minority participants and business owners.

#### Corporations & Brands

No More Culture Vulture: You will not hijack the black culture faces, persona, music, themes, & etc to use for selling your brand or product without having fair representation of these faces in the organization.

Serve on the board of a Black-owned business.

Pledge long term support of philanthropic initiatives/ charitable organizations/ foundations that address systemic racism (\$XX over a period of time).

Set aggressive goals for your supplier diversity program.

#### Advocacy & Trade Orgs

Actively recruit thought leaders from diverse backgrounds in all cannabis related subjects, not just diversity and inclusion, to give keynotes & lead panels.

Establish low-cost/sliding scale membership opportunities for MBEs.

Ensure your organization marketing collateral is reflective of all communities.



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#### **Calls To Action For Cannabis Industry: Corporations & Brands**

Focus board appointments to include more Black & brown individuals who have ties & experience in the industry.

Track hiring, retention, & promotion demographics & make that information publicly available.

Recruit from HBCU's for management & executive level employment opportunities.

Designate a % of your quarterly earnings to support minority advocacy groups & non-profits .

Share your resources with a minority-owned business to reduce business their start-up expenses (e.g. legal or marketing team, office space).

Introducing blind new hire processes to eliminate bias in decision making practices; 40% increase in minority hires.

Set monetary goals to support organizations that are working hard to adjust inequality in cannabis industry.

Ensure your company marketing collateral is reflective of all communities.

Increase the number for charitable acts & donations to African American & Latinx communities in need by 25%.

Increase the number of outreach & engagement activities in African American & Latinx communities by 30%.

Attend lobby & government meetings; support bills that push equity to the forefront of legalization effort.