

Progress Not Perfection: Prioritizing Equity in Marketing Initiatives





Our Founders, Our Magic

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Cannabis Sector since 2012
30+ yrs Racial Equity Experience
Founded Cannabis Social Responsibility
Experts in Organizational Development
International CSR Thought-Leaders
Adjunct at University of Denver
Black-Owned, Woman-Owned





Commit Your Cannabusiness To Racial Equity



WHY TACKLING THE PROBLEM NEEDS TO BE MET WITH URGENCY

BIPOC BUYING POWER

\$671 B / 15.6%

1990

\$4.9 T / 28.3%

2020

2019 CALIFORNIA MARKET SALES

\$8.7 B

LEGACY MARKET

\$3.1 B

REGULATED MARKET

2020 NATIONAL MARKET SALES

\$100 B

LEGACY MARKET

\$17.5 B

REGULATED MARKET

UNTAPPED CONSUMERS AND CHANGES IN PUBLIC PERCEPTION

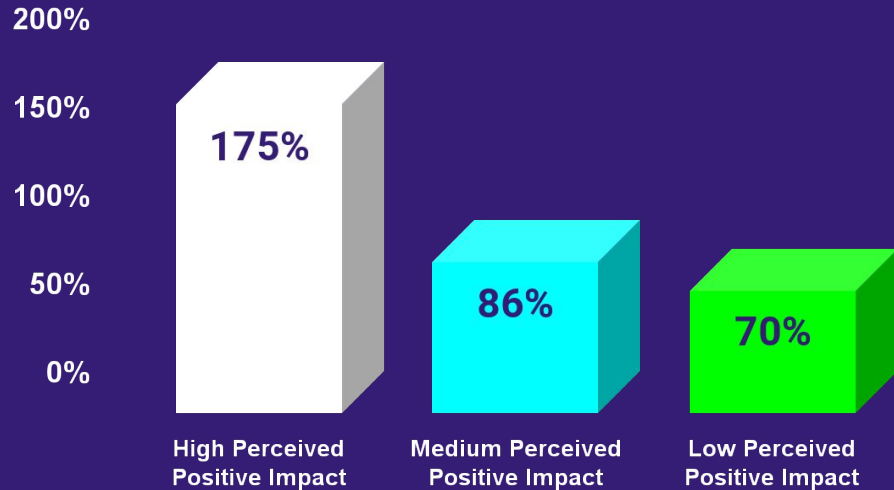




Racial Equity = Purpose & Purpose Benefits your Business

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Brands Recognized for high commitment to Purpose have grown at more than twice the rate of others



[SEE FULL KANTAR PURPOSE 2020 12 YEAR STUDY](#)

- Start talking. Is your leadership team committed to racial equity?
- How is anti-racism represented as a company value?
- Is it in your mission statement? Do you also have an AR statement?
- Develop an Investment Budget that aligns with your Racial Equity Goals and Strategic Plan. (If it's not in your budget, you don't care about it)
- How can you invest your time, business skills, digital platforms, and your resources into racial equity?
- Do you have a commitment to supporting BIPOC vendors, service providers, etc.,?

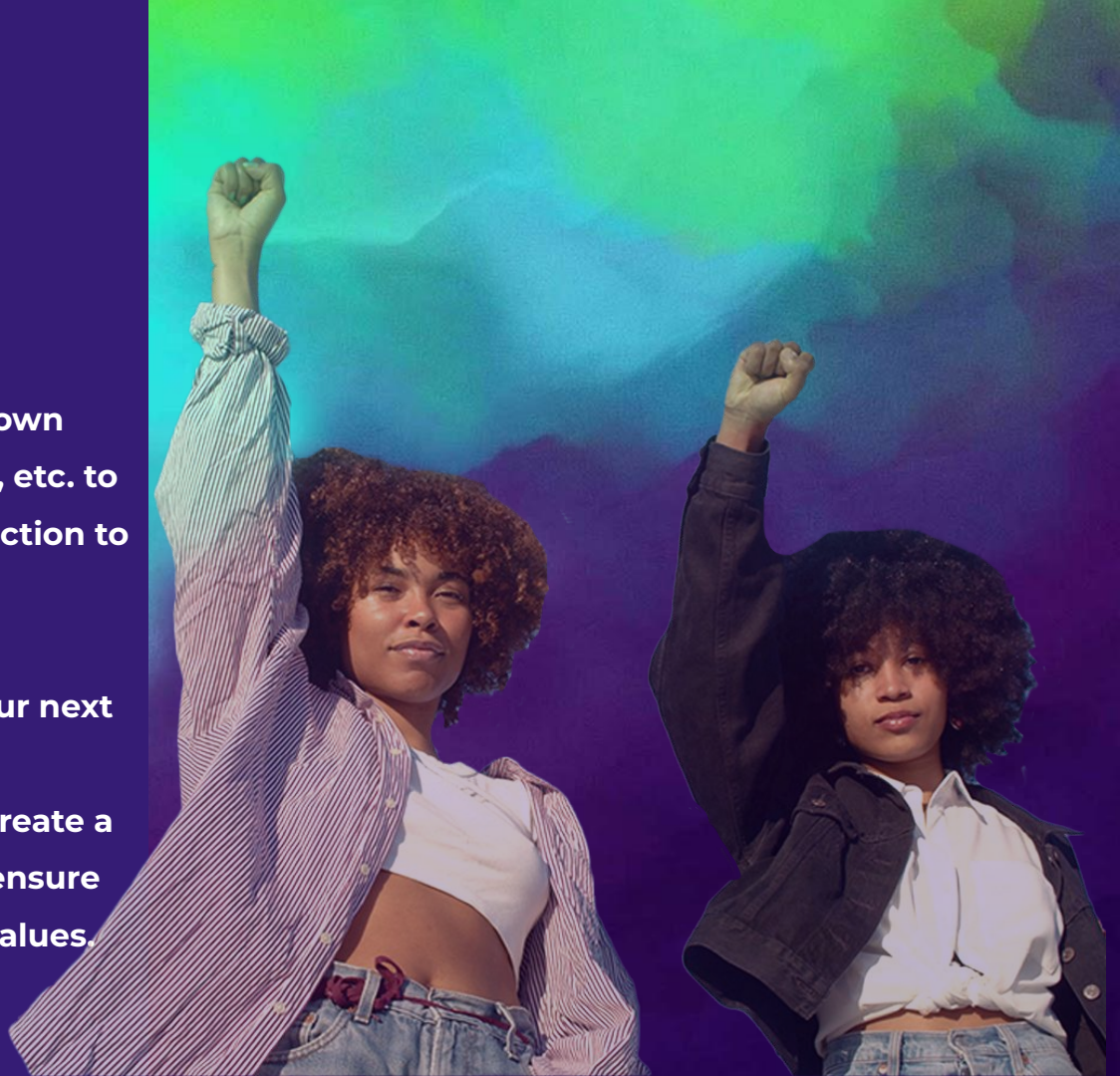


Getting Started: Marketing

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Have you committed to not using Black, brown and Indigenous culture(s), music, personas, etc. to sell your brand without an authentic connection to the culture?

No one likes a vulture. Before launching your next campaign check to make sure you haven't hijacked BIPOC culture for financial gain. Create a set of criteria for your marketing teams to ensure your messaging is in alignment with your values.



Getting Started: Marketing



Don't Culture Vulture:

- Do you have genuine connection, knowledge, or relationship with the culture you are representing visually?
- Is your decision to use BIPOC culture founded in financial gain? If so, reassess to ensure authenticity.
- Do you employ a diverse demographic of employees?
- If so, do your BIPOC employees have input on your marketing material?
- **Do you use your brand to support and uplift BIPOC movements, organization, and leaders?**
- **Check in before you Speak.** An equity rider is a company wide agreement (bonus if it's written down and distributed to all staff) not to speak on panels without diverse representation. i.e **“We do not speak on panels that do not also have BIPOC, women, or LGBTQIA+ panelists.”**
- **Break Bread-further the equity** by asking if there is an honorarium or payment for panelists. **Oftentimes BIPOC folks are not paid for their expertise.**

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61%

Of Americans believe diversity in marketing is crucial.

research report conducted by Adobe in 2019

31%

of consumers are more inclined to trust brands that effectively embrace diversity in their advertising.

research report conducted by Adobe in 2019

88%

of marketers feel that using more diversity in advertising images would help the brand's reputation

according to Newscred.



Progress not Perfection

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You haven't undone roughly 400 years of racism in America by reading this guide. But nothing changes unless we do. Don't go back to the regularly scheduled programming and don't place the labor of deconstructing racism in your workplace on your BIPOC staff.

Cannabis history is something that we should all know and today's actions create tomorrow's history. Our industry didn't invent anti-Black racism, but we benefit from it (that ain't cool). Whole communities & families are still impacted by the collateral damage of the War on Drugs. We are complicit participants unless we activate.

Keep learning. "Not everything that is faced can be changed, but nothing can be changed until it is faced." -James Baldwin

How We Help You Do Good

Get In Touch

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Global Membership Network

Exclusive discounts on all of CDG's services and connect with like-minded cannabis companies and professionals committed to purpose driven change.



Live Trainings/Workshops

Facilitated Anti-Racism trainings and/or HR workshop designed for 15 -20 team members conducted via Zoom.



Virtual Anti-Racism Modules

Designed for larger groups. 5 pre-recorded, downloadable modules which includes: companion slides, quizzes after each module, and a terms/definitions sheet.



Racial Equity Self Assessment

Answer questions in 5 key company areas, receive a racial equity score for each area, and a composite score. Packages include a general action report or custom CDG follow-up consultation.