Corporate Social Responsibility

**Moderator:** Marc Ross, Chief Investigator, Needle Consultants, LLC

**Panelists:**

- Liz Swanson, Program Manager, Best for Colorado
- Laura Rivero, Operations Manager, Yerba Buena
- Dr. Elizabeth Bennett, Assistant Professor, International Affairs, Lewis & Clark College & Research Associate, Center for Fair & Alternative Trade, Colorado State University
An opportunity to engage the private sector in addressing our state’s greatest challenges
Our regions face complex problems

50% of wealth owned by 0.6% of World’s richest

410 carbon ppm in Earth’s atmosphere
Great work being done already on...

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Business creates opportunity for all

NGOs, Govt clean up the mess
A historic culture shift is underway
To use business as a force for good
and build a more inclusive economy
Happening right here in Colorado…

100+ Certified B Corporations
B Corp Certification is to business what Fair Trade is to coffee or USDA Organic is to milk.
What does it take?

Meet higher levels of:

1. **Social and environmental performance**
   - Minimum 80 points on B Impact Assessment

2. **Transparency**
   - Make B Impact Report publicly available

3. **Accountability**
   - Expand corporate duties to consider stakeholders
Many cities face similar challenges. Can we empower all businesses to ‘Be like a B Corp’?
Challenges for modern economies

- Create high quality jobs
- Engage businesses directly
- Engage 500k biz in Colorado

stronger communities, healthier environment
Compete not only to be the best in CO but to be the **Best for Colorado**

**Best for Workers**
**Best for Communities**
**Best for the Environment**
All companies can be Best FOR Colorado

~600,000 businesses in Colorado
What is Best for Colorado?

A program to teach and engage businesses how to...

- Create higher quality jobs
- Build stronger communities
- Preserve a healthier environment
How it works

1. Take the Best for Colorado Challenge and see how you stack up

2. Get connected with peers, tools and local experts to improve your impact

3. Be recognized for participating, improving, or achieving high performance
Questions?

Get more help: Liz Swanson - lswanson@bcorporation.net
The New Paradigm of Labor Practices

Laura Day Rivero
Operations Manager, Yerba Buena
Portland, Oregon
Pay by the pound
14+ hour days
Highly competitive
Drinking/drugs on the job
Breaks frowned upon
Hi! My name is Sarah, im 27 and originally from southern cali :) I’ve got an elite trim crew of 3 ready to slay some pounds! We are hard workers, we're fast, and we have our own supplies. Hit me up to talk about work. Text [redacted]
“Humboldt Domestic Violence Services answered more than 2,000 crisis calls last year, an increase of about 80 percent in four years.”
Let’s Do this Right.
Quadruple bottom line

People
Nurture those who nurture our business

Planet
Protect the environment for future generations

Sustainability
Driving inspiration for the way we work

Purpose
Grow a company that uses business as a force for good

Prosperity

CANNABIS SUSTAINABILITY SYMPOSIUM
Cultivation Practices
Labor Practices
Living Wage

DEFINITION: A wage that is high enough to maintain a normal standard of living.

Denver County living wage = $12.24/hr for 1 adult

For 1 adult and 1 child- $26/hr

Average pay in the cannabis industry?

$12/hour
What Yerba Does

- Living wages
- Healthcare
- Employee Garden
- Wellness days

Celebrations/Community

- Diversity committee
- Education
- Volunteering
What does a happy employee look like?

• **Mind**: Beliefs about the company

• **Body**: Physical effort

• **Soul**: Emotional engagement
This comes back around in the form of

1. Customer loyalty
2. Community support
3. Legislative influence
4. Happy Employees

5. Warm fuzzies
Fair Trade Cannabis?

Dr. Elizabeth A. Bennett
Fairtrade International

Small farm cooperatives
• Minimum price (paid to farmer)
• Price premium (paid to farm)
• Democratic cooperative structure

Large farms with workers
• Minimum wage (paid to worker)
• Price premium (paid to farm)
• Democratic workers’ leadership team
Gender & Age Struggles

In a survey of farmworker women, 80% had experienced some form of sexual harassment.

Health & Safety Struggles

5X higher workplace fatality rate due to job-related injuries

Migrant farmworkers' children experience higher rates of pesticide exposure, malnutrition, and dental disease.

Farmworkers are ineligible for workers' compensation.

300,000: number of worker pesticide poisonings per year

Sources: The Fair Labor Standards Act, Human Rights Watch, Student Farmworker Alliance, Except Farmworkers, Equitable Food Initiative, Centers for Disease Control and Prevention, Oxfam America, National Farm Worker Ministry, Farmworker Justice

Created by Column Five, Takepart, EFI

takepart.com/chavez
We partner with worker organizations to demand and create Worker-driven Social Responsibility models that ensure the human rights of workers at the bottom of corporate supply chains.
Cannabis Sustainability Certifications

- THE CANNABIS CONSERVANCY
- ASA PFC
- Certifed KIND
- Clean Green CERTIFIED
- FOCUS Foundation of Cannabis Unified Standards
- CCC CERTIFIED
- ORGANICALLY GROWN & FAIRLY PRODUCED
- envirocann™ cannabis certification services
Trends in Sustainability Labeling

• Simply reinforce existing labor laws.

• Do not improve working conditions.

• Do not support collective bargaining.

• Do not increase wages or improve benefits.
Are sustainability labels forgetting about “people”?

1. **Ownership**: Are workers, unions, or fair labor organizations on the board of directors? Who (if anyone) is profiting?

2. **Standards-setting**: Is the process public? What do fair labor organizations say? Are workers at the heart of the process?

3. **Standards**: Do they go above and beyond minimum wages, OSHA standards, sexual harassment laws, and basic benefits? Do they empower workers to advocate for themselves? Are they likely to improve people’s lives in meaningful ways?

4. **Auditing**: Are farms visited by truly independent, well-trained auditors?

5. **Results**: Read studies comparing workers’ experiences on certified and non-certified farms. Are workers better off?
Want to put “people” back in people-planet-profit?

Organizations
- Farmworker Justice
- Worker Driven Social Responsibility Network (WSRN)
- Domestic Fair Trade Association (DFTA)
- Agricultural Justice Project (AJP) – Food Justice Certification Program
- Coalition of Immokalee Workers (CIW)
- Fair World Project

Reading
- “What is Worker-driven Social Responsibility?” WSRN (2017)
- “Organic, Fair Trade Pot?” Elizabeth Bennett (2016)
Thank you!

Dr. Elizabeth A. Bennett
Employee Engagement Survey

• Overall Worker Satisfaction
• Worker Needs/Desires Around Benefits (traditional and nontraditional)
• Worker Desires Around Community Engagement Opportunities

www.SurveyMonkey.com/r/NCIA2017

Questions? Marc Ross -- Marc@NeedleConsultants.com