SUSTAINABILITY VERIFIED: UTILIZING STANDARDS & CERTIFICATIONS TO VALIDATE YOUR COMPANY’S PERFORMANCE

Moderator: Ricardo Baca, Grasslands
Panelists:
Derek Smith, Resource Innovation Institute
Jacob Policzer, The Cannabis Conservancy
Ben Gelt, Cannabis Certification Council
Doug Fischer, National Association of Cannabis Businesses
Market-based, Data-driven Standards on Energy, Carbon & Water

Derek Smith
Resource Innovation Institute
About Resource Innovation Institute (RII)

National non-profit
Stakeholder-driven
Energy, Carbon, Water in cannabis
Standards + Policy/incentive design + Events
Resource efficiency will define the future of cannabis

Falling prices

Other ag sectors

Consumer expectations

Regulations
RII is facilitating and advancing the resource efficient cannabis economy
Looking across all types of cultivation
Capturing data | Documenting best practices | Establishing standards
The Challenge: Data

No baselines or common measurement

Early stage chaos

Best Practices + Standards

Market transformation
Introducing the Cannabis PowerScore™

- Web-based tool that enables producers to compare their energy performance to like producers
  - By type of production
  - By state / climate zone
  - kWh (BTU) / gram
  - kWh (BTU) / sq ft
- Represents primary energy consuming activities in facilities
- Serves as basis of energy standard
- Captures aggregate data to inform stakeholders – “mini baselines” for utilities & public agencies

www.CannabisPowerScore.org

Public comment period now open! Your input welcome!
Together, we can make cannabis the most resource-efficient industry on the planet.

Join us.

Derek Smith, Executive Director
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Cannabis Sustainability Standards

Jacob Policzer
President & Co-Founder
The Cannabis Conservancy
Standard Credibility

- Open Process
- Transparency
- Relevance
- Adaptable
- Impartiality
- Improvement
TCC Standards
Certifying Organic and Fair Trade Cannabis?

Naturally

Ben Gelt
Cannabis Certification Council
Why Organic and Fair Trade?

• Consumers already believe it exists, especially organic

• Both are well established categories with clear consumer demand and producer benefit.

  • The USDA itself stresses this in their own marketing! *(https://www.ams.usda.gov/services/organic-certification/benefits)*
Why CCC?

The Council is a 501 c(3) organization that is the result of a merger of the Organic Cannabis Association of Denver and the Ethical Cannabis Alliance of Portland, OR.

We have combined efforts to help stabilize and mainstream the industry at a national and international level.

The Council is organized as a Standard Setting body, poised to publicize and market efforts around certification and standardization in the industry.

Industry and Consumer education are critical and a dedicated body focused on education is required.
Why it matters

• It’s critical that standards in cannabis flow from transparent, non-profit bodies to ensure that any and all conflict of interest is well managed and disclosed.

• Standard Setting Bodies are prevalent across industries and in cooperation with Certifying Bodies are considered the gold standard for establishing, managing and perhaps most critically promoting standards like Organic.
Douglas Fischer
Chief Legal Office
What is a Self-Regulatory Organization?

• Non-governmental organization that can both supplement and replace government regulation
  • Establishes policies and standards for fair, ethical and safe practices
  • Enforcing those standards
  • Serves both industry and public needs
What Do Standards & Certifications Accomplish?

• Increase legitimacy in eyes of regulators

• Shapes future government regulation

• Promotes public trust in industry

• Enhance business opportunities
Hallmarks of Effective Standards

• Inclusive & deliberative process for adoption

• Address right issues

• Robust certification and/or enforcement
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