Marijuana Industry Check-In

Thursday, March 2, 2023
Social Impact Plan Updates

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Current Social Impact Plan

- Required upon application and renewal
- Applicant fills in **social impact plan form** and uploads with application package
- Questionnaire with space for long-form answers
- Community engagement, diversity and inclusion, social equity, and sustainability
- No recognition for businesses that go above and beyond
- Form must be made publicly available by licensee
How it works

- Interactive form with 20 specific activities in each area of impact (including “other” option to describe other activities not listed).
- Businesses select all activities completed in the last year or since the last renewal.
- Businesses must select at least one activity in each area of impact (may include “other”) to complete the form in accordance with ordinance requirements and submit with license application.
- Businesses that select at least ten activities in at least one area of impact are eligible for recognition through a new program.

Five areas of impact: community engagement, social equity, diversity and inclusion, sustainability, and contracting

New, select-all format with specific activities

Improved transparency with plans available in public dashboard on EXL website
Cannabis Cares is a City and County of Denver initiative that recognizes cannabis businesses that go above and beyond to make a positive impact.
Businesses that earn 3 or 4 badges receive recognition as a Cannabis Cares Advocate.

Businesses that earn 5 or 6 badges receive recognition as a Cannabis Cares Champion.
Timeline

Public Announcement
March 2, 2023
Marijuana Industry Check-in

New Form Live
April 3, 2023

Cannabis Cares Launch Event
May 4, 2023
3 p.m. – 5 p.m.
City Park Pavilion
Who is eligible to participate in the Cannabis Cares program?
• Denver marijuana businesses
• Marijuana businesses outside Denver
• Ancillary, cannabis-related businesses

What will program participants receive?
• If your business earns one or more badges, you will receive:
  • Design files of your badge(s) for that year that you can use on packaging, decals, shirts, etc.
  • A certificate of participation
• If your business earns an Advocate or Champion designation, you will also receive:
  • Recognition at an annual recognition event
  • Listing on EXL’s website

Who reviews the plans and decides who receives a badge?
• Businesses self-report their activities. EXL will issue badges to businesses that report completing the required number of activities.
• EXL staff will review the plans for completion.

How does verification work?
• Businesses will include applicable details of each activity completed (date, organization, volunteer hours, donation amount).
• Businesses may be asked to provide documentation if there is a discrepancy.
• Consumers and businesses can verify that a business is a valid Cannabis Cares badge-holder and see what activities they have done using the public dashboard.
Questions or comments:
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