



# The Botanical Co - Lansing

AU-R-000332

This entity qualifies for the Bronze level tier of  
the Social Equity All-Star Program

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# SOCIAL EQUITY PLAN



## Overview

The Botanical Company (The Botanical Co.), Franklin Fields, Kalkushka and Una Labs are committed to having a positive impact in the communities we serve. We understand the importance of being good stewards of our resources not only in our local communities but the entire State of Michigan. Our commitment includes serving and supporting individuals who have been disproportionately and adversely impacted by marijuana prohibition and criminalization. We are constantly striving to build relationships with local service organizations, in all the communities we serve, and programs dedicated to reversing the effects of the war on drugs. Our companies are equally committed to providing safe and equitable access to cannabis. We have categorized these commitments into 4 areas of impact: (1) Community Impact (2) Workforce Development & Growth (3) Criminal Justice Reform & Harm Reduction (4) Safe & Legal Access

## Community Impact

At The Botanical Co., Franklin Fields, and BioBizz we believe that it is our responsibility to invest our resources in the communities we serve, particularly in those that are disproportionately impacted due to socio-economic status, race, ethnicity, sexual orientation, gender identity, the war on drugs, and other marginalized populations. Communities thrive when their citizens are safe with housing stability, access to medication & healthcare, access to education, and food stability. In each market we serve, we will seek out and partner with local service organizations dedicated to providing these much-needed services ensuring that resources are distributed to the areas of most need. Our companies support these agencies in 3 different ways:

- Supply Drives:
  - School supplies, emergency weekend food kits, coats, clothing, mittens, food
- Fundraising:
  - Round up/monetary donation at the cash register
  - Can drives
  - Collection jars
- Volunteering:
  - Park/Road Clean-Up
  - Food distribution and packing at shelters

Example organizations we have supported: The Last Prisoner Project, Great Lakes Expungement Network, Michigan Dyslexia Association, The Trevor Project, FISH, Tawas Youth Hockey, Iosco County Regional Education Services Agency, Child & Family Charities, Lansing Parks & Rec.

## Workforce Development & Growth

An important aspect of supporting the well-being of the communities we serve is providing economic opportunities, particularly in, and for, marginalized populations. We put an emphasis on these key areas:

- Recruitment & Workforce Development:
  - From within a 25-mile radius of the markets we are in.
  - Diversity in the workforce
  - Providing opportunities to those that have been impacted by the war on drugs (prior arrests, convictions, and incarcerations from marijuana related crimes)

- Reducing barriers to those entering the marijuana workforce
- Providing a safe and accepting work environment through our active support of traditionally marginalized populations
- Growth:
  - Strategically grow by evaluating the areas we scout through an equity and access lens
  - Reinvest in areas disproportionately impacted
  - Partnering with other companies that are SE minded with a commitment to social responsibility
  - Provide mentorship, technical consultation, and support for individuals and businesses experiencing systemic barriers

## **Criminal Justice Reform and Harm Reduction**

Righting the wrongs of prohibition is at the core of normalizing the marijuana industry. We are committed to supporting the communities that have been disproportionately impacted by higher rates of arrests, convictions and incarcerations related to marijuana crimes. In addition, as the number of opioid overdoses and deaths continue to rise, supporting harm reduction efforts is also priority.

Our commitment to these causes is a tiered approach:

- Supporting agencies dedicated to this work through fundraisers and financial contributions:
  - Last Prisoner Project
  - Great Lakes Expungement Network
- Recruitment & Growth practices noted in the Workforce Development & Growth section above
- Advocating for criminal justice reform to decriminalize marijuana

## **Safe & Legal Access**

Ensuring safe and legal access to marijuana for not only therapeutic use but also for research is crucial. Our companies are strong supporters of Americans for Safe Access (ASA). ASA defines safe and legal access as:

- International, federal, and state laws and regulations recognizing marijuana as a legal medicine
- Medical professionals recommending medical marijuana options as a frontline treatment option or an adjunct therapy where patients and their caregivers provided with the information they need to make educated choices about medical marijuana therapies
- Patients and medical professionals incorporating a diverse group of products and delivery methods to create a required personalized treatment regimen
- Patients can trust labels on products and that medicines are free of pesticides and contaminants
- Medical marijuana treatments are covered by insurance

Our commitment to ASA's mission and advocacy efforts is further solidified by the training we provide our retail staff through ASA's Patient Focused Certification training.

## **Positive Impact**

Because our companies are committed to making a positive impact in the world we share, our leadership team consists of individuals dedicated to our mission of "Bringing good people together to enhance lives by creating extraordinary cannabis experiences." Our weekly leadership meetings and monthly leadership strategy sessions are designed to keep us moving forward toward our mission and positive impact. Our Director of Advocacy & Social Responsibility is at the center of our social equity work ensuring we stay true to our mission and areas of impact.