

# Social Equity Commitment

Access, Opportunity, and Reinvestment in Minnesota Communities

## What Social Equity Means at CARTA

Social equity is more than a licensing checkbox; it is an ongoing commitment to who participates in the industry and who benefits from it.

CARTA focuses on meaningful access, fair employment practices, and reinvestment in communities touched by prohibition.

## Key Pillars

Workforce development pipelines that prioritize local and underrepresented candidates.

Community education around responsible adult-use, safe storage, and youth prevention.

Partnerships with organizations that support expungement, reentry, and economic mobility where appropriate.

## Customer Role

Customers can support equity by shopping intentionally, asking questions, and sharing safety and storage knowledge with others.

Equity and safety go hand in hand: better labeling, education, and storage reduce preventable harms.

## Key Takeaway

Equity is a daily practice inside CARTA facilities and across partnerships—not just a statement on a website.

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