

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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