Social Impact Report 2021-2023









SUPPORTING A DIVERSE AND INCLUSIVE ONTARIO CANNABIS SECTOR ADVANCING CANNABIS KNOWLEDGE AND PROMOTING RESPONSIBLE CONSUMPTION



A message from our CEO

Since its inception, the OCS has endeavoured not only to enable Canada's largest and most vibrant cannabis marketplace, but to operate our business in a way that prioritizes safe access to legal cannabis, responsible consumption, and contributes positively to the people of Ontario.

As a key pillar of our corporate strategy, social responsibility helps inform who we are as an organization and what we strive to do. It influences our decisions, from the partnerships we foster to the projects we undertake and the policies we implement. In 2023, we formalized our social responsibility efforts with the launch of Good All Around, our social impact platform, which connects Ontarians to the many benefits and contributions of the legal cannabis framework.

To recap the evolution of the OCS's Social Responsibility Strategy from 2021 to the end of 2023, we're proud to introduce the inaugural Social Impact Report. This document isn't just a reflection of what we have achieved; it is a testament to our entire team's commitment to environmental sustainability, diversity and inclusion, and improving cannabis literacy through education. With transparency and accountability as our guide, we leveraged data and storytelling to provide an open and honest account of our accomplishments and the areas where we aspire to grow. Going forward, the OCS will publish the Social Impact Report regularly to provide ongoing progress updates related to our social responsibility priorities and programming.

As the largest wholesale distributor of legal cannabis in the world, we believe it's OCS's role to lead by example as we establish high standards for social responsibility in our budding industry. While we're proud of our mission driven work to date, we acknowledge there is still work to be done. We know the path towards meaningful change is long and requires sustained effort, dedication, and, most importantly, collaboration.

Moving forward, we remain committed to learning, evaluating our approaches, listening to our communities, and seeking guidance from those who share our vision for a more equitable and sustainable industry.

David Lobo, President and CEO, OCS





ESTABLISHING A FOUNDATION FOR ENVIRONMENTAL SUSTAINABILITY

SUPPORTING A DIVERSE AND INCLUSIVE ONTARIO CANNABIS SECTOR ADVANCING CANNABIS KNOWLEDGE AND PROMOTING RESPONSIBLE CONSUMPTION

Who we are

INTRODUCTION AND

COMPANY OVERVIEW

The Ontario Cannabis Store (OCS) is a Crown agency solely owned by the Province of Ontario and reporting to the Ministry of Finance.

The OCS provides safe, responsible access to legal recreational cannabis for adults 19 and older.

We are Ontario's sole wholesaler to private retail cannabis stores authorized by the Alcohol and Gaming Commission of Ontario (AGCO). We also operate <u>OCS.ca</u>, the Province's online e-commerce platform.

LAND ACKNOWLEDGEMENT

In the spirit of truth and reconciliation, the OCS acknowledges that our office and warehouse occupy the ancestral, traditional, and contemporary lands of many nations, including the Anishinabek Nation, the Haudenosaunee Confederacy, the Wendat and the Attiwonderonk peoples, and is now home to many diverse First Nations, Inuit and Métis communities. North York is covered by Treaty 13 and Guelph is covered by Treaty 3 signed with the Mississaugas of the Credit.

WORLD'S LARGEST WHOLESALE DISTRIBUTOR OF LEGAL CANNABIS

We serve customers in every corner of Ontario through a network of more than 1,700 Authorized Cannabis Stores and online at OCS.ca.

RESPONSIBLITY IS AT OUR CORE

Social responsibility is embedded in the OCS's mandate and is fundamental to achieving our vision: to grow Canada's largest and most vibrant cannabis marketplace.

As a Crown agency of the Government of Ontario, we are determined to operate our business in a way that promotes the responsible consumption of cannabis while protecting youth and vulnerable populations.

A SOURCE FOR CREDIBLE INFORMATION AND EDUCATION ON CANNABIS

OCS provides current, fact-based and unbiased information about legal cannabis and responsible consumption.

1,700+ Authorized Cannabis Stores across Ontario (2023)

\$1.4B Wholesale revenue (FY 2022-23) IN OUR COMMUNITY

PEOPLE AND PURPOSE





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Collectively working towards a stronger Ontario

As a business enterprise of the Government of Ontario, the OCS generates net profits that are remitted to the Province to help fund its fiscal priorities, including public services and infrastructure that Ontario's communities depend on.

INTRODUCTION AND

COMPANY OVERVIEW



ALL PROFITS REINVESTED IN ONTARIO

OCS recently began making dividend payments to the Government of Ontario, and has established a process for making regular payments going forward.



OUR VALUES GUIDE OUR DECISIONS, KEEP US GROUNDED, AND ARE KEY TO OUR SUCCESS

Customer Focus

We strive to provide outstanding service and support to all internal and external customers.

Forward Thinking

We challenge the status quo and embrace continuous innovation.

Pride in Service

We act with the utmost integrity as proud public sector employees.

Teamwork

We work together, and we win together leveraging our diverse individual strengths.

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Call around

Since we launched our business in 2018, social responsibility has been embedded in our mandate. Although the principles of social responsibility have guided our actions, it was in 2021 that we articulated these principles into a tangible Social Responsibility Strategy.

In 2021, we launched our first multi-year Social Responsibility Strategy (2021–2024) centred around three core pillars which were developed through extensive internal and external stakeholder consultations. Through our social responsibility initiatives, we also recognize the important role we play in contributing to United Nations' Sustainable Development Goals (SDGs) and believe we can most meaningfully contribute to the four highlighted SDGs.

Our strategy was further refined in 2023 to produce "Good All Around" — OCS's social impact platform to connect Ontarians to the benefits and contributions of the legal cannabis framework. Good All Around is OCS's commitment to accountability and transparency as we drive positive change, establish impactful community partnerships and improve cannabis literacy across the province.





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We are taking steps to measure and improve our carbon footprint, with the goal of establishing a foundation for environmental sustainability within our operations.

SUPPORTING A DIVERSE AND INCLUSIVE ONTARIO CANNABIS SECTOR

As part of promoting a vibrant sector, we are committed to supporting diversity and inclusion in Ontario's cannabis industry.





It is our commitment to offer Ontarians strong, evidence-based cannabis education by working with leading academic researchers and organizations.

GOOD ALL AROUND

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SUPPORTING A DIVERSE AND INCLUSIVE ONTARIO CANNABIS SECTOR

ADVANCING CANNABIS KNOWLEDGE AND PROMOTING **RESPONSIBLE CONSUMPTION**

OCS in the community

TOGETHER WE THRIVE

\$500,000 in funds distributed to six organizations through the Social Impact Fund

\$319,000

in funds spent towards supporting Black-led initiatives

\$60M contributed back into the marketplace through OCS's new fixed markup pricing structure and margin reduction

THE MORE YOU KNOW...



educational and research initiatives focused on advancing knowledge



equity and access grants sponsored by the OCS



18

grants distributed to enhance the presence and participation of Black, Indigenous, and people of colour-owned cannabis businesses at industry events, mitigating cost and other participation barriers

grants distributed to

increase industry event

of small Ontario-based

cannabis businesses

presence and participation

\$56,500

in grants provided to Licensed Producers and Authorized Cannabis Stores who are 51% Black, Indigenous or person of colour-owned

\$14,800

in grants provided to small Ontario-based business owners in the cannabis industry



\$10**M**

estimated savings for the Canadian cannabis industry due to OCS's insurance policy revision to allow for easier access to the marketplace

IN OUR COMMUNITY

PEOPLE AND PURPOSE

CannSell training vouchers prioritizing individuals who identify with equity-deserving and 2SLGBTQ+ groups







wholesale rate adjustment on all cannabis products sold to Authorized Cannabis Stores operating on First Nation reserves







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Establishing a foundation for environmental sustainability

The legalization of cannabis in Canada has led to increased plastic production, use and waste, prompting concern for the people of Ontario and the industry as a whole.

In response, OCS is taking steps to reduce our carbon footprint, laying a foundation for sustainability in our operations.



MEASUREMENT, TRANSPARENCY AND ACCOUNTABILITY ARE CORE TO A SUSTAINABLE CANNABIS INDUSTRY

CONSISTENT MEASUREMENT

Through annual data collection and measurement, we aim to better understand our environmental impact and minimize harm where possible.

To date, OCS has completed two years of emission data collection across our operations. This data will be used to help inform our Emission Reduction Plan.

ONGOING ADVOCACY

Through regular engagement with government partners, we advocate for industry-wide changes to improve environmental sustainability.

In 2022, we published a discussion paper in response to Health Canada's legislative review of the *Cannabis Act*, in which we provided recommendations to enhance sustainable practices focusing on product packaging.



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Working towards *a more sustainable* cannabis industry

At OCS, we are dedicated to reducing our impact on the environment and becoming a leader in sustainable practices within our industry. From streamlining our transportation to partnering with Climate Smart and initiating a Life Cycle Assessment, we are taking meaningful steps toward creating a greener future.

A Life Cycle Assessment is a scientific methodology to analyze the environmental impacts associated with all the stages of the life cycle of product.

Our simplified Life Cycle Assessment is based on a standard unit of 3.5 grams of dried cannabis from seed to sale. It looks at the overall carbon footprint from the point of production up to distribution to Authorized Cannabis Stores.

2021

OPERATIONAL EFFICIENCIES

We worked with our third-party distribution centre, Domain Logistics, to streamline our operations by merging several warehouses into a single distribution centre, improving transportation and energy efficiency through optimized routing.

Additionally, we achieved more efficient vehicle use for retail deliveries by switching to a huband-spoke model and replacing 26 ft. delivery trucks with Sprinter vans for the majority of shipments to Authorized Cannabis Stores

2022

STANDARDIZED MEASUREMENT

We partnered with Climate Smart, an organization that guides companies towards sustainable practices.

Through this partnership, we are annually collecting data on our greenhouse gas emissions across our internal operations. In addition, five employees and one senior leader completed Climate Smart's training program.

2023

LIFE CYCLE ASSESSMENT

Using our emission data, we initiated the development of a Life Cycle Assessment.

In collaboration with Groupe AGÉCO, we conducted a simplified Life Cycle Assessment to assess the environmental impact across a cannabis product's life-cycle from seed to sale. This initiative helped us better understand our contribution to the overall carbon footprint of cannabis production and sale in Ontario.

PEOPLE AND PURPOSE



Next Steps >

EMISSION REDUCTION PLANNING

We will continue our sustainability journey by developing an Emission Reduction Plan, in partnership with Domain Logistics, that will outline actionable goals designed to reduce carbon emissions across OCS's operations.

We are excited about the progress made to date and are committed to continuing our efforts to create a more sustainable future in Ontario's cannabis sector.



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Enhancing opportunities in the cannabis industry

ACKNOWLEDGING OUR HISTORY TO ENABLE A BETTER FUTURE

Canada's legal cannabis industry was born out of grassroots movements that successfully lobbied for legalization over a period of decades. Despite progress made, this history included the harmful treatment of equity-deserving communities, and has since contributed to a concerning lack of diversity, equity, and inclusion in the industry.

We are committed to supporting an inclusive sector, but must also acknowledge that we do not have all of the answers. We are currently working to better understand representation in the sector and supporting programs that support diversity in the industry.

As such, part of our 2021–2024 Social Responsibility Strategy has been focused on gaining knowledge and understanding in this area through partnerships, consultations, research, and listening to our stakeholders.

INCREASING ACCESS THROUGH POLICY CHANGE

In 2022, OCS implemented a revised insurance policy for Licensed Producers seeking to do business with the OCS to reduce barriers for small producers to enter Ontario's market.

In 2023, OCS transitioned to a new fixed markup pricing structure, along with a reduction in its margins, to create greater transparency and consistency for Licensed Producers and support a vibrant marketplace better positioned to compete with illegal operators. The OCS is pleased to contribute approximately \$60 million back into the marketplace in 2024–25, which will compound annually in years thereafter as the market grows.

FIRST NATIONS WHOLESALE RATE ADJUSTMENT

At the direction of the Government of Ontario, the OCS continues to provide a First Nations Wholesale Rate Adjustment on the wholesale purchase of cannabis products for all AGCO-authorized stores located onreserve.

This adjustment supports economic development in Indigenous communities and participation in the Ontario cannabis sector, as well as ensuring wider consumer access to a quality-tested supply of legal cannabis.



EQUITY AND ACCESS GRANTS SPONSORED BY THE OCS IN 2023

These are programs designed to increase the presence and participation of equitydeserving groups and small businesses at industry events.





31 CannSell training vouchers prioritizing applications from Black people, Indigenous people and people of colour, as well as those who identify as 2SLGBTQ+

IN OUR COMMUNITY

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Black History Month

February 1, 2023

The OCS marked Black History month by bringing together industry leaders, Authorized Cannabis Stores, Licensed Producers, students and OCS employees to celebrate Black leaders in Ontario's cannabis industry.

It was an evening of conversation, networking and inspired food, catered by *MasterChef Canada* contestant Marissa Leon-John.

The evening featured a keynote address by Donisha Prendergast, a distinguished social justice advocate, filmmaker, actor and writer, known not only for her creative and advocacy work, but also as the granddaughter of the renowned Bob and Rita Marley. Adding further depth to the event, a compelling panel discussion was facilitated by OCS's Senior Manager of Social Responsibility and Partnerships, Dr. Jenna Valleriani, featuring prominent Black entrepreneurs from Ontario's cannabis sector. The panelists, Roben Triplett, Dwight Clarke, and Ashley Athill, shared their personal successes, and experiences with confronting the persistent challenges and cultural stigmas that pervade the cannabis industry. Their discourse painted a detailed picture of the landscape, highlighting both the progress and the ongoing struggles encountered by entrepreneurs from equity-deserving communities in establishing and advancing their businesses in this evolving sector.





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ADVANCING CANNABIS **KNOWLEDGE AND PROMOTING RESPONSIBLE CONSUMPTION**

Identifying *gaps* in diverse representation

COLLABORATION FOR INSIGHT

In 2021, OCS partnered with Deloitte to release the report "An Industry Makes Its Mark" to better understand the significant disparities in diverse representation in the cannabis sector.

This report highlighted that most Licensed Producers are led by white men (72%), followed by white women at 12%. It also highlighted the notable underrepresentation of racialized men (14%) and women (2%) in executive roles.

This is particularly concerning given the disproportionate impact of cannabis-related arrests on equity-deserving communities before legalization.

These insights are important for OCS and all leaders in the cannabis sector to guide future policy and systemic reforms.

UNVEILING INEQUITIES IN THE CANADIAN CANNABIS INDUSTRY

Key insights from the Deloitte report "An Industry Makes Its Mark"

40% SOUTH ASIAN
19% EAST ASIAN
15% INDIGENOUS
12% ARAB
7% BLACK
7% HISPANIC

2% RACIALIZED WOMEN **14%** RACIALIZED MEN

12% WHITE WOMEN

72% WHITE MEN

Source: (2020) Centre on Drug Policy Evaluation and the University of Toronto. "How Diverse is Canada's Legal Cannabis Industry?" as cited in "An Industry Makes Its Mark" report

RETAIL DIVERSITY STUDY

In 2023, OCS, in consultation with Dr. Akwasi Owusu-Bempah from the University of Toronto, completed its inaugural survey examining diversity among Authorized Cannabis Store owners to better understand leadership in Ontario's cannabis retail sector.

The OCS is committed to conducting the survey every two years to:

- equity-deserving groups.

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The results of the first OCS Retail Diversity Survey provide insights about demographic representation and leadership in Ontario's retail cannabis landscape. The survey's findings will help support initiatives intended to foster an inclusive, vibrant, and healthy retail cannabis sector in Ontario, and demonstrate the OCS's leadership in the broader cannabis industry.



1. Understand how diversity among retail leadership is progressing. 2. Inform the development of social impact initiatives. 3. Support future amplification opportunities for retailers from

> Dr. Akwasi Owusu-Bempah Associate Professor, University of Toronto



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CANNABIS MADE CLEAR

In 2022, we launched Cannabis Made Clear, an online education hub to help increase cannabis knowledge by providing unbiased, fact-based and current information.

Our priorities for this initiative are:

cannabis.

2. To ensure all Ontarians can access information. Cannabis Made Clear's multi-channel

Addressing *gaps* in cannabis education

Our belief is that the more Ontarians know about cannabis, the better positioned they are to make informed, responsible decisions. We are committed to addressing educational gaps and promoting responsible cannabis consumption.

BUY LEGAL CAMPAIGNS

The OCS launched two Buy Legal public education campaigns in 2021 and 2022 for cannabis consumers to highlight the benefits of purchasing cannabis through the legal, regulated market.

Our priorities for this initiative were:

- **1. To promote consumer education and safety.** The campaigns focused on educating consumers about the wide range of tested and quality-assured products available in the legal market.
- 2. To promote the benefits of the legal cannabis framework. The campaigns aimed to showcase the convenience and accessibility of the legal cannabis market to consumers. This involved highlighting an instore shopping experience representative of the 1,700+ Authorized Cannabis Stores in Ontario.

CAMPAIGN OUTCOMES

Following the Buy Legal public education campaigns, over two-thirds of consumers were more likely to purchase cannabis from the legal framework.

In addition, OCS and Cleansheet Communications won the Silver Clio Cannabis Award in 2023 for the "Mystery Solved" campaign.



1. To provide reliable and approachable cannabis

information. We provide evidence-based information that is reviewed by third-party experts to ensure the highest standards of accuracy and credibility. The content serves to educate and guide the public in making informed decisions about

public education campaign is non age-gated and accessible to all to foster a broader educational message aimed at empowering everyone to navigate cannabis-related conversations.

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222M

impressions in our second

advertising campaign

Hazy on the facts?

INTRODUCTION AND

COMPANY OVERVIEW

CANNABIS MADE CLEAR GOES LIVE

In 2023, OCS launched two public social responsibility campaigns to promote cannabis education and responsible consumption in Ontario. The first was a digital campaign focused on growing awareness of Cannabis Made Clear and its fact-based information to support responsible cannabis choices and conversations. The second campaign, "Hazy on the Facts," aimed to clear up misinformation about cannabis, by directing the public to Cannabis Made Clear. This initiative marked OCS's entry into broadcast media, intending to make cannabis education accessible to all Ontarians.





CANNABIS MADE CLEAR HOT OFF THE PRESS

OCS partnered with O2O, a printon-demand platform providing Authorized Cannabis Stores across Ontario access to cannabis education materials shipped directly to their stores at no cost.



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ADVANCING CANNABIS **KNOWLEDGE AND PROMOTING** RESPONSIBLE CONSUMPTION

Social Impact Fund

In 2023, the launch of the Social Impact Fund marked our commitment to fostering social responsibility in the cannabis sector. The Social Impact Fund is dedicated to funding community projects and research initiatives that resonate with one of OCS's three key pillars of social responsibility.

The OCS invited incorporated not-for-profits, registered charitable organizations and research teams affiliated with academic or research institutions to apply for funding, which can range from \$25,000 to \$100,000 for projects that are eight to 12 months in length.

> In our first cycle, six projects were selected, totalling \$500,000.

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The [Social Impact Fund] will not only help to amplify our voice and what we do, but align our initiative with partners that will open doors for those that need it the most. The cannabis industry is a better place because of this grant and it will be felt for generations to come.

Michael Athill

Director, Cannabis Social Equity and Equality Development (S.E.E.D.) Initiative

Tanya Watkins

Vice President. Corporate Affairs, Social Responsibility and Strategic Engagement, OCS



The Social Impact Fund is OCS's Social Responsibility Strategy in action. Through this initiative, and as part of OCS's ongoing commitment to championing a socially responsible cannabis industry, we're investing in programs, services and research that bridge gaps in knowledge, create shared social value and help mobilize positive change as we enable Canada's largest and most vibrant cannabis marketplace.





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Social Impact Fund Inaugural Recipients



UNIVERSITY OF CALGARY

The Young Adult Digital Storytelling Cannabis Harm **Reduction Project**

The Young Adult Digital Storytelling Cannabis Harm Reduction Project explores young adults' experiences with cannabis. Participants create personalized videos to share significant moments related to cannabis use. The goal is to empower young adults to reduce cannabis-related harm and to generate diverse perspectives on the risks and benefits of cannabis. The project aims to create eight to ten digital stories from across Canada, with a focus on Ontario, to deepen understanding and promote safe-use practices.

THE CANNABIS SOCIAL EQUITY AND EQUALITY **DEVELOPMENT (S.E.E.D.) INITIATIVE**

Growing Opportunities: Cannabis Workforce Empowerment Program

S.E.E.D. is committed to empowering Black, Indigenous and people of colour (BIPOC) to thrive in the cannabis sector. Through skill development, education, training and mentorship, the group aims to unlock their potential. Our approach involves forging strategic partnerships with educational institutions, trade programs, industry leaders and licence holders.

MCMASTER UNIVERSITY

Wading Through The Weeds: Mobilizing a Trauma-Informed and Harm Reduction Approach to Accessing Information and Support Regarding Cannabis Consumption During Pregnancy and Breastfeeding

The McMaster team is working on tools to support and inform pregnant and lactating parents regarding cannabis use. This includes creating a video and toolkit that explain the effects of cannabis use during pregnancy and provide harm reduction strategies. The toolkit will also provide resources for parents and healthcare providers, promoting culturally sensitive support.

CANADIAN STUDENTS FOR SENSIBLE DRUG POLICY This is Your Brain on Drug Education: A Get Sensible PSA Series

Canadian Students for Sensible Drug Policy is expanding its Get Sensible program in Ontario by creating a series of unique Public Service Announcements (PSAs). These PSAs will use Gen Z humour to effectively share harm reduction information from the Sensible Cannabis Education booklets. The aim is to promote responsible cannabis use by creatively subverting traditional PSA formats and providing diverse representation of youth experiences.

CENTRE ON DRUG POLICY EVALUATION

In contrast to the disproportionately Black and Brown faces who were casualties of the war on drugs, Canada's legal cannabis industry is overwhelmingly dominated by white faces. Canadian jurisdictions have not prioritized equity initiatives to support the inclusion of under-represented racial groups – with a focus on people adversely affected by cannabis prohibition - in the legal cannabis industry. In response, the Centre on Drug Policy Evaluation will develop a report offering priorities and considerations to strengthen industry inclusion and diversity in Ontario.

PRINCESS MARGARET CANCER CENTRE

and Prostate Cancer Incidence

This study aims to fill a research gap by exploring the relationship between long-term cannabis use and the development of prostate cancer. It will do so by employing a single-centre case-control study design, focusing particularly on the effects of cannabinoids and their activation of CB1 and CB2 receptors in the modulation of prostate cancer.

Towards a More Equitable Cannabis Industry in Ontario: Enabling an Inclusive, Diverse, and Vibrant Legal Market

Investigating an Association Between Lifetime Cannabis Exposure



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ADVANCING CANNABIS **KNOWLEDGE AND PROMOTING RESPONSIBLE CONSUMPTION**

People and purpose

330 +

employees

90% of employees are

for OCS

proud to work

of employees are excited to work at OCS

83%



Our people are the heart of our mission.

Engagement score



Public sector benchmark 7.5 (+0.4)

Inclusive workplace



Public sector benchmark 7.3 (+0.4)

Psychological safety



Public sector benchmark 7.5 (+0.4)

Meaningful work



Public sector benchmark 7.9 (+0.3)

66

we grow.

Vice President, People





At the OCS we understand that a truly inclusive workplace is one that reflects the richness of perspectives, experiences, and backgrounds. Creating an inclusive workplace is not just the right thing to do, it is a strategic advantage. We're achieving this by creating systems and processes that naturally support diversity and inclusion, allowing them to thrive and evolve as



GOOD ALL AROUND

representative OCS

Fostering an *inclusive* and

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DEI IN ACTION

Our progress to date has been centred on setting the foundation for creating a more inclusive and representative workplace.



In 2023, OCS launched a three-year Diversity, Equity, and Inclusion (DEI) Strategy with the purpose to build a scalable framework that focused on guiding how we build our teams, cultivate leaders and create a culture that is representative of the people of Ontario.

Awareness

We hosted internal campaigns for nationally recognized days of significance to improve awareness, understanding and education:

- National Day for Truth and Reconciliation
- National Indigenous History Month
- Black History Month
- International Women's Day
- Disability Pride Month
- Pride Month

Enablement

We established the DEI Council, an employee-led group focusing on:

- Creating safe spaces for diverse groups of employees
- Informing and supporting internal DFI initiatives
- Acting as DEI champions across the business

Measurement

At the OCS, we believe having employees who reflect the diversity of the communities and province we serve makes us a better organization.

To set realistic Diversity, Equity and Inclusion goals, we introduced to employees a Voluntary Self-Identification Survey that will help us to determine our benchmarks and measure our progress over time.

PEOPLE AND PURPOSE

Training

We hosted a series of engaging roundtable discussions and workshops with diverse, cross-functional stakeholders to foster an inclusive and educated workplace culture:

- Lectures on Deaf Culture and American Sign Language

- 4 Seasons Reconciliation Education
- A Virtual KAIROS Blanket Exercise
- An International Women's Day panel accompanied by a workshop

We also partnered with the Mental Health Commission of Canada to provide mental health training and certification to 20 employees.

Charting Our Path Forward

We are grateful to OCS's outstanding team of internal collaborators, community partners and all the hardworking people who make up the legal cannabis industry. Those individual and collective contributions have supported the positive changes reflected throughout the pages of this inaugural Social Impact Report.

The OCS takes its mandate to champion a safe and socially responsible cannabis industry seriously, and we continuously strive for measurable and impactful outcomes through our Good All Around partnerships and programming. As we move forward, we do so with hopeful optimism stemming from the promising foundation of social responsibility work showcased in this publication.

In 2024, we will begin developing our next Social Responsibility Strategy (2025–28) to continue supporting our vision of enabling Canada's largest and most vibrant cannabis marketplace. Recognizing that there is still more work to be done, we are committed to advancing our mission while seeking innovative ways to continuously broaden our impact.

Follow us to learn more.

- www.facebook.com/ON.Can.Store
- www.instagram.com/OCS__Canada/ O
 - www.linkedin.com/company/OCS-Ontario-Cannabis-Store



OCS.ca/GoodAllAround

