



ABOUT EON

EON is a 501c3 nonprofit organization with a mission to increase and encourage participation among African Americans, Latinx and other marginalized groups negatively impacted by the failed war on drugs in the cannabis industry through ownership opportunities and meaningful employment.

In support of that mission, EON's programs are always inclusive to anyone who wishes to participate and offer technical support for those actively navigating the application process to become licensed operators.

UPLIFTING MARGINALIZED VOICES TO CHANGE LAWS

EON, our advocacy partner organizations, and our grassroots supporters have been on the forefront of equity advocacy since Question 4. Our co-founders Shanel Lindsay and Shaleen Title were instrumental in securing equity language in the original ballot question and our team has been fighting to strengthen them ever since.

Advocacy highlights

- ⌚ Turned out hundreds of supporters to three rallies for cannabis equity
- ⌚ Mobilized thousands of emails, calls, and social media posts in support of cannabis equity
- ⌚ Earned dozens of media articles and placed numerous op-eds highlighting needs to change cannabis laws
- ⌚ Recruited hundreds of co-sponsors on cannabis reform bills
Supported CCC's equity exclusivity for delivery licensing
- ⌚ Secured passage and signing of "An Act Relative to Equity in the Cannabis Industry"

An Act Relative to Equity in the Cannabis Industry

- ⌚ Dedicates tens of millions of dollars to cannabis social equity grant and loan fund (15% of cannabis tax revenue every year)
- ⌚ Reforms MA's broken host community agreement system
- ⌚ Requires equity in municipal licensing
- ⌚ Creates municipal financial incentives for equity licensing
- ⌚ Improves access to expungements
- ⌚ Enables social consumption licensing

RESPONSIBLE VENDOR & TECHNICAL TRAINING(S)

In addition to changing laws and regulations, EON is proud to partner with workers, ancillary service providers, and businesses in the regulated industry to serve communities of color and beyond with technical assistance and industry training.

Positive Impact Mentorship (12 month program duration)

These sessions will offer direct mentorship to up to 25 individuals every year in the process of starting a cannabis business legal professionals and support in specific areas of the canna-business (Extraction tech, Recruiting/Training, Finance, and Guest Speaker series). The attendees benefiting from this program include previous participants of the Cannabis Control Commission's Social Equity program, as well as individuals in the process of getting started with a canna-business.

Plant-Touching Info Series with MCR Labs

Consumer education alongside Massachusetts leading analytical laboratory, MCR Labs, about products in the market: how to shop, how to grow your own, creating finished products, and more.

Workshops for Entrepreneurs

Education for emerging brands interested in participating as an ancillary business, looking for support with a licensing deal in partnership with licensed cannabis manufacturers/ cultivators. Featuring industry professionals, licensed facility visits, including topics ranging from, IP protections, packaging solution considerations, branding, and how to prepare and execute a successful brand deal.



LET'S TALK

Let's connect on how we can support your upcoming positive impact, inclusion & diversity initiatives.