



2018
COMMUNITY
REPORT

FOUR20

PREMIUM MARKET



WHO WE ARE



OUR MISSION

IGNITE COMMUNITY.

SPARK A NEW CULTURE.

ELEVATE THE STANDARD.

OUR MANTRA HAS ALWAYS BEEN THE SAME -

To approach cannabis in a socially responsible manner, ensuring we're providing our consumers with the best products, information and customer service to guide their cannabis experience.

We are an Alberta-based cannabis retailer, focused on knowledge sharing and community. We seek to create and promote change by shifting stigmas surrounding cannabis and collaborating with like-minded individuals to give back to the community. We want to do more than just sell cannabis; we want to teach the community about the plant's benefits and work towards the positive progression of the industry.

OUR WHY



IGNITE COMMUNITY

Our aim is to be responsible stewards of cannabis in the community, fostering strong relationships and sharing knowledge. To give whenever we can, to support thriving communities, whether that is in-kind donations or simply working together to support a common goal. This engagement helps strengthen our ability to affect change, to address stigmas and to positively shape the landscape in a nascent industry.



SPARK A NEW CULTURE

Our team is diverse, inclusive and supportive. We recognize passion, expertise and a willingness to take on new challenges. We seek opportunities for growth to ensure we are always adapting to the needs of the sector and those we serve. We all play a role as ambassadors for this organization and share in a collective passion to build a community of support. Our culture is shaped by the diverse nature of our staff and solidified by a collective pursuit for greatness.



ELEVATE THE STANDARD

To elevate the standard means to deliver an unparalleled in-store experience through innovative services and unmatched expertise. It speaks to our drive – to take one step further, to keep progressing, to leverage every opportunity in order to realize the full potential in this dynamic industry.

COMMUNITY ENGAGEMENT

HOW WE LIVE IT

If there's something going on, we want to be part of it. We love getting to know the communities in which we operate and give back in any way we can. Sometimes it's large scale activations, where we can chat with the community and answer questions about the changing cannabis landscape, sometimes it's just a handful of our team wanting to do something to give back.



IN 2018,
WE WERE INVOLVED IN
CHARITY
INITIATIVES AND
COMMUNITY

7
8



THERE IS NO POWER FOR CHANGE GREATER THAN A COMMUNITY DISCOVERING WHAT IT CARES ABOUT.”

- MARGARET J. WHEATLEY



COMMUNITY ENGAGEMENT

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VOLUNTEER DAYS

We encourage our employees to get involved in the community by offering a paid volunteer day every year. In doing so, our employees can explore the facets of community that most interest them and in turn, affect greater change based on their unique passions.

IN 2018, WE PUT IN OVER
VOLUNTEER HOURS

136

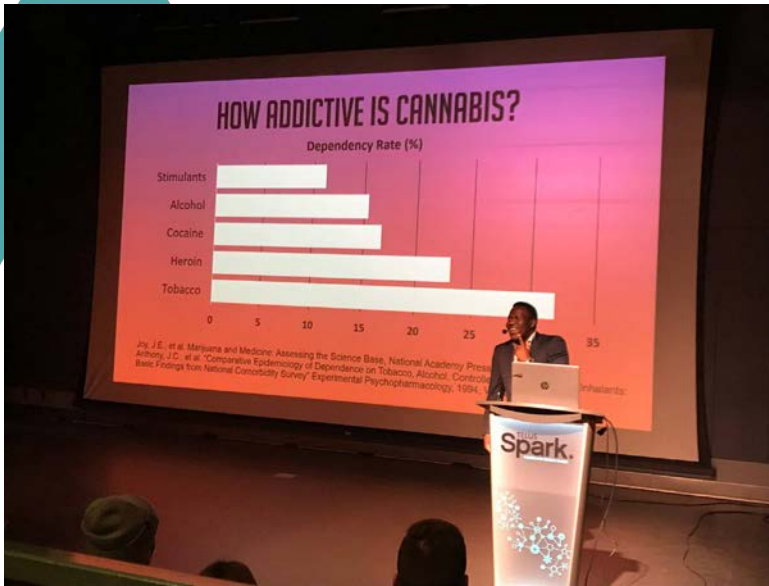


WE GET BY WITH A LITTLE HELP FROM OUR FRIENDS

We partnered with some amazing creatives who are creating a big impact in our local community.

Big thank you to the wonderful minds and hearts of Local Laundry, Milk Jar Candle Co., Daniel J. Kirk at Blank Page Studio and Taylor Odynski for their willingness to jump in and collaborate on some amazing projects.

COMMUNITY COLLABORATIONS



TO SHARE KNOWLEDGE IS TO CREATE UNDERSTANDING

We can't help it. We're passionate cannabis nerds.

Keeping in line with our mission, we're always striving to educate in a nascent sector. The industry is dynamic and capturing global attention, but with the mass growth can bring anecdotal information and false claims. We strive to share evidence-based, and regulation informed information. In order to ensure the cannabis industry progresses in a positive way, we will continue to be a voice in the community.



AN INVESTMENT IN KNOWLEDGE PAYS THE BEST INTEREST.

- BENJAMIN FRANKLIN

EDUCATION

THE FOUR20 TEAM SPOKE AT NATIONAL EVENTS IN 2018

22



REDUCING OUR FOOTPRINT

The industry may be in its infancy, but the desire to create a sustainable future is strong. Our goal is to support local as much as we can and to ensure we are enacting programs that support the consciousness and longevity of the community. We have embarked on recycling programs for cannabis packaging and encourage our patrons to bring reusable bags for their purchases.

THE LOCAL ECONOMY

Our products specialist has worked to incorporate local suppliers in whenever we can, from our bags, to pipes and accessories. We believe in supporting the community that supports us and giving our business to passionate, like-minded individuals.

SUSTAINABILITY

