



The National Institute for Cannabis Health & Education
is pleased to work with CW CannabisWise Ltd.
in establishing the *CannabisWise* Program

Overview: Cannabis Accreditation Program

DRAFT

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“In collaboration with our industry partners, NICHE Canada will develop nationally recognized standards and best practices that will advance health and safety, and drive continual improvement in the cannabis industry.”

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NICHE Canada

INTRODUCTION

The National Institute for Cannabis Health and Education (NICHE Canada) is a not-for-profit organization that was created to support the development of public cannabis policies that prioritize the health and safety of Canadians and promote a collaborative, transparent and fact-based approach to legalization.

NICHE Canada collaborates with a wide range of sector stakeholders, all levels of government, academic leaders, public safety and health officials to develop public education and employment training programs to help prepare communities for cannabis legalization and the post-prohibition marketplace. Over the past year we have:

- Consulted with industry and government and provided input before during and after public consultations
- Spoken at cannabis industry events and business association meetings to address questions and dispell myths
- Hosted a cannabis job fair and a forum to hear concerns and issues for craft growers in Western Canada
- Worked with Health Canada in reaching out to craft growers to participate in a webinar to help them understand proposed regulations, learn the key concerns of government and get their input on the proposed legislation
- Developed a multi-cultural program to engage the Asian and South Asian communities and better understand their concerns (to be launched in 2018)

For all involved, the next six months will help shape communities and the cannabis industry for years to come. With growing uncertainty in the Unites States, the world is increasingly looking at Canada to establish a responsible cannabis industry that promotes quality assurance, consumer protection, public safety and corporate social responsibility.

Two critically important factors in Canada's legalization plans are:

- the establishment of privately-owned and operated cannabis retail locations
- integration of small and medium-sized 'micro' producers into the supply chain

Cannabis consumers consistently identify specialty stores as their preferred sales option. Industry analysts agree micro-growers and designated Health Canada producers are critical to addressing supply shortages and preventing a black-market insurgency.

PURPOSE

In collaboration with sector leaders, NICHE Canada is proposing to expand our services, working with CannabisWise Ltd. to establish an Accreditation Program for private retailers and micro-producers that promotes responsible behaviour and quality assurance planning at all levels of their organization.

GOAL

Establish a recognizable and trusted *CannabisWise* brand to reassure consumers and regulators that private retailers and micro-producers are correctly focused on quality control, promoting responsible cannabis use and complying with new regulations.

CANNABISWISE OVERVIEW

Many Canadian sectors have established accreditation programs to promote quality, safety and consumer protection standards. Examples include:

- Canadian Council of Directors of Apprenticeships Red Seal Program
- Technology Accreditation Canada
- Ocean Wise
- Canadian Centre for Accreditation for community-based health and social services.
- ECO Canada Environmental Program Accreditation
- Canadian Association for Laboratory Accreditation

Informed by these best practices the proposed *CannabisWise* standard establishes a recognizable brand and 10 performance measurements that Canadian consumers, regulators private retailers and micro-producers can rely on.

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“CannabisWise accreditation program by NICHE will be the first of its kind in Canada”

– Georgia Straight, Dec 17

“Not-for-profit aims to set up pot accreditation program: CannabisWise' will be like the Ocean Wise seafood program, says organization”

– CBC Radio, Dec 17

“CannabisWise program to ease consumer concerns ahead of legalization” –

Canadian Press, Dec 17

CANNABISWISE OVERVIEW (cont.)

#	CATEGORY	PERFORMANCE MEASURE
1.	COMPLIANCE	<ul style="list-style-type: none"> • Effective operational plan to ensure ongoing compliance with federal, provincial and municipal regulations
2.	TRANSPARENCY	<ul style="list-style-type: none"> • Professional financial controls and oversight • Maintain current web-site and/or social media platform that provides customers and regulators basic information about the organization, available products and quality testing
3.	STAFFING	<ul style="list-style-type: none"> • Employee education programs regarding responsible cannabis use, product quality, age verification and health impacts • Minimum staffing levels • Progressive hiring practices that promote inclusion • Background checks for relevant team members
4.	YOUTH PROTECTION	<ul style="list-style-type: none"> • Established program to ensure age verification in-store and through home delivery services
5.	HEALTH	<ul style="list-style-type: none"> • Established referral relationship with health care practitioner • Public health promotion information on display
6.	SECURITY	<ul style="list-style-type: none"> • Enhanced safety measures that go beyond minimum standards of compliance (Examples: additional lighting outside, participate with community policing group)
7.	WORKPLACE HEALTH & SAFETY	<ul style="list-style-type: none"> • Ongoing Employee training programs to prevent work place injuries and promote wellness Positive work place safety inspection/compliance reports
8.	TECHNOLOGY	<ul style="list-style-type: none"> • Application of secure and integrated technology systems, particularly related to the protection of customer data and cannabis tracking
9.	SOCIAL RESPONSIBILITY	<ul style="list-style-type: none"> • Support for community engagement and public education programs • Sustainable Green Business practices (ie: recycling program participation, water re-use)
10.	CONTINUOUS IMPROVEMENT	<ul style="list-style-type: none"> • Ongoing renewal of quality standards incorporated into operations

PROPOSED NEXT STEPS

TIMELINE	ACTIVITY
Jan – Feb 18	<ul style="list-style-type: none"> • Consultation period with government partners at all levels, education institutions, community organizations, reputable micro-producers, municipally-approved dispensaries and prospective retailers in Canada to seek input on proposed <i>CannabisWise</i> scope and standards
Feb 18	<ul style="list-style-type: none"> • Establish an advisory committee of subject matter experts to guide the development of program accreditation and audit criteria
Mar – Apr 18	<ul style="list-style-type: none"> • Finalize program criteria, process and partnerships
April 18	<ul style="list-style-type: none"> • Program launch
Apr – Jun 18	<ul style="list-style-type: none"> • <i>CannabisWise</i> accreditations announced
Summer – Fall 18	<ul style="list-style-type: none"> • Cannabis legalized • <i>CannabisWise</i> accreditations announced
Winter 2018	<ul style="list-style-type: none"> • Mid-year compliance reporting (PR document reporting on program success to date, participation etc.) • <i>CannabisWise</i> accreditations announced
Spring 19	<ul style="list-style-type: none"> • Partnership and membership renewal