

## Plan of Action for the year 2024

GOALS	TARGETS	TIMELINE/ DEADLINE	MANDATE
<b>GOAL A: Creation &amp; Constitutional Process</b>	<b>Target A01: Proclamation</b> Proclaim the Embassy	17 Feb. 2024 <b>done</b>	Government
	<b>Target A02: Interim Structure</b> Adopt <i>Interim</i> Internal Structure	17 April 2024 <b>done</b>	Government
	<b>Target A03: Draft Constitution</b> Prepare White Paper/Zero Draft of the Constitution, simple to read for anyone, based on background elements: - All elements related to State constitutional processes, - Examples of other Constitutions, - Other types of attempts to create new States.	31 July 2024	Constitutional Council
	<b>Target A04: Constitutional Consultations</b> Organise Public Consultations on the Draft Constitution to comment on and amend it	August–Dec. 2024	Government
	<b>Target A05: Constitutional Indaba</b> Organise Constitutional Indaba <sup>1</sup> to adopt the Constitution	20 April 2025	Parliament
<b>GOAL B: Outreach &amp; Communication</b>	<b>Target B01: Logo &amp; Emblem</b> Introduce logo, emblem, graphic charter, and flag (for final adoption at the Constitutional Indaba).	30 Sept. 2024	Government
	<b>Target B02: Human Resources</b> Have a functional Cannabis Embassy Human Resources Database, with: - For everyone involved: Descriptions of categories and responsibilities, - For Ambassadors, Diplomats, and Senators: Photos & bios. <i>This target is associated with Target C03</i>	31 August 2024	Council on Communications
	<b>Target B03: Merchandising</b> Produce basic merchandising (based on Target B01) and provide source files to the community for decentralized production of goodies (based on Target B02).	20 April 2025	Council on Communications
	<b>Target B04: Communication Strategy</b> Establish a Clear Communication Strategy with regular actions of communication/regular rhythm, including: - A Guidance note for action-based communication. - Set up a public calendar of the main events, activities, and international days. - Short video message strategy - Blog posts, newsletters, social media posts - Publicity and earned media opportunities, profiles, interviews, thought leadership articles - Speaking engagements, panels, keynotes, - Conferences, events, expo appearances	31 Dec. 2024	Council on Communications
	<b>Target B05: Preparations for 2025 Centenary Celebrations</b> Lay down a clear plan of goals for the Centenary: - The narrative: the message we want to get across, - The graphical side: specific branding for the year (e.g. banner/ribbon over logo) - Write and spread a sign-on letter to cannabis movements worldwide - Find partners specific for the Centenary (e.g. medias, museums)	30 Nov. 2024	Government
<b>GOAL C: Finances &amp; Administration</b>	<b>Target C01: Standard Operating Procedures</b> Initiate steps towards creating SOPs, which will be living documents for administration tasks that need to be accomplished to facilitate smooth operations. - Use of Google Drive - Zoom & Google Calendar management - Webmastering - Social media guidelines - Internal communication - Interaction with contacts from outside - Bookkeeping, money tracking, and accounting - Password protocol - Others deemed relevant.	30 Nov. 2024	Council on Embassy Finances & Admin
	<b>Target C02: Funding</b> Write and Adopt a Funding strategy and a provisional budget(s), including: - Budget for next 2 years - Joint budget for 2025 UN delegations + centennial activities	30 August 2024	Council on Embassy Finances & Admin
	<b>Target C03: Memberships</b> Create different tiers for participation of NGOs and for businesses (with a view to a paid membership system set up later on?). <i>This target is associated with Target B02</i>	30 August 2024	Government
	<b>Target C04: Council on Education</b> Constitute the Council on Education, and initiate some basic training programs/webinars and mechanisms to monetise them.	31 Dec. 2024	Government

<sup>1</sup> Indaba is a Zulu term referring to a traditional format for important meetings, gatherings, or consultations held by the IsinDuna (elders).