

Cannabis Embassy

Strategic Planning Committee

Global Cannabis Strategy 2025–2030
(draft for consultation)

DRAFT Global Cannabis Strategy 2025–2030 (1/4)

	TARGETS	TIMELINE/ DEADLINE	MANDATE
	Target 101: Constitutional Progress Unfolding the structures and institutions derived from the Constitution.	20 April 2026??? <i>[except if provided otherwise in the Constitution]</i>	Government
	Target 102: Administration Consolidate and roll-out the reliable and reproducible structure, SOPs, templates, and procedures (derived from the 2024 Plan of Action) to facilitate collective work and Embassy administration.	31 Dec. 2025	Council on Embassy Finances & Admin
	Target 103: Representation & Support Consolidate the Cannabis Embassy’s Permanent Missions to Geneva, Vienna, and New-York, including permanent representatives, safe storage spaces for resources (including cannabis products where relevant) between meetings, and adequate and reasonable conditions for Cannabis Diplomats taking part in delegations.	31 Dec. 2030	Ministry of External Affairs
	Target 104: Diplomatic Relations a) Establishing and maintaining diplomatic relations with a targeted list of countries. b) Exploring specific status and/or membership in international organisations.	31 Dec. 2027	Ministry of External Affairs
	Target 105: Regional Representation setting up, on a case-by-case basis, mechanisms of representation or executive delegation for specific countries/territories the Cannabis Embassy engages with.	31 Dec. 2029	Government & Senate
	Target 106: Grassroots Have at least 50 different NGOs register each year in the Cannabis Embassy registry (totalling 300 by 2030), with representation from all continents.	31 Dec. 2030	Council on Communications
	Target 107: Grasstops Establish relationships (e.g. MoU) with a targeted list of large transnational civil society networks.	31 Dec. 2025	Government & Senate
	Target 108: Cannabis Control Centenary in 2025 Have made a successful Commemorating of the Cannabis Control Centenary in 2025 [and used it to assert our sovereignty?]	31 Dec. 2025	All
	Target 109: Women’s Support Platform Establish a platform for women’s support within the Embassy	31 Dec. 2025	Government & Senate
	Target 110: Youth Advocacy Forum Establish a forum for youth drug policy literacy, advocacy, and engagement	31 Dec. 2025	Government & Senate
	Target 111: Circle of Elders Promote the involvement of the legends of cannabis - OGs	31 Dec. 2025	Government & Senate
	Target 112: People Living with Disabilities Shape the Cannabis Embassy’s policy for people with physical disabilities and mental health challenges.	31 Dec. 2025	Ministry of Internal Affairs

Global Cannabis Strategy
2025–2030

GOAL 1: Establishing the Cannabis Embassy’s Sovereignty & Unfolding the Constitution

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	TARGETS	TIMELINE/ DEADLINE	MANDATE
<p><i>Global Cannabis Strategy 2025–2030</i></p> <p>GOAL 2: Promoting & Facilitating Local & National Policy Evolution</p>	<p>Target 201: Sustainable Toolkit Series Promote the Sustainable Cannabis Policy Toolkit, and start a toolkit series for government advisory that advocate for a social model of drug market regulation through the reliance on SDGs, evidence, and the promotion of human rights, that provide good practices and policy alternatives.</p>	31 Dec. 2026	Council on Communications
	<p>Target 202: Local Policy Discussions Have participated in cannabis policy discussions at the government level in at least 5 national and 10 local jurisdictions</p>	31 Dec. 2030	Government
	<p>Target 203: Sustainable Economies Create a convincing message that encourages and advocates for cannabis economies (for all end uses) based on:</p> <ul style="list-style-type: none"> a) Fair taxation, b) Cultivation & production by, for, and close to local consumers (including via social innovation models such as Cannabis Social Clubs), c) Minimised intermediaries, and reduced reliance on export markets, d) Exports framed by a system of international fair trade for traditional cannabis products, recognising provenance and origins, empowering Indigenous peoples & local rural communities from which cannabis originates (including: fair access and benefit-sharing; and free, prior, informed consent). 	31 Dec. 2030	Council on Communications, and Council on Economic Affairs, under the Ministry of External Affairs
	<p>Target 204: Hemp for Victory Foster all the uses of cannabis referred to as “industrial hemp” as part of climate resilience, ecological transition policies, and relocalisation initiatives. Promote the normalisation of hemp products obtained from crops higher than currently-accepted cultivation thresholds, as part of circular economy policies.</p>	31 Dec. 2028	[Council on Ecology, Environment, & Climate]
	<p>Target 205: Mother Earth Monitor Collect and compile relevant data on the main aspects of country policies & their evolution, regarding biopiracy, conservation policies, climate issues, and environmental rights of people and communities.</p>	31 Dec. 2030	[Council on Ecology, Environment, & Climate]
	<p>Target 206: Legal Progress Monitor Collect and compile relevant data on the main aspects of country policies & their evolution, regarding prohibition and re-legalisation of cannabis (and other drugs where relevant) —including monitoring reform failures (“prohibition 2.0”).</p>	31 Dec. 2026	Council on Economic Affairs
	<p>Target 207: Criminal Amnesty Monitor Collect and compile relevant data on the main aspects of country policies & their evolution, regarding measures for the expungement or amnesty of people convicted under prohibition, and related remedies and reparations.</p>	31 Dec. 2027	[Council on Justice & Human Rights]
	<p>Target 208: Local Alliances Alliances with national sectoral organizations working on cross-cutting issues outside the field of cannabis</p>	31 Dec. 2026	Government & Senate

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	TARGETS	TIMELINE/ DEADLINE	MANDATE
	Target 301: Treaty Promote research on the international drug control conventions and alternative legal and political pathways.	31 Dec. 2030	Permanent Mission to Vienna
	Target 302: UN treaties for dummies Create a simple memorandum explaining the drug control treaty system, its shortcomings, and way forwards, in simple terms for the general public, and for specific groups of stakeholders when relevant.	31 Dec. 2025	Council on Communication, under the Permanent Mission to Vienna
	Target 303: Overcoming Remaining Barriers in the Treaty Explore international legal ways to overcome the two major elements that make the C61 not fit-for-purpose (public health & medical access): <ul style="list-style-type: none"> - Over-burdensome treaty-mandated regulations and barriers to access, availability, and affordability of cannabis for medical purposes, - Barriers to the re-legalisation of those traditional uses that were discontinued under Art. 49. 	20 April 2027	Permanent Mission to Vienna
	Target 304: Article 2(9) Monitor Support discussions at all levels on article 2(9) of the C61 (legal framework for adult use) and evaluate the compliance with this article of countries regulating drugs for other than medical and scientific purposes.	1 March 2030	Permanent Mission to Vienna
	Target 305: Human Rights Monitor Support discussions at all levels on applicable international human rights obligations, including those related to farmers', peasants', and indigenous peoples and evaluate country compliance.	1 March 2030	Permanent Mission to Geneva
	Target 306: NGO engagement at the UN Notwithstanding Target 104(b), strengthen observer presence and engagement in international organisations already engaged with (CND, UNODC, INCB, WHO, WIPO, UNCTAD, Human Rights Treaty Bodies) and go to new ones (OHCHR, FAO, UNESCO, CBD Secretariat, ILO, OLA, UNDP, UN-Habitat...). Attend all appropriate meetings with relevant accreditations.	31 Dec. 2028	Ministry of External Affairs
	Target 307: Cannabis NGO Collaborations Create cross-working group(s) of NGOs in the framework of NYNGOC and VNGOC on Cannabis-related issues	20 April 2026	Permanent Mission to Vienna
	Target 308: SDG & post-SDG Have substantially contributed to the assessment of the 2030 Sustainable Development Agenda, and participated in the development of the post-2030 framework.	31 Dec. 2030	Government & Senate
	Target 309: UNOD/C Advocate for the re-separation of the “drugs” and “crime” branches of the UNODC.	1 March 2029	Permanent Mission to Vienna
	Target 310: Eyes Wide Open Research protective mechanisms and strategies against dubious trade arrangements internationally, treaties, and international organisations with a track record of unscrupulous behaviour (INCB, UPOV, WTO...).	31 Dec. 2030	Senate
	Target 311: Police Treaty	5 Jan. 2027	Senate

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**GOAL 3:
Promoting &
Facilitating
International
Policy Evolution**

Initiate discussions around the possibility of an International Treaty on Police Ethics.

Target 312: EU policy

Work towards an improvement of overall European Union policy on cannabis and other drugs, in particular:

- a) At the European Parliament, in matters of policy and ethics,
- b) At the European Commission and European Court of Justice, for legal matters,
- c) At the European Commission, the Council of the European Union (and its subsidiary bodies), and European Union Drugs Agency, for matters of research, policy, and drug strategy.

31 Dec. 2030

Government

Target 313: AU policy

Establish relations with the African Union through all mechanisms.

31 Dec. 2027

Government

Target 314: Other Intergovernmental Organisations

Explore other regional and trans-national organisations.

31 Dec. 2030

Permanent Mission to Vienna

For discussion:

- Maybe after 306: Advance the recognition of the popular and marginalised histories, cultures, and social traditions and innovations associated with cannabis, including (but not limited to) within the scope of UNESCO’s mandate.
- Maybe after 307 = *move 2029 deadline to 2030*: Promote the alignment, harmonisation, and simplification of policy plans and timelines, in particular a merger of the international drug policy agenda with the Sustainable Development and post-2030 framework.

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2025–2030*

**GOAL 4:
Establishing the
Cannabis
Embassy’s Civil
Society Network
of Networks**

TARGETS

**TIMELINE/
DEADLINE**

MANDATE

For inspiration: “Strengthen peer groups, social movements and the nonprofit sector to increase knowledge, sustainability, effectiveness and capacity for collective action on drug-related issues.”

- A. On a regular basis, share and spread information gathered in political areas with local stakeholders, peer groups, social movements and the nonprofit sector to increase knowledge and relevance of actions on drug-related issues;
- B. When accurate, provide media communication and outreach to galvanize public debate in a wide range of audiences, or connect stakeholders with media interlocutors;
- C. Promote the creation of national collective advocacy actions platforms at international level, and continue supporting the French platform;
- D. By 2027, propose a set of basic training services to relevant small-scale nonprofits for capacity building, communication and community management;
- E. By 2028, propose a set of basic training services to increase sustainability, effectiveness and capacity for collective action on drug-related issues.

idea: UN Human Rights Universal periodic Review, or other country-focused review by UN/treaty bodies: we should help local NGOs make submissions when the UN Human Rights Council makes its periodic review of their country.

Consider: assistance for other country-focused UN consultations and the like, e.g INCB visits, etc...

Target 401: ??

Provide country-specific information/services for cannabis people [support, legal, travel, history refs, etc.]

By end of 2027

Target ???: News Platform: A curated online news portal with news from the Cannabis Embassy & a selection of news from our allies around the world.

- “Collecting”? Citizens [newsletter etc?],
 - goodies
 - hemp paper passport [or ID] to propose for sale as goodie for funding="selling" the Cannabis Embassy passports/ID cards.
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Providing legal council / information as service to our citizens (with passports?) + also as part of the PR

Target 402: ??

have an international cannabis medical card reciprocity program.

By April 2030

Target 403: ??

Every (active) member of the Embassy has visited at least (4) other Embassy countries.

BY END 2028

Target 404: ??

Promote education! Create a educational program

by 2026?

Target 405: ??

establish a legal support network (in partnership with lawyers organisations?)

By 2025,

Target 406: ??

Establish a Cannabis archive [See Draft Document: Cannabis Embassy Libraries & Archives Project (CELAP)]

Target 407: ??

Organise in-person trainings and networking meetings at least 1 a year each.

Target 408: ??

have provided a safe space for knowledge-exchange and international solidarity for any cannabis group, including small grassroots

By end of 2025?,

Proposed *GOAL CROSS-CUTTING TARGETS*:

- 1) Advise relevant institutions and stakeholders towards an inflexion of drug policies core concepts, reaffirming the object drug as a medicine while reframing the uses of drugs out of the sole biochemical and biomedical approach through a redefinition of terms.
- 2) Incorporate and use the power of indigenous cosmovisions and stoners and freaks and underground world and the outsiders of this world and all marginals and all beautiful peoples, and channel it into positive change
- 3) [significant advances in the fact that] cannabis is destigmatised and normal everywhere (for us, for the Embassy, for countries, for the UN, for the world) and how maybe that has to influence destigmatisation of other plants and also other drugs... advance general tolerance beyond weed.
- 4) advance human rights, and gender equality, and balanced geographical inclusiveness
- 5) Post-prohibition approaches where *Cannabis* is regulated like *Capsicum*, without absurd policy dispositions which are only justified by prohibition
- 6) Anti fascism and anti-extremism aspect
- 7) Terminology: legalisation/re-legalisation. Historical aspect of cannabis law or lack thereof.