

CANNABIS SUPPLIER EDUCATION STANDARDS

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INTERNAL EDUCATION STRATEGY

Our goal with internal education is to provide all our team members with accessible education opportunities that are equitable across all categories of our business. Our strategy is to leverage our internal communication site to house a space accessible to all team members where we deliver consistent, informative content on all our categories, every promotional period.

EDUCATIONAL CONTENT STANDARDS

With our new education strategy comes new standards for virtual education content. For your company's material to be considered it must meet the following criteria:

- Timeline
 - The deadline for submission and other associated deadlines for the application process ahead of the proposed date of launch for the educational content.
- Delivery Format
 - The file type that will best integrate into our internal education site.
- Length
 - The ideal length to maximize engagement with our team members.

- Content
 - Educational topics that will provide value to the overall category and not just a specific brand in a ratio of 70% general category education:30% brand-specific marketing information.
 - Educational content must align with our [FY25 Program Guide](#), including our Cannabis Language Guide found on page 38.
 - Educational content must be in accordance with [the Federal Cannabis Act](#), [the Nova Scotia Cannabis Control Act](#), [the Nova Scotia Liquor Act](#), [the Nova Scotia Liquor Corporation Regulations](#) and [Smoke Free Places Act](#) or other applicable legislation.

FORMAT OPTIONS + CRITERIA

Virtual Masterclass

There are two types of masterclass we will accept: hybrid (in-person + virtual) or virtual-only. In-person masterclass's are only scheduled at the discretion of the NSLC. Please note: all masterclasses will be recorded by NSLC for internal use unless otherwise indicated by the supplier.

Timeline	Weeks to Proposed Date	Item	Deliverables
	7	Application Due	See HOW TO APPLY
	6	Initial connect with NSLC Learning, Category & Responsible Retailing teams.	Application review. Initial discussion for educational session plans. Session content is subject to approval by NSLC.
	4	Education Deliverable #1 Due	Initial masterclass presentation deck and any other additional educational content supplier wants included.
	2.5	NSLC Feedback	NSLC to provide feedback on Deliverable #1.
	1	Education Deliverable #2 Due	Supplier returns all educational content with necessary changes based on feedback.
	0.5	Preparation Session with Learning team	Book an hour virtual meeting with Learning team to check for any tech issues, review supplier requirements for delivery, and confirm any other details in regards to the educational session.
	0 days	Education Session with NSLC Staff	Supplier to host masterclass for store teams, facilitated by NSLC Learning team.
	+ 1 week	Recording Shared	Educational session will be recorded and shared on the NSLC internal education archives site, to be viewed indefinitely by our teams.
Delivery Format	Virtual Teams call, screen-shared PowerPoint (or equivalent) deck presentation.		
Length	45 minutes of lecture + 15 minutes of Q&A period		
Content	<ul style="list-style-type: none"> • Go beyond top-line information; all our staff understand the basics of all major categories so this is a chance to go deeper. Spend between 70-80% of the presentation of category learning and the remainder on company specific information. 		

	<ul style="list-style-type: none"> • Educational content must align with our FY25 Program Guide, including our Cannabis Language Guide found on page 38. • Educational content must be in accordance with the Federal Cannabis Act, the Nova Scotia Cannabis Control Act, the Nova Scotia Liquor Act, the Nova Scotia Liquor Corporation Regulations and Smoke Free Places Act or other applicable legislation. • Must highlight current NSLC products listings only. • Prompts for optional learning tools to include: <ul style="list-style-type: none"> ▪ Virtual tour of your facility ▪ Interactive component (e.g. Jeopardy style game) ▪ Interview-style with the NSLC team
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Sell Sheets

Sell Sheets are also being standardized to get the best results for Suppliers and our Retail teams. Sell sheets will be shared with our team members in an updated Product Information Library on our internal site.

Timeline	1 weeks prior to desired release
Delivery Format	PDF
Length	1-2 pages per product
Content	<ul style="list-style-type: none"> • Brand name & logo • Brief story of your brand • Product shot should be large & key focal point of the page • 2-3 main points about the product you'd like the store teammates to remember & share with customers • Using icons instead of text where applicable • Pack size • Retail price • Listing Information (GL, OTO - Promo Periods Active) • Educational content must align with our FY25 Program Guide, including our Cannabis Language Guide found on page 38. • Educational content must be in accordance with the Federal Cannabis Act, the Nova Scotia Cannabis Control Act, the Nova Scotia Liquor Act, the Nova Scotia Liquor Corporation Regulations and Smoke Free Places Act or other applicable legislation.

Pre-Recorded Videos

There are two types of video format education we will accept. A pre-recorded video, shorter in length, and an hour-long webinar.

Timeline	Application submitted 4 weeks ahead of proposed date.
Delivery Format	Video: mp4 file or online link.
Length	Max 20 minutes, exceptions may apply.
Content	<ul style="list-style-type: none"> • Content must teach team members about a topic related to the product category and brand. • Education topic vs. Brand content ratio must be 70:30 • Educational content must align with our FY25 Program Guide, including our Cannabis Language Guide found on page 38. • Educational content must be in accordance with the Federal Cannabis Act, the Nova Scotia Cannabis Control Act, the Nova Scotia Liquor Act, the Nova Scotia Liquor Corporation Regulations and Smoke Free Places Act or other applicable legislation.

	<ul style="list-style-type: none"> • Go beyond top-line information; much of our staff understand the basics of major categories so this is a chance to go deeper. • Do not market products or practices that are not compliant with to Nova Scotia’s cannabis industry standards. • Prompts for optional learning tools: <ul style="list-style-type: none"> ▪ Virtual tour of your facility ▪ Category news / new technology ▪ Product launches ▪ New innovation ▪ Meet the team
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Blog Post

Blog posts are posted on our internal messaging board and reach all employees, with targeted employee groups offered as an option. This can be an effective way to deliver news-like updates on your category/company. This is a great addition to summarize a masterclass or webinar offering for those who missed session and want more bit-size information.

Timeline	1 weeks prior to desired release
Delivery Format	PDF or Word Doc
Length	1-2 pages
Content	<ul style="list-style-type: none"> • Brand name & logo • Creative topic / headline to grab readers attention • Education topic vs. Brand content ratio must be 70:30 • Educational content must align with our FY25 Program Guide, including our Cannabis Language Guide found on page 38. • Educational content must be in accordance with the Federal Cannabis Act, the Nova Scotia Cannabis Control Act, the Nova Scotia Liquor Act, the Nova Scotia Liquor Corporation Regulations and Smoke Free Places Act or other applicable legislation.

DELIVERY METHOD

If accepted, your content will be featured on our internal education site. We have developed a central product education page that our team members have browser and mobile access to. It will be available to view indefinitely. Content will be categorized by period with the most recent period’s content being featured at the top of the page.

Your content may also be leveraged and repurposed for our customer channels, including social media and www.myNSLC.com.

SELECTION CRITERIA

When a supplier’s content fits all required criteria, we will then assess if and where it fits best in our education calendar. Please let us know in your submission form if there are specific promotional periods you would like to target and why (on promotion, product launching, etc.) If we find a period that suits your content, we will offer you placement in our calendar.



If the above requirements are met by two suppliers of the same category topic, we will assess the right fit based on relevancy of our category goals and initiatives for that period.

Please note all proposals will be reviewed within a 2-week period, at which time we will reach out to you directly with feedback and next steps.

MEASUREMENT

On our internal education site, each piece of educational content will live on its own page. This approach enables us to measure overall viewership and engagement, including likes, comments, views, and average time spent.

KEY CONTACTS

Emily Pickett, Employee Learning Specialist
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Laura Avelar, Employee Education and Learning Solutions, Team Lead
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HOW TO APPLY

To apply, contact Learning@myNSLC.com to obtain an application form and schedule an information session with the Learning team.
