

# NSLC GUIDELINES CANNABIS SUPPLIER EDUCATION STANDARDS

## CONTENTS

PROGRAM OVERVIEW .....	1
GENERAL APPLICATION PROCESS .....	2
GENERAL EDUCATIONAL STANDARDS .....	3
▪ Timeline: .....	3
▪ Content: .....	3
▪ Featured Products: .....	3
▪ Responsible Retailing: .....	3
ACCESSIBILITY CHECKLIST .....	3
FORMAT OPTIONS + CRITERIA .....	4
Product Knowledge Videos .....	4
Product Information Sheets .....	5
Blog Post / Digital Resource .....	6
DELIVERY METHOD .....	7
SELECTION CONSIDERATIONS .....	7
RESULTS .....	7
KEY CONTACTS .....	7

---

## PROGRAM OVERVIEW

The Learning & Development team offers suppliers three annual opportunities to apply for opportunities to share education with our frontline team members. The goal of this program is to provide accessible and equitable education across all categories and regions of our business. Through the lens of our internal education platform, we maintain a growing repository of educational resources that team members can access anytime. This program ensures the consistent delivery of informative content for every promotional period, expanding our frontline team’s knowledge base and skills over time.

This program is limited to the following spots for each Expression of Interest (EOI), to ensure high-quality content and a focused spotlight for each opportunity during its launch period. Suppliers can apply for multiple education opportunities within a period. Please see the specific educational format criteria's below for compatible opportunities.

Supplier Education Opportunities	Description
<a href="#">Product Knowledge Short Videos</a>	Microlearning opportunities as stand-alone education, or a supporting resource for other opportunities.
<a href="#">Product Information Sheets</a>	Quick-reference sheets for team members to learn about individual products.
<a href="#">Blog Posts/Digital Resource</a>	Open format educational format, either as a stand-alone opportunity, or a supporting resource for other opportunities.

## GENERAL APPLICATION PROCESS

Application processes differ between educational formats. This schedule gives a general overview for the upcoming period.

STEP	ACTION	DUE DATE
<a href="#">EOI Application Opens</a>	NSLC opens EOI opportunity to suppliers to apply for next period cycle. At this stage, the supplier will be submitting a proposal for what education they would like to deliver to our team members, but the actual assets are not due until after acceptance to the program.	May 12, 2025
Review our general education standards and associated policies.	Suppliers are expected to review this document and linked policies in full to meet all expectations of this program.	May 12 – June 1, 2025
EOI Application Closes	Deadline for NSLC suppliers to apply for the upcoming series of periods for educational opportunities.	June 1, 2025
NSLC Decision on Application	NSLC to share decision on application to individual suppliers. NSLC will either accept application for the proposed education period and education theme, or recommend another slot based on availability.	June 9, 2025
Deadline to Submit Educational Assets	If suppliers are successful in the EOI application, with their proposed education, suppliers must submit the final version of their educational assets by the associated date to their assigned period.	P4 – June 30, 2025 P4 – August 5, 2025 P6 – September 15, 2025

Education Launch (P7-P9)	For the suppliers approved period, supplier's educational assets will be launched to NSLC retail teams on the following associated dates.	P4 – July 14, 2025 P5 – August 18, 2025 P6 – September 29, 2025
--------------------------	---	---

## GENERAL EDUCATIONAL STANDARDS

For the educational content to be considered for any of the following educational opportunities, 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. Please see current [EOI Application Form](#) for upcoming opportunities and deadlines to apply.
- **Content:** Educational topics that will provide value to the overall category. Sensory experience, production process, history of the producer/category, selling points, regionality, and other similar topics are all acceptable content for product education opportunities.
- **Featured Products:** Products mentioned must be currently or upcoming listings with the NSLC.
- **Responsible Retailing:** Educational content must align with our [FY26 Program Guide](#). Including our Responsible Retailing guidelines on page 28 and our Cannabis Language Guide on page 33. 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.

**ACCESSIBILITY CHECKLIST:** NSLC Learning uses [WCAG Standards](#) for all its educational opportunities. The following summarizes the basic requirements for the different learning formats:

### *Virtual Live Sessions:*

- ☐ Ensure all materials, such as slides and documents, are accessible. This includes using plain and simple language, providing alternative text for images, and consistent heading structure.
- ☐ Ensure content supports features like screen readers, keyboard navigation, and captioning.
- ☐ Encourage inclusive participation by allowing multiple ways for participants to engage, such as speaking, typing, or using assistive technologies. NSLC host will provide instructions for accessible features on Teams for NSLC team members.

### *Digital Content and Written Resources:*

- ☐ Use of plain and simple language that is clear, simple and inclusive to all viewers.
- ☐ Use of accessible format, proper heading structures and clear lists, and one instruction to a step.
- ☐ For visual content, ensure accessible colour contrasting, consistency throughout the document, and provide alt text for images and applicable descriptive links.
- ☐ For interactive elements, use accessible forms and controls and keyboard navigation.
- ☐ Use sans-serif fonts and a minimum of 12 pt font. Use at least 1.5x line spacing.
- ☐ Must be submitted in an accessible format that allows text selection (avoid scanned images of text).

### *Videos:*

- ☐ High-quality audio and video with clear and concise scripting (voice-overs), using plain and simple language that is inclusive to all viewers.
- ☐ Accessibility features should include image captions and audio subtitles with clear and concise scripting.
- ☐ All visuals and text overlays in the video should be consistent between scenes, if applicable.

### *Interactive Content:*

- ☐ Use clear, plain, simple language.
- ☐ Use text alternatives for non-text content.
- ☐ Ensure all content is consistent in navigation and layout.
- ☐ For any instructional content, limit one instruction per step.
- ☐ Ensure the opportunity is inclusive and accessible to anyone.
- ☐ For in-person activities, provide alternative pathways to success/completion.

---

## **FORMAT OPTIONS + CRITERIA**

### *Product Knowledge Videos*

These microlearning opportunities will be hosted on our internal education site, as part of a larger repository of content for on-demand education for NSLC Team Members. These videos can be accompanied by [product information sheets](#) and other related resources.

<b>Learning Objectives</b>	<ul style="list-style-type: none"> <li>• NSLC team members can identify products featured in the video</li> <li>• NSLC team members can understand the unique attributes of the production process of the featured products</li> </ul>
----------------------------	--

	<ul style="list-style-type: none"> <li>• NSLC team members can explain to shoppers the difference between featured products or comparable products on shelf</li> <li>• NSLC team members can recommend featured products to shoppers to meet their needs</li> </ul>
<b>Delivery Format</b>	Mp4 file (via. E-mail or downloadable link).
<b>Length</b>	Max 20 minutes. (Please note multiple video submissions must not exceed this length total, i.e 2 videos x 10 min each is acceptable).
<b>File Name</b>	“Brand Name_Video Title”. For example: “NS Beer Co_Beer Cocktails for the Summer”
<b>Content</b>	<ul style="list-style-type: none"> <li>• Content must meet all <a href="#">General Education Standards</a></li> <li>• Content must teach team members about a topic related to the product category and brand.</li> <li>• Content must be related to the period’s education theme (see list below)</li> <li>• Must adhere to accessibility standards: <a href="#">Videos</a></li> </ul>
<b>Available Combined Learning Opportunities</b>	<ul style="list-style-type: none"> <li>• <a href="#">Product Information Sheets</a></li> <li>• <a href="#">Blog Post</a></li> </ul>

### *Period Category Education Themes*

	<b>Theme</b>
<b>P4</b>	Infused Pre Rolls
<b>P5</b>	Vapes
<b>P6</b>	Dried Flower

### **Product Information Sheets**

Product information sheets, aka ‘sell sheets’, are 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.

<b>Learning Objectives</b>	<ul style="list-style-type: none"> <li>• NSLC team members can visually identify featured products, price, and SKU</li> <li>• NSLC team members can understand the unique attributes of the featured products</li> <li>• NSLC team members can identity the lineage, terpene profile, and cannabinoid proportions (THC-only, 1:1, etc)</li> </ul>
<b>Delivery Format</b>	<p>Accessible PDF.</p> <p>File naming formats:</p> <ul style="list-style-type: none"> <li>• For single products: “Brand Name_Product Name_Article Number”. E.g “NSBeerCo_EastCoastLager_0000001”.</li> </ul>

	<ul style="list-style-type: none"> <li>For multiple products: ““Brand Name_Product Category_Article Numbers”. E.g “NSBeerCo_Beer_0000001_0000002_0000003”.</li> </ul>
<b>Length</b>	1-2 pages (8.5’ x 11’ max size) per product
<b>Content</b>	<ul style="list-style-type: none"> <li>Brand name &amp; logo</li> <li>Pack size(s)</li> <li>Retail price</li> <li>Date created</li> <li>Cannabinoid % must be listed in ranges</li> <li>Can feature multiple products on a single document but cannot include products not listed by the NSLC</li> <li>Minimum 12-pt, simple and clear accessible font</li> <li>Content must meet all <a href="#">General Education Standards</a></li> <li>Must adhere to NSLC accessibility standards: <a href="#">Digital Content and Written Resources</a></li> </ul>
<b>Available Combined Learning Opportunities</b>	<ul style="list-style-type: none"> <li><a href="#">Product Knowledge Video</a></li> <li><a href="#">Blog Post</a></li> </ul>

### Blog Post / Digital Resource

Blog posts can range from a news article about your organization, a worksheet, an FAQ, a summary of a related educational opportunity, or any text-based opportunity you want to share with NSLC Teams as a resource. This is a great addition to a Video or Product Information Sheet to summarize it’s content and strengthen its message with users.

<b>Learning Objectives</b>	<ul style="list-style-type: none"> <li>NSLC team members can identity the featured brand/products</li> <li>NSLC team members can repeat and/or paraphrase the overall message of the content to shoppers</li> <li>NSLC team members can compare the featured brand/products to others within the category based on unique attributes listed in the content</li> </ul>
<b>Delivery Format</b>	Editable PDF, Word Doc, and / or website link. Text-based sources will be converted to our internal education site’s webpage platform, except for external links, which will be shared in a direct link. Provide instructions if specific fonts / colours are required for delivery if applicable. Images should be shared in JPEG or PNG, with descriptive captions for accessibility.
<b>Length</b>	250 – 500 words and/or 1 web link
<b>File Name</b>	File naming format: “Brand Name_Doc Title”. E.g “NSBeerCo_Beer FAQ”
<b>Content</b>	<ul style="list-style-type: none"> <li>Content must meet all <a href="#">General Education Standards</a></li> </ul>

	<ul style="list-style-type: none"> <li>Must adhere to NSLC accessibility standards: <a href="#">Digital Content and Written Resources</a></li> </ul>
<b>Available Combined Learning Opportunities</b>	<ul style="list-style-type: none"> <li><a href="#">Product Information Sheets</a></li> <li><a href="#">Product Knowledge Video</a></li> </ul>

## DELIVERY METHOD

If accepted, content will be featured on our internal education sit which is accessible for all team members by browser and mobile. All content will be featured on the homepage of this site for the entire duration of the accepted period and directly communicated to our Retail Product Specialist team a week prior to the start of the period. It will also be available to view indefinitely in our education library. Library content will be sorted by category (wine, beer/cider/rtd, and spirits) and chronologically within those groups.

## SELECTION CONSIDERATIONS

All final selections will be at the discretion of the NSLC Category and Learning teams.

<b>Submission Criteria</b>
Relevance to period theme or in-store promotions
Quality of content
Education value to NSLC Team Members
Submission

## RESULTS

All education will live on its own page on our internal NSLC intranet. This approach enables us to measure overall viewership and engagement, including likes, comments, views, and average time spent. Results of these educational opportunities can be shared upon request after the end of the period in which the education is featured. Please allow for 5 business days for the Learning team to respond to requests.

## KEY CONTACTS

Emily Pickett, Employee Learning Specialist  
[Emily.Pickett@myNSLC.com](mailto:Emily.Pickett@myNSLC.com)

Laura Avelar, Organization Learning & Development, Manager  
[Laura.Avelar@myNSLC.com](mailto:Laura.Avelar@myNSLC.com)