

Concept Grassroots Campaign „CBD-Oils“

Objectives

- Mobilisation of European consumers to demand the free sale of CBD-Oils in Europe
- 1 Million signatures for a european petition

Dialogue groups

- EIHA
- GlobeCann
- Consumers
- Customers/B2B, Retailers
- Patient groups
- Medical experts
- NGOs
- Local political stakeholders
- ...

Core Messages

- Health benefits
- Environmental benefit
- Impact on the climate

Activities

- European Petition
- Website and print products
- Give aways („green ribbon“, T-Shirts, mascots etc)
- Coordinated consumer marches
- Crowd funding activity online

Tasks

- Coordinate with EIHA and GlobeCann
- Coordinate with industry members (not only CBD-Oil producers, but Hemp-farmers, paper/construction material/fiber/garment producers etc)
- Benchmark successfull european petitions
- Create a Website
- Create communication sets (logo, wording, brochure, campaign-slogan etc)

- Set up a team of international and multi-lingual coordinators
- Set up a european fund
- Set up a frame for the funds in order to have NGOs apply for grants for their personal costs for a certain period and for certain activities in their countries
- Identify, activate and brief NGOs in all countries (2-pager in all languages) (e.g. (TTIP, Honeybees, Glyphosat, Klimaaktiv)
- Collect emotional success stories
- Have NGOs and patients quote these stories
- Have scientists and consumers quote their own success stories or scientific results
- compile a list of national heavy weight media
- Set up briefings for Media (e.g. BBC, Politico etc)
- Organise a debate in European Parliament
- With 1 Mio signatures mandatory meeting with the EU-Commissioner

Ressource Planning, Budget and Milestones – extra files

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