



CANADIAN RESEARCH
INSIGHTS COUNCIL
LE CONSEIL DE RECHERCHE
ET D'INTELLIGENCE
MARKETING CANADIEN

Cannabis Insights Committee

Terms of Reference

Objective

The CRIC Cannabis Insights Committee will shape the future of research, analytics and insights in the growing cannabis marketplace by identifying opportunities and guiding best practices for generating insights about cannabis users, products, buyers, investors and all those invested in growing cannabis insights in Canada and with relation to other global markets. The Committee will:

- Work closely to identify and resolve gaps in the Cannabis Act that create unique considerations for conducting cannabis research ethically.
- Share thought leadership articles on best practices and new opportunities with respect to research on cannabis products through articles, events and guidelines.
- Help the industry understand the complex and changing regulatory environment surrounding research on cannabis products.
- Advise the CRIC Standards Committee on guidelines pertaining to the safe and ethical conduct of cannabis research while meeting local, national and global regulations.
- Encourage industry participation across CRIC initiatives and developing surveys through the Committee towards ensuring the unique opportunity in growing the cannabis research marketplace is met.
- Identify and make recommendations on partnership opportunities support CRIC membership while contributing to valued resources and CRIC offerings.
- Work with diverse international bodies and organizations like NORML, Canadian Chamber of Commerce, where relevant, to create relevance to the Canadian market and collaborate on initiatives that support and grow the Committee.
- Create a working body of knowledge from each meeting. This could take the form of planned activities like (i.e., similar but not limited to) recording multi-format moderated discussions and interviews to grow the library of resources available for cannabis researchers in Canada and globally to support data driven leadership and the development of cannabis insights competencies in research.

Composition

The committee will comprise up to 12 passionate and diverse insights leaders from private and public sector, clients, agencies and academic institutions that conduct or rely on cannabis insights today in their day-to-day work.

Meetings

One-hour virtual committee meetings will be held quarterly or more frequently as needed.

Structure

The Cannabis Insights Committee will report to the CRIC Board through its staff. CRIC's CIO will facilitate and moderate the meetings towards achieving the committee's goals.