



Report: Communications, PR and Advocacy

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Introduction

2025 delivered the strongest communications output in the history of the Cannabis Trades Association. Through a coordinated programme of articles, campaigns, media engagement and events promotion, the CTA significantly increased its visibility, strengthened engagement with members, and positioned itself as a leading source of credible information for the UK cannabis and hemp sector.

Communications Infrastructure

A major focus during the year was strengthening the CTA's communications infrastructure and publishing capability.

CTA website content was refreshed and expanded, with more articles and blogs published across a range of topics including regulatory developments, compliance guidance, hemp innovation, industry policy, events and sector strategy.

The CTA also upgraded its social media management tools, implementing structured posting schedules through Publer. This enabled the Association to maintain a consistent and predictable communications rhythm across LinkedIn and other platforms.

Sector Campaigns

Several major communications campaigns were developed and delivered during the year.

These included:

- Medical Cannabis Awareness Month (MCAM), supporting greater understanding of patient access, clinical engagement and supply chain development.
- CBD Industry Impact Survey and Novel Foods Impact reporting, gathering sector evidence relating to the effects of prolonged regulatory delays.
- Cannabis in the Workplace workstream, developed with David Case, addressing employer policy, employee rights and risk management.
- Veterinary CBD Survey, examining the regulatory position and industry challenges relating to cannabinoid products for animals.

These campaigns combined research, surveys, briefings, public articles and member communications to strengthen CTA's advocacy work and provide evidence for regulatory discussions.

National and International Engagement

CTA communications activity was supported by significant participation in industry events and international engagement throughout the year.

These included:

- ICBC Berlin
- Cannabis Europa
- White Label World Expo (where the CTA secured a stand free of charge)
- New Zealand High Commission engagements
- EIHA Berlin Hemp Meeting
- CB Expo Zurich
- CannaTrade Switzerland
- Spannabis
- Cultiva
- PTMC Portugal
- Talman House Zurich

These events allowed the CTA to build relationships with regulators, international partners, clinical organisations, cultivation groups and supply chain businesses across Europe and beyond.

Networking Events

Networking events have become an important part of CTA's communications and member engagement strategy.

During 2025 the CTA hosted a series of networking evenings at The Lucky Pig in London, including events in March, July and November.

These gatherings have provided members and industry stakeholders with opportunities to build relationships, exchange ideas and strengthen sector collaboration in an informal environment.

Planning is underway to expand the networking programme for 2026 and 2027, including additional regional events and themed industry gatherings.

Media Partnerships

The CTA also strengthened relationships with international media and event partners to expand the Association's reach.

Confirmed media partnerships include:

- ICBC Berlin
- Spannabis Bilbao
- Konopex (Czech Republic)
- CannaTrade Zurich
- Hemp for the Future Iceland
- Agential Cannabis Thailand
- White Label World Expo London

These partnerships enable the CTA to promote member businesses, share UK policy developments internationally, and attract global expertise into UK discussions around cannabis regulation and innovation.

Communications Impact

Overall, 2025 marked a step change in the CTA's communications capability.

The Association delivered consistent, high quality communications across multiple platforms while supporting members with regulatory guidance, industry insights and practical resources.

This strengthened the CTA's reputation as a credible voice within the sector and provided a foundation for expanded communications activity planned for 2026.