

Appendix 1. Full Transcripts of the *Parabola Campaign* Videos Evaluated as Part of this Study

Kassandra Frederique, Drug Policy Alliance



So much of prohibition is extractive. The exploitation of labor, the exploitation of fears, the exploitation of people, it's based in this extractive economy.

So much of our world now is based on someone else losing. What does it look like for us to build an economy where sharing and co-ops and worker owned are things that are not on the side but are at the center?

Chelsea Higgs Wise, Marijuana Justice



Marijuana, justice and our stakeholders now are really focused on bringing these same narratives of liberation through cannabis from the US South. And we believe that marijuana has been the gateway to incarceration and criminalization, and we can create this as a gateway to bring our people into the movement.

Virginia is the first state in the South to repeal the prohibition. In order to continue with the progress, we've got to create solidarity with other Southern states and organizers.

When we look at some of the largest civil rights movements and progress that we've had, they've started and been rooted in the South and that's not going to be any different than with cannabis. And so this is an opportunity of when we're thinking about equity, when we're thinking about inclusion, or however we call this, because equity is just a word when truly this is about the actions that come from it.

So another great resource that we have in the South is that we have folks that are familiar with the cooperative model and co-operative models are based on community need and community support. It's really just about rebuilding the community from the ground up together, and it's some of the most radical black imaginations that have been able to bring that to the forefront. The critical part is that we let the Southerners lead their own movements.

And as we go forward in the federal legalization, I know deep in my heart that we will not get what we want unless we bring the South and their voices with us.

Wanda James, Wanda James, Simply Pure Dispensary



It is vitally important that as politicians look at legalizing in their state that we allow for small business entrepreneurship and that more importantly that we allow for communities of color to participate.

We should not be licensing people without the opportunities to say that your board, your C suite, your management programs must include so many people from communities that have been harmed by the drug war.

Philasande Mahlakata, Umzimvubu Farmers Support Network



One of the things that I want to point out is the constant undermining of indigenous knowledge.

When I grew up, I grew up knowing what plants to touch, what plants not to touch. I grew up knowing what plants to eat and what plants not to eat. There is knowledge that comes from the parents and knowledge that comes from the ones that were before. You know, that's passed down over generations. And cannabis for me is one of those plants.

Òscar Parés, International Center for Ethnobotanical Education, Research, and Service (ICEERS)



We don't have a cannabis movement driven by the industry. The cannabis movement in Spain is driven by society. We would not accept a regulation without self-cultivation, and cannabis social clubs model. I mean, we would never go for a corporate regulation that that's not culturally, I think, feasible in our context.

We always see that those models driven by profit are creating the same injustices that prohibition did, excluding the most affected populations from the new markets.

It's very interesting when we connect with advocates in U.S. because we learn more about the bigger picture of the war on drugs, because when you are in a country, you are more aware of what's your situation, but suddenly you see that in different places of the world there are resonances. You can learn from what's going on in other parts. For example, from those U.S. activists that put in the center the question of the racism and the colonialism, it was like a mirror and we suddenly discovered that maybe we self we are lacking something.

We are beginning to make ourselves those questions how we can include those populations because they are also in our context, those underrepresented populations, basically the poorest and the immigrants and the people with no legal documentation. So we are very, very keen to keep learning and to see how we can improve those aspects that the US is also putting in in the light.

Steve Rolles, Steve Rolles, Transform Drug Policy Foundation



So the concept of corporate capture or sometimes called regulatory capture is where corporate interest use their power to shape the regulatory landscape in their interests so that they can maximize their profits.

Now, the obvious danger with that is that if you're prioritizing corporate profits, you're marginalizing the public good. So issues of public health, social justice and equity, human rights, sustainable development, those will become secondary concerns

We see this all the time. There is a direct through line from alcohol companies that have a long history of corporate capture into the cannabis space and through these nominally sort of front organizations ... trying to shape policy to serve their interests, and their interests are private profit.

In the legalization process, we get to build a market which serves our interests so we put public health and social justice issues first and you know private profit very much second. You keep bad actors out of the market. You restrict alcohol and tobacco companies from moving into that space. You don't allow vertical integration to prevent the emergence of monopolies or oligopolies. And I think we can do that. I've been quite gratified to see some of the reforms that we've seen in places like New York, New Jersey, Massachusetts and elsewhere. We should be inspired by some of these achievements and try and do more.