



AI is defining our future.
Let's get it right.

Case for Support - Nov 2024

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Who we are



AI Governance and Safety Canada

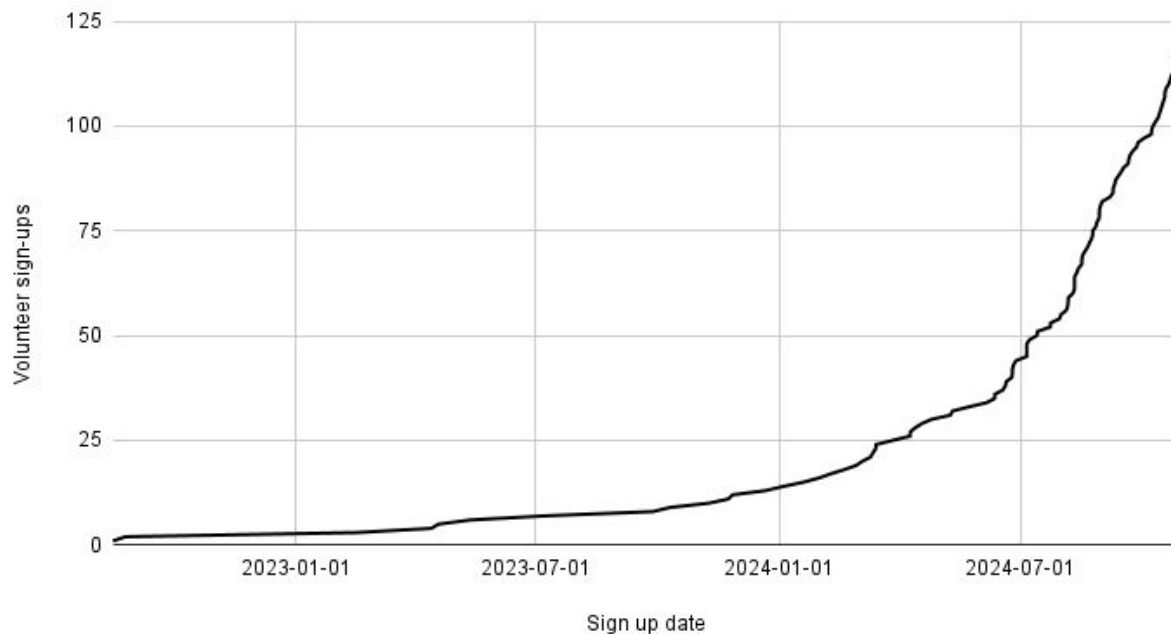
Canada's only civil society voice on advanced AI

- **A nonpartisan not-for-profit**
 - Founded in summer 2022 with the question “What can we do in Canada, and from Canada, to ensure positive AI outcomes?”
 - Known in and connected to the Canadian AI policy ecosystem
 - Regularly invited by government to consultation roundtables
- **A community of people across the country**
 - Canada's national hub for AI safety and advocacy
 - Wide range of professionals, students, and citizens (600+)
 - Local groups in multiple cities, rapidly growing volunteer base (100+)
- **Our vision:** Advanced AI is safe and beneficial for all
Our values: Integrity • Collaboration • Compassion • Impact • Courage

AI Governance and Safety Canada

A rapidly growing hub and talent pool

Total volunteer sign-ups over time



Our team

The talent and expertise to deliver



Wyatt Tessari L'Allié

Founder & Executive Director

- One of Canada's leading experts on AGI governance
- Serial nonprofit founder
- Former climate activist with direct political experience
- Fluently bilingual with experience in media



Kathrin Gardhouse

Policy & Volunteers

- Ontario-trained lawyer and consultant on data and AI governance
- Developed the Canadian AI Policy Course
- Experienced volunteer manager



Rose Genele

Operations

- Revenue and transformation executive
- 10+ years in operations and technology
- Responsible AI advocate and speaker



Harsimran Malhi

Operations

- Scaled multiple ventures from 2 persons to 20 person teams
- \$20M of successful grants and fundraising
- Oxford MBA

What we've
accomplished





CONNECTED THE COMMUNITY

600+ people connected

>120 events

120+ volunteers

Newsletter (70% open rate)

Online **discussion forum**

Local **events**

Canadian AI Policy **Course**





Our first year

RAISED AWARENESS



The Logic

Search

CTV NEWS

BNN Bloomberg

Global News RADIO 640 Toronto

daytime ottawa



THE HAMILTON SPECTATOR

AI a social, political earthquake in the making
Technology has often threatened the status quo, but this time more than our jobs are at risk

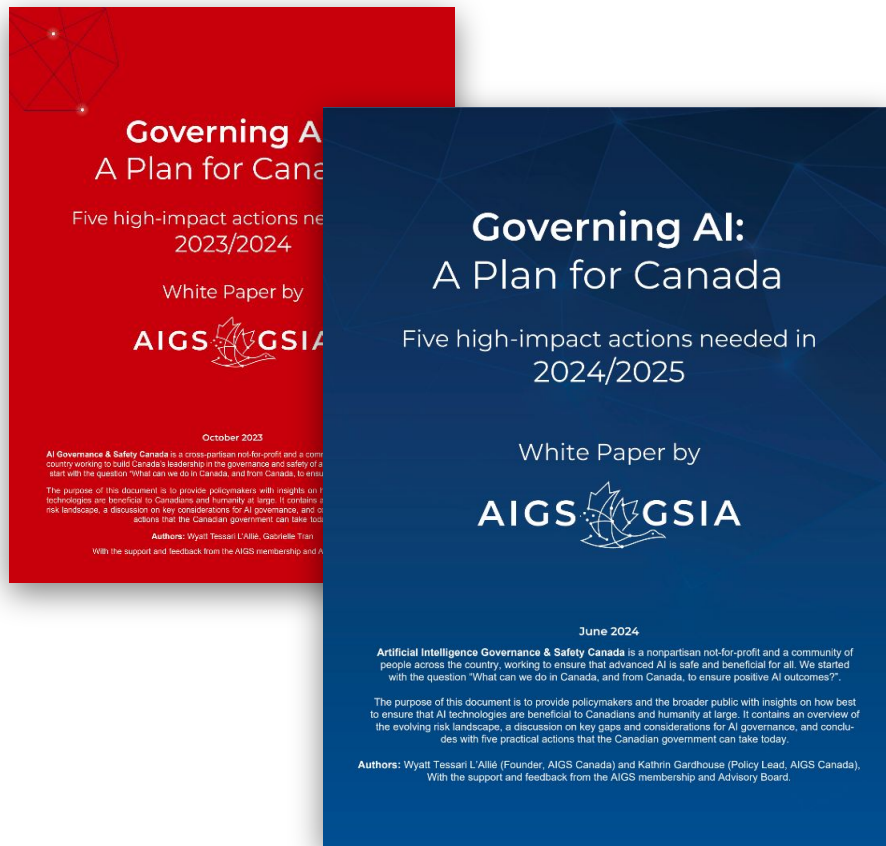
BY WYATT TSESAN

Let's be honest, because AI is the improvement of its own design, creating increasingly powerful AI systems. These could be used to create weapons, or to manipulate public opinion, or to undermine the integrity of our democratic institutions. AI is being used to create weapons, or to manipulate public opinion, or to undermine the integrity of our democratic institutions.



DELIVERED A PLAN

Provided concise yearly recommendations for policymakers to ensure Canada is ready and that AI benefits all.





Our first year

SHAPED CANADA'S AI & DATA ACT

Gave MPs comprehensive written
recommendations and a moving
call to action at committee hearings



AI Governance & Safety Canada
Gouvernance et sécurité de l'IA Canada

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November 3rd, 2023

Mr. Justin Lightbound, M.P.
Chair
Standing Committee on Industry and Technology
House of Commons
Parliament of Canada

Dear Mr. Lightbound,

Canada finds itself in the midst of a global AI revolution, and the scale and complexity of the risks are nothing less than astounding. The task your committee faces in amending the AI & Data Act to meet the needs of Canadians is both essential and a very tall order.

AI Governance & Safety Canada is a cross-partisan not-for-profit and a community of people across the country working to build Canada's leadership in the governance and safety of artificial intelligence. We provided input to SED's roundtables on the Voluntary Code of Practice for Generative AI and recently released our white paper, *Governing AI: A Plan for Canada*.

The recommendations for the AIDA that we present in this brief are the result of months of work and extensive consultations with national and international stakeholders.

You will find that we recommend a significant rewrite of the Act. Our strategy here is to present what it would actually take to protect Canadians from the current and upcoming risks, and then to work with the committee on any compromises that must be made. If time were not an issue, we would recommend separating the AIDA from the Bill and reintroducing it after lengthy consultations and deliberations. However, with accelerating developments in AI, and existing harms already being felt, Canadians do not have that luxury. We need working legislation now.

We therefore urge committee members to not give up on the AI & Data Act, but to use the time to understand the full range of AI risks to be addressed, and propose legislation that can serve Canadians well today and in the coming years.

We remain available for any assistance that you require.

Sincerely,

Wyatt Tessari L'Allié
Founder & Executive Director
AI Governance & Safety Canada
contact@agsc.ca

What Canada needs
now



The situation in Canada in 2025

What we learned in our first year

- **Canada is well suited to advance AGI governance**
 - Could harness its international reputation to **champion global talks**
 - Could **pilot a national conversation on AI**
 - Could **invest in governance research**
 - Could **pioneer innovative laws** and measures other countries can learn from
 - Able to move faster than US, EU, with lower downside risk
- **But right now, Canada is *harming* global AGI governance efforts**
 - Leaders actively dismissive of catastrophic risks during global talks
 - Talk of sidelining the Hiroshima Process at its 2025 G7 summit
 - Canadian AI Safety Institute research agenda may not include AGI safety

Why is Canada falling behind?

The root causes and opportunity for impact

- **Political and government leadership isn't listening**
 - Bengio and Hinton's efforts to explain the science are getting sidelined
 - AIGS's policy recommendations falling on deaf ears
 - Tech industry actively lobbying against meaningful governance
 - Politicians delayed Bill C-27 AI & Data Act, now too late to pass
- **Why? The issue isn't salient + no consequence for inaction**
 - Disruptive, disorienting issue politicians don't want to deal with
 - Canadians uneasy about AI, but not connecting the dots
 - Few politicians will act on the science alone, clear public demand is essential

- **The #1 need in Canada in 2025: Informed, organised, public pressure**

Our core deliverables for 2025

1

Launch a coordinated communications campaign

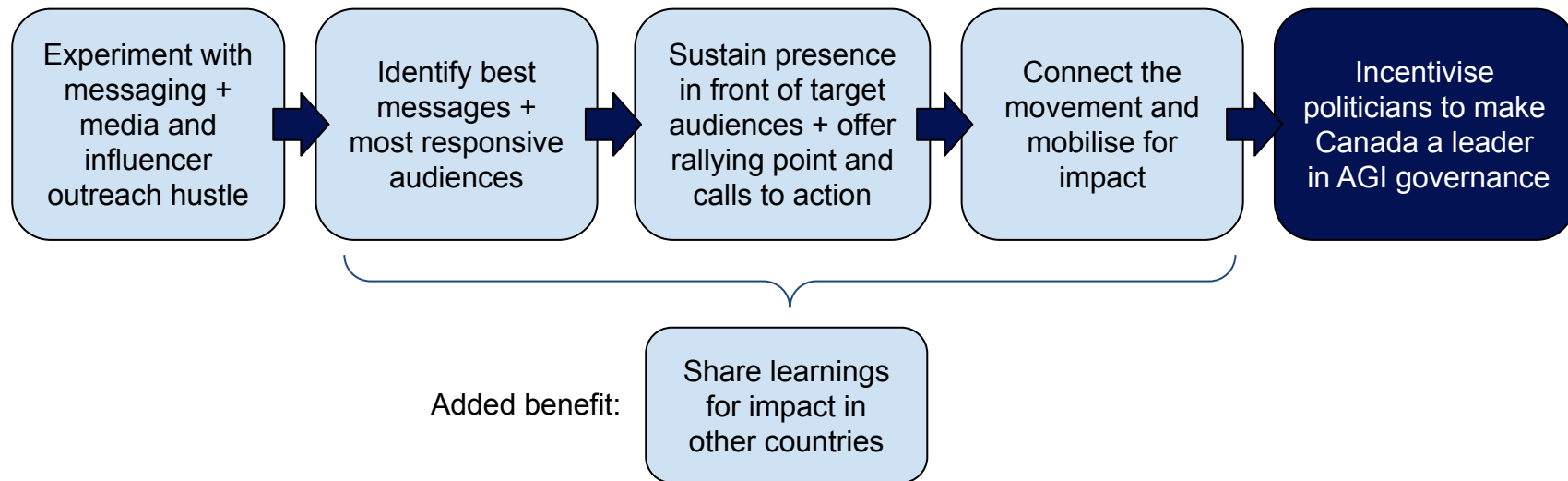
- Identify effective messaging and most responsive audiences
- Increase public understanding of the issues and demand for action
- **Metrics**
 - Public opinion shifts: (polling, online sentiment analysis)
 - Organic interest (# of media & speaking requests, public mentions)
 - Virality of messaging (impressions, shares)

2

Organise and mobilise the response

- Connect and organise interested Canadians into a national community
- Build a coalition of organisations to amplify reach and influence
- Deliver targeted advocacy campaigns
- **Metrics**
 - Government adoption of CTAs (# and quality)
 - Community size & engagement (total reach, actions taken, donations)
 - Number & size of partner organisations joining our advocacy campaigns

Our theory of change



Your opportunity for
impact



What your donation can deliver

Explore

\$60,000 / 6 months

Pilot AI messaging

- Develop and trial messaging
- Pitch to media outlets, influencers
- Measure reaction + online sentiment

Impact:

- Identify messaging + audiences
- Increase visibility, generate opportunities
- Community size: 500-1,000

Ignite

\$300,000 / 1 yr

Launch a public advocacy campaign

- Media, influencers, social media, ads
- Trial messaging, build relationships
- Measure reaction + online sentiment
- Deliver online advocacy initiative

Impact:

- Identify messaging + audiences
- Increase visibility, generate opportunities
- Community size: 10,000+
- Build coalition with partners
- Politicians receive specific call to action

Inspire

\$1,500,000 / 1 yr

Build a sustainable movement

- Develop and trial multiple messages
- Media, influencers, social media, ads
- Sustain bilingual/multichannel presence
- Commission ongoing polling & policy
- Build a national movement

Impact:

- Identify messaging + audiences
- Increase visibility, generate opportunities
- Community size: 100,000+
- Broad coalition of partner organisations
- Multiple/evergreen advocacy campaigns
- Maintain political pressure to act



Contact us to find out more

- Website: aigs.ca
- Meeting: [Calendly](#)
- Email: contact@aigs.ca

Let's see what Canada can do