

Join us in leading

A National Conversation on AI

A public dialogue about the future of AI

"Engaging the public is an essential part of successful AI governance. This initiative has a great potential to help Canada lead by example on this issue."

Dr. Yoshua Bengio

Introduction

Canadians are facing a growing AI revolution that will reshape jobs, culture, democracy and daily life. With opinions split and growing distrust in the technology, there is an urgent need to meaningfully engage the public on where AI is headed and consult as to their preferences. The insights generated will provide essential guidance to policymakers and technologists.

AIGS Canada is partnering with stakeholders across the country to start this conversation with a series of 5 to 10 events in early 2025. Each event will be professionally designed and facilitated and focus on a major area of impact, such as jobs and the future of work, governance and trust, equity and fairness, and more.



Table of Contents

Overview

A unique moment in AI history	01
The challenge of discussing AI	02
About AIGS Canada & its partners	04

The Practical Details

The National Conversation in practice	05
How to get involved	07
Sponsorship packages	08



Overview

A Unique Moment in AI History

The machine learning revolution in the 2010s, followed by ChatGPT and the Generative AI era in the 2020's, have pushed artificial intelligence into public consciousness.

Now, as investments in AI enter the [trillions](#) of dollars, and as data center [growth](#) in Canada alone is so rapid that nuclear power plants are being commissioned, the scale and potential impact of the AI revolution is coming into focus. **The next 3-10 years are foundational.**

In particular, AI is already outperforming human capabilities in a growing number of areas, and [many leading AI firms](#) are making the development of human-level AI their stated objective over the coming years.

The **opportunities** from advanced AI for the economy, health care, climate solutions, and government could be unprecedented. Human-level AI and the wealth it creates could help the world achieve many of the United Nations's Sustainable Development Goals, enabling longer, healthier and happier lives for all.

Meanwhile, the list of **risks** – from privacy loss and biased algorithms, to deepfakes and environmental costs – will also grow as capabilities rise. These include concerns around jobs, public safety, and societal-scale effects such as those witnessed with social media.

Every Canadian will be impacted by AI, both positively and negatively. That's why the public is an essential partner in shaping desirable AI futures. Without their participation, distrust will continue to grow, adoption will be slowed, and policies made ineffective.

Governments and the broader society will need years to prepare and adapt to the scale of change AI presents. The unique window we have - after AI has entered public consciousness, and before the most powerful capabilities are developed – means that **now is the time to start the conversation.**

And it's Canada's opportunity to lead by example.

The Challenge of Discussing AI

AI is a huge topic with many conflicting expert viewpoints. The following are some of the most challenging areas to discuss, and how the National Conversation on AI (NCAI) will navigate them:

Uncertainty on future AI capabilities

Predicting the future is hard, especially when it comes to technology. Nonetheless, human intelligence is already surpassed by AI in many areas, and most leading AI firms have made “artificial general intelligence” (AGI) their goal - systems that can match or outperform humans in all domains. Potential AGI impacts will therefore be a core part of the NCAI, alongside impacts from existing systems.

Uncertainty on AI timelines

Another challenge when discussing the future of AI is knowing when new capabilities will be developed. In particular, experts’ estimates on AGI range from 2 years to over 50 years. The NCAI is open to all predictions. The focus is instead on the timeframes needed for designing and enacting government policies, i.e. what is possible in the next three to ten years.

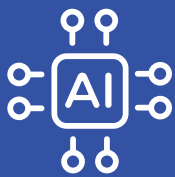


Disagreement on Catastrophic Risk

While [warnings](#) by some leading figures about the potential weaponisation and loss of control of advanced AI have made headlines, other experts strongly [disagree](#). A conversation on the future of AI is valuable regardless of one's position on this particular issue, and has the benefit of helping the public understand what the disagreements are about. It will not be the focus of the NCAI.

Size and complexity of the topic

AI is impacting every domain of human life, and each risk and opportunity could take years to fully explore. Moreover, participants new to the topic won't have time to come to any final conclusions over the course of a single event.



The NCAI is therefore designed as the start of a process, seeding the conversation on the biggest issues, and then tuning in to what resonates with Canadians. It puts AI on the political agenda and provides momentum and pointers for more specialised consultations to follow, such as citizen assemblies.



About AIGS Canada & its Partners

[Artificial Intelligence Governance & Safety Canada](#) is a nonpartisan not-for-profit and a community of people across the country, working to ensure that advanced AI is safe and beneficial for all. We started with the question "What can we do in Canada, and from Canada, to ensure positive AI outcomes?". Launched in late 2022, our actions have so far included community building, media engagement, and developing and advocating for constructive policy. We are funded by our members - individual Canadian donors - and are also pursuing grants from government and other Canadian entities.

As a citizen voice, we've identified lack of public understanding and participation in AI governance discussions as a key area to address. While we have existing policy positions, we will not be presenting them during the NCAI – **our goal is to better understand what the public wants**, and to build momentum for positive action along those lines.

Who is part of the NCAI?



A meaningful National Conversation requires that all relevant stakeholders be involved. This is why we have invited a broad coalition of businesses, unions, universities, government bodies and civil society to take part. It will be funded by the financial and in-kind contributions of sponsors and participating organisations.

The value of such a coalition is that it provides the public a balance of perspectives while avoiding the perception of being a front for any particular agenda. **We recognise the wide range of viewpoints on AI and welcome an inclusive and meaningful discussion.** This is not only required in a healthy democracy, it will help the public and policymakers better understand the challenges at hand.

On top of getting to take part in an exciting series of events, as a sponsor you can:

- ① Ensure your voice is represented
- ① Position your organization as a thought leader in AI
- ① Gain key insights on public preferences for AI
- ① Help inform the policy recommendations generated by the NCAI

The Practical Details

The National Conversation in practice

The National Conversation on AI will consist of 5-10 events across the country in early 2025. These events will be co-hosted at sponsors' venues and will be in person (online an option), in English or in French. They will be combined with active communications across multiple channels to create buzz and amplify the events' impact.

The Audience

**Events:**

Open to the general public by design. If sufficient funding, there will be attendee compensation to ensure all demographics can attend.

National communications and promotion:

Media blitz, paid ads, plus AIGS and partner channels, in English and French.

Event Design



Duration: 3 hours

Size: 50-100 people

Program first half: Overview of AI presentation followed by a panel of experts to explore the theme in more depth and provide a variety of perspectives

Program second half: Professionally facilitated group discussions to engage participants and gain insights into preferences and what issues resonate most

A/V requirements: Projector for the presentation and mics for the panelists

Catering: Variable depending on timing of the event

Confidentiality: Participant answers gathered under Chatham house rules

Asking the big questions



The NCAI content will be focused on the next 3-10 years of AI capabilities and impacts, and organised according to key themes:

- ① Jobs and the future of work
- ① Ownership, access, and governance of advanced AI systems
- ① Safety: finding the balance between risk and opportunity
- ① Equity and fairness of advanced AI
- ① Embodied AI, robotics, and the future of human-machine interaction
- ① The place for AI in democracy
- ① Canada's role in global AI governance



How to get involved

National Co-Host

Become a leader in this national conversation. As a National Co-Host, you'll play a pivotal role in events and national communications. Join us during media interviews, host and shape one or more of the events, and participate in all key aspects. This is your chance to be at the forefront of AI policy and public engagement on a national scale.

Local Co-host

Local Co-Hosts are the pillars of the National Conversation. By hosting an event at your venue, you establish yourself as a key shaper of the conversation, choosing its theme, taking part in the panel, and asking questions of your own. Join organisations across the country and put your city and sector on the map.

Influencer

Amplify the conversation and shape public opinion as an Influencer. With enhanced visibility in marketing materials and the opportunity to contribute a panelist, you'll play a key role in ensuring a rich, multifaceted dialogue on AI's impact across Canada.

Supporter

Demonstrate your organisation's interest and commitment to responsible AI by joining the national conversation as a Supporter. This will not only ensure your presence in NCAI communication materials, but amplifies its overall impact by showing broad ecosystem support for it.

Other ways to get involved

Attend: While the purpose of the events is to engage the general public, one or two paid tables will be available for sponsors interested in attending as participants or observers. The cost for a seat is \$500.

In-kind contributions: Able to provide facilitators, media coverage, or some other good or service core to the NCAI's success? [Contact us](#) to explore the possibilities.

Sponsorship packages

	Supporter	Influencer	Local Co-Host	National Co-Host
Investor	\$1,500	\$5,000	\$10,000* and: <ul style="list-style-type: none"> ◉ Venue, catering, A/V, for one event ◉ Event promotion on your channels ◉ Staff time (event prep & hosting) 	\$50,000 and: <ul style="list-style-type: none"> ◉ Venue, catering, A/V, for one event ◉ Event promotion on your channels ◉ Staff time (event prep & hosting)
General Benefits	<ul style="list-style-type: none"> ◉ Boost your brand as a responsible AI thought leader ◉ Gain key insights on public preferences on AI ◉ Help address public concerns about AI ◉ Inform policy development 	<ul style="list-style-type: none"> ◉ Boost your brand as a responsible AI thought leader ◉ Gain key insights on public preferences on AI ◉ Help address public concerns about AI ◉ Inform policy development 	<ul style="list-style-type: none"> ◉ Boost your brand as a responsible AI thought leader ◉ Gain key insights on public preferences on AI ◉ Help address public concerns about AI ◉ Inform policy development 	<ul style="list-style-type: none"> ◉ Boost your brand as a responsible AI thought leader ◉ Gain key insights on public preferences on AI ◉ Help address public concerns about AI ◉ Inform policy development
Visibility	Small logo on marketing materials	Medium logo on marketing materials	Medium logo on marketing materials	<ul style="list-style-type: none"> ◉ Large logo on marketing materials ◉ Your event in the spotlight ◉ National presence in communications such as joint media interviews
Access & Networking	Early access to final report	<ul style="list-style-type: none"> ◉ Early access to final report ◉ Invitation to Ottawa reception revealing the results + network with AI governance thought leaders 	<ul style="list-style-type: none"> ◉ Early access to final report ◉ Invitation to Ottawa reception revealing the results + network with AI governance thought leaders 	<ul style="list-style-type: none"> ◉ Early access to final report ◉ Give a talk at the Ottawa reception where results will be revealed + network with AI governance thought leaders
Authorship		Ensure your voice at the table: <ul style="list-style-type: none"> ◉ Provide a panelist at one event 	Ensure your voice at the table: <ul style="list-style-type: none"> ◉ Provide opening remarks and a panelist at your event Tailored Content: <ul style="list-style-type: none"> ◉ Choose 2 questions to be asked to participants during the consultations 	Ensure your voice at the table: <ul style="list-style-type: none"> ◉ Provide opening remarks and a panelist at your event ◉ Provide panelists at other events Tailored Content: <ul style="list-style-type: none"> ◉ Choose 3 questions to be asked to participants during the consultations

*financial contribution waived for nonprofits and academic institutions



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