



## **This federal election is important. Plan to vote. Have your say.**

*Election Day is April 28.*

### **The stakes are high this federal election.**

Canadian creators and publishers are vital contributors to Canada's cultural sovereignty. They tell our stories, are essential to a healthy democracy, and build shared experience among Canadians. Their investment in local economies contributes to Canada's Gross Domestic Product and economic well-being.

Today, Canada's creative sector does not have the legislative and regulatory tools to meet current challenges and seize emerging opportunities. Creators and publishers are working within a copyright framework that is broken and unbalanced, and where the unregulated development and deployment of generative artificial intelligence (GenAI) further threatens their livelihoods and hinders the creation of a GenAI ecosystem where creators and publishers can partner with those building GenAI tools and services to mutual benefit.

Canada can and must do better.

Strong, bold policies are required from all parties and candidates to strengthen Canada's cultural sector.

In the face of threats to Canada's cultural and economic sovereignty, parties and candidates must stand up for Canadian creators and publishers.

This toolkit suggests actions you can take to be part of the collective conversation this election campaign, including how to engage with candidates running in your riding.

Every voice and every action counts!

## **Two Critical Asks This Election Campaign**

We call on all parties and candidates to commit to the following:

1. **Repair Canada's *Copyright Act*** by clarifying existing fair dealing exceptions, including for education, so that Canadian creators and publishers are fairly compensated for the use of their published works.
2. **Develop a fair and ethical AI regulatory system** in Canada that values human creation, sustains our vital cultural industries, and encourages the growth of a market for the licensing of content for GenAI purposes.

## Engaging Candidates in Your Riding

During the campaign, the candidates in your riding will be out and about in your community. They want to meet their constituents and hear what is important to them.

**Who's running in your riding?** Use the [postal-code look-up tool](#) on Elections Canada's website.

Engaging directly with candidates is a chance to cut through the election noise and put your thoughts and your issues directly in front of them. Whether it's a short impromptu chat, arranging a brief meeting over the phone or in-person, or sending a personalized note by email, mail or hand delivery to a candidate's office, one-on-one communication is the best way to have a meaningful encounter with those who want to earn your vote.

This is your chance to enlist candidates' and their parties' support of Canadian creators and publishers and to understand their positions on what it means to protect Canada's cultural sovereignty. The best way to do so is to prepare a quick pitch that you can use no matter how you are in touch with candidates.

## Making the Pitch

**The heart of the pitch is your story.**

First, **introduce yourself** as a constituent and as a creator or cultural worker in their riding.

Then, **provide some background information** tying back to your story.

It can be something like:

Creators like me tell Canadian stories. It's never been more challenging to do so. The education fair dealing exception introduced in 2012 has contributed to a significant decline in the royalties I receive for the copying of my work. AI represents an even more significant threat with my works being copied and used without my consent to build systems that will directly compete with my work. Protecting Canada's sovereignty means supporting creators like me.

Now, close with **the ask**.

It can be something like:

Can I count on you and your party to repair Canada's *Copyright Act* to restore balance between the rights of users and copyright owners, and to support the development of fair and equitable AI regulations that ensures creators like me can continue to tell our stories?

If you are contacting candidates by email or letter, request a response to your inquiry.

If you are meeting candidates in person and they are unable to give an answer to your question(s), offer a way for them to be in touch with you once they do have an answer.

**To further the impact of your pitch, here are a few key messages and stats you can use:**

- Canada's copyright-based industries are a vital driver of our country's economic prosperity. In 2019, they contributed \$95.6 billion to Canada's GDP, accounting for 4.9% of Canada's overall GDP and total employment of 934,724.
- The expansion of fair dealing to include education in 2012 has contributed to the following:
  - Losses of an estimated \$250M+ in licensing fees that would have otherwise been collected by Access Copyright and distributed to Canadian creators and publishers.
  - Significant job losses with annual employment in the Canadian publishing industry declining from 90,464 jobs in 2012 to 80,582 in 2023.
  - Reduced investment in content for Canadian classrooms with several publishers, including Oxford University Press, Emond Montgomery, and McGraw Hill exiting the Canadian K-12 market, leaving teachers with a gap in locally produced materials that reflect Canadian curriculum.
- Over the last decade, weaknesses in the *Copyright Act* have severely hampered the ability of writers, visual artists, and publishers to receive fair compensation when their works are used by educational institutions, leading to the failure of a once-robust market.
- While creators and publishers welcome innovation and the adoption of new technologies, they are doubly harmed by GenAI development: first, in the widespread, unauthorized "scraping" and reproduction of copyright-protected works to develop and train the large language models (LLMs) GenAI tools are built on, and second, in the use of GenAI to produce material that competes with human-created works in the marketplace.
- Text and data mining (TDM) activity is occurring in Canada. GenAI models copy content via TDM activity, scraped from webpages or fed directly to large language models (LLMs); this activity occurs worldwide, including Canada, and includes the scraping of copyright-protected works. This scraping takes place without consent, compensation or credit to rights holders.
- Licensing models are emerging that support innovation by providing GenAI developers with high quality creative content (data) while ensuring that creators are compensated for use of their work for this purpose.

**Need more details?** We are here to help. Contact us directly at [info@accesscopyright.ca](mailto:info@accesscopyright.ca) and we'll make sure you have everything you need to talk to candidates.

## **Other Ways to Make Your Voice Heard**

**Vote.** [Elections Canada](#) has all the information you need, including [key dates](#) related to how you can exercise your franchise, the [different ways you can vote](#) including advance polling and [acceptable ID](#) to use when you do vote.

It's also important to make sure you are registered to vote. If you receive a Voter Registration Card, you are registered to vote. If you're not sure, please contact Elections Canada.

**If you do only thing this election, vote.**

**Social media.** Engage with candidates and parties on X, Bluesky, Facebook and Instagram to keep the issues important to you front and centre. We have prepared a few messages that can be used no matter what social-media network you are on.

#### **SAMPLE SOCIAL MEDIA MESSAGES**

Canada's copyright-based industries drive our country's economic prosperity. Canadian creators and publishers tell our stories. Protecting our cultural sovereignty supports both. #cdnpoli #elxn2025

[Download this image to add your post](#)



Thirteen years of expanded fair dealing has contributed to a broken market for educational copying. Who's up for fixing it? #cdnpoli #elxn2025

[Download this image to add your post](#)



GenAI uses creators and publishers' works without permission to serve up works that directly compete with them. There's a better and more equitable way to do GenAI. #cdnpoli #elxn2025

[Download this image to add your post](#)



**Participate in the Debate on Culture:** The Coalition for the Diversity of Cultural Expressions (CDCE), of which Access Copyright is a member, has co-organized two 90-minute events, one in French and one in English. **2025 Federal Elections, Shaping the Future of Canada's Cultural Sovereignty** will feature representatives from Canada's main political parties and will focus on the issue of cultural sovereignty, including copyright and how AI is affecting culture.

The French event, **Debate on Culture: 2025 Federal Elections**, will take place on Monday, April 14 at 3:30 p.m. EDT. Register for the webcast or to attend in person [here](#) for free. The debate will also be broadcast on CPAC.

The English event, an **Electoral Townhall on Arts and Culture**, will take place on Wednesday, April 16 at 12 noon EDT. Register to attend in person [here](#) for free. The townhall will also stream live on [OCAD University's YouTube channel](#)

Recordings will be made available following the events.

As well, if there is a question you would like answered during either debate, email it directly to [coalition@cdec-cdce.org](mailto:coalition@cdec-cdce.org).

The leaders' debates will take place on Wednesday, April 16 in French at 8 p.m. EDT, and on Thursday, April 17 in English at 7 p.m. EDT. Details on how to tune in to them are [here](#).

## Contact Information for parties and Elections Canada

### **Bloc Québécois**

[www.blocquebecois.org](http://www.blocquebecois.org)

X: [@blocquebecois](#)

Bluesky: [@blocquebecois.bsky.social](#)

Facebook: [@blocquebecois](#)

Instagram: [@blocquebecois](#)

### **Leader: Yves-François Blanchet**

X: [@yfblanchet](#)

Bluesky: [@yfblanchet.bsky.social](#)

Facebook: [@yvesfrancois.blanchet1](#)

Instagram: [@yfblanchetbg](#)

**Conservative Party of Canada**

[www.conservative.ca](http://www.conservative.ca)

X: [@cpc\\_hq](https://twitter.com/cpc_hq)

Facebook: [@cpcpcc](https://www.facebook.com/cpcpcc)

Instagram: [@cpc\\_hq](https://www.instagram.com/cpc_hq)

**Leader:** Pierre Poilievre

X: [@PierrePoilievre](https://twitter.com/PierrePoilievre)

Facebook: [@PierrePoilievreMP](https://www.facebook.com/PierrePoilievreMP)

Instagram: [@pierrepoilievremp](https://www.instagram.com/pierrepoilievremp)

**Green Party of Canada**

[www.greenparty.ca](http://www.greenparty.ca)

X: [@canadiangreens](https://twitter.com/canadiangreens)

Bluesky: [@canadiangreens.bsky.social](https://bsky.social/profile/canadiangreens.bsky.social)

Facebook: [@GreenPartyofCanada](https://www.facebook.com/GreenPartyofCanada)

Instagram: [@thegreenparty\\_canada](https://www.instagram.com/thegreenparty_canada)

**Leaders:** Elizabeth May & Jonathan Pedneault

X: [@ElizabethMay](https://twitter.com/ElizabethMay) & [@j\\_pedneault](https://twitter.com/j_pedneault)

Bluesky: [@elizabethemay.bsky.social](https://bsky.social/profile/elizabethemay.bsky.social) &

[@jpedneault.bsky.social](https://bsky.social/profile/jpedneault.bsky.social)

Facebook: [@ElizabethMaySGI](https://www.facebook.com/ElizabethMaySGI) &

[@JonathanPedneault](https://www.facebook.com/JonathanPedneault)

Instagram: [@elizabethemay](https://www.instagram.com/elizabethemay) &

[@jonathan\\_pedneault](https://www.instagram.com/jonathan_pedneault)

**Liberal Party of Canada**

[www.liberal.ca](http://www.liberal.ca)

X: [@liberal\\_party](https://twitter.com/liberal_party)

Bluesky: [@liberalca.bsky.social](https://bsky.social/profile/liberalca.bsky.social)

Facebook: [@LiberalCA](https://www.facebook.com/LiberalCA)

Instagram: [@liberalca](https://www.instagram.com/liberalca)

**Leader:** Mark Carney

X: [@MarkJCarney](https://twitter.com/MarkJCarney)

Bluesky: [@mark-carney.bsky.social](https://bsky.social/profile/mark-carney.bsky.social)

Facebook: [@MarkJCarney2025](https://www.facebook.com/MarkJCarney2025)

Instagram: [@markjcarney](https://www.instagram.com/markjcarney)

**New Democratic Party of Canada**

[www.ndp.ca](http://www.ndp.ca)

X: [@ndp](https://twitter.com/ndp)

Facebook: [@NDP.NDP](https://www.facebook.com/NDP.NDP)

Instagram: [@ndpcanada](https://www.instagram.com/ndpcanada)

**Leader:** Jagmeet Singh

X: [@theJagmeetSingh](https://twitter.com/theJagmeetSingh)

Bluesky: [@jagmeetsingh.ca](https://bsky.social/profile/jagmeetsingh.ca)

Facebook: [@jagmeetndp](https://www.facebook.com/jagmeetndp)

Instagram: [@jagmeetsingh](https://www.instagram.com/jagmeetsingh)

**Elections Canada**

[www.elections.ca](http://www.elections.ca)

X: [@ElectionsCan\\_E](https://twitter.com/ElectionsCan_E)

Facebook: [@ElectionsCanE](https://www.facebook.com/ElectionsCanE)

Instagram: [@electionscan\\_e](https://www.instagram.com/electionscan_e)

*This tool kit is for informational purposes only. As a non-partisan organization, Access Copyright does not endorse or support any party or candidate in the Federal Election.*

**FOR MORE INFORMATION:**

Kate Edwards

CEO

Access Copyright

[kedwards@accesscopyright.ca](mailto:kedwards@accesscopyright.ca)

Robert Gilbert

Manager, Communications & Marketing

Access Copyright

[rgilbert@accesscopyright.ca](mailto:rgilbert@accesscopyright.ca)