CULTURE & PUBLIC POLICY

Twelfth session of the Expert Mechanism on the Right to Development
OHCHR

Dr Andrea Detmer Latorre

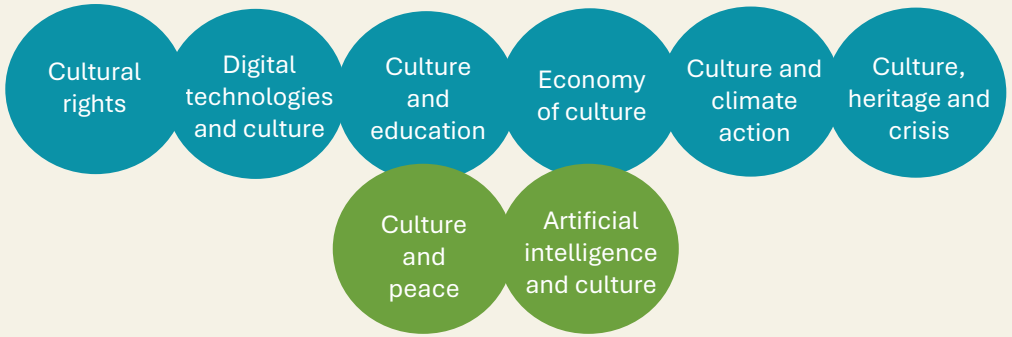
UNESCO Culture Sector

October 28, 2025

AI at the
World Conference on Cultural Policies and Sustainable Development
MONDIACULT 2025

- 118 ministers
- 163 member states
- 300+ civil society organizations
- MondiaYouth: 32 countries represented
- 300+ publications in the digital library

MONDIACULT 2022 Declaration Priority Domains



Focus areas



MONDIACULT 25
ESPAÑA

UNESCO Culture Sector
AI-related policy documents

- 2025 MONDIACULT 2025 Outcome Document (section on AI)
- 2025 UNESCO global report on cultural policies, Culture: the Missing SDG (chapter 2 on digital technologies)
- 2024 UNESCO Framework for Culture and Arts Education
- 2025 UNESCO Framework for Culture and Arts Education: implementation guidance (AI as an enabling condition)
- 2025 Report of the Independent Expert Group on Artificial Intelligence and Culture, CULTAI
- 2025 Digital Culture for All By 2035: How We Can Increase Access and Empower Creation, elaborated by experts
- 2024 Recommendations of the UNESCO Reflection Group on the diversity of cultural expressions in the digital environment
- 2022 MONDIACULT Declaration (digital technologies as a priority domain)



Report of the Independent Expert Group on Artificial Intelligence and Culture – CULTAI

Topics

1. Mapping the Ethical Landscape of AI in Culture
2. Cultural Rights in the Digital Era
3. AI and Cultural Value Chains in the Creative Economy
4. Cultural Education in the AI Era
5. Climate, Culture and AI for Sustainability
6. Endangered Heritage and AI
7. AI, Freedom and Cultural Sovereignty

Core challenges of AI in Culture

Governance lag	**Concentration of AI power**	**Lack of transparency** in AI systems / training data	**North–South divide**	**High environmental footprint**
Reinforced bias, cultural homogenization and linguistic loss	Undermining of cultural rights	Erosion of creative-cognitive and socioemotional skills	Misuse, bias and distortion in cultural heritage	Risk that cultural economies become extractive rather than generative
Marginalization of minority voices	Threats to creators' compensation and remuneration	Threats to human creativity and agency	Vulnerability of culture to disinformation	Cultural sovereignty at risk

Core opportunities of AI in Culture

Expands cultural access personalizing experiences and reaching diverse audiences

Enhances creativity and new forms of artistic expression

Lowers market entry barriers widening opportunities in artistic and cultural production

Creates new cultural jobs and increases productivity, especially for **SMEs**

Fosters interdisciplinary collaboration between artists, researchers, and technologists

Promotes **linguistic diversity**, and connects local knowledge with global systems

Supports **heritage protection**, through monitoring, digital reconstruction, combatting illicit trafficking and risk preparedness

Improves efficiency automating administrative and technical tasks

Art for awareness AI-powered works can make environmental data tangible

Policy guidelines on AI & Culture

Towards Ethical, Equitable and Sustainable Governance

1. **Integrate culture into national AI strategies**, recognizing its role in social cohesion, creativity and sustainable development
2. **Ensure ethical governance** based on cultural rights, transparency, cultural diversity and accountability in the use of cultural data
3. **Promote digital equity** by reducing gaps in access, infrastructure and capacities, especially in the Global South
4. **Encourage eco-responsible AI practices** by reducing environmental footprints and promoting low-carbon models in cultural institutions
5. **Advance AI literacy and training**, both technical and ethical, for artists, cultural managers and communities
6. **Ensure fair redistribution of the value generated by cultural data**, strengthening the cultural sovereignty and autonomy of States and communities
7. **Call** for interoperable governance frameworks guided by ethical standards

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