"Youth Check Consultation – Artificial Intelligence Strategy for the Cultural and Creative Sectors" **15 October 2026**

Guiding questions for the discussion[1]

Group	What are **three key messages or priorities** that young people would like to **share with EU policymakers** working on the Artificial Intelligence Strategy for the Cultural and Creative Sectors? *(Write down top 3, present only top 1 in plenary session)*
1	1. **Safety by design:** All tools developed within the cultural and creative sectors should consider negative use cases before being released. Graphic and video tools can be negatively used for disinformation, deepfakes, and politically misleading content. Companies should ensure safety mechanisms in their products before releasing them for general use and be held responsible for negative content or usage. 2. **AI literacy and skills development**. Targeted funding and programmes for AI/digital skills via local youth work and practical learning, or on digital platforms with rural targeted information campaigns and training. 3. **Access and connectivity as a precondition.** AI Strategies are meaningless without high-speed broadband and affordable digital infrastructure.
2	**1. Prevent discrimination and ensure diverse cultural voices are represented** AI is increasingly used to create, promote and recommend music, art, films and other cultural content. These systems can reproduce stereotypes or make certain artists and communities less visible. For example, LGBTQI artistic content may be wrongly flagged as inappropriate or receive less visibility because of biased automated systems. The Strategy should address these biases, protect diverse cultural expression and involve young people from underrepresented communities in testing and developing AI tools. **2. Protect young artists' work and ensure equal access to AI opportunities** Young artists may have their artwork, music or writing used to train

[1] The document presents the outcomes / key takeaways of the group discussions. It does not reflect the position of DG EAC. Inputs collected have not been harmonized, hence varying formats across reporting groups

	AI systems without sufficient transparency or protection of their rights. At the same time, young creators and small cultural organisations may lack the money or training needed to use these technologies. The Strategy should protect creators' rights, improve transparency around AI training data and ensure that affordable tools and training are available to young people, not only established artists and large companies. **3. Address AI-generated abuse without restricting artistic freedom** AI can be used to create fake images and videos, impersonate artists or spread abusive content. Young people can be particularly vulnerable when manipulated content is used to harass, intimidate or damage their reputation. The Strategy should support clear safeguards and accessible ways to report harmful AI-generated content, while ensuring that these protections are not used to censor legitimate artistic expression.
3	1. **Innovate:** Rules and tools need to be usable for two-person studios. Licensing, labelling and compliance must work for students and start-ups, with practical guidance rather than only legal text. 2. **Protect:** Young creators need simple ways to license their own work, keep credit for it, and be found. Recommendation systems and training data favour mainstream catalogues and large rights holders. 3. **Empower:** Support must reach students, freelancers and micro-studios, not only established cultural organisations; it should be hands-on, using AI in their own practice and small business; and it should introduce European tools early.
4	1. **Young people need to be better informed** to be more empowered on what AI is, benefiting from its opportunities while mitigating its risks. Importance of education (formal / informal settings) **2. Responsible usage** taking into consideration the environmental impact of AI. 3. **Support independent creators**, smaller languages 4. **Label clearly** AI content, protect visibility and exposure
5	1. **Compensation and copyright:** introduce legal frameworks to protect the work of artists and creatives. For example, make sure that workers in the creative fields have the right to say no to their

	work being used to train AI models. 2. **Mitigate job insecurity** generated by AI, especially for people who are beginning in the creative fields and who are often young. Both through AI displacing jobs, but also through the fear of being negatively perceived if using AI. 3. **Ensure transparency** towards consumers of AI-produced art on the environmental impact the creation process has had.
6	1. **Empower:** AI literacy and skills. Ensuring funding for both public AI education as well as practical non-formal education and hands-on learning, enabeling broad access to AI-tools especially by young people, students, freelancers and micro-studios to boost AI adoption 2. **Protect:** Young creators need simple ways to license their own work, keep credit for it, and be found. Recommendation systems and training data favour mainstream catalogues and large rights holders. 3. **Innovate**: Rules and tools a two-person studio can use. Licensing, labelling and compliance must work for students and start-ups, with practical guidance rather than only legal text.
7	1. **AI for culture** should be sustainable which means that AI providers should report on their environmental impact, favor green data centers and renewable energy and build an approach that reduces dependence on non-EU technology. 2. **Protect creators** and their audience from the misuse of AI which means that young artists' image and voice cannot be used without consent while AI generated content should be clearly stated. The Strategy should ensure that AI complements human creativity rather than replacing it. 3. **Invest in AI literacy for young people,** which means funding for AI literacy that includes critical thinking in school curriculums but also non-formal educations hosted by youth organizations in forms of workshops and trainings but also support youth and cultural organizations to build AI skills. The Strategy should support AI literacy, digital creativity and skills development through formal education, non-formal learning and lifelong learning opportunities.
8	1. **To ensure transparency and avoid disinformation** and misinformation, AI disclaimer should be included whenever AI has been used (fully or in support of creators) resulting in or supporting the creation of any content. 2. **Implement a universal approach** to learning and education of the

	general public, combined with sector-specific elements catering for the new generation of artists 3. **Use of Disclaimers and active consent** prior to accessing content (like disclaimers and trigger warnings within social media), thus ensuring better visibility and acknowledgement of content created through use of AI. 4. **Data Transparency for the use of LLMs** and training, ensuring a) transparency on the material used and thus ensuring clarity on certain biases (possible or subconscious), while also b) ensure IP protection of creative content and creators own rights prior to any material being used to train models.
9	1. **Make culture more accessible to young people** and help them learn how to use AI, with a focus on digital skills and critical thinking, via trainings and other resources (allocated especially to organisations working with youth); help them avoid/challenge misinformation and disinformation online 2. **Protect artists, their intellectual property**, and ensure fair recognition of their work (fair remuneration, clearly distinguish between AI-generated content and artists-generated one); 3. **AI should not reinforce cultural stereotypes**, should reflect different cultural identities when generating cultural content, especially when it comes to underrepresented communities
10	1. We talk a lot about AI creating new opportunities, but who will actually be able to access them**? There is a risk that AI will widen the gap between young creatives who can afford expensive tools and training and those who cannot.** Could the strategy include small-scale funding and accessible AI tools for grassroots youth and cultural organisations, rather than focusing mainly on established creative industries 2. **Invest in AI Literacy for young people that includes critical thinking -** AI can be biased and give wrong answers. Young people need to learn how to use AI, but also to question what it produces, in this case notably for those in creative industries. Do young people really know what happens when their creative content is uploaded to AI-powered platforms? We need practical safeguards and understandable consent mechanisms, not just general copyright principles. Support young people and youth organisations to build ethical AI skills and literacy. 3. **Institutional framework** for grassroots organisations - Youth organisations and cultural institutions need clear AI policies to ensure consistent ethical practices. Without shared guidelines,

	responsibility falls on individuals, creating imbalances in how AI is used. Organisations should establish common standards that protect creative integrity, promote accountability, and make ethical AI use a collective responsibility.