

All CCS and Cross-sectoral Organisations and initiatives All Europe Countries

Human Artistry Campaign | Core Principles for Artificial Intelligence Applications

CREATIVESUNITE

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Artificial Intelligence seems to be taking over the news the past months. Here is a list of principles on how to use it responsibly and with respect for artists and creators.

Creative works shape our identity, values, and worldview. And there are fundamental elements of our culture that are uniquely human. Only humans are capable of communicating the endless intricacies, nuances, and complications of the human condition through art - whether it be music, performance, writing, or any other form of creativity.

Developments in artificial intelligence are exciting and could advance the world farther than we ever thought possible. But AI can never replace human expression and artistry.

As new technologies emerge and enter such central aspects of our existence, it must be done responsibly and with respect for the irreplaceable artists, performers, and creatives who have shaped our history and will chart the next chapters of human experience.

These principles outline how we can responsibly use artificial intelligence – to support human creativity and accomplishment with respect to the inimitable value of human artistry and expression.

1. TECHNOLOGY HAS LONG EMPOWERED HUMAN EXPRESSION, AND AI WILL BE NO DIFFERENT
For generations, various technologies have been used successfully to support human creativity. Take music, for example... From piano rolls to amplification to guitar pedals to synthesizers to drum machines to digital audio workstations, beat libraries and stems and beyond, musical creators have long used technology to express their visions through different voices, instruments, and devices. AI already is and will increasingly play that role as a tool to assist the creative process, allowing for a wider range of people to express themselves creatively. Moreover, AI has many valuable uses outside of the creative process itself, including those that

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amplify fan connections, hone personalized recommendations, identify content quickly and accurately, assist with scheduling, automate and enhance efficient payment systems – and more. We embrace these technological advances.

2. HUMAN CREATED WORKS WILL CONTINUE TO PLAY AN ESSENTIAL ROLE IN OUR LIVES

Creative works shape our identity, values, and worldview. People relate most deeply to works that embody the lived experience, perceptions, and attitudes of others. Only humans can create and fully realize works written, recorded, created, or performed with such specific meaning. Art cannot exist independent of human culture.

3. USE OF COPYRIGHTED WORKS, AND THE USE OF VOICES AND LIKENESSES OF PROFESSIONAL PERFORMERS, REQUIRES AUTHORIZATION, LICENSING, & COMPLIANCE WITH ALL RELEVANT STATE AND FEDERAL LAWS

We fully recognize the immense potential of AI to push the boundaries for knowledge and scientific progress. However, as with predecessor technologies, the use of copyrighted works requires permission from the copyright owner. AI must be subject to free-market licensing for the use of works in the development and training of AI models. Creators and copyright owners must retain exclusive control over determining how their content is used. AI developers must ensure any content used for training purposes is approved and licensed from the copyright owner, including content previously used by any pre-trained AIs they may adopt. Additionally, performers' and athletes' voices and likenesses must only be used with their consent and fair market compensation for specific uses.

4. GOVERNMENTS SHOULD NOT CREATE NEW COPYRIGHT OR OTHER IP EXEMPTIONS THAT ALLOW AI DEVELOPERS TO EXPLOIT CREATORS WITHOUT PERMISSION OR COMPENSATION

AI must not receive exemptions from copyright law or other intellectual property laws and must comply with core principles of fair market competition and compensation. Creating special shortcuts or legal loopholes for AI would harm creative livelihoods, damage creators' brands, and limit incentives to create and invest in new works.

5. COPYRIGHT SHOULD ONLY PROTECT THE UNIQUE VALUE OF HUMAN INTELLECTUAL CREATIVITY

Copyright protection exists to help incentivize and reward human creativity, skill, labor, and judgment -not output solely created and generated by machines. Human creators, whether they use traditional tools or express their creativity using computers, are the foundation of the creative industries and we

must ensure that human creators are paid for their work.

6. TRUSTWORTHINESS AND TRANSPARENCY ARE ESSENTIAL TO THE SUCCESS OF AI AND PROTECTION OF CREATORS
Complete recordkeeping of copyrighted works, performances, and likenesses, including the way in which they were used to develop and train any AI system, is essential. Algorithmic transparency and clear identification of a work's provenance are foundational to AI trustworthiness. Stakeholders should work collaboratively to develop standards for technologies that identify the input used to create AI-generated output. In addition to obtaining appropriate licenses, content generated solely by AI should be labeled describing all inputs and methodology used to create it -- informing consumer choices, and protecting creators and rightsholders.

7. CREATORS' INTERESTS MUST BE REPRESENTED IN POLICYMAKING
Policymakers must consider the interests of human creators when crafting policy around AI. Creators live on the forefront of, and are building and inspiring, evolutions in technology and as such need a seat at the table in any conversations regarding legislation, regulation, or government priorities regarding AI that would impact their creativity and the way it affects their industry and livelihood.

Find more information here.