**United Nations Educational, Scientific and Cultural Organization**

**AGENDA:** *Deliberation upon Preserving Cultural Integrity and Personal Privacy in the Age of Social Media*

**Greetings Delegates,**

Welcome to the United Nations General Assembly (UNGA) Committee 4.0 edition of National Model United Nations.

The executive board of this committee is pleased to welcome you, and we are confident that you are prepared to engage with the intricacies of the Model United Nations. We hope to see the committee filled with powerful speeches, complex legalities, and most importantly, solutions aimed at fostering collaboration and diplomacy. We hope this background guide provides a thorough introduction to the agenda, but please remember it should not be your only source of preparation. We emphasize the importance of continuing research on the entire agenda, developing solutions, and fully understanding your country’s role in it.

As delegates, you are entrusted with the significant responsibility of addressing some of the most urgent global issues, striving to formulate common solutions through rigorous debate and effective communication. The topic at hand is particularly challenging, affecting millions of lives worldwide. It is a complex and deeply rooted issue, and I am here to help you navigate its intricacies. I look forward to seeing thoughtful arguments, respectful engagement, and most importantly solutions that reflect global responsibility.

Warm Regards,

Executive Board

Chairperson: Mahee Sabharwal

**COMMITTEE OVERVIEW**

UNESCO is a UN agency focused on Education, Science, and Culture. This was set up back in 1945, with the head office in Paris. UNESCO stands alone as an independent group that teams up closely with the UN, especially through ECOSOC, with the aim of helping build peace. UNESCO pushes for cooperation around the world in Education, Science, Culture, Communication, and Information. UNESCO does a lot for better education everywhere. They protect cultural heritage alongside the World Heritage Sites program. Plus, they back scientific research and teamwork on those fronts. They also work on freedom of expression and the press. By getting people to understand cultures better and by keeping shared human heritage safe, they encourage global cooperation. All that helps the UN's overall aims for Peace, Development, and Human Rights.

**MANDATE OF UNESCO**

UNESCO works on promoting peace and security. It pushes for international teamwork in fields like Education, Science, Culture, Communication, and Information. The whole point is to build understanding and cooperation among countries. That helps prevent conflicts through mutual respect and sharing knowledge.

UNESCO handles the intellectual and moral side of the UN. It draws on knowledge, culture, and learning to make the world more just, peaceful, and sustainable.

Now, UNESCO pushes hard for quality education for all. It stresses lifelong learning, too. They protect cultural heritage, the tangible parts and the intangible ones, alongside cultural diversity. Scientific research advances through their efforts, and they foster cooperation on global challenges. Freedom of expression and access to information are key rights in what they do. They encourage dialogue between civilizations. All of this builds peace, tolerance, and human dignity.

 UNESCO is the intellectual and moral arm of the UN. Knowledge, culture, and learning act as tools to shape a more just, peaceful, and sustainable world.

**INTRODUCTION TO THE COMMITTEE**

UNESCO is the specialized part of the United Nations. They call it the United Nations Educational, Scientific and Cultural Organization. It got started back in 1945 with its headquarters in Paris, France. Now, it's not like your typical UN committee. It runs on its own, kind of independently. But it does report back to the UN, through something called the Economic and Social Council, or ECOSOC. The big goal here is to push for peace and sustainable development. They do that by getting countries to work together on education, science, culture, and communication.

There are 194 member states involved. Plus, 12 associate members. That makes it one of the biggest and most impactful agencies in the UN setup.

UNESCO covers a lot of ground. In education, for instance, they push for everyone to have access to good-quality schooling. That includes literacy programs and training for teachers. They've got these global pushes, like the Education for All campaign. Over in culture, it's all about protecting heritage. Both the tangible kind, like monuments and natural spots, and the intangible stuff, like languages and arts. They handle this through programs such as the World Heritage Sites list. Science is another area. They conduct research and team-up on biodiversity, climate change, and water management. Programs like Man and the Biosphere, or MAB, and the International Hydrological Programme, that's IHP, they handle a lot of that.

On top of all this, UNESCO works on freedom of expression. Press freedom and access to information. It helps build up human rights and democracy around the world. They set up international rules and standards. For protecting cultural property, copyright issues, and ethical science practices. Basically, it acts as a spot for talking things out, cooperating, and sharing knowledge. Countries can keep their cultural identities that way. While dealing with big global problems. The work makes sure that advances in education, science, and technology don't get muddled up with cultural diversity, human rights or the environment's sustainability.

**INTRODUCTION TO THE AGENDA**

The Agenda (*Preserving Cultural Integrity and Personal Privacy in the Age of Social Media*). It points out some real issues with digital platforms these days. In our connected world, social media lets people chat, swap ideas, and show their culture to everyone around the globe. It leads to twisting cultural traditions, watering them down, or even turning them into something to sell. Those viral trends and worldwide content push aside local ways, languages, and customs. That puts community culture at risk. Plus, bad info or nasty content keeps stereotypes going, disrespects values, or stirs up trouble between people.

Social media brings up big worries about privacy and keeping data safe. Users share personal details all the time, and this can be misused for stealing identities, watching people, or pushing ads right at you. Governments, companies, and citizens all need to team up on handling data privacy, build digital smart, and safe habits online. This agenda pushes for working together across borders, making policies, and driving awareness. To mix the good part of being connected digitally while guarding cultural history and personal rights. In the end, it aims for a safe online space, respects culture and traditions, and includes everybody.

**SIGNIFICANCE OF THE AGENDA**

Social media is everywhere, a part of our daily life these days. It changes the way people talk to each other, pass along info, and connect with each other. It provides a huge web of links across the world, plus an easy way to grab knowledge. It can disrupt local and traditional ways of doing things, languages people speak at home, and core values might get buried under those big viral hits that spread fast. Keeping hold of that cultural side helps groups hang onto what makes them who they are, their history, the mix of differences, all that in this digital mess we're in.

The agenda points out how key it is to guard personal and data privacy on these sites. Privacy gets hit hard a lot. People face leaks of their data, people watching them too closely, identity theft and information used in bad ways. Locking down those protections keeps human respect intact. It builds real trust in the online spots, too. In the end, what makes this agenda matter so much is how it tackles that push-pull between tech moving forward and holding onto basic human stuff. It pushes for teams working together worldwide, solid ethics, and just knowing more to build a safe digital space, shows respect, and pulls everyone in.

**CONVENTIONS AND TREATIES**

**1. Conventions Related to Cultural Integrity**

* UNESCO World Heritage Convention (1972) – Protects cultural and natural heritage of outstanding universal value.
* Convention for the Safeguarding of the Intangible Cultural Heritage (2003) – Focuses on protecting traditions, languages, performing arts, and social practices.
* Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005) – Promotes cultural diversity and resists cultural homogenization.
* Convention on the Means of Prohibiting and Preventing the Illicit Import, Export and Transfer of Ownership of Cultural Property (1970) – Prevents theft, illegal trade, and misuse of cultural property.

### ****2****. Conventions ****Related to Personal Privacy and Digital Rights****

* **Universal Declaration of Human Rights (1948)** – Article 12 ensures protection from arbitrary interference with privacy, family, home, or correspondence.
* **International Covenant on Civil and Political Rights (ICCPR, 1966)** – Article 17 protects the right to privacy.
* **Convention on Cybercrime (Budapest Convention, 2001)** – Promotes international cooperation to combat cybercrime, including data breaches and online privacy violations.
* **UNESCO’s Recommendation on the Ethics of Artificial Intelligence (2021)** – Encourages protection of personal data, privacy, and human rights in digital technology.
* **UNESCO’s International Programme for the Development of Communication (IPDC)** – Supports freedom of expression and ethical digital practices.

### 3. ****Other Relevant Initiatives****

* **Global Convention on Cultural Heritage Protection (Drafts under UNESCO)** – Ongoing initiatives to strengthen protection against digital misuse of cultural heritage.
* **Digital Ethics Guidelines (UNESCO, 2021)** – Focuses on ethical standards for online content, data privacy, and social media use.

### Research Guide

### *(Please keep in mind that this is just a suggested pattern, and it is up to you to follow the pattern you would like to do your research)*

### Prerequisite information:

### The United Nations

### Your Committee

### The Committee’s mandate

### Bodies it works with

### Funding channels

### Agenda:

### Historical background

### Current trends

### Future aims

### International legal instruments

### Within the agenda, cover the following areas:

### Political aspects

### Economic aspects

### Social aspects

### Technology and its role

### Legalities

### Know your country

### Historical background, Current trends, Future aims of the agenda from your country’s perspective. Political, economic, social, technological, arms and army strength, and legal aspects related to the situation in your nation. (emphasis on high-value resources, crisis, support services, governance, political system and administrative conditions)

### Membership and participation in regional organizations.

### International organizations other than the UN.

### Allies and non-allies (friends and enemies) of your nation

**Nature and Source of Evidence**

*(Documents from the following sources will be considered as credible proof in committee.)*

1. UN resolutions, reports and documentation - all UN documents will be considered as credible sources of proof. Any information from UN websites is also considered. It is important to note that most official UN websites begin with “un.org”.
2. Government reports - government reports of all nations will be considered as credible proof. Some examples of these government websites are: a. The State Department of the United States of America. “https://www.state.gov/”.
3. Other sources like Wikipedia, Amnesty International, or newspapers like the Guardian, and so on, will not be accepted as credible proof, but may be used for a better understanding of any issue and even be brought up in debate, if the information given in such sources is in line with the beliefs of a government or a delegate

**QUARMA Questions**

1. How can UNESCO ensure that globalization and social media do not dilute or misrepresent local cultures and traditions?
2. What international standards should be implemented to protect individuals’ personal data on social media platforms?
3. How can UNESCO promote digital literacy to ensure users respect cultural diversity and personal privacy online?
4. What role can UNESCO play in mediating conflicts caused by online cultural misrepresentation or privacy violations?
5. Should social media platforms be held accountable for spreading content that disrespects cultural values?
6. How can governments balance digital surveillance for security with the right to personal privacy?