

Position Paper

Committee: UNCSW(2)

Portfolio: Switzerland

Agenda: The Impact of AI-Generated Beauty Standards, Social Media Filters, and Harmful Digital Content on Women's and Youth Health

I. Country Profile

Switzerland is a landlocked country in Central Europe with its capital at Bern. Renowned for its neutrality, strong democratic institutions, and high standard of living, it is also home to Geneva, a global center for diplomacy and international cooperation. As an innovation-driven economy committed to human rights and sustainable development, Switzerland advocates responsible technological advancement that upholds human dignity and gender equality.

II. Switzerland's Position on the Agenda

Switzerland is cognizant of the fact that standards of beauty produced through AI and digitally altered images are not just a technology issue but a growing issue in public health and gender equality.

Although the use of artificial intelligence may help create innovations and contribute to economic development, when used incorrectly it might perpetuate harmful stereotypes and negatively impact mental health of vulnerable communities; particularly women and young girls. Switzerland, therefore, calls for a human-centric approach towards AI governance which would be based on transparency, responsibility and respect of human rights.

III. National Measures and International Contributions

Switzerland has adopted the UNESCO Recommendation concerning the Ethics of Artificial Intelligence as well as supports the Council of Europe's Framework Convention on Artificial Intelligence. This reflects Switzerland's determination to ensure AI governance is based on transparency, accountability, and respect for human rights. In the national context, Switzerland ensures the development of trustworthy AI via the federal government's approach towards artificial intelligence and through comprehensive privacy and data protection law that helps tackle digital harm.

IV. Proposed Actions

The delegation of Switzerland proposes:

- International standards requiring clear disclosure of AI-generated and significantly altered visual content.
- Greater transparency and accountability in recommendation algorithms used by digital platforms.
- Digital and media literacy programmes, particularly for children and adolescents.
- Cooperation between governments, technology companies, UN agencies, public health institutions, and civil society to study and mitigate the mental health impacts of AI-generated beauty standards.
- Capacity building assistance for developing countries to implement responsible AI governance while supporting innovation.

V. Conclusion

Switzerland has endorsed the UNESCO Recommendation on the Ethics of Artificial Intelligence and supports the Council of Europe Framework Convention on Artificial Intelligence, reinforcing its commitment to transparent, accountable, and human rights based AI governance. Domestically, Switzerland promotes trustworthy AI through the Federal Council's AI approach and relies on privacy and data protection legislation to address emerging digital harms. Switzerland also supports evidence based policymaking and international cooperation to strengthen digital governance.