

POSITION PAPER

Delegation: Kingdom of Denmark

Committee: United Nations Commission on the Status of Women (UNCSW)

Agenda: Regulating the Impact of Beauty Filters and AI-Generated Imagery on Youth Mental Health and Body Image Standards

Delegate: Akshaj / Bal Bhavan Public School

I. Introduction and Topic Background

The rapid spread of artificial intelligence (AI) and complex beauty filters has created a serious public health issue. This problem affects the mental health of young women and girls around the world. Constant exposure to unrealistic body standards contributes to rising rates of anxiety, low self-esteem, and body dysmorphia among youth. As our digital landscape evolves quickly, existing international frameworks remain outdated. The global community faces an urgent need to update these frameworks to safeguard youth mental health while still allowing for technological progress and freedom of expression.

II. Denmark's National Policy and Past Actions

The Kingdom of Denmark approaches digital space regulation through a strong framework of consumer protection, digital rights, and corporate transparency. The Danish delegation believes that the state must require complete transparency from businesses to address the significant societal pressure on body image affecting young people.

Denmark is not just watching this crisis; it is taking action. On October 2, 2024, the Danish government proposed a groundbreaking amendment to the Marketing Practices Act. This amendment imposes strict rules that require businesses and monetized influencers to clearly disclose and label any images or videos that have been digitally altered in terms of body shape, size, or skin. Additionally, Denmark is fundamentally redefining digital rights with a 2026 amendment to the Copyright Act. This change goes beyond basic privacy protections by classifying personal identity as an intellectual property right. Individuals will have exclusive copyright over realistic AI-generated representations of their face, voice, and physical features for their lifetime plus 50 years. This enables swift civil removals of unauthorized deepfakes according to the EU Digital Services Act. Committed to protecting minors, the Danish government, led by Prime Minister Mette Frederiksen, proposed a strict ban on social media use for children under 15 in late 2025.

III. Proposed Solutions

The Kingdom of Denmark urges the United Nations Commission on the Status of Women to adopt a joint, legislative approach focused on holding corporations accountable and empowering youth. The delegation proposes the following actions:

- Recommend the universal implementation of standardized, machine-readable "digitally altered" watermarks and clear warning labels for consumers on all major social media platforms for commercial or algorithmically modified content.
- Call on member states to update their intellectual property and consumer protection laws to hold technology companies financially responsible when their algorithms promote harmful, synthetic beauty standards to minors.
- Urge the establishment of international funding, in collaboration with UNESCO, to integrate thorough digital literacy programs into primary and secondary school curricula worldwide, helping youth critically assess media manipulation and algorithmic bias.
- Emphasize the importance of recognizing non-consensual AI-generated imagery as a serious violation of digital rights. Recommend global processes for quick civil notice-and-takedown actions.