

***Delegation*:** Kingdom of Morocco

***Committee*:** United Nations Commission on the Status of Women

***Topic*:** AI-Generated Beauty Standards and Adolescent Mental Health

Morocco's Position

The Kingdom of Morocco is deeply concerned by the rise of AI-driven beauty filters and their documented harm to adolescent girls. As ***UNICEF** states, social media plays a powerful role in shaping body image* by “flooding” teens with images of ultra-fit or ultra-thin bodies, shifting how bodies are “supposed” to look. ***WHO** further warns that media influence and gender norms can exacerbate the disparity* between an adolescent’s lived reality and their aspirations. For girls in the Global South, this harm is compounded by filters that promote Eurocentric features, erasing diverse cultural identities.

Morocco upholds its obligations under the UN Convention on the Rights of the Child, particularly ***Article 17***, which mandates protection of children from harmful media. Domestically, Morocco’s Digital Morocco 2030 strategy prioritizes youth online safety, and Law 103-13 protects women from all forms of violence — including digital psychological harm.

Morocco therefore calls for 3 actions:

1. ***Mandatory Transparency***: All member states should require clear ‘AI-Modified’ labels on beauty filters that alter facial structure for users under 18. If food requires nutrition labels for physical health, digital content requires labels for mental health.

2. ***Digital Literacy Equity***: Establish a ***UNCSW Digital Literacy Fund***, financed by a 0.1% levy on social media ad revenue from G20 nations. ***UNESCO** reports girls face more cyberbullying and harassment online*, directly harming wellbeing and learning. Education must be funded by those profiting from the harm.

3. ***Global South Representation***: Create an ***AI Beauty Ethics Board*** under UN Women with 50% representation from Africa, MENA, and Asia to audit algorithms and prevent cultural erasure.

Morocco believes freedom of expression cannot outweigh a child’s right to grow up free from digitally manufactured self-hate. We invite all nations, especially Canada and France, to move beyond voluntary codes toward binding protections.

Sources: UNICEF, WHO, UNESCO via UN News, UNCRC Art. 17