

Belgium

**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**



Artificial intelligence has transformed the way young people interact with digital media. While AI-powered beauty filters and AI-generated imagery encourage creativity and innovation, they also contribute to unrealistic beauty standards that negatively affect self-esteem, body image, and mental health, particularly among girls and young women. Belgium believes that technological innovation must be accompanied by strong safeguards to protect children's rights, gender equality, and mental well-being.

Belgium is committed to promoting responsible and human-centric AI. As a member of the European Union, Belgium supports the EU AI Act (2024), which establishes a risk-based framework for trustworthy AI. Belgium also supports the Digital Services Act (DSA) and the General Data Protection Regulation (GDPR), which improve transparency, strengthen online platform accountability, and protect users' personal data. Furthermore, Belgium supports the UNESCO Recommendation on the Ethics of Artificial Intelligence (2021) and recognizes the importance of international cooperation in ensuring that AI respects human rights and gender equality.

The delegation of Belgium proposes a comprehensive approach to address this issue. First, AI-generated or significantly edited images should be clearly labelled to help users distinguish manipulated content from reality. Second, digital literacy and media literacy should be integrated into school curricula so that young people can critically evaluate online content and resist harmful beauty standards. Third, social media platforms should conduct regular algorithm transparency reports and independent audits to reduce the promotion of harmful appearance-based content. Finally, Belgium encourages stronger cooperation among governments, technology companies, educators, mental health professionals, UNESCO, UNICEF, WHO, and UN Women to develop global standards for ethical AI while ensuring innovation continues responsibly.

Through transparent AI governance, education, and international collaboration, the international community can create a safer digital environment where technology empowers rather than harms future generations.