

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

Country: Lithuania

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

The rapid development of artificial intelligence and digital image-enhancing technologies has transformed the online experiences of young people, offering new opportunities for creativity while also contributing to unrealistic beauty standards and growing concerns over youth mental health. The widespread use of beauty filters and AI-generated imagery has intensified appearance-based social comparison, particularly affecting girls and young women. Lithuania believes that innovation must be accompanied by transparency, accountability, and the protection of fundamental rights. The delegation supports a balanced approach that promotes ethical AI while safeguarding the mental well-being of young users through responsible digital governance and international cooperation.

Lithuania has demonstrated its commitment to responsible AI governance through its **Artificial Intelligence Strategy: A Vision of the Future (2019)**, which promotes ethical, transparent, and human-centric AI. As a Member State of the European Union, Lithuania is implementing the **EU AI Act** and **Digital Services Act**, strengthening AI transparency, platform accountability, and online protections for minors. Lithuania also participates in the **Better Internet for Kids (BIK+)** initiative and supports the **UNCSW 67th Agreed Conclusions (2023)** and the **UNESCO Recommendation on the Ethics of Artificial Intelligence (2021)** to advance digital literacy and safer online environments.

Lithuania advocates the establishment of international transparency standards for AI-generated content, greater platform accountability, and the integration of AI and media literacy into national education systems. The delegation further supports ethical AI development, youth-centred digital safety measures, enhanced mental health support, and international research cooperation to better understand the long-term psychosocial effects of AI-generated imagery. Lithuania believes that through coordinated global action, Member States can foster a digital environment that empowers young people while protecting their mental health and dignity.