

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

Country: Plurinational State of Bolivia

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



The Plurinational State of Bolivia recognizes that artificial intelligence and digital technologies have transformed communication and creativity. However, the widespread use of AI-generated imagery and beauty filters has also created new challenges, particularly for the mental health and self-esteem of young people. By promoting unrealistic and often culturally narrow beauty ideals, these technologies can contribute to body dissatisfaction, anxiety, and the exclusion of diverse identities.

As a Plurinational State that constitutionally recognizes 36 Indigenous nations alongside Afro-Bolivian communities, Bolivia believes that cultural diversity is a fundamental strength. AI-generated content should celebrate this diversity rather than reinforce a single standard of beauty. For Bolivia, the issue extends beyond individual well-being; it also concerns equality, representation, and respect for cultural identity.

Bolivia has demonstrated its commitment to protecting vulnerable groups in digital environments. **Law No. 1636** strengthens the protection of children and adolescents in digital spaces through prevention, awareness, and institutional cooperation. In addition, **Law No. 045 – Law Against Racism and All Forms of Discrimination** reflects Bolivia's commitment to combating discrimination and promoting equal dignity for all communities. Furthermore, the Bolivian Senate has approved **Project of Law No. 178/2024–2025 on the Promotion, Management and Use of Artificial Intelligence**, which seeks to establish an ethical framework for AI and remains under legislative consideration.

The delegation of Bolivia believes that effective regulation must balance innovation with human rights. Bolivia supports clear identification of AI-generated imagery, the promotion of responsible and ethical advertising practices, international cooperation to reduce algorithmic bias, and the development of culturally representative AI systems. Bolivia also emphasizes digital literacy programmes that help young people critically evaluate online content and understand the impact of AI-generated imagery on body image and self-esteem.

The Plurinational State of Bolivia believes that no young person should feel compelled to alter their identity to conform to unrealistic digital standards. Through ethical AI governance, inclusive representation, and international cooperation, Member States can ensure that technology empowers young people instead of diminishing their confidence, identity, and well-being. Bolivia looks forward to working with all delegations to develop practical and balanced solutions that protect future generations while encouraging responsible innovation