EU external cultural policy in the age of AI: challenges and opportunities for the cultural sector

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#1 Outline

#1 Scope and methodology

#2 EU policy framework: ICR and AI

#3 External cultural relations: opportunities

#4 External cultural relations: challenges

#5 Recommendations and conclusions

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#1 Scope

IR

AI

CCS

Aim = promoting thriving exchanges and trust-building between different cultures

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Scope: culture and AI
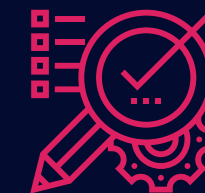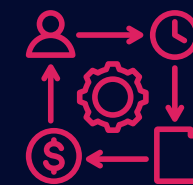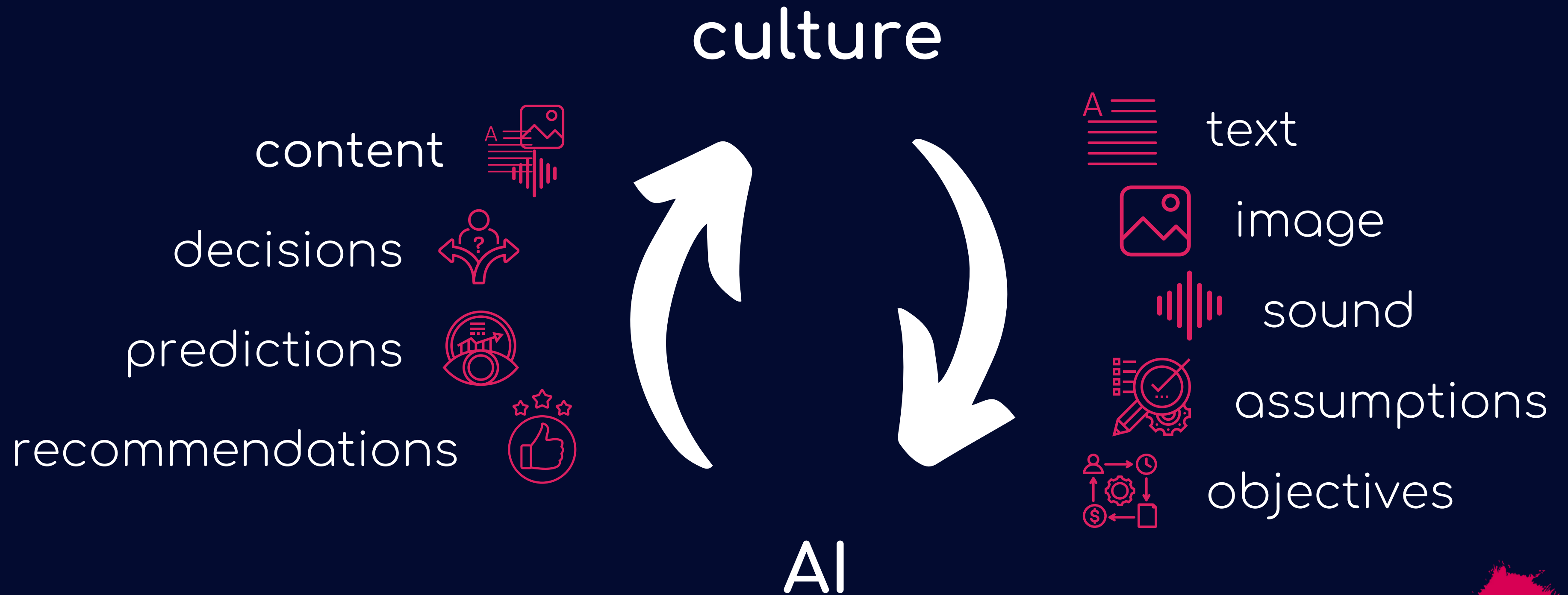
culture

AI

text

image

sound

assumptions

objectives

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Methodology

01

Theoretical framework of international cultural relations

02

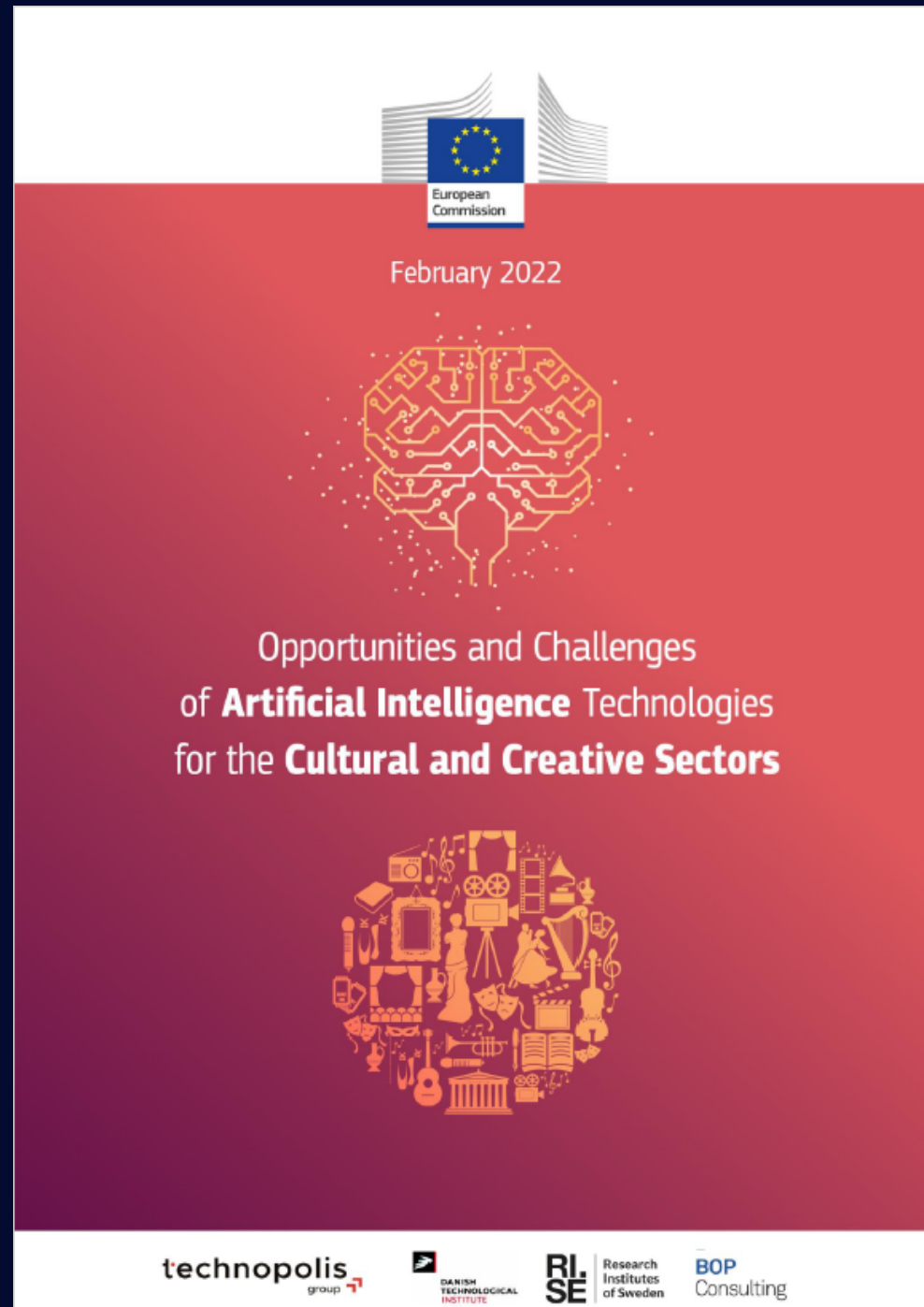Desk research and policy analysis

03

Podcast interviews with practitioners

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Methodology

European Commission (2022) Opportunities and Challenges of Artificial Intelligence Technologies for the Cultural and Creative Sectors. SMART 2019/0024. Available online: https://op.europa.eu/en/publication-detail/-/publication/359880c1-a4dc-11ec-83e1-01aa75ed71a1/

February 2022

Opportunities and Challenges
of **Artificial Intelligence** Technologies
for the **Cultural and Creative Sectors**

technopolis group   DANISH TECHNOLOGICAL INSTITUTE   RI.SE Research Institutes of Sweden   BOP Consulting

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#2 EU policy framework: ICR and AI

Joint communication Towards an EU strategy for international cultural relations – JOIN(2016)29

2016

Communication A New European Agenda for Culture – COM(2018)267

2018

Communication Artificial Intelligence for Europe – COM(2018)237

Conclusions On an EU strategic approach to international cultural relations and a framework for action – 2019/C192/04

2019

Ethics Guidelines for Trustworthy AI – AI HLEG; Communication Building Trust in Human Centric Artificial Intelligence – COM(2019)168

2021

Proposal for Artificial Intelligence Regulation (AI Act) and Fostering a European approach to AI – COM(2021)206 and COM(2021)205

Resolution On the implementation of the New European Agenda for Culture and the EU Strategy for International Cultural Relations – P9_TA(2022)0444

2022

General approach on the Artificial Intelligence Act – 14954/22

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Opportunities

Challenges

Save costs and increase efficiency

Support decision-making

Produce harmful outputs

Reduce cultural diversity

Discover and engage audience and creators

Inspire and complement human creation

Spur creative divide and competition

Pose existential questions

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External cultural relations: opportunities

Free up of time which creative professionals can dedicate to more complex tasks or to expanding their scope of action, e.g. ideation and implementation of international artistic projects, cross-linking of metadata

Automated translation and language learning crucial for cooperation

Lower the entry barrier for small cultural organisations or those based in developing countries, innovative business models in CCS

Save costs and increase efficiency

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#3 External cultural relations: opportunities

Support decision-making

Choices that impact international activities or are tailored to divergent local realities, e.g. identification of publishing content or emerging authors, predictive fashion trend forecasting, curation of exhibitions or news content based on user interaction, listeners' analytics

It is possible to code AI to take culturally-sensitive decisions, add cultural safeguards

(International) project delivery improvements, including Monitoring and Evaluation

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External cultural relations: opportunities

Discover and engage audience and creators

Internationalisation of cultural organisations

Empowerment of users worldwide by facilitating the generation of own content or the collaboration with others' artistic processes, delivery of hyper-personalised suggestions, raising of their cultural awareness and understanding

Identification of prospective partners for international collaborations

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External cultural relations: opportunities

Inspire and complement human creation

"Creativity has so many elements that can be automated as well. AI really challenges that last refuge of human superiority to machines."

"Time is a luxury, we know that. Giving time to this incredible human brain, where we only use a fraction... imagine what would happen if we trigger the rest of!"

Cross-sectoral cooperation within the cultural and creative sectors and beyond with other industries

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#4 External cultural relations: challenges

AI bias can lead to strengthening of pre-existing stereotypes towards people from different cultural backgrounds and limiting innovation and evolution of societal values

Misinformation and manipulation are polarising societies and eroding trust between different cultures and countries

Manipulation of user behaviour, agenda setting, malevolent uses... culture is both casualty and accomplice

Produce harmful outputs

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External cultural relations: challenges

Echo chambers / filter bubbles / monocultures leading to homogenised view of the world and fragmentation of international community, reinforcement of cultural preferences, standardisation of taste and limited artistic expression; reduction of (digital) space for intercultural engagement and interest and curiosity to pursue it

Issues of linguistic diversity in AI development and use

Importance of diversity in AI teams

Reduce cultural diversity

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External cultural relations: challenges

Winner-takes-all market

Power concentration in big tech

Risk of turning the digital divide into a creative divide
North-South

Digital extractivism of the massively international AI
systems, no fair remuneration for invisible labour force

Some uses of AI create a global environment of mistrust
and rivalry, a zero-sum mindset

Spur creative
divide and
competition

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External cultural relations: challenges

Fears of human extinction

Basic human questions: Who are we? Where do we come from? What makes a human being a human being?

Excessive reliance on AI jeopardising freedom of expression and human agency

Privacy and data protection

Climate change and sustainability

???

Pose existential questions

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1. AI as a topic:
   - Stay up to date with policy and technological developments on European, national and international level;
   - Participate in the policy-makers' written and oral consultations to make sure the general legislation on AI takes into account the particularities of the cultural sector, and advocate policy-makers for the adoption of sector-specific policies and regulations for the cultural and creative industries, channelling the ideas and concerns of non-European cultural actors;
   - Set up, in cooperation with local partners, projects exploring AI as a topic, for instance by focusing on one of the existential questions it poses;
   - Take active part in the international dialogue on the future of AI through the membership in networks, the attendance or organisation of events, and the publication of papers, blogs, social media posts, inter alia.

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2. AI as a tool:
- Make informed choices about the application of ready-to-use or the development of a new AI model, and consider opting for open source or collaborative models provided by EU entities or pooling resources to build such together with EU partners;
- Take advantage of ethical AI solutions specifically tailored for internationalisation, interaction with audiences outside EU, continuous Monitoring and Evaluation;
- If AI systems are already implemented, perform audits and rethink their purpose and functioning to make them more diverse and inclusive;
- Clearly label and disclose the involvement of AI in content production, curation, etc.;
- Invite artists to work with datasets, exploring and visualising data in new ways and driving creative public reflection and debate;
- Draw and share lessons learnt and organise capacity building sessions to facilitate positive use by like-minded organisations and independent artists.

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3. AI as context:
- Ensure that the team working with AI applications or on AI issues is culturally diverse;
- Seek partnerships and coordinate with a diverse range of European and international actors, including tech companies, public sector, educational institutions and civil society, both within and outside Europe;
- Replicate success stories of intra-EU cooperation with AI on the international arena, or open up existing European initiatives to members from abroad;
- Raise awareness about the positive use cases of AI in the cultural and creative sector, as well as about the interrelation between culture and AI;
- Continue promoting a global culture of cooperation, mutual respect and learning.

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Conclusion

As cross-border interactions become more and more mediatised by AI, all artists and cultural actors could either fortify their international credentials or embark for the first time on external cultural action.

Despite multi-faceted challenges, the cultural and creative sector has the potential to apply AI in order to boost the EU's international cultural relations, allowing cultures to make sense of the rapidly changing world, address the looming complexities and shape the common future.

Cultural professionals could seize the momentum around the AI Act to leave their imprint on European external cultural policy by campaigning for and practicing strong and fair relations with other countries, promoting trust, cultural diversity and peace.

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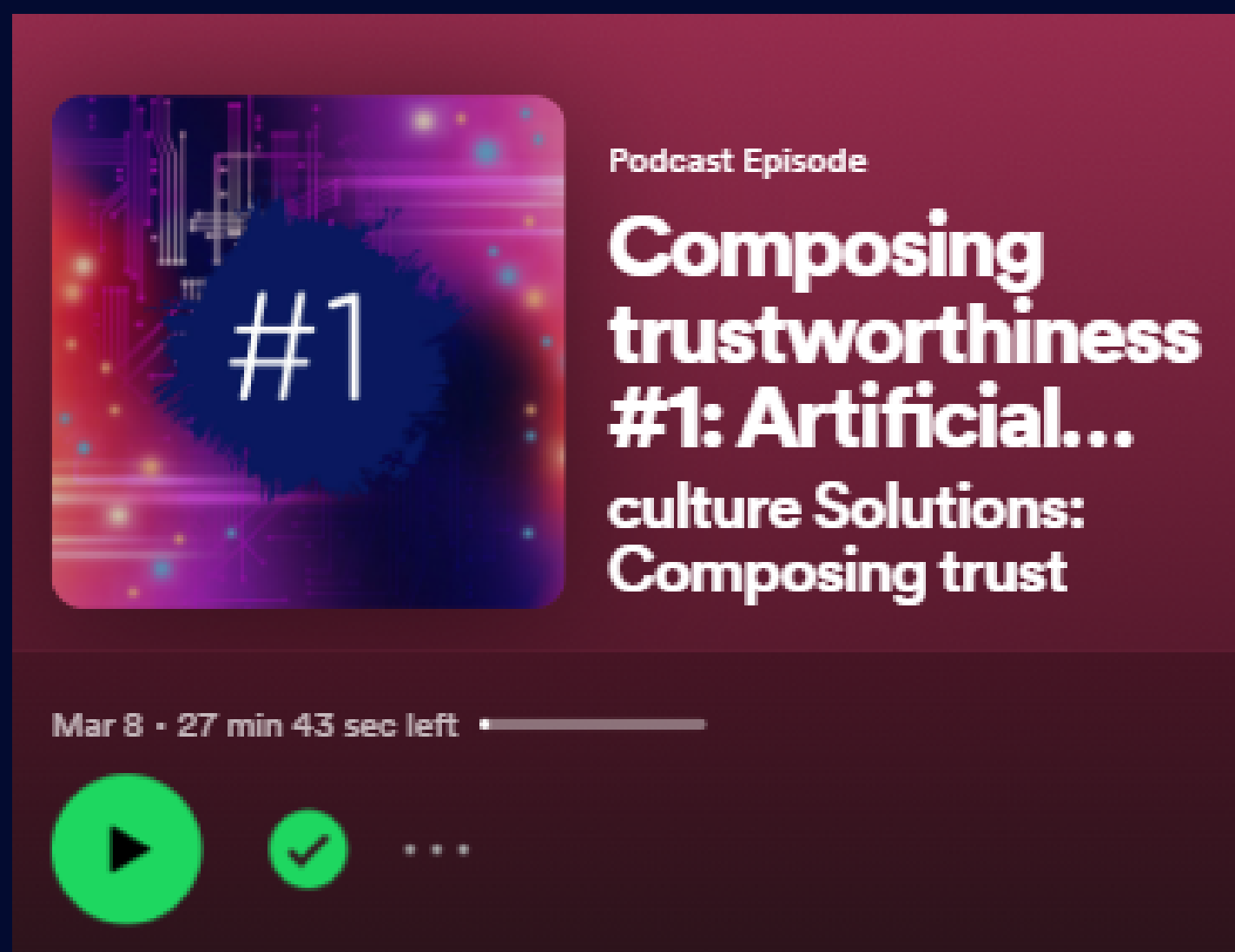Solutions

#5 AI ICR art

From Europe's heart,
Interwoven heritages,
Learning through sharing.

Alliances extend,
EU bridges cultural gaps,
Unity blossoms.

Art, music, and dance,
Across borders we exchange,
Cultural fusion.

Interested in participating in the podcast series "Composing trustworthiness"?

🔗 www.culturesolutions.eu/podcast/

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in Ina Plamenova Kokinova

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Thank you for your attention!

Now is your turn.

Questions, reactions, ideas...