Stiftung • Foundation
Ethical Artificial Intelligence

Statement by &ai on the European Commission's Call for Evidence "AI Strategy for the Cultural and Creative Sectors"

&ai welcomes the European Commission's initiative to develop a dedicated AI strategy for the cultural and creative sectors. As a foundation dedicated to the ethically responsible use of AI in music, we advocate for the principle that AI should complement rather than replace human creativity, and that human beings and human creation must serve as the benchmark.

Europe builds upon a long tradition of diverse cultural heritage and humanistic values. These are cornerstone principles to build upon and can serve as a differentiating factor in global competition, provided they are not treated merely as raw material to be exploited. Technology that strengthens cultural education and further develops this cultural heritage with an awareness of these values must be promoted. Conversely, technology that restricts diversity and risks eroding the unique characteristics of the European cultural landscape must be critically examined.

In particular, we call for effective transparency from providers regarding training data and from users regarding AI deployment; fair participation in value creation; and the protection of individual rights – including rights to voices and digital likenesses. Human authorship must not be placed at a structural disadvantage compared to synthetically generated works.

Europe is a living tapestry of languages, cultures, and traditions. Support measures should be designed to leverage this diversity rather than restrict it through globally interchangeable business models that jeopardize the visibility of regional, independent, and non-mainstream music.

When used responsibly, AI can facilitate access to music education and relieve cultural professionals of non-genuinely creative tasks. Educational offerings should combine technical, legal, economic, and ethical skills, while also reaching volunteers and semi-professional actors.

We recommend independent research to study the impact of generative AI on creative work and cultural works, enabling rapid and targeted counter-measures in the event of adverse developments. We see an urgent need for action, as the loss of broad cultural education in Europe and the respect for human achievement may be irreversible. &ai welcomes the opportunity to contribute to this dialogue, particularly from the perspective of the music sector.

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