COMMITTEE: Artificial Intelligence and Society
ISSUE: To what extent can states and international organisations establish a global regulatory framework for generative artificial intelligence to limit disinformation, deepfakes and infringements of intellectual property rights, without stifling innovation?
CHAIRS: Ambre MICHOUD, Antoine DASSE and Lisa BALLREICH

PRESENTATION OF THE CHAIRS:



Hello, delegates. My name is Ambre MICHOUD. I am 17 years old and a student at the Lycée International de Ferney-Voltaire, at the Saint-Genis-Pouilly campus, where I am studying the HGGSP and SES specialisations. Having been involved in the MUN programme for several years, I served as a delegate at FerMUN 2025, as a Spanish translator in 2026 and then as an expert at MUNUCCLE in Brussels, which has deepened my understanding of international issues and my interest in diplomacy. Outside of my commitments, I spend some of my free time at the gym and listening to music. I am also passionate about Formula 1 as well as other sports such as football and rugby.



Hello, delegates. My name is Lisa Ballreich and it is a great honour for me to be one of your co-chairs for FerMUN 2027. I am currently in my final year at the Carl-Theodor-Schule in Schwetzingen, Germany, where I am specialising in economics. In my spare time, I devote a lot of time to sport; I've been playing football for over 13 years, and I also enjoy playing tennis, reading and listening to music. Having taken part in two FerMUN conferences as a delegate, I'm really looking forward to experiencing the committee from a chairperson's perspective and helping to ensure you have an excellent conference!

This year, for FerMUN 2027, we are delighted to serve as your co-chairs alongside Antoine. Our committee will be addressing a key theme: artificial intelligence (AI) and society. AI is transforming our ways of life, our economies, our political systems and our day-to-day interactions. It opens up extraordinary possibilities but also raises crucial challenges: the ethics of AI, data protection, algorithmic bias, impacts on employment and international

regulation. We invite you to tackle these issues with nuance, creativity and ambition. Your proposals will be at the heart of this year's conference.

We look forward to meeting you, hearing your ideas and supporting you throughout the conference. We wish you all the best in your preparations and every success with your work.

KEY WORDS:

Hyper-manipulation / Deepfakes: A technique for synthesising images or videos using advanced algorithms to create fictitious yet realistic content, often with the aim of deceiving.

Digital sovereignty: Refers to the ability of a state or organisation to control its digital assets, data and infrastructure, thereby ensuring its autonomy in cyberspace.

Algorithmic transparency: Involves making the purpose, structure and underlying actions of algorithms visible and understandable to users, stakeholders and regulators.

Algorithmic bias: Systematic errors in algorithms that produce unfair or discriminatory results, often by replicating or amplifying existing inequalities.

Ethical framework: Refers to the set of principles aimed at guiding generative AI towards responsible uses. It protects fundamental rights and limits abuses such as disinformation or deepfakes. Ultimately, it seeks to ensure a balance between security and innovation.

Generative AI: An artificial intelligence system capable of creating original content (text, images, sound, video, code, synthetic data) from a simple prompt, i.e. an instruction provided by the user.

Digital assets: Assets consisting of digital data, the ownership or right of use of which forms part of the assets of a natural or legal person.

Cyberspace: A space comprising interconnected information technology infrastructures, in particular the internet, and the data processed therein.

OVERVIEW

1. What is generative artificial intelligence?

Generative artificial intelligence refers to a category of computer systems capable of producing original content: text, images, video, sound or even computer code. Unlike so-called 'traditional' AI, which is mainly used to analyse, classify or predict, generative AI aims to create new elements by mimicking certain aspects of human creativity. It is based on deep learning models trained on vast amounts of data (text, images, sound). By analysing this data, the model identifies structures, styles and internal logic, which then enables it to generate coherent and relevant outputs.

Among the most widespread technologies are Large Language Models (LLMs) such as GPT (Generative Pre-trained Transformer) or Gemini, which are capable of writing text, answering questions or simulating a conversation. Other approaches, such as RAGs (Rival Generative Networks) or diffusion models, specialise in creating realistic images, videos or deepfakes. Generative AI operates on the basis of a prompt, that is to say, an instruction formulated by the user to guide the generative AI in producing content. It can take the form of a question, an instruction, a context or an objective. The clearer, more detailed and better structured the prompt, the more relevant, coherent and tailored to the user's expectations the AI-generated output will be.

Since 2022, generative AI has seen spectacular growth, particularly with the arrival of ChatGPT, which has revealed the power of these models to the general public. This trend is also reflected in economic data: according to Statista[1], global revenue from generative AI rose from €21.98 billion in 2022 to €42.17 billion in 2023, representing an increase of nearly 92 per cent in one year.

It remains essential, however, to bear in mind that generative AI does not replace humans: it possesses neither consciousness, nor intention, nor an understanding of the world, but merely reproduces patterns learnt from its training data. Creativity, critical judgement and moral responsibility therefore remain essential for guiding and interpreting its outputs. This need for human oversight is all the more important given that, as the High Commissioner for Refugees recently pointed out, AI technologies can have serious consequences when used without control, notably by amplifying disinformation, manipulating sensitive narratives or further destabilising already vulnerable populations. Generative AI must therefore be regarded as a powerful tool, but one whose use requires constant vigilance and an ethical framework capable of preventing abuses.

2. ***How does this relate to disinformation?***

Generative artificial intelligence has a direct and particularly worrying link to disinformation, as it enables the production of false, misleading or manipulated content with unprecedented speed and efficiency. Thanks to its ability to generate text, images, videos and speech, it can mimic human style to such an extent that the line between reality and fiction becomes extremely difficult to distinguish. This ability to imitate is one of the main risk factors: generative AI does not merely create content; it creates credible content capable of deceiving even an observant individual.

Generative models can produce highly convincing fake news, written in a professional journalistic style that facilitates its spread on social media. These texts, which are often short, impactful and well-structured, can circulate at great speed and influence public opinion even before any fact-checking has taken place. AI can also generate realistic images or photo montages that appear authentic, further blurring the line between information and manipulation.

Generative AI also amplifies disinformation by automating its production. A single malicious actor can saturate the digital space and make fact-checking more difficult. This mass production enables the launch of disinformation campaigns involving persuasive content that is disseminated simultaneously to influence public debate or destabilise a society.

Furthermore, generative models can replicate the biases[2] present in their training data. If the data used contains stereotypes, prejudices or misleading narratives – that is, biased accounts or distorted interpretations of reality presented as authentic – AI can amplify them without the user being aware of it. This contributes to the spread of false or discriminatory ideas, sometimes unintentionally but with a real impact on social perceptions, and can alter people's actual perceptions.

Finally, AI-generated disinformation is particularly difficult to detect. The content produced is often indistinguishable from that created by humans, complicating the work of journalists, digital platforms and fact-checking organisations. Detection tools must constantly evolve to keep up with technological innovations, but they often lag behind the capabilities of generative models.

Generative AI therefore poses a major challenge in the fight against disinformation. It simultaneously increases the quantity, quality and speed of production of misleading content, whilst making it more difficult to detect. In light of this situation, an ethical and regulatory framework is essential to protect the digital environment, ensure the reliability of sources and maintain public trust.

3. What is a deepfake, and how has it become a key tool for disinformation?

Deepfakes are AI-generated audiovisual content designed to make it appear as though a person has said or done something they never actually did. Using advanced visual and voice synthesis techniques, they faithfully replicate an individual's appearance, facial expressions and voice, making the manipulation difficult to distinguish from reality.

The example of a doctored video in which Barack Obama appears to insult Donald Trump illustrates this power: the realism of the montage can deceive a wide audience. Such content poses a major threat to the integrity of information as it can spread false claims, influence public opinion, destabilise democratic processes, harm individuals or facilitate scams by imitating voices and appearances.

Detecting such manipulations is an ever-growing challenge: generative models mean that fact-checking tools must constantly evolve to keep pace with technological advances.

In response to these risks, several technical solutions are emerging. The C2PA (Coalition for Content Provenance and Authenticity) protocol, for example, proposes authenticating the origin of digital content using cryptographically signed metadata. That is to say, information accompanied by a digital signature that guarantees authenticity, integrity and proof of origin (the sender cannot deny having signed it). This mechanism makes it possible to verify who created a piece of content, when it was created, and what changes have been made. It provides a practical solution for enhancing transparency, limiting the spread of manipulated content and restoring trust in digital environments.

Deepfakes thus highlight the need for a robust international framework capable of safeguarding the reliability of information whilst keeping pace with technological advances. They serve as a reminder that innovation must be accompanied by mechanisms for oversight, prevention and education in order to ensure the responsible use of generative artificial intelligence.

4. Innovation in generative AI

Innovation in generative artificial intelligence is accelerating at an unprecedented rate. This trend is evident from several key indicators, notably the surge in the number of patents, market growth and the rapid adoption of these technologies by businesses.

According to the World Intellectual Property Organisation (WIPO) , innovation in generative AI has reached an all-time high: 'the number of patent families relating to generative artificial intelligence published rose from around 14,000 in 2023 to over 37,800 in 2025'. Between 2024 and 2025, more than "56,000 new patent families" were published, which is more than

in the entire period from 2014 to 2023. This growth reflects the intensity of research and development in this field, driven by major players such as SoftBank, Tencent, Baidu, Microsoft and Alphabet (all of which are leading digital companies in their respective geographical regions).

Innovation is also reflected in spectacular economic growth. According to Gartner [3], Global spending on generative AI is expected to reach "$644 billion in 2025, representing a 76.4 per cent increase compared with 2024". This rise is mainly due to the integration of AI capabilities into electronic devices, IT infrastructure and business software. Generative models are thus becoming essential components of contemporary digital technologies.

The adoption of generative AI is also gaining ground in businesses across other sectors. In France, INSEE notes in its article 'Information and Communication Technologies in Businesses in 2025' that 'the rate of use[4] of artificial intelligence tripled between 2023 and 2025', reaching '18 per cent of businesses in 2025'.

[4]The ratio of the number of firms using a particular technology to the total number of firms in the sector or size category under consideration.

This trend is particularly pronounced in the information and communications sectors, where nearly 60 per cent of companies are already using AI tools. Innovation is gradually becoming embedded in business practices and production processes as it moves out of research laboratories.

Specialist consultancies confirm this trend. Sopra Steria [5] estimates that 'the generative AI market will have doubled in size by 2024 and is expected to reach $100 billion by 2028'. The year 2024 marks a turning point, with massive investment in AI infrastructure. The rise of more powerful models is accompanied by a diversification of the solutions available. However, the study emphasises that companies still need to strengthen their expertise in order to move from experimentation to large-scale roll-outs.

Generative AI innovation is opening up considerable opportunities: advanced automation, improved productivity, the creation of new services, the transformation of industries and support for scientific research. International organisations such as WIPO and the ITU emphasise the need for a global framework to support this technological revolution whilst ensuring responsible and equitable use.

Generative AI is therefore emerging as a major driver of global transformation. Its rapid innovation is redefining technical capabilities, business models and professional practices, whilst laying the foundations for a new digital era in which artificial creativity is becoming a key driver of development.

5. Intellectual property

Intellectual property encompasses all the legal rights that protect creative works of the mind, such as artistic, literary, musical and audiovisual works, as well as software, inventions and trade marks. It ensures that creators retain control over the use of their works and that they can be recognised and compensated for their work. In the context of generative artificial intelligence, this concept becomes particularly important because AI models are trained on vast quantities of data, much of which is protected by copyright.

Generative AI learns by analysing millions of images, texts, pieces of music or videos, often collected from the internet. However, these works belong to artists, authors or companies, and their unauthorised use raises major legal issues. Furthermore, content generated by AI may constitute plagiarism by copying thousands of protected works. AI can also mimic an author's or artist's style, blurring the line between inspiration and reproduction.

Another issue involves the question of authorship of an AI-generated work. If an image, text or piece of music is produced by a model that holds the rights to it, who is the author? The user who wrote the prompt? The company that developed the AI? Or no one at all, since the work was not created by a human?

Current legislation is not harmonised and struggles to address these new challenges.

Generative AI, therefore, challenges traditional intellectual property frameworks. It compels states and international organisations to consider new rules to protect creative works whilst enabling technological innovation.

6.Les Chiffres de l'IA générative

The rise of generative AI has profoundly transformed content creation, but it has also increased the risks of disinformation, deepfakes and intellectual property infringements. By 2025, disputes related to the use of protected works to train AI models had risen sharply, with several major lawsuits recorded in 2026, such as the one brought by a number of publishing houses, including Hachette, against Google for copyright infringement. This development shows that states can no longer act in isolation: the cross-border nature of AI requires international coordination.

At the same time, fraud facilitated by deepfakes is growing at a dramatic rate. This rise can be seen in many countries where deepfakes are spreading at a staggering pace. According to Statista, several countries recorded particularly sharp increases in cases of deepfake fraud between 2022 and 2023: the Philippines (+4,500 per cent), Vietnam (+3,050 per cent) and Romania (+1,766 per cent). The study, which covered 224 countries, shows that deepfakes

have become a major vehicle for digital fraud, now affecting all regions at an extremely rapid pace. This global trend reinforces the urgent need to adopt mechanisms for content traceability and authentication. (IA La croix)

This growth justifies the adoption of global technical standards such as the C2PA (**Coalition for Content Provenance and Authenticity**) protocol, which is already supported by major players such as Adobe, Microsoft and Google. C2PA is a standard designed to authenticate the origin of digital content and certify any changes made to it. By embedding cryptographically signed metadata into images, videos or documents, this coalition makes it possible to verify when content was created, using which tool, and what alterations have been made. This protocol is now one of the most practical solutions for combating deepfakes, disinformation and intellectual property infringements, whilst enhancing the transparency and traceability of generated content.

ITU TREATIES AND MAJOR EVENTS

18/10/2024:

Artificial intelligence is a key focus at the World Telecommunication Standardisation Assembly (WTSA-24), which is taking place in New Delhi. Discussions during the second week highlight its growing role in the evolution of global networks. Delegations are examining the standards needed to ensure the safe, reliable and inclusive use of AI. This discussion aims to support innovation whilst protecting users and infrastructure. WTSA-24 thus confirms the strategic importance of AI for the future of telecommunications.

6/02/2025 au 11/02/2025:

The Artificial Intelligence Action Summit, brings together world leaders to accelerate the responsible adoption of AI. It recognises the strategic importance of this technology and the need for robust international governance. The summit calls on states and organisations to strengthen cooperation to ensure the safe and inclusive development of AI. It sets out a goal: to promote concrete actions to ensure that AI benefits society as a whole.

20/01/2025:

The AI Skills Coalition , launched by the ITU, recognises the urgent need to address the global digital skills gap. It brings together more than 25 organisations, including AWS, Microsoft, the East African Community and Cognizant. The initiative places the responsibility on technology companies to expand access to AI training. Its aim is to ensure the equitable distribution of AI skills on a global scale.

09/09/1886:

The Berne Convention, adopted in 1886 and administered by WIPO, is the principal international treaty protecting literary and artistic works. It requires states to grant copyright automatically, without any formalities, and to protect works against unauthorised reproduction. In the context of generative AI, this treaty is central: it provides a framework for the use of protected works in model training data and forms the legal basis for intellectual property disputes.

20/12/1996:

The WIPO Copyright Treaty supplements the Berne Convention by strengthening the protection of works in the digital environment. It guarantees authors exclusive rights over the

reproduction, distribution and communication of their works online, and requires States to protect technical measures (DRM) that prevent unauthorised copying. In the context of generative AI, this treaty is essential: it provides a framework for the use of protected works in training data and constitutes a legal basis for intellectual property disputes.

POSSIBLE SOLUTIONS

➵ Establishing a global framework of minimum standards

One initial proposal is based on establishing a simple yet essential international framework, setting out common obligations for all stakeholders in generative AI. This foundation could include transparency regarding training data, the mandatory identification of generated content, and systematic respect for copyright. By harmonising these requirements, governments would reduce the risks of abuse whilst leaving scope for innovation. Each country could then adapt or strengthen these rules according to its own context. This global safety net would protect citizens without stifling technological creativity.

➵ Strengthening prevention and critical thinking in the face of generative AI

A final solution is to develop a genuine prevention strategy aimed at young people – and the wider public – in order to strengthen their ability to analyse content produced by generative AI. Education systems could incorporate sessions dedicated to fact-checking, comparing multiple sources when conducting research, and learning about the mechanisms of digital manipulation. By developing strong critical thinking skills, citizens would be better equipped to spot digital biases, deepfakes or misleading content, thereby reducing our collective vulnerability to disinformation. This preventative approach complements technical regulations by giving everyone the tools they need to navigate responsibly in a digital environment transformed by AI.

➵ Ensuring that AI serves the common good

Another approach involves developing international standards to steer generative AI towards uses that benefit society. The adoption of shared standards would enhance transparency and limit abuses, particularly disinformation and extreme manipulation. Open-source software (software whose source code is accessible) could serve as a common foundation, facilitating collaboration between governments, researchers and independent organisations. This openness would promote inclusive innovation, accessible to all. By distributing the benefits of technology more equitably, AI would become a tool that genuinely serves the common good.

➵Establish a global certification scheme for AI models

A fourth proposal involves introducing an international certification scheme for generative AI models, assessing their compliance with safety and ethical criteria. The models would be tested

to ensure the absence of major biases, data protection and the prevention of misleading uses. Only certified AI systems could be deployed on a large scale, thereby limiting the spread of dangerous technologies. This approach holds developers accountable whilst preserving their freedom to innovate. It guarantees a high level of trust in the tools used around the world.

➵ Regulate only high-risk uses

Another solution would be to focus regulation on problematic practices rather than on the technology itself. Governments could ban unlabelled deepfakes, regulate political manipulation and penalise the widespread dissemination of misleading content. At the same time, creative, scientific or educational uses would remain unrestricted, thereby preserving the momentum for innovation. Such proportionate regulation would protect citizens without stifling research. It would strike a balance between public safety and technological freedom.

➵ Drawing on the model of the European AI Act

A complementary solution would be to draw inspiration from the AI Act, which imposes mandatory labelling of generated content and provides for fines of up to 15 million euros or 3 per cent of global turnover (AI Act, 2024). By transposing these requirements at an international level, states could ensure better traceability of content and limit the spread of deepfakes and disinformation. This common framework would enhance transparency whilst allowing companies the freedom to innovate within a clear regulatory environment. The AI Act could thus become a benchmark for the global governance of generative AI.

QUESTIONS TO CONSIDER:

1. To what extent does your country consider the development of generative AI to present a risk to the integrity of information?
2. What measures does your government or your company/organisation consider necessary to balance digital progress with protection against disinformation?
3. Who should be held accountable when a deepfake causes harm: the creator, the platform, or the model developer?
4. How can governments prevent deepfakes from influencing elections and public debates whilst equipping citizens to identify and understand manipulated content?
5. Should digital models be allowed to use copyright-protected works for training purposes?
6. Should generated content be required to be labelled for the public or made identifiable in order to ensure traceability and authenticity?
7. How can we avoid rules that are too burdensome for start-ups or countries that are less technologically advanced?
8. To what extent should companies disclose their training data or methods?
9. How can we ensure that generative AI respects fundamental freedoms?
10. How can we reconcile differing national perspectives and digital sovereignty to achieve global regulation of AI?

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