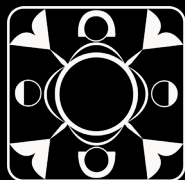


Generative AI, ICH and The 3Cs' Rule: Consent, Credit, Compensation©

UNESCO Webinar:
Artificial Intelligence and Intangible Cultural Heritage
17 October 2024 (Panel 2)



CULTURAL
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INITIATIVE



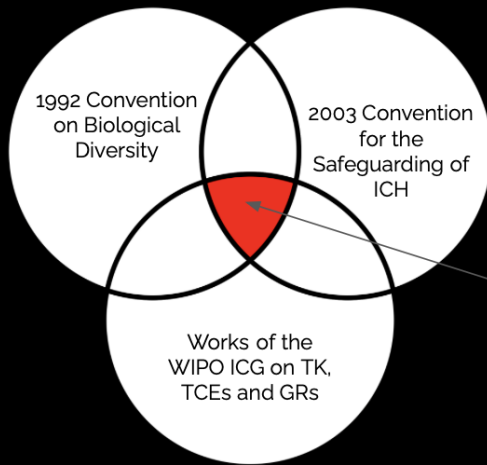
• **CONSENT**
• **CREDIT**
• **COMPENSATION**

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©2022 Monica Moisin. Consultations on The 3Cs' Rule Framework
Indigenous women from NGO Impacto, in Chiapas, Mexico.

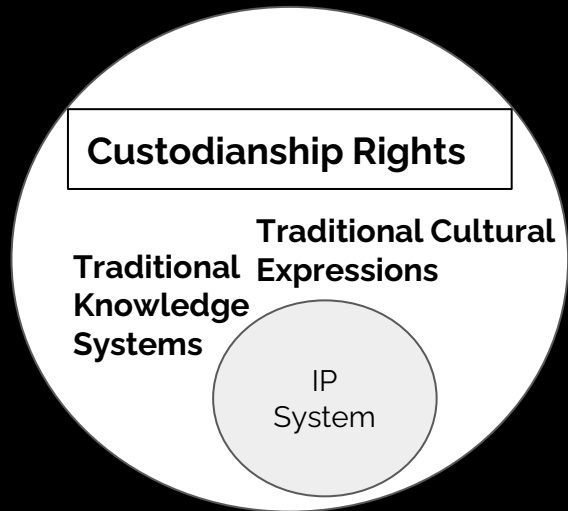
THE CULTURAL INTELLECTUAL PROPERTY RIGHTS INITIATIVE® (CIPRI)



Cultural Intellectual Property Rights®
& The 3Cs' Rule Framework



CULTURAL INTELLECTUAL PROPERTY RIGHTS® ARE HUMAN RIGHTS



CONSENT

FREE, PRIOR, INFORMED (FPIC)

CREDIT

CONTROL, PARTICIPATION AND ATTRIBUTION

COMPENSATION

& BENEFIT-SHARING, VALUE FOR THE CUSTODIANS OF TK AND TCEs,
MONETARY, NON-MONETARY OR A COMBINATION OF THE TWO

Created in 2017 as a soft law, agreement-based framework for **sustainable, fair and equitable relationships** with Craft Custodians and Traditional Knowledge Custodians who belong to Indigenous Peoples, Ethnic groups and Local Communities.

The 3Cs' Rule Consent. Credit. Compensation© in practice:

OMA TRADITIONAL TEXTILE DESIGN DATABASE©(2021)



A private digital documentation (*inventorisation*) of Oma traditional textiles and associated TK (*Oma specific designs and motifs, cultural significance, and production techniques*) affirming Oma collective custodianship rights over their TCEs created to ensure that the community has control over how their intangible cultural heritage is accessed, used and commercialised.

Source: Bota-Moisin and Gujadhur, 2021, Documenting Traditional Cultural Expressions: Building a Model for Legal Protection Against Misappropriation and Misuse with the Oma Ethnic Group of Laos, part of *Securing Cultural Intellectual Property Rights for the Oma of Laos - Traditional Design Digital Library*, funded by Voice Global under the Laos Sudden Opportunity Grant – V-19100-LA-SO

MULTIPLE FUNCTION

of the Oma Traditional Textile Design Database© (2021)



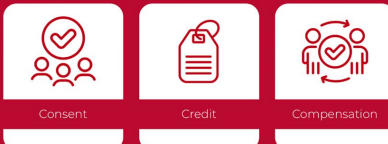
Welcome

Here, you will discover traditional designs created, passed down, and worn by the Oma People of Laos. This unique database was created with the **Free Prior Informed Consent** of the Oma of Nanam Village in Laos as an act of cultural preservation, and also represents an **invitation for collaboration** respecting the 3Cs' Rule: Consent, Credit, Compensation®. The information in this database is owned by the Oma ethnic group of Nanam Village in Laos. To learn more, [click here](#)

Rights

This database is part of an effort to support the cultural intellectual property rights® of indigenous and traditional communities.

[Learn more](#)



- A dataset controlled and managed by the Oma and their legal representatives
- A platform to initiate the process of Free Prior and Informed Consent
- A tool to facilitate fair and equitable uses of Oma TCEs between Oma custodians and fashion, tourism and creative industries stakeholders ensuring there is no misuse or misappropriation

MULTIPLE FUNCTION

of the Oma Traditional Textile Design Database© (2021)



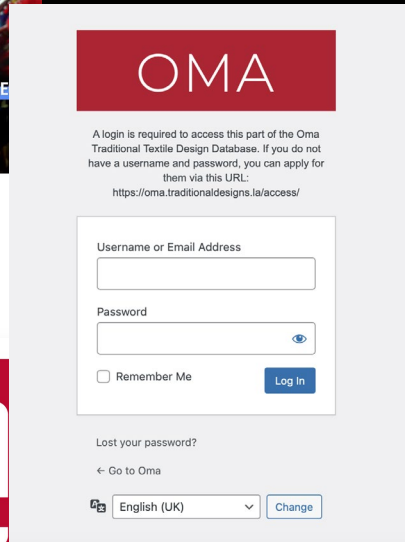
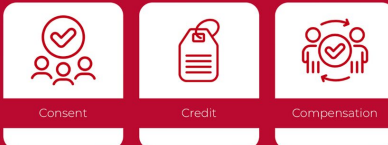
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- Human rights sensitive case against the backdrop of misappropriation and misuse + digital divide
- Lack of digital literacy and accessibility
- Transparency & Explainability of the AI system and resulting model to the TCEs custodians
- Benefits for the Oma People
- Involvement of the Oma custodians in AI governance

Training generative AI models **A SYSTEMS-CHANGE APPROACH**



Aligned with the 2021 UNESCO Recommendation on the Ethics of Artificial Intelligence

Can be applied both in relation to works protected by IP rights works/knowledge under the custodianship of Indigenous Peoples, Ethnic groups and Local Communities

Cultural Intellectual Property Rights® are Human Rights



THANK YOU!

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