

## Crafting Responsive Assessments f Al and ech-Impacte Futures Executive Summary

Queen Mary



MM Musici Union

The Alan Turing Institute







## Contents

GenAl and the Creative Workforce Research Approach Recommendations Overview		3 4 5			
			Ch	Challenges	
			$\rightarrow$	Ecosystem and Societal Level Challenges	7
$\rightarrow$	Social and Interaction Level Challenges	8			
$\rightarrow$	Individual Level Challenges	9			
Re	commendations	10			
→	Recommendations for Action to face	11			
	Ecosystem and Societal Level Challenges				
→	Recommendations for Action to face	15			
	Social and Interaction Level Challenges				
÷	Recommendations for Action to face	16			
	Individual Level Challenges				
Lar	ndscape of opportunities and potential benefits	21			
Appendix					

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## GenAl and the Creative Workforce

Generative AI is rapidly reshaping work. Workers throughout the creative industries are experiencing rapid and fundamental changes to their livelihoods — and those in freelance work are right at the forefront of those changes.

> Much has been made of the need to boost productivity in the UK. Generating over £100bn annually and growing at over one and a half times the rate of the rest of the economy, our creative industries are a model for what is possible. Yet the often-heralded solution to making the wider economy more productive - AI - is the very thing that risks eroding this success for the creative workforce.



Printing press

Whilst the whole creative sector is seeing the impacts of GenAl, the freelance workforce is particularly exposed, and doesn't have the same legal protections as salaried employees. This is why, for the past year, the Crafting Responsive Assessments of Al and Tech-Impacted Futures (CREAATIF) research project has been mapping how freelancers from across the creative workforce are experiencing impacts from GenAl on their working conditions.

Our research highlights seismic shifts already underway and offers urgent recommendations to protect and sustain the people whose skills are driving the growth of creative industries in the UK.

## **Research Approach**

**CREAATIF** is a collaboration between Queen Mary University of London, the Institute for the Future of Work, and The Alan Turing Institute, working in partnership with four major unions: Equity, Bectu, the Musicians' Union and the Society of Authors. The project was funded by AHRC and the BRAID programme.

Through the project we:

→ Conducted workshops and surveys reaching 335 freelance creative sector workers on the frontline of the GenAl revolution, highlighting major changes to the quantity and quality of their work.

 $\rightarrow$  Focused on cross-sectoral challenges, examining the effects of AI on all stages of cultural production, from ideation, through to production and distribution.

→ Spoke to performers, writers and musicians and to workers including technicians, producers and translators who aren't always seen as 'creators' but play key roles in the creative economy.

→ Examined our findings in light of the rapidly evolving policy and regulatory environment to develop a coherent set of responses.

 $\rightarrow$  Acknowledged creative workers aren't confined to working in a single sector, and many supplement one area of creative practice with other forms of work in the creative industries.

We set out the challenges faced by the creative workforce, and our detailed recommendations to address these challenges below, followed by an overview of opportunities and potential benefits of GenAl for creative workers this research has surfaced.



**Recommendations Overview** 

#### We are calling for:

→ **Fair Remuneration**. Enforce existing ownership rights and create new mechanisms to redistribute GenAl-generated revenues back to the human sources of creative data and content.

→ Legislative Reform. Update UK laws to protect the freelance creative workforce — addressing employment rights, skills development, and AI-specific risks — in partnership with unions and industry experts.

→ Inclusive Al Governance. Embed creative workforce perspectives in Al regulatory design, ensuring structured engagement that includes not only traditional 'creators', but all affected roles.

#### $\rightarrow$ Stronger Regulation for AI Firms.

Mandate transparency, prompt action on infringement, and compensation when GenAI systems use creative outputs without consent.

→ **Ongoing Impact Assessments**. Monitor the effects of GenAl on job quality, working conditions, and income security across the creative workforce, with clear accountability mechanisms.

→ Preserving Human Originality. Introduce 'human made' watermarking and provenance tools that enable consumers to distinguish AI-generated content and support originality in commercial ecosystems.

#### → Workforce Training and Empowerment.

Provide targeted education on IP and labour rights, contract negotiation, anti-mimicry strategies, and how to challenge bias and misrepresentation in GenAl tools.

Personal computer

**CREAATIF** research and public engagements point to the critical importance of taking a holistic and society-centred approach to understanding and addressing the transformative effects of GenAl on the creative industries and across the cultural sector. Such an interdisciplinary and contextually responsive standpoint surfaces a broad set of ethical challenges and legal concerns that arise across three levels:



Film camera

→ Impacts at the societal or ecosystem level, by which we mean macro-scale effects on the creative and cultural ecologies, on creative markets, economies and working conditions, and on society at large;

→ Impacts on social relationships and interaction, by which we mean impacts on the dynamics of interpersonal connection and communal integration;

→ Impacts on individual creators and creative workers, by which we mean impacts on the professional lives, career prospects, and fundamental rights and freedoms of individual workers.

## **Ecosystem and Societal Level Challenges**

At the ecosystem and societal level, industrialscale deployment of GenAl in the creative and cultural sectors concentrates economic power, entrenches existing biases, and erodes the diversity and value of human creativity. It also introduces opaque practices, unanticipated harms, and disincentives for creative workers to share and innovate, reinforcing dominant cultural narratives. Specifically:

→ Unjust distribution of economic opportunities and concentration of financial and market power. Tech firms and AI developers appropriate the outputs of creative labour, often without consent or fair compensation, shifting economic benefits and decision-making power to well-resourced industry businesses and exacerbating precarity for freelance workers.

#### → Perpetuation of discriminatory, biased, and hegemonic views and cultural appropriation.

Generative models trained on datasets overrepresenting Western languages, geographies, cultural viewpoint, and values reproduce stereotyped imagery, marginalise underrepresented groups, and co-opt Majority World creative processes.

→ Loss of collective novelty through homogenisation. Reliance on a few large industrial models leads to uniform outputs across tools and deployments, feeding back into training datasets and

further reducing variation in creative practice.

→ Unreflective Al adoption with unanticipated externalities. Absence of proactive risk assessment by Al developers and adopters results in avoidable harms to workers and ecosystems, reflecting a neglect of duty-of-care responsibilities and appropriate ex ante governance approaches.

→ Lack of transparency in training data and model design. Creators lack clarity about how their work is ingested into AI systems, while coercive consent practices and opaque model architectures prevent accountability and recourse.

→ Chilling effect on sharing and distribution of human-created work. Fear of exploitation leads creators to withhold work from online platforms, reducing the flow of diverse content across the information ecosystem and increasing creative precarity.

→ Devaluation of creative work and erosion of quality. The drive for efficiency and cost savings undermines the social and economic worth of creative practice, pressures creators into heavier workloads, or editing AI outputs, and elevates AIgenerated content.

## Social and Interaction Level Challenges

At the level of **social relationships and interaction**, the industrial-scale deployment of GenAl **impairs the socialising and communally integrating functions** of culture by **flooding cultural spaces with machine-made content of ambiguous provenance** while **displacing human creators**. This weakens culture's role as a medium for community bonding, social connection, and mutual recognition while undermining audience trust in the authenticity of creative work. Specifically:

→ Harm to the social and solidaristic functions of creative practice. An unconstrained proliferation of AI-generated content, coupled with shrinking opportunities for creators to sustain professional lives, can weaken culture's capacity to fulfil its social function in fostering mutual recognition, social connection and social bonds.

#### $\rightarrow$ Degradation of trust in authenticity.

Forgery, inaccuracies or low-quality AI outputs damage audience trust in creative work and in the relationship between creators and their audiences. When viewers cannot distinguish human work from AI-generated content, lack of clarity over provenance and attribution disrupts the link between creative practitioners and their communities.

## Individual Level Challenges

At the **individual level**, the industrialisation of GenAl is reshaping individual experiences in the creative and cultural sectors, **undermining job security, fair compensation**, and **creative autonomy**. Creative workers confront a cascade of challenges, from displacement and exploitative contracts to skill erosion, intellectual-property risks, and market oversaturation-that threaten their livelihoods.

→ Predatory, exploitative, or deceptive contract agreements. Creative workers are often presented with opaque contracts granting unlimited rights to use their images, voices, or likenesses for AI training, pressured to waive moral rights, personality rights and authorship as the only path to paid work.

→ Erosion of quality work prospects and financial compensation. The cost-efficiency of GenAl outputs undervalues human creativity, shrinking earnings and relegating workers to lower-paid tasks like fine-tuning or post-production.

→ Deskilling and cognitive and creative atrophy. Overreliance on AI tools diminishes core creative skills.

→ Prohibitive entry costs, inequitable opportunity spaces, and upskilling gaps. Access to cutting-edge GenAl tools favours technicallysavvy, dominant-language speakers with reskilling resources, leaving others at a competitive disadvantage in increasingly Al-driven markets. → Disincentivisation and loss of education opportunities. As creative careers lose viability and status, fewer individuals pursue creative training, and the exodus of practitioners reduces the pool of mentors and teachers.

→ Intellectual property, personality rights and likeness exploitation. Unauthorised ingestion of copyrighted works and personal likenesses into training datasets leads to IP infringement, unintentional plagiarism, digital forgery, deepfakes, and AI-enabled content theft.

→ **Market oversaturation.** The flood of Algenerated content-especially on social platformsintensifies competition, erodes professional visibility for human creators, and fosters a "race-to-thebottom" that diminishes overall creative quality.

## **Recommendations**

From CREAATIF's whole-of-society standpoint, these challenges and concerns must be addressed by a wide range of impacted stakeholder groups, including companies designing, developing, deploying, procuring, or using GenAl, creative worker unions and freelancer associations, government, regulators, civil society organisations, and individual creative workers, among others. CREAATIF's recommendations thus track these three levels of impact and are addressed to specific groups of salient stakeholders across the creative and cultural sectors which are outlined below.



## Recommendations for Action to face Ecosystem and Societal Level Challenges

#### Unions:

→ Negotiate explicit transparency and accountability clauses into AI service and procurement agreements, with a view to considering the establishment of new or updated frameworks for fair compensation and working conditions for GenAI support roles (e.g.,editing, fine-tuning, quality control).

→ Embed Good Work Algorithmic Impact Assessments into collective bargaining, ensuring fair revenue-sharing, conditions and transparent impact monitoring of impacts over time.

→ Build cross-disciplinary alliances across creative sectors.

→ Develop and test new, collective licensing and compensation mechanisms — including styledisruption/anti-mimicry tools — to secure creators' intellectual property and channel funds back to rights-holders.

→ Collaborate with civil society organisations, industry bodies, and government to advance revenuesharing and compensation frameworks requiring AI developers and platforms to allocate a percentage of GenAI-generated profits back to the cultural sector, and extend beyond copyright supporting workers to the creative workforce more widely.

#### Companies designing, developing, deploying, procuring, or using GenAl:

→ Implement robust end-to-end governance by: conducting ex ante impact assessments and impact mitigation processes which consider all dimensions of Good Work. Conducting Good Work Algorithmic Impact Assessments to evaluate the potential displacement of workers, changes to working conditions, and shifts in job quality, as well as assessments of bias, discrimination, toxicity testing and red-teaming. Disclosures should be part of corporate reporting and accessible to regulators, unions, and civil society.

→ Build mechanisms for contamination-filtering, protecting the integrity of human-made creative work and detecting AI-generated content. Publicly document all governance processes across the value chain for full accountability. → Engage with collective bargaining processes and partner with creators, creative workers, industry bodies and unions to co-design creator-centred, assistive workflows that enhance rather than replace human expression; negotiate by building on and around existing copyright frameworks direct remuneration schemes for creators; and adopt "human-made" labelling to preserve human originality in commercial ecosystems.

→ Disclose AI training datasets, model provenance, and legal compliance metrics; replace blanket Terms of Service with granular opt-in consent protocols for data usage; and proactively share datausage summaries to correct information asymmetries and support creator redress.

#### **Recommendations for Action to face Ecosystem and Societal Level Challenges**

#### Civil society organisations and advocates:

→ Pilot new models and mechanisms for identifying, tracking, and redistributing the data dividend associated with GenAl models and capabilities in partnership with developers.

→ Work with unions, industry bodies, and tech companies to establish cross-industry requirements for provenance watermarking (e.g., C2PA metadata) for human-made creative work, and collaborate with unions and industry to establish "human-made" labels that command a market premium and help audiences distinguish human creativity.

→ Facilitate structured workplace and public engagement (e.g. citizens' assemblies, expert juries) to surface societal values and frontline creativeworker perspectives for inclusion in regulatory design and review.

#### **Regulators:**

→ Require AI companies to disclose AI training datasets, model provenance, and legal compliance metrics; replace blanket Terms of Service with granular opt-in consent protocols for data usage; and proactively share data-usage summaries to correct information asymmetries and support creator redress.

→ Use sandboxes to test new mechanisms for advancing good work through innovation, centring the voice of the creative worker in advancing new approaches to risk-aware GenAI deployment.

→ Review and modernize "regulatory subject" definitions and protections to recognise collective rights and enable new forms of representation for aggregated individual interests.

→ Embed Good Work and wellbeing criteria into Al codes of practice and guidance, fostering reflexive regulation that continually adapts to emerging impacts on creative labour.

→ Mandate enhanced supply-chain duediligence for large GenAl-related firms, requiring them to identify and disclose social risks (e.g. cultural appropriation, worker conditions), promote early mitigation, and share automation-relevant data with SMEs under a streamlined sustainability-reporting framework. → Trial regulated access to anonymised HMRC and other public datasets by competition and standards agencies (e.g. CMA, ONS) to inform future-oriented advisory roles and evidence-based policymaking on GenAl deployment.

→ Require transparent disclosures from webcrawling and data-aggregating entities - detailing ownership structures, content purposes, and end-uses - while safeguarding non-commercial research exemptions against commercial back-door exploitation.

→ Enforce existing copyright, personality, and moral-rights frameworks by investigating and penalising unauthorised industrial-scale use of protected works in AI training, leveraging positions such as the ICO's "legitimate interests" stance and the adoption of unwaivable moral rights through implementation of the Beijing Treaty.

#### **Recommendations for Action to face Ecosystem and Societal Level Challenges**

#### Government and Legislators:

 $\rightarrow$  Develop an Industrial Strategy for the creative industries to consider the implications of GenAl and other forms of automation on skills, employment and rights as a core part of planning and resourcing.

→ Expand unions' roles in Al governance supporting wider representation on advisory councils and granting them new rights beyond member access, including digital access and e-learning roles backed by the Treasury.

→ Require AI companies to disclose AI training datasets, model provenance, and legal compliance metrics; replace blanket Terms of Service with granular opt-in consent protocols for data usage; and oblige them to proactively share data-usage summaries to correct information asymmetries and offer creator redress, with a clear obligation to be receptive, fast-acting and proactive in correction and redress.

→ Explore new union roles and responsibilities for data access and custodianship in AI governance to address information imbalances and mitigate cumulative impacts through co-designed skills development programmes.

→ Review and update sectoral bargaining architectures as part of collective bargaining processes, to address pre-existing and exacerbated poor bargaining power and conditions.

→ Explore development, testing and evaluation of policy innovations that would enable fair distribution of GenAI-created revenues such as progressive AI taxation schemes, which levy minor taxes to fund creative worker safety nets or data dividend trusts that reallocate profits from data so that the human sources of that data are beneficiaries of its use.

→ Commission horizontal and vertical studies on GenAl's effects on economic opportunity distribution and market power concentration, paying attention to the role of more-than-personal data, with an emphasis on marginalised communities.

→ Explore and fund publicly-accessible opensource GenAl infrastructure, tied to sustainability criteria for the creative workforce.

→ Implement progressive revenue distribution mechanisms-AI taxation schemes and data-dividend trusts to finance creative-worker safety nets and public cultural activities.

→ Broaden competition law to include Good Work and wellbeing metrics; update antitrust safeguards to curb consolidation among dominant GenAl firms.

→ Develop a flagship Responsible Innovation and AI Act-principles-based, market-shaping regulation that consolidates impact assessments, mandates pre-emptive risk evaluation.

→ Integrate union-negotiated transparency and accountability clauses into procurement and impactassessment frameworks for GenAI deployments.

#### **Recommendations for Action to face Ecosystem and Societal Level Challenges**

#### **Creative Workforce:**

→ Form integrated community-led skills programmes covering GenAI-impacted labour and IP rights, contract negotiation, and anti-mimicry defences such as pixel-disruption tools, metadata tagging, and opt-out automation.

→ Collaborate with civil society, Arts Councils, industry bodies and research bodies to build Al literacy and auditing programmes that train underrepresented creative workers to detect and challenge bias, misrepresentation, and exclusion in GenAl systems. → Establish community-based cooperatives for collective advocacy and legal defence, organising networks to challenge cultural appropriation, seek reparations, and uphold protections for cultural assets misused in GenAl training.

→ Create and socialise "human-made" labels for creative works to establish a market premium and distinct identity for human-originating creative work in commercial ecosystems.

→ Work with aligned members of the tech community to develop novel forms of resistance to breach of copyright, such as adversarial noise.

#### Individual Creative Workers:

→ Strengthen collective bargaining power by actively joining and participating in unions and co-operatives to counteract power concentration and market consolidation.

→ Embed digital watermarks in original works to generate traceable indicators in GenAl outputs, enabling creators to monitor and defend against unauthorised reuse of their work. → Use anti-mimicry defences such as pixeldisruption tools, metadata tagging, and opt-out automation defend against unauthorized reuse of their work. Recommendations

## **Recommendations for Action to face Social and Interaction Level Challenges**

Companies designing, developing, deploying, procuring, or using GenAl and platform providers:

→ Dedicate a portion of their revenues to support practices of collaborative art-making and participatory forms of creative production that help members of society build relational bonds within and across different social groups .

→ Work with unions, industry bodies and regulatory bodies to establish industry-wide protocols on signposting AI generated content. → Adopt secure media provenance tools and standards such as C2PA to enable audiences and consumers to verify creative content credentials.

→ Platform providers should carry out regular audits on the existence of deceptive synthetic content in their products and services and make the results of these audits publicly available.

#### Government:

→ Undertake or commission a study on the impact of the spread of GenAl across creative work domains, including examinations of the effects of GenAl on social solidarity, relational bonds, communal integration, civic trust, and general societal wellbeing.

→ Work with public funding bodies to conceive of novel ways to support collaborative cultural practice through public funding of activities that enable socialisation, connection-building, and communal integration. This could be organised as a resilience fund and financially enabled by taxes levied on profits derived from creative GenAl applications, insisting that creative professionals are hired and fairly paid for their particiapation and leadership.

→ Mandate the watermarking / labelling of machine-generated outputs across creative media and require AI developers and platform providers to adopt secure media provenance tools and standards such as C2PA to enable audiences and consumers to verify creative work credentials.

#### **Creative Workforce:**

→ Collaborate with civil society organisations and the public to build bottom-up programmes for social and community-based creative practice, including training for creatives in participatory methods and generating transferable skills that can be shared across geographic regions. → Come together with civil society organisations to develop training programmes for creatives in C2PA metadata creation/verification.

#### Unions:

→ Negotiate terms in collective agreements to embed governance processes, such as Good Work Algorithmic Impact Assessment, which seek to steer innovation towards better quality work and find routes to reallocation of displaced workers where appropriate.

→ Establish dedicated contract-review panels to audit and revise AI-related clauses, embedding moral-rights preservation, granular opt-in consent for likeness/data use, and mandatory transparency certifications with plain-language summaries.

→ Collaborate with industry bodies, standards organisations, tech firms, and government to define

hybrid human–AI workflow standards that specify minimum human creative input and establish fair compensation frameworks for oversight roles.

→ Secure platform visibility and earnings for creative workers by negotiating minimum quotas of human-made content, royalty/licensing schemes, and opt-out anti-scraping mechanisms to protect against unauthorised Al training.

→ Insist on mentor-protection clauses in GenAlrelated contracts, ensuring creative workers retain defined teaching and mentoring responsibilities within Al-augmented projects.

#### Companies designing, developing, deploying, procuring, or using GenAl:

→ Publicly disclose GenAl adoption roadmaps and conduct registered ex ante impact assessmentscomplete with worker consultation periods-to identify and mitigate risks of job displacement or loss of creative opportunities.

→ Form sectoral "Wage Councils" with unions, industry body and creative worker representatives, under government mandate, to set baseline contract terms, pay scales, and working conditions-especially for freelancers and vulnerable practitioners.

→ Embed human-centred automation processes by involving impacted creative workers and domain experts throughout GenAl design, development, and deployment to preserve and enhance core creative skills. Integrate technical safeguards to prevent unauthorised replication of living artists' signature styles, reinforcing respect for individual expression and IP integrity.

→ Institute AI-free sabbatical and skillspreservation sprints mandating periodic traditionaltools intervals and manual-technique sessions (e.g., hand-drafting, analogue composing) to refresh foundational creative abilities.

→ Lower barriers to entry by providing lowcode/no-code GenAl interfaces and subsidised or discounted tool access for marginalised creators, and implement "human-made" content filters that prioritise genuine works in search and recommendation engines.

#### Civil society organisations and advocates:

→ Develop and deliver community-focused styleprotection programmes—training creative workers to use anti-scraping tools (Cara, Nightshade, Glaze), digital watermarking, and metadata tagging to shield works from unauthorised AI mining.  → Lead advocacy campaigns for platform accountability: secure clear "human-made" labelling, enforce opt-out and anti-scraping protocols, and push for transparent moderation and recommendation practices to elevate authentic creative work online.

#### Government:

→ Establish sectoral baselines for workplace protections, fair treatment, and contract terms for GenAl-affected creative roles.

→ Mandate publicly registered impact assessments and mitigation processes for all GenAl applications in the creative industries, explicitly covering job displacement and loss of creative opportunities.

→ Recognise creative workers as vulnerable parties under the Unfair Contract Terms Act, ban blanket "all rights in perpetuity" clauses, and create a Centralised Contract Registry to track predatory Al contract terms. → Implement statutory protections ensuring creative workers and their representatives have sufficient time and clear information to review and negotiate GenAI-related contracts or policies.

→ Coordinate with the Department for Education and The Office For Students to reform curricula, mandating both traditional skill training and inclusive AI literacy programmes at all art-education levels, with special outreach to underrepresented groups and the promotion and protection of artsbased education at all levels including HE. Enact procurement mandates for publicly funded cultural works requiring a defined minimum percentage of human-made content, and fair pay for professional creative workers, and convene representative public deliberations to shape ongoing GenAI governance and enforce transparent content labelling.

#### **UK Legislators:**

→ Pass an anti-mimicry/anti-commodification law prohibiting replication of creators' signature styles without authorisation and establish corresponding licensing schemes.

→ Enforce and expand IP and copyright laws to protect creative workers' rights in the GenAl era, mandate union notification on rights transfers, and strengthen moral-rights preservation. → Require full disclosure of GenAl training data sources, explicit opt-in consent for use of copyrighted material or likenesses, and clear attribution rules for both human and Al-generated content to prevent market oversaturation.

→ Adopt Collective Management Organisationinspired provisions to enlarge unions' role in negotiating licensing and rights enforcement at the industry level.

#### Research Councils, arts funders, and philanthropic organisations:

→ Support full scholarships for creative-arts students who commit to multi-year mentorship and professional development pathways in human-centred creative practice.

→ Allocate dedicated funds for projects and platforms that prioritise human creativity, innovation, and diversity-such as live performance, community art, or cross-disciplinary initiatives resistant to Al replication.

#### Standards development bodies:

→ Develop and certify industry-wide contract compliance standards to ensure ethical, transparent, and equitable GenAl contracting practices.

→ Create platform and tool certifications that verify adherence to responsible Al-use criteriaincluding provenance tracking, fair compensation mechanisms, and content-mix transparency-and promote certified offerings.

#### **Regulators:**

→ Develop Likeness Protection Protocols that ensure the establishment of robust personality rights to protect creators and performing artists from unauthorized "deep fakes" or other uses of their individual features like their voices or movements.

→ Develop and certify industry-wide contract compliance standards, mandating ethical GenAl contracting practices that protect creative workers from predatory clauses and ensure clear, enforceable rights.

→ Institute easily adopted "right to remove" mechanisms, empowering creators to demand deletion of their works from AI training datasets, backed by robust enforcement measures (investigations, fines, preset damages).

→ Establish dedicated regulatory capabilities or an independent oversight body charged with enforcing transparent content-labelling requirements for AI-generated versus human-made works, overseeing quotas for human-created content in commercial platforms, and monitoring fair compensation schemes for displaced or appropriated creative labour.

→ Establish the right to remove content from training datasets, accompanied by clear enforcement measures for intellectual property (including investigations, fines, and pre-set damages) similar to those for data subject requests under UK data protection laws. → Expand regulators' mandate to convene crossagency, academic, and civil-society working groups that continuously assess GenAl's economic, social, and labour impacts-especially on marginalised creative workers-and translate findings into binding codes and advisory guidance.

→ Require all AI developers and platforms operating in the creative sector to register their GenAI applications, submit pre-deployment impact assessments (covering job disruption, skill erosion, bias), and publish post-deployment reviews to ensure ongoing accountability and risk mitigation.

→ Integrate outcomes from representative public deliberations, citizens' assemblies, and expert juries into regulatory rule-making, ensuring that policy evolves in step with societal values and frontline creative-worker perspectives.

→ Coordinate with standards bodies to align technical certifications (for platforms and tools) with regulatory requirements-promoting provenance tracking, fair-use safeguards, and tool interoperability under unified compliance regimes.

#### Creative workforce:

→ Share aggregated experiences of GenAI-driven work loss or reduction to build a public evidence base on job displacement.

→ Form worker-owned marketplaces/platforms that ban AI-generated content and set transparent standards for remuneration, attribution, and data use.

→ Partner with civil society and unions to run Al contract-literacy clinics, teaching contract review, red-flag identification, and renegotiation strategies.

→ Develop predatory-clause reporting platforms as crowdsourced databases exposing exploitative contract terms.

→ Establish community-based skills banks and peer exchange networks for creative and GenAl expertise via barter systems.

→ Launch GenAl IP-protection clinics covering current IP rights, C2PA tagging, takedown procedures, adversarial defences (e.g., Glaze, Cara, Nightshade), and open-source plagiarism detection.

→ Build creative worker led networks offering workshops on digital self-defence, negotiating contracts, and audience engagement best practices.

→ Define collectively agreed minimum rates and task differentiation for AI-related roles (reviewing, editing, refining AI outputs) to secure recognition and fair compensation.

#### Individual creative workers:

→ Adopt technical defences — digital watermarks, pixel-disruption tools, metadata tags, and styleshielding software (e.g., Cara, Nightshade, Glaze)-to protect original works.

→ Participate in industry unions, community
Al contract-literacy and IP-protection clinics to
strengthen negotiation skills and rights awareness.

→ Engage in peer-to-peer skills exchanges and the community-led skills bank to build GenAl fluency and preserve core craft competencies.

→ Collaborate on predatory-clause reporting platforms by flagging exploitative contract language encountered in practice.

 $\rightarrow \qquad \text{Negotiate clear, fair rates for AI-related tasks} \\ \text{and advocate for formal recognition of these roles as} \\ \text{skilled labour.} \\$ 

→ Cultivate direct audience relationships through livestreams, behind-the-scenes content, and interactive or multisensory experiences that foreground human creativity.

→ Join or form worker-owned marketplaces/ platforms to access alternative commercial ecologies that priortise human-made work and ethical AI use.

# Landscape of opportunities and potential benefits

**CREAATIF** research and public engagements suggest that the increased accessibility of GenAl is expanding who can create, streamlining workflows, and unlocking new markets, while also strengthening education and preservation efforts in the creative and cultural sectors. If approached responsibly, ethically, and equitably, these advances could lead to greater inclusivity, efficiency, economic innovation, skills development, and support for teachers and heritage custodians.

→ Broadening access to creative production. Generative AI lowers traditional barriers-such as cost, training time, and physical ability-enabling more diverse voices and perspectives to participate in art creation and disrupting long-standing gatekeeping in the sector.

→ Task simplification and increased efficiency. Complex, time-consuming tasks-like drafting storyboards, character designs, or costume concepts-can be executed in minutes via prompts, benefiting less experienced creatives and accelerating ideation-to-production cycles.

→ New markets and economic models for art. Al-generated content has spawned novel revenue streams and business models-exemplified by platforms like Adobe Stock accepting Al-created images and marketplaces such as Fiverr offering Al-enhanced art services-that reshape value distribution across the creative chain.

→ Overcoming creative and technical skills gaps. Off-the-shelf GenAl tools empower individuals lacking formal training

to bridge skill deficiencies and enable seasoned artists to integrate advanced AI capabilities into their practice, fostering rapid upskilling and innovation.

#### $\rightarrow$ Improved art teaching and

education. Al-driven platforms offer interactive lessons in styles and techniques, generate creative prompts for students, and provide automated feedback on work-expanding pedagogical methods and making art education more accessible and personalised.

#### $\rightarrow$ Art preservation and restoration.

Generative models can predict material deterioration in physical artworks and virtually reconstruct damaged or missing sections, supporting conservation efforts and ensuring the longevity of cultural heritage.

#### $\rightarrow$ Increasing productivity.

By automating repetitive tasks-such as generating initial drafts, sketches, or marketing copy-GenAl allows creatives to devote more time to refining ideas and storytelling, driving significant productivity gains among professionals. Appendix



Queen Mary University of London is a leading research university committed to social justice and achieving the unthinkable. As a Russell Group university based in east London, it teaches across all disciplines and is one of the most diverse higher education institutions globally, with staff and students from over 160 nationalities. The QM Centre for Creative Collaboration builds long term partnerships with creative sector organisations to generate evidence-based solutions. Queen Mary's **Digital Environment Research Institute (DERI)** brings together world-leading researchers to drive new interdisciplinary AI and data science research, delivering innovative, and impactful outputs that support sustainable development, and address challenges of the future.

#### The Alan Turing Institute

The Alan Turing Institute is the UK's national institute for data science and artificial intelligence. The Institute is named in honour of Alan Turing, whose pioneering work in theoretical and applied mathematics, engineering and computing is considered to have laid the foundations for modernday data science and artificial intelligence. The Institute's purpose is to make great leaps in data science and AI research to change the world for the better. Its goals are to advance world-class research and apply it to national and global challenges, build skills for the future by contributing to training people across sectors and career stages, and drive an informed public conversation by providing balanced and evidence-based views on data science and Al.



Institute for the **Future of Work** 

IFOW is an independent research and development institute exploring how new technologies are transforming work and working lives, co-founded by former employment barrister Anna Thomas MBE, Nobel prize-winning economist Sir Christopher Pissarides, and technologist Naomi Climer CBE.

Our core team at Somerset House works with a growing network of strategic partners striving for systems change.

#### EQUITY

Equity is a trade union of 50,000 performers and creatives, united in the fight for fair terms and conditions across the performing arts and entertainment industries. Our members are actors, singers, dancers, designers, directors, stage managers, stunt performers, puppeteers, comedians, voice artists, and variety performers. They work on stage, on TV sets, on the catwalk, in film studios, in recording studios, in night clubs and in circus tents.



profession since 1884.

The Society of Authors is the UK's largest trade union for all types of writers, illustrators and literary translators, at all stages of their careers. They have been advising individuals and speaking out for the



Appendix



Bectu is the union for creative ambition and a sector of Prospect trade union. We represent nearly 40,000 staff, contract and freelance workers in the UK's media and entertainment industries.

Our members work in non-performance roles in live events, broadcasting, film and cinema, digital media, independent production, leisure, fashion, theatre and the arts. We are one of the UK's largest unions for freelancers.

As the largest union at the BBC, and with a strong presence in many of the UK's leading theatres, arts centres and independent broadcasting and production companies, Bectu is here for you at every step of your career — whether you're a staff member, worker or are self-employed.

#### Musicians' Union

The Musicians' Union (MU) is the only trade union for musicians in the UK, with over 36,000 members working in all sectors and genres of music. As well as negotiating on behalf of members with all the major employers in the music industry, the MU offers a range of advice and services tailored for freelance musicians and campaigns for a fairer, more inclusive industry.

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Arts and Humanities Research Council



The work of CREAATIF is dedicated to the loving memory and lifework of Dr. Michael Katell, esteemed Senior Ethics Fellow at the Alan Turing Institute and Visiting Senior Lecturer at DERI. Mike acted as CREAATIF's project lead until his sudden and untimely death in August, 2024. He was a prominent interdisciplinary AI ethics and critical data studies scholar, who made significant intellectual contributions to the fields of data justice, critical platform studies, and AI policy and governance. As a champion of advancing social justice, equity, and inclusion amid expanding processes of datafication and digitisation, Mike significantly influenced the international discourse on responsible and equitable AI futures. His research and advocacy work in the fields of digital justice and labour rights stands as a torchlight of intellectual integrity, societal sustainability, and human liberation. Appendix

#### Image generation process

We created these images using AI tools running locally on laptops, meaning none of the processing involved happened "in the cloud". To generate AI imagery you need to use a large AI model called a checkpoint, these are generally capable but often too broad. In this case we used Stable Diffusion 1.5, which is free and runs on most computers. To get more specific and interesting results you can also use LoRA (Low-rank adaptation) models. LoRAs are trained on much smaller sets of images and can be tacked on to larger models to produce results with a more specific style.

For these images we used a LoRA trained entirely on photos taken on nights out at Corsica Studios in Elephant and Castle. These photos are smoggy but brightly coloured, because of the heavy smoke machines and lighting effects in the club. This leads the AI to essentially create images using the features of these photos. While preparing the images to train the LoRA you can tag specific images with certain features that you want to be more prominent, these tags then act as trigger words when generating images. For example, we used the tag "lasers" when we wanted something that resembled the lasers from my photos in the final image. Running AI models yourself also allows you to tweak various values that aren't accessible if you're using ChatGPT or similar products. While these cloudbased products let you generate images from just a text prompt, or recreate an existing image in a certain style, this workflow allows us to control the level of changes the AI is allowed to make to an input image. Text prompts are still present in my method but are mostly made up of trigger words relating to the LoRA model.

The cover image was created by using a photo Alex took of a shed in Forest Hill and running it through the AI at around half strength, to maintain the general composition of the photo, but still partially recreating it using the LoRA. The other images throughout the document are created in the same way, using found imagery of various creative technology innovations.

The effect works almost like an accelerated version of collage or sampling.

Designed by Array, with image generation led by Alex Leeder

