Good Work Principles for AI in the Creative Industries

These principles were developed by Bectu's AI and Rights working group as a framework for ensuring AI supports good work, protects workers' rights, and delivers fair outcomes across the creative industries.

We believe that AI should be adopted in ways that enhance human creativity, support good work, strengthen craft and technical expertise, protect rights and creative labour, enable meaningful worker voice, sustain future talent pipelines and ensure that the benefits of technological change are shared fairly across the whole creative workforce.

1. **Human Creativity First**
   AI should enhance and support human creativity, expertise and judgement, not replace them. Creative value comes from people, and AI should be deployed in ways that strengthen creative practice, storytelling, craftsmanship and innovation. Human oversight and accountability should remain central to creative outputs.

2. **Good Jobs and Sustainable Careers**
   The success of AI adoption should be measured not only by productivity gains but by its impact on job quality, career progression and workforce sustainability. AI should contribute to meaningful work, support professional development and avoid unnecessary work intensification or erosion of job quality.

3. **Fair Transition for Freelancers**
   Freelancers and project-based workers should have equitable access to training, support, information and opportunities to influence how AI is deployed. Workforce transition strategies should recognise that technological change affects freelance labour markets differently, often through reduced commissions, shorter engagements or changing rates rather than formal redundancies.

4. **Worker Voice and Collective Engagement**
   Workers should have a meaningful voice in decisions about how AI is introduced, used and governed. This should include employees, freelancers, trade unions and professional bodies. Effective adoption depends on trust, engagement and participation, not simply technical implementation.

5. **Transparency and Accountability**
   The use of AI should be transparent to workers, employers and audiences. Organisations should be clear about when and how AI is used, what data it relies on and who is accountable for decisions and outputs. AI should not be used in ways that mislead audiences or obscure responsibility. Additionally, AI systems should be interpretable to

users where possible, providing clear visibility into the logic behind their outputs, enabling human review where required.

6. Rights, Consent and Creative Ownership

Creative workers should retain meaningful rights over their work, likeness and intellectual property. The use of creative content in AI systems should be based on transparency, consent and fair treatment. Workers should understand how their work is being used and have access to appropriate protections and remedies.

7. Fair Access to Skills and Opportunities

All creative workers should have access to the training, support and learning opportunities needed to work confidently with AI. This should include freelancers, atypical workers and those entering the industry. Skills development should support both AI literacy and the creative, technical and craft skills that underpin the sector.

8. Protecting Craft, Technical and Production Skills

AI adoption should strengthen rather than weaken the specialist craft, technical and production occupations that underpin the creative industries. The sector depends on a broad workforce whose expertise is developed through experience, collaboration and professional practice. AI strategies should recognise the contribution of technical, production and backstage workers and assess how technological change affects demand for these skills and occupations.

9. Protecting Future Talent Pipelines

AI should not undermine the entry routes, junior roles and informal learning opportunities through which creative workers gain experience and develop expertise. Adoption strategies should consider their long-term impact on workforce development and career progression.

10. Inclusion, Diversity and Public Trust

AI should be deployed in ways that support diversity, inclusion and cultural representation. The technology should strengthen, rather than weaken, public trust in creative content, creative institutions and creative professions.

11. Fair Distribution of Benefits

The benefits arising from AI adoption should be shared fairly across the creative industries. Productivity gains should contribute to workforce development, improved job quality, sustainable careers, innovation and organisational success, rather than being concentrated among a small number of organisations, platforms or technology providers.