

AI USAGE POLICY

At CARTOON, we champion European artistic creation while acknowledging the growing impact of innovative technologies such as artificial intelligence (AI) on our sector. Through this policy, we aim to assert our commitment to transparency and responsibility, reinforcing the trust of our participants and partners.

We establish three fundamental principles as the foundation of this approach: artistic integrity, the appreciation of human creativity, and transparency. These values guide our perspective on integrating AI into animation projects. **It is essential to clearly differentiate between AI contributions and human creation to ensure that technology remains a tool serving artists rather than a substitute for their talent.**

In this spirit, we ask all project representatives to declare the use of AI in their submissions. This declaration should include a simple mention of AI usage and the specific areas concerned, such as writing or visual design. Such transparency is crucial to inform all stakeholders – financial partners, buyers, and other participants – and to ensure a clear understanding of the projects presented.

In cases where these principles are not respected, a warning will be issued. If no correction is made, the selection committee reserves the right to remove the project. Maintaining the integrity of the selection and presentation process is essential to preserving trust within our ecosystem.

This policy is an evolving document. CARTOON is committed to updating it regularly to reflect technological and legislative advancements related to AI. We will also continue to observe industry trends, gathering data on the use of AI in submitted projects and adapting our practices accordingly.

Through this policy, we reaffirm our ambition to be both pioneers and guardians of a balance between innovation and human creativity. By defining these guidelines, we strengthen our role as a responsible player in the animation sector, while supporting artists in their pursuit of excellence.

Annick MAES
And CARTOON's team

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