20th Francophonie Summit

The Phnom Penh Call for the Discoverability of Cultural and Linguistic Diversity in the Francophone World and the Promotion of Human Creativity in the Age of Artificial Intelligence

Phnom Penh, Cambodia

AgorIA francophone, on the sidelines of the 20th Francophonie Summit

We, professionals and representatives of the arts, creative, cultural, educational, research and technological innovation sectors across the Francophone world, gathered in Phnom Penh on 14 November 2026 for ***AgorIA francophone***, held on the sidelines of the 20th Francophonie Summit under the theme "Reinvesting in Peace for Shared Prosperity and Sustainable Stability".

At the initiative of the Coalition for the Diversity of Cultural Expressions of Canada, the Coalition for Cultural Diversity of Benin, the Quebec Research Chair on Francophone Artificial Intelligence and Digital Technology at UQAM, and the Culture Department of Senghor University in Alexandria, we are issuing this Call and inviting all organizations and individuals committed to protecting and promoting the diversity of cultural expressions to endorse it and contribute to its implementation.

Preamble

1. **Recalling** the *Djerba Declaration* (2022), which placed "connectivity in diversity" at the heart of the Francophone project and called for ethical and responsible artificial intelligence trained in French, as well as the *Declaration on the French Language in the Linguistic Diversity of the Francophoni*e, adopted at the same Summit;

2. **Recalling** the *Villers-Cotterêts Declaration* (2024), through which Heads of State and Government recognized "the urgent need for action in the digital environment" to promote accessibility, linguistic diversity and the discoverability of Francophone cultural, educational and scientific content, as well as the training of generative artificial intelligence systems in French; and the Villers-Cotterêts Call for an Open and Trusted Digital Space, addressed to digital platforms;

3. **Recalling** the *Quebec Declaration*, adopted at the 5th Conference of Ministers of Culture of the Francophonie in May 2025, which established the Francophonie's first common position on discoverability, the training of language models using Francophone cultural data in compliance with copyright law, the recognition of works resulting from human creativity, and the governance of cultural data; and **welcoming** the first legislative measures giving effect to these commitments, including the *Act respecting the discoverability of French-language cultural content in the digital environment*, adopted by the National Assembly of Quebec;

4. **Recalling** UNESCO's 2005 *Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005 Convention)*, its *Operational Guidelines on the Implementation of the Convention in the Digital Environment* (2017), the *Recommendation on the Ethics of Artificial Intelligence* (2021), and the 2025 *Mondiacult Declaration* (Barcelona), all of which recognize culture as a driving force

for sustainable development and affirm the indispensable role of civil society in cultural governance;

5. **Recalling** the *Saint-Paul-de-Vence Declaration on the Cultural Governance of Artificial Intelligence*, adopted at the September 2026 Lumière Summit, which affirms the need to place human creativity, the rights of creators and cultural diversity at the heart of AI development, and calls on States to ensure a digital environment that respects copyright, provides fair remuneration to rights holders, and safeguards the sustainability of artistic and cultural creation and professions;

6. **Taking note** of the recommendation adopted by consensus in February 2026 by the Intergovernmental Committee of the *2005 Convention*, which invites the Parties to support an additional protocol aimed at strengthening the Convention in the digital environment and in the age of artificial intelligence, and **recognizing** that the time has come to jointly determine its content;

7. **Taking note** of the International Organisation of La Francophonie's (OIF) report *The French Language in the World 2026*, which counts 396 million French speakers, 65% of whom live on the African continent, ranks French as the fourth most widely used language on the Internet, and observes that a language's vitality is now also measured by its presence in recommendation algorithms and in the datasets used to train artificial intelligence systems;

8. Solemnly **welcoming** the *Phnom Penh Declaration*, through which Heads of State and Government reaffirmed that respect for and the defence of cultural and linguistic diversity are essential to dialogue among peoples and the promotion of peace; reiterated their support for Francophone advocacy for the discoverability of content in the digital environment; and endorsed the work undertaken at UNESCO to adapt the *2005 Convention* to the digital environment, and particularly **welcoming** their recognition, in the same *Declaration*, of the profound influence of artificial intelligence on the creation, dissemination and accessibility of cultural content, as well as their emphasis on the importance of its responsible development in ways that protect and promote the diversity of cultural expressions while ensuring fair remuneration for creators and other rights holders, in accordance with copyright and related rights;

9. **Welcoming** Canada's stated intention, as host of the 21st Summit, to include among its priority issues and themes the promotion of the French language and French culture in all their forms in the digital environment, in the age of social media and artificial intelligence, alongside priorities relating to youth and the economy; **recognizing** Quebec's longstanding leadership in advocating for the discoverability of Francophone cultural content, both nationally and internationally; and viewing the convergence of these two Summits as a historic opportunity that we must collectively seize, so that the path from Phnom Penh to Ottawa-Gatineau is marked by concrete commitments and achievements that fully advance this Call;

10. **Convinced** that the ambition of the 20th Summit, namely to reinvest in peace for shared prosperity and sustainable stability, is a commitment shared by the entire Francophone world and can only be realized from one Summit to the next if cultural and linguistic diversity is given its rightful place in the digital environment.

Findings

11. **We recognize** that there can be no genuine **intercultural dialogue** if cultural expressions from around the world are not disseminated, accessible, discoverable and treated on an equal footing online; no **shared prosperity** if creators and other rights holders do not receive a fair share of the value generated through the exploitation of their works, including by artificial intelligence systems; and no

sustainable stability if the plurality of worldviews, on which mutual understanding and social cohesion depend, gives way to homogenization driven by systems designed primarily in a dominant language and trained on datasets in which languages and cultures are represented highly unevenly;

12. **We note** that cultural sovereignty is no longer measured solely by the ability to produce works, but also by the ability to remain visible in digital environments whose ranking rules are established beyond our jurisdictions by private-sector actors and are increasingly entrusted to artificial intelligence systems;

13. **We note** that generative artificial intelligence and conversational agents are fundamentally transforming the very nature of discoverability. Search results and recommendations are increasingly being replaced by a single, synthesized response with no sources, generated by a model that has appropriated the act of interpreting creative works. When a conversational agent provides an answer instead of directing audiences to the original work, that work is no longer accessed, its author is neither credited nor remunerated, and the diversity of voices is reduced to the statistical average of the training dataset;

14. **We note** that large language models are trained primarily on English-language datasets and standardized forms of French that are detached from its diverse and minority expressions; that the partner languages of the Francophone world, including local, regional and national languages, remain poorly represented or entirely absent; and that this imbalance in training datasets produces an imbalance in representation;

15. **We further note** that AI systems are developed and commercialized without transparency regarding their sources, without the consent of rights holders, and without remuneration. These shortcomings seriously undermine creators' and other rights holders' ability to enforce their rights and receive fair remuneration or other compensation for their creative works and productions;

16. **We further note** that vast quantities of copyrighted Francophone works are unlawfully collected to train systems that subsequently compete with them by generating synthetic content, exposing human creativity to a range of risks, including being diluted within recommendation feeds;

17. **We note** that cultural invisibility stems from mechanisms linked to the opacity of recommendation systems and the lack of explainability of their outputs, and that a Francophonie determined to reinvest in peace and intercultural dialogue must treat discoverability as an essential lever for promoting and ensuring online access to linguistic diversity in cultural content;

18. **We note** that global AI governance frameworks are structured primarily around issues of safety, competition, competitiveness and technical risks, and that cultural and linguistic diversity will only receive the attention it deserves if the Francophone world advocates for it in a coordinated, evidence-based and sustained manner, alongside other linguistic communities;

19. Lastly, **we note** that discoverability is also shaped by demand, namely by audiences and, first and foremost, young people. This requires measures that foster a sense of connection to their own cultures and strengthen their skills, including digital literacy, so that they can understand how recommendations are generated and make informed choices.

We call on

The Heads of State and Government to:

20. **Give priority**, in the follow-up to and implementation of the *Phnom Penh Declaration* and in the Francophonie Digital Strategy, to the issues and challenges relating to the discoverability of Francophone cultural content, linguistic diversity within artificial intelligence models, and the promotion of human creativity;

21. **Express support** for an additional protocol to the *2005 Convention* dedicated to the digital environment and artificial intelligence, support its development through coordinated work at upcoming sessions of the Intergovernmental Committee and the Conference of Parties, and make it a shared objective on the road from Phnom Penh to Ottawa–Gatineau;

22. **Adopt or strengthen** national legislative frameworks on discoverability (the presence, promotion and recommendation of content originally created in French and in partner languages; default interfaces offered in national languages; transparency of recommendation systems; and access to consumption data) and share their legislative texts, indicators and monitoring mechanisms across the Francophone world;

23. **Fund**, in a spirit of solidarity between the Global North and the Global South, the development of Francophone and multilingual cultural corpora (accessible, documented, protected and rights-compliant), the data and computing infrastructures that host them, and the skills required to use them, so that the Francophone world becomes a designer, and not merely a user, of the models shaping its digital future;

24. **Require** technology companies to ensure that the use of works to train, fine-tune or query artificial intelligence systems complies with copyright and related rights, is based on authorization and source transparency, and gives rise to fair remuneration; and support the work of the Francophone Intellectual Property Alliance established in Villers-Cotterêts;

25. **Enact legislation and adopt** incentives requiring digital platforms and AI system developers to disclose and make public, in accessible language, the linguistic and cultural composition of their training corpora, the criteria governing their recommendation and response systems, and the share of Francophone and partner-language content actually recommended, promoted or cited;

26. **Defend** a common, evidence-based Francophone position in global artificial intelligence and digital governance forums, affirming that cultural and linguistic diversity is an integral dimension of the integrity and reliability of artificial intelligence systems.

The OIF, its operators and institutional networks, the permanent ministerial conferences (CONFEMEN and CONFEJES), and the Parliamentary Assembly of La Francophonie (APF) to:

27. **Continue** their commitments to making discoverability a structural and priority component of the Francophonie's Digital Strategy, supported by a budget, indicators and a Francophone discoverability barometer whose findings would be made public at regular intervals;

28. **Mobilize** the signatories of the Charter of La Francophonie [*TV5, the Agence universitaire de la Francophonie (AUF), Senghor University, the International Association of Francophone Mayors (AIMF), the standing ministerial conferences, and the APF*] as showcases, laboratories and channels for the discoverability of Francophone works and content in partner languages, including within the artificial intelligence tools they deploy;

29. **Foster** dialogue and constructive, action-oriented reflection among the Conference of Ministers of Culture of the Francophonie, ministers responsible for digital affairs and artificial intelligence, the Francophone Network of Media Regulators (REFRAM), the Francophone Digital Network (RFN), the Conference of INGOs, the Coalitions for

Cultural Diversity, and researchers, academics and experts specializing in artificial intelligence, discoverability and the diversity of cultural expressions in the digital environment;

30. **Support**, to this end, initiatives for consultation, information-sharing and the pooling of best practices, enabling civil society and research communities to contribute to decision-making from the earliest stages of public policy development, with civil society bringing its practical, on-the-ground experience and researchers contributing their expertise.

Digital platforms, designers and developers of AI models and systems, and providers of conversational agents to:

31. Systematically **credit and reference** original works and sources in generated responses, with links directing users to them, respect attribution, origin and licensing metadata, and refrain from replacing engagement with an original work with a synthesized response when the work itself is available;

32. **Provide** every user with a meaningful and lasting choice of language, including for conversational agent responses, without disparities in quality between languages, and invest in the moderation, evaluation and alignment of their systems to reflect the diversity of French and the partner languages of the Francophone world;

33. **Adopt** open standards that make it possible to identify content generated or modified by artificial intelligence and recognize works resulting from human creativity, and establish mechanisms for prior consent, traceability and remuneration for rights holders whose works are used to train their models;

34. **Grant** researchers, regulatory authorities and cultural institutions across the Francophone world access to the data required to measure and independently assess discoverability and diversity across their services.

We commit, in accordance with each organization's respective mandate and resources, to

35. **Continue** the joint development of *AgorIA francophone* and establish it as a lasting platform for dialogue, networking and the mobilization of expertise from across the Francophone world, in both the Global North and the Global South, structured around three complementary functions: providing an open and regular **forum** for dialogue among stakeholders; **connecting** initiatives, expertise and exemplary and inspiring practices to facilitate their exchange and mutual reinforcement; and **mobilizing the expertise** needed to monitor, analyse and measure the impact of AI on the discoverability and diversity of Francophone cultural expressions;

36. **Document** cultural invisibility by measuring, testing and publishing evidence of how recommendation systems and conversational agents actually handle our works and languages, and making these findings accessible and understandable to both decision-makers and the public;

37. **Address** audience demand by developing, in collaboration with libraries, museums, educational institutions and spaces for creation and dissemination, initiatives in media education, digital literacy and AI literacy that can be replicated across the Francophone world and are primarily intended for young audiences;

38. **Equip** creators, cultural institutions and linguistic communities with the tools they need to describe their works using appropriate metadata, identifiers and licences, develop

rights-compliant datasets, and contribute to open resources for under-resourced languages;

39. **Advance** Francophone advocacy alongside upcoming meetings of the governing bodies of the *2005 Convention* through information and awareness-raising sessions and the mobilization of stakeholders, in support of an additional protocol aimed at strengthening the implementation of the *2005 Convention* in response to the impacts of artificial intelligence, particularly generative AI. This instrument would provide the Parties with tools to assert their cultural sovereignty by establishing specific obligations for companies that design and develop digital platforms and artificial intelligence systems, ensuring that these systems contribute effectively and sustainably to the protection and promotion of the diversity of cultural expressions;

40. **Carry** this *Call* to international forums, including the Geneva AI Summit (June 2027), the 6th Conference of Ministers of Culture of the Francophonie (Yerevan, 2027) and the 21st Francophonie Summit in Ottawa-Gatineau (2028), promote it through the travelling editions of *AgorIA francophone*, and publicly report on the progress made in implementing its commitments.

Initial signatories :

- *Quebec Research Chair on Francophone AI and Digital Technology (IANF, UQAM)*
- *Coalition for the Diversity of Cultural Expressions (CDCE, Canada)*
- *Coalition for Cultural Diversity of Benin (CDC-Bénin)*
- *French Coalition for Cultural Diversity*
- *International Federation of Coalitions for Cultural Diversity (IFCCD)*
- *Senghor University in Alexandria*
- *Living Arts International Cambodia*
- *CICADA Cambodia*