

# SEOUL DECLARATION

Gathered in Seoul, we applaud the Asia-Pacific Broadcasting Union (ABU) for their unwavering dedication to enhancing gender equality and expanding diversity and inclusion across the media sector. However, we firmly believe that improvements are essential within the media sector, especially concerning gender equality and diversity in decision-making and content production. We advocate that the current initiatives should be sustained, amplified, and replicated. Therefore, we solemnly declare our commitment to the following steps to strengthen diversity and inclusion, regarding gender, regions, generations and socioeconomic disparities.

1. We acknowledge the importance of the media's crucial role in achieving gender equality, diversity, and inclusion, and declare to sustain, and expand our institutional efforts towards improved governance.
  - 1.1. Increase representation of women in decision-making and content creation.
  - 1.2. Enhance gender equality and diversity within content.
  - 1.3. Promote education and training to improve organizational culture.
  - 1.4. Strengthen transparency measurements and disclosures to raise internal understanding and awareness.
2. Although the media's perception of diversity and inclusion has improved significantly, we recognize that there is still room for improvement. To this end, we shall make every attempt to identify the current status of our members and always strive to discover and disseminate best practices.
3. We commit to implementing education and training initiatives, including mentoring programme, to realize the universal values of diversity and inclusion, while valuing and respecting the cultural and social specificity of each other.
4. We will strengthen organizational support that reflects audiences' opinions on content, ensuring that diverse communities and individuals from various countries can actively engage and interact with media content and services.
5. In order to strengthen gender equality, diversity, and inclusion, we will continue to promote solidarity with the international community, including the United Nations and UNESCO, beyond mutual exchanges and cooperation among medias in the Asia-Pacific region.

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