

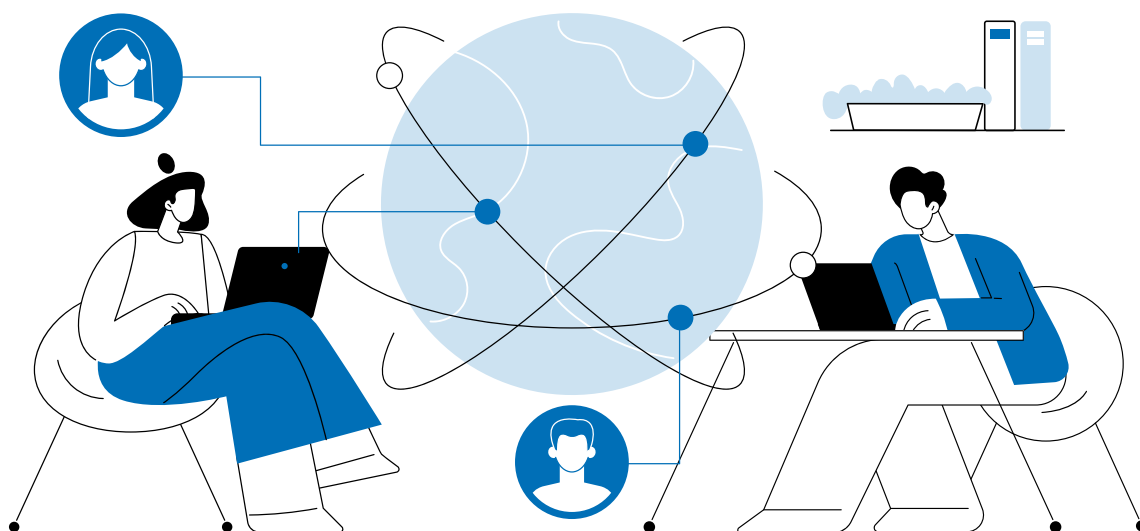
Multistakeholder Action Plan

for Information Integrity and Human Rights
in the Asia Pacific Region



Convened by the Office of the United Nations High Commissioner for Human Rights (OHCHR) and the Conscious Advertising Network (CAN), experts from diverse sectors including business, media, civil society, academia, governments and United Nations entities gathered together at the ‘Multistakeholder Roundtable on Enhancing Information Integrity and Protecting Vulnerable Groups in the Asia Pacific region: Intersections between Advertising and Business and Human Rights’ held on 16 September 2025 in Bangkok, Thailand. Guided by international human rights law and standards, the Roundtable identified the following actions as priority recommendations to implement the UN Global Principles for Information Integrity, together with the Global Digital Compact and the UN Guiding Principles on Business and Human Rights.

The Roundtable was made possible with support from the Government of Japan.

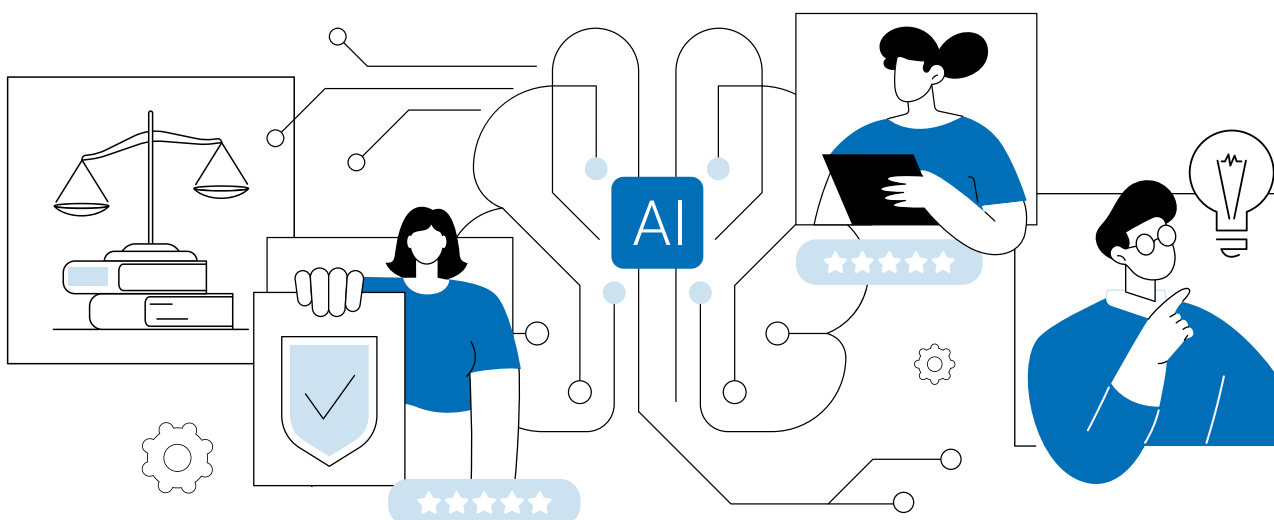


- 1 Regional community of practice**

Build a collaborative network of a broad range of actors that enables continuous knowledge exchange, regular consultations, peer learning, and joint solutions-focused actions to address information integrity and human rights challenges specific to Asia and the Pacific, through online or in-person meetings on a quarterly basis. The regional community of practice will seek to strengthen learning and collaboration on initiatives with other regions and at the international level.
- 2 Human rights due diligence and safeguards**

Strengthen the integration of human rights due diligence, human rights-based regulations, adequate safeguards, and effective grievance mechanisms in business activities related to the information ecosystem. Capacity building activities should include boards of directors, management and different sections of businesses, as well as investors.
- 3 Ethical advertising**

Promote advertising policies and practices that respect the human rights of all, particularly of those in vulnerable situations, and avoid any potential incentivization to hate speech and mis/disinformation through monetisation of the attention economy.



4 Effective advertising

Promote case studies from the private sector that both drive effectiveness for the advertiser and ethical and inclusive media placement. By emphasising transparent supply chains and responsible media placement, actions can look to amplify diverse voices, avoid harmful stereotypes, and contribute to equitable access to information.

5 Transparency and accountability

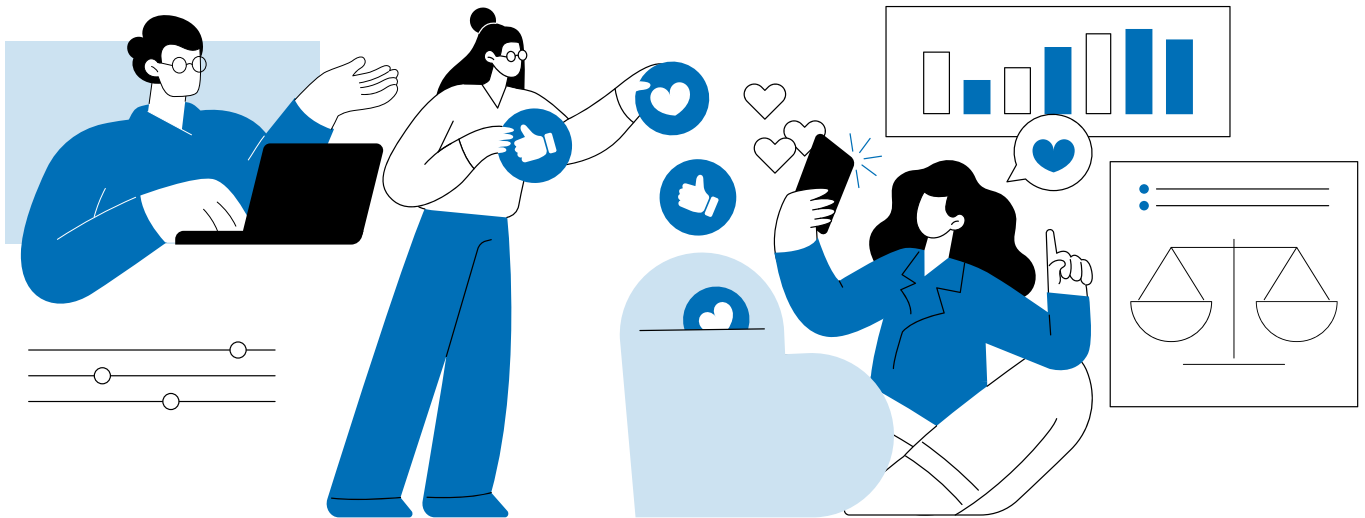
Advocate for transparency and accountability, including for mandating advertising libraries, on the intersections of advertising, hate speech and mis/disinformation and human rights in the Asia-Pacific region, including in relation to cyber scam operations, trafficking in human beings for forced criminality, and other harms.

6 Digital and emerging technologies

Ensure that any deployment of digital and emerging technologies in the information space, including the use of artificial intelligence, does not harm human rights. Drive awareness of and action on web traffic reduction which threatens revenue for news and diverse media as a result of AI search and generative AI summaries as well as the predicted monetization of AI Chatbots.

7 Journalism and media

Support diverse, independent, and quality journalism and media and empower those in vulnerable situations in order to strengthen public access to reliable and accurate information, particularly in crisis situations.



8 Research

Enhance research on the intersections of advertising and hate speech and mis/disinformation in the Asia Pacific region, at both local and national levels.

9 Promising practices

Promote promising practices by businesses and other stakeholders, including those related to ethical advertising practices, the human rights-based use of digital technologies, strategic litigation and multistakeholder collaboration from within and outside the Asia-Pacific region.

10 Human rights-based narrative leadership

Lead the development and dissemination of narratives on the nexus of advertising and information integrity based on shared human rights values, sustainability and inclusivity.

Resources

- [Global Digital Compact](#)
- [UN Guiding Principles on Business and Human Rights](#)
- [UN Global Principles for Information Integrity](#)
- [Climate Summit 2025 – Summary of the Solutions Dialogues on Climate Action](#)
- [Conscious Advertising Network’s Guiding Principles](#)
- [UN Human Rights’ Tech and Civic Space Brief: Online Platform Governance & Human Rights](#)

