

# **Pledge of the Global Kimchi Ambassador**

*(World Institute of Kimchi)*

As an appointed **Global Kimchi Ambassador** of the **World Institute of Kimchi**, I so  
lemnly pledge the following:

First, I will develop a clear and accurate understanding of the **historical, cultural, and scientific values of Kimchi**, and I will communicate this knowledge responsibly to prevent misinformation or distortion.

Second, I will respect the cultural contexts and food traditions of each country, and promote Kimchi not as a one-sided symbol, but as a **medium of cultural exchange and public diplomacy**.

Third, Through lectures, education, media engagement, content creation, and public events, I will contribute to enhancing global awareness of Kimchi's authenticity and to elevating the international standing of the Republic of Korea as the birthplace of Kimchi.

Fourth, I will actively observe and share insights on **local food cultures, consumer perceptions, and Kimchi consumption trends**, thereby contributing to the research, policy development, and global strategy of the World Institute of Kimchi.

Fifth, I acknowledge the honor and responsibility of serving as a Global Kimchi Ambassador, and I will uphold the highest standards of integrity, professionalism, and public responsibility in all activities.

With this pledge, I commit myself to faithfully fulfilling my role as a Global Kimchi Ambassador and to supporting the sustainable global dissemination of Kimchi as a living cultural heritage.

Date: \_\_\_\_\_, 2026

Country: \_\_\_\_\_

Affiliation: \_\_\_\_\_

Name: \_\_\_\_\_ (Signature)

**President, World Institute of Kimchi**