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# Outreach and Dissemination



## Dissemination Activities

ERIA disseminates the rich findings of its studies to their target audience through seminars and symposia, publications, media relations, social media, the ERIA website, and other communications events. Highlights of ERIA research projects are presented to concerned government officials and key stakeholders in the East Asia Summit region in seminars and symposia. ERIA also publishes these findings and recommendations in the form of books, research project reports, discussion papers, and policy

briefs, and they are made available online for wider dissemination. On many occasions, external publishers or academic journals publish books, articles, or papers of ERIA scholars. At the same time, ERIA closely liaises with international and local media, and while maximising use of social media and other communications events, to ensure its studies and other activities are known to stakeholders in the region.



## Communications

### Media Relations and Exposure

In FY 2018–2019, ERIA's Communications Team continued establishing new relationships and deepening existing relationships with media across the region. Our work and experts were featured 141 times in the media. The annual Editors' Round Table was held in Singapore in cooperation with Nanyang Technological University's S. Rajaratnam School of International Studies. There were 24 participants representing 24 media organisations. Ambassador Bilahari Kausikan, the Chairman of the Middle East Institute, National University of Singapore and former Permanent Secretary at the Ministry of Foreign Affairs for Singapore delivered the keynote speech, in which he discussed the strategic outlook for ASEAN amidst changes in the global and regional order.

ERIA researchers and research associates wrote a total of 25 different articles written by 13 researchers appearing 25 times in FY 2018–2019.

### Information Centre

During this first year of operation, the Centre has accommodated many meetings and events hosted by ERIA researchers and staff as well as outside organisations. The meetings included the 5-day Energy Outlook and Energy Saving Potential Working Group Meeting 2019, the ongoing ERIA–AMCHAM Briefing series, and the Jakarta Economic and Trade Networking event.

The space also provides a relaxed atmosphere that is used by ERIA researchers, staff, and guests for quiet discussions, research, and browsing newspapers and magazines for current affairs.

In March 2019 we began hosting weekly longform journalism courses for journalists organised by the Pantau Foundation, a Jakarta-based organisation that aims to elevate the standards of journalism in Indonesia.

### Social Media

Social media became one of the key channels that we use to disseminate information about ERIA's publications and programmes. We have active accounts in Facebook, Twitter, YouTube, LinkedIn, and Medium. We gained more followers through increased engagement with our counterparts and social media thought leaders. As of the end of the fiscal year 2018, there are 3,676 people who like our Facebook page, 878 people who follow us on Twitter, 774 people who follow us on LinkedIn, and 38,241 YouTube views.

	March 2017	March 2018	% Increase
Facebook Likes	3,443	3,676	6.77%
Twitter Followers	568	878	54.85%
Youtube Views	15,962	38,241	139.58%
LinkedIn Followers	466	774	62.26%

## Website

In FY 2018–2019, we completed the development and migration process to our new website, which offers a more engaging interface, organised architecture, and a responsive design to improve users' browsing experience through computers, tablets, and mobile phones. There were more than 80,000 website sessions and around 237,000 page views this fiscal year, compared to around 76,000 website sessions and 225,000 page views last year. We see an increase of website sessions from tablet and phone users this year, underlining the importance of making our content accessible for mobile users.

## Newsletters

We continue to publish the monthly newsletter 'Frames', which highlights our key events and publications in a given month, and the quarterly 'East Asia Updates' covers economic issues across the whole region. We disseminate both newsletters to a growing list of contacts, which currently consists of 3,663 people.

## Think Tanks

Over the past several years, we have been striving to increase our profile and to connect with other leading academic institutions and policy research centres around the world. In 2018, we partnered with the Think Tank and Civil Societies Program (TTCSP), University of Pennsylvania to co-host the 6th Asia Think Tank Summit (ATTS) from 21–23 November in Bali, Indonesia. There were 92 leading academics from 67 organisations across the Asia-Pacific, Europe, and Africa in attendance.

Continuing our collaboration with TTCSP, we held 'Why Facts and Think Tank Matters Roundtable 2019' in Jakarta on 28 January 2019. The discussion was conducted under the theme 'Bridging the Gap Between Research and Policy: The Role of Think Tanks in Southeast Asia' and moderated by ERIA's Senior Economist Dr Dionisius Narjoko.

The Roundtable was held in conjunction with the release of the 2018 Global To Think Tank Report. In 2018, ERIA ranked number 14 globally in the category of International Economics Policy Think Tanks, putting it in the top 15 along with organisations like Brookings Institution, Korea

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Development Institute, and Chatham House. It is a significant improvement from the 24th position in 2017 and the 32nd position in 2016.



### **Collaboration with ASEAN Secretariat**

In addition to our collaboration with the ASEAN Secretariat on research projects such as ASEAN Seamless Trade Facilitation Indicators (ASTFI), we also work together with the Secretariat on our outreach activities such as a tribute forum to commemorate the legacy of the late Dr Surin Pitsuwan, former Secretary-General of ASEAN and Advisor to the Chairman of ERIA. The event was held in the ASEAN Hall, where Dr Surin's family members, close friends, and high-ranking speakers from across Southeast Asia highlighted his pivotal role in raising the profile and prominence of the regional organisation on the international stage. The event was broadcasted live through the Secretariat's Facebook page as well as ERIA's Youtube channel and managed to obtain more than 7,000 people.

We also created an ERIA Corner in the ASEAN Secretariat's library, in which we showcase our latest publications to increase people's awareness of the outcome of our research projects.

### **Videos**

Last year, our videos became very powerful tools to disseminate the findings of the ASEAN@50 project. This year we created a video to commemorate our 10th anniversary in 2018 in which we shared our most significant milestones. The video was shown at many high level events, including the ASEAN Business and Investment Summit in Singapore, ERIA's 10th Anniversary Symposium in Tokyo, as well as the High Level Seminar to launch the report of Project 2045 in Jakarta.

We also created a video for the Dr Surin Pitsuwan Tribute Forum, highlighting his life in service as shared by former Prime Minister of Thailand H.E. Abhisit Vejjajiva, former Minister of Foreign Affairs of Indonesia H.E. Hassan Wirajuda, former Secretary-General of ASEAN Ambassador Ong Keng Yong, Chairman of the Singapore Institute of International Affairs (SIIA) Prof Simon Tay, and Co-founder of the Centre for Strategic and International Studies (CSIS) Indonesia Dr Jusuf Wanandi.