



# Dissemination Activities

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## **Dissemination Activities**

ERIA disseminates the rich findings of its studies to their target audience through seminars and symposia, publications, media relations, and social media.

Highlights of ERIA research projects are presented to concerned government officials and key stakeholders in the East Asia Summit (EAS) 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. These publications are made available online for wider dissemination. In many occasions, articles or papers of ERIA scholars are also published by external publishers or academic journals. At the same time, ERIA closely liaises with international and local media to ensure its studies and other activities are known to stakeholders in the region. Moreover, it started to use social media in FY2015 for wider outreach.

## **Seminars and Symposia**

ERIA organised 12 seminars and symposia in 2015 including two roundtable meetings. Many of these were held in collaboration with key institutes and government agencies from the East Asian region such as the Organisation for Economic Co-operation and Development, New Zealand Institute of Economic Research, Centre for Strategic and International Studies, The Institute of Energy Economics – Japan, and

the Japan Economic Foundation. These seminars and symposia aim to (i) contribute to the Chair of ASEAN, (ii) advocate findings of research where ERIA was involved, (iii) seek inputs of academia as requested by senior government officials in the region, and (iv) promote ERIA as an international organisation with a crucial role in East Asian regional integration.

One notable achievement in 2015 was ERIA's focus on disaster management and building national resilience within ASEAN. It organised two major events along this theme – First ASEAN–Japan Symposium on Disaster Management 2015 and Symposium on Building National Resilience: Recognising World Tsunami Day on November 5 and Enhancing Global Awareness on Disaster Management and Prevention.

Other major events include the East Asia Summit Regulatory Roundtable II: Engendering Good Regulatory Practices for a More Dynamic Region, held in Jakarta, and Stronger ASEAN Socio-Cultural Community, Closer ASEAN, in Kuala Lumpur, Malaysia in support of the Chairmanship of Malaysia.

As part of its media relations, the Fourth Editor's Roundtable was organised under the theme 'The ASEAN Community Post-2015 Vision' in Kuala Lumpur, Malaysia. Editors and journalists from EAS member states participated in the event, which

was co-organised with the Malaysian media group The Star.

## Publications

ERIA publications in FY2015 continued to rise from their 2014 levels, as ERIA feverishly released research outputs and policy recommendations to benefit the region's leaders and ministers, particularly with the realisation of the ASEAN Economic Community in December 2015.

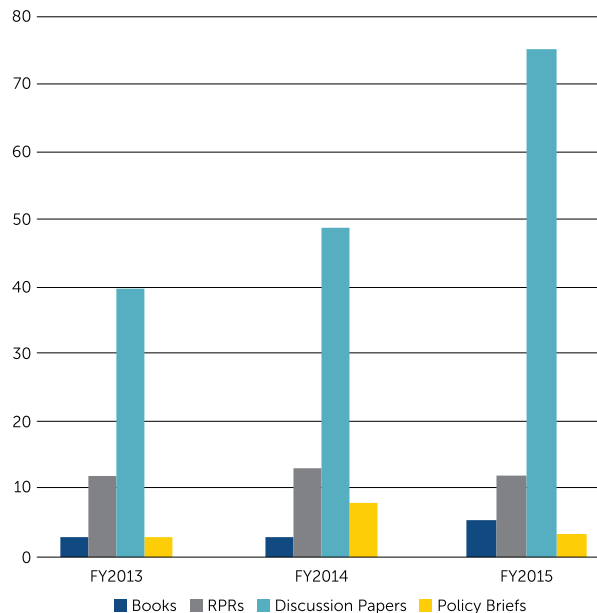
ERIA published 5 books, 11 research project reports, 75 discussion papers, and 3 policy briefs, totalling 94 publications. Worth highlighting is the significant increase in the number of discussion papers published—from 49 in FY2014 to 75 in FY2015. It continued to publish its newsletter, the *ERIA Frames*, and shifted it to an online version at the middle of the year to make it more responsive and timely in meeting the information needs of the region.

Three of ERIA's five key publications were launched in major regional events: *East Asian Integration* (First Edition) was presented at the East Asia Ministers' Meeting in August 2015; *The Comprehensive Asia Development Plan 2.0 (CADP 2.0): Infrastructure for Connectivity and Innovation*, at the 6th ASEAN Connectivity Symposium in October 2015, the 10th East Asia Summit, and The ASEAN Business and Investment Summit 2015, both in November 2015; and

*Framing the ASEAN Socio-Cultural Community Post-2015*, at the ASEAN Socio-Cultural Community Symposium in November 2015. The other two books—*The Development Potential of the Content Industry in East Asia and the ASEAN Region (Phase 2)* and *The Use of FTAs in ASEAN: Survey-based Analysis*—while not presented in a regional event were likewise considered major publications as these could be significant inputs for policymakers and stakeholders in the region.

ERIA's publishing programme was robust during its third year.

Number of ERIA Publications



### **Media Relations**

In 2015 ERIA effectively engaged with local and international media, which succeeded in greatly increasing press exposure and raising public awareness of the Institute across the region and globally. President Nishimura, ERIA experts, and the Institute were quoted or profiled on an average of once every three days for a total of about 100 mentions in the media, including in the *Economist Intelligence Unit*, *the Nation*, *Nikkei Asian Review*, *The Star Online*, and many others. Furthermore, numerous opinion pieces written by ERIA researchers were published in the *Bangkok Post*, *China Daily*, *Jakarta Post*, *South China Morning Post*, among others. ERIA also produced videos posted to YouTube to record and promote many ERIA events.

### **E-newsletter**

ERIA shifted to, and launched, the online version of its newsletter, *ERIA Frames*, in mid-2015.

The e-newsletter highlights the Institute's work and ASEAN and East Asia issues. *ERIA Frames* is disseminated regularly to more than 1,000 subscribers and key stakeholders around the world. Thoughts and perspectives on regional economic issues written by ERIA officials and researchers are also presented.

### **Social Media**

In 2015, ERIA established social media as part of its outreach and dissemination programme. It set up the following social sites and publication dissemination accounts: Facebook, Twitter, YouTube, Flickr, LinkedIn, Google Plus, Scribd, and Academia. Establishment of these sites allowed us to assess the interest of our stakeholders and the general public by tracking the amount of traffic, with some formats attracting more traffic than others. As of 31 March 2016, ERIA's Facebook page had over 350 followers, twitter had 123, and YouTube had 3,239 views.