



# 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 Department

ERIA's Communications Department aims to raise ERIA's profile and continuously improve contact with our stakeholders including policymakers, academics, government officials, and the broader public. By taking the lead in coordinating outreach to media, research organisations, think tanks, the private sector, and the general public, the work of the communications team is spread across all research and policy projects. We also work closely with the publications and capacity building programmes to ensure that their outputs are disseminated to the appropriate audiences.

Highlights of 2019 include:

### ASEAN Vision 2040 Promotion

During the chairmanship of Thailand, ERIA worked together with the Ministry of Foreign Affairs, Department of ASEAN affairs in preparing the 'ASEAN Vision 2040: Towards A Bolder and Stronger ASEAN Community'. The five-volume work detailed the vision of ASEAN leaders in transforming the 650 million citizens into a caring, sharing, and people-centred community. To promote AV2040, ERIA's priority research project of 2019, ERIA's Communications Team engaged in a range of activities including producing two videos on Volumes II and III for events and social media. The Communications Team also organised and participated in a series of AV2040-focused events including the Official Launch jointly with the Ministry of Foreign Affairs of Thailand in May, a Malaysian Launch at CARI ASEAN in July in Kuala Lumpur, two

roundtables hosted by CSIS in Washington, DC in September and November 2019, and two events targeting media: a 'Media Briefing' in August in Jakarta and the Editors' Roundtable in Bangkok in October. ERIA's annual Editors' Roundtable helped to raise awareness and understanding amongst the journalists of key challenges confronting the ASEAN Community. With an increasingly connected community, to keep the public informed about and updated on the progress of ASEAN Community will generate a stronger sense of ownership that will benefit the people of ASEAN.

### Energy Unit Enters Global Think Tank Rankings for the First Time

The important work of ERIA's Energy Unit was recognised this year as ERIA was included in the category of Top Energy and Resource Policy Think Tank for the first time. The Communications Department worked with the Energy Unit to conduct a 'get-out-the-vote' campaign in September 2019 before the nomination process. The Communications Director also met with key people during the Global Think Tank Summit to request consideration of ERIA's Energy work by the Think Tank Ranking Review Committee. The Communications Department also worked with US ASEAN Connect and the Energy Unit to organise a high-level event 'Energy Resilience and Security in Southeast Asia: A Discussion with Ambassador Virginia E. Palmer, Principal Deputy Assistant Secretary of the U.S. State Department's Bureau of Energy Resources'.

## Promoting the Regional Knowledge Centre for Marine Plastic Debris

To highlight the launch of ERIA's new Regional Knowledge Centre for Marine Plastic Debris, the Communications Department supported the development of a new website and created a short video to explain the background and importance of the Knowledge Centre.

## Producing a Non-Tariff Measures Video

The Department produced a short animated educational video to explain NTMs and why they are important and to promote the NTM Database created by ERIA with the United Nations Conference on Trade and Development.

## Participating in Global Go-To Think Tank Program

ERIA's Director of Communications supported the Global Go To Think Tank Program by participating as a member of the Asia Think Tank Summit Planning Committee, sponsoring the participation of 23 representatives of ERIA's RIN and ERIA experts to attend the ATTS, and by contributing as a panelist on a special session about New Technology and Communications and as a speaker on the Closing Plenary Session of the Global Think Tank Summit in Rio de Janeiro.

## Media Relations and Coverage

The media is one of the core channels through which ERIA disseminates its research findings, policy recommendations, and news about ERIA's achievements. ERIA's research was featured 29 times in 22 media outlets across the region. ERIA is in constant contact with the media across ASEAN and East Asia, fielding questions from journalists on a range of issues. An understanding of all of ERIA's research as well as knowledge about politically sensitive topics guides the responses. The Communications Department works with editors to place ERIA op-eds and to distribute press releases.

Some key numbers from 2019 include:

Media exposure: 223 articles in 155 news outlets including The Jakarta Post, The Bangkok Post, The Phnom Penh Post, and many others.

Op-eds: 11 op-eds in eight news platforms including The Jakarta Post, China Daily, and Myanmar Times.

## Communications Department's Publications




'ERIA Frames', our electronic subscription newsletter, was distributed monthly to around 4,500 people.

Every year the Communications Department produces a compilation of summaries of every ongoing research project, entitled the Summary of ERIA Research Projects. The printed version was distributed at major events such as the ASEAN Business and Investment Summit 2019 held alongside the ASEAN Summit in Bangkok, Thailand.

## Website and Social Media

The Communications Team continued to expand its digital outreach by producing content (112 news articles and 11 videos), creating a new website on marine plastic debris, expanding and updating the ERIA website, and generating various promotional campaigns through social media. To expand our academic outreach, we made all of our publications available through Google Scholar.

Table 1: Social Media Campaigns in FY 2019

	Campaign	Impressions
 LinkedIn	94	33,289
 Facebook	86	56,879
 Twitter	196	239,163

## Outreach Events

Events are one of the key channels through which ERIA's research and policy recommendations engage key stakeholders. Increasingly, the Communications Team organises and hosts a wide range of roundtables, discussions, and briefings to highlight the work of our experts. To engage the private sector, we organised two briefings with the American Chamber of Commerce in Indonesia. For Indonesian policymakers we organised a book launching to promote 'East Asian Integration' at the Ministry of Trade. In November, we worked with the Foreign Policy Community of Indonesia to host a panel on the Indo-Pacific during their annual Conference on Indonesian Foreign Policy, which attracts about

10,000 young people. Foreign organisations and universities also often request briefings on ERIA's research and programmes – this year we hosted, amongst others, the Korea-ASEAN Centre, the Viet Nam Association of Social Sciences, and the University of Indonesia.

## Interns

In FY2019, the Communications Department hosted two interns, one from Indonesia and one from Australia. Both were undergraduate students in their final year who wanted some work experience in a research institute. Our interns produced communications materials such as social media posts, social media cards, website articles, and policy briefs.



## Publications

In FY2019, ERIA produced several key reports, in particular Non-Tariff Measures – An update on the sidelines of the 51st ASEAN Economic Ministers' Meeting in Bangkok, and 'Feasibility Study on the FTA between Kingdom of Cambodia and Eurasian Economic Union', launched by the Minister of Commerce of Cambodia at the Ministry of Commerce in Phnom Penh, which was widely covered by media outlets in the ASEAN region. At the 41st ASEAN Ministerial Meeting on Agriculture and Forestry (AMAF) Plus Three Meeting, ERIA presented three Research Project Reports: Overview of Agri-food Industries in ASEAN: Basic Information on the Food Value Chain; Food Value Chain in ASEAN: Case Studies Focusing on Local Producers; and The Cold Chain for Agri-food Products in ASEAN.

ERIA also produced 10 books on topics such as health and the ageing society, non-tariff measures, disaster resilience, and climate change adaptation; 23 research project reports; 41 discussion papers; and eight policy briefs.

The Institute continues to promote and expand its research by publishing with first-rate global publishers. FY2019 saw ERIA publishing *East Asian Integration: Goods Services and Investment with Routledge*, *ASEAN–Russia Trade and Economic Relations: Prospects and Pathways with the Russian Foreign Trade Academy (RFTA)*, and *Vulnerability of Agriculture Production Networks and Global Food Value Chains due to Natural Disasters* with the University of Technology Vienna and the Organisation for Economic Co-operation and Development (OECD).

We updated the internal online library for all ERIA publication throughout its 12-year history via Share Point including all books, research project reports, discussion papers, and policy briefs for easy categorisation by topic, author, country, and year. We added QR codes in our annual Publication Catalogue to reach a broader audience through easy direct access to our publication on the ERIA website.



## Seminars and Symposia



Throughout FY2019, ERIA collaborated with several prominent research institutions and international organisations in organising seminars and symposia. The objectives of ERIA's seminars and symposia are to (i) contribute to the Chair of ASEAN; (ii) advocate findings for research where ERIA was involved, (iii) seek inputs from 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 integration.

ERIA collaborated with the Chinese Academy of Social Sciences (CASS) to organise The East Asian Summit and East Asian Cooperation International Symposium 2019, which was open to the public for the first time, and had as its theme 'From Asia

Pacific to Indo-Pacific: A New Direction of Regional Cooperation?'. ERIA partnered with the Indonesian Bureau of Economic Research (IBER), and the Asian Bureau of Economic Research (ABER), to hold the Symposium on 'Asia's Trade and Economic Priorities in 2020' in Jakarta. ERIA also supported the Singapore Institute of International Affairs (SIIA) in hosting the 12th ASEAN and Asia Forum, which had as its topic 'The Sino–American Conflict and ASEAN: Surviving, Transforming, and Succeeding' in Singapore, 29 August 2019

ERIA continued to collaborate with government agencies and international organisations to ensure that its research results reached a wider audience. For this, the Policy Dialogue on Trade and Investment Integration was organised in collaboration with the Ministry of Trade of Indonesia to provide insights into how East Asian countries, particularly Indonesia, should shape their trade, investment, and industrial policies at a time of growing anti-globalisation sentiments and trends.

ERIA also hosted the 7th OECD–AMRO–ADB/ADBI–ERIA Asian Regional Roundtable on Macroeconomic and Structural Policies in Jakarta. The Roundtable serves as a platform for knowledge sharing between the OECD, AMRO, ADB, ADBI, and ERIA. Issues related to macroeconomic policies, near-term growth and development challenges, and future challenges in emerging Asian economies were discussed at the event, which was also attended by policymakers, academics, and the private sector.

ERIA also attended and sponsored the Asia Pacific Think Tank Summit 2019 which was held in Bangkok, Thailand. The Summit was hosted by the United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP) and the Think Tank and Civil Society Program of the University of Pennsylvania with as its theme 'Managing Transitions, Trade and Turmoil: The Role of Think Tank'. Members of the ERIA's Research Institute Network (RIN) participated in this summit, as did executives from influential think tanks from across the Asia–Pacific region. ERIA also participated in the 10th East Asia Local and Regional Government Congress in Nara, Japan, which was attended by 200 participants including heads and leaders of 40 local and regional governments from five countries in the region.