

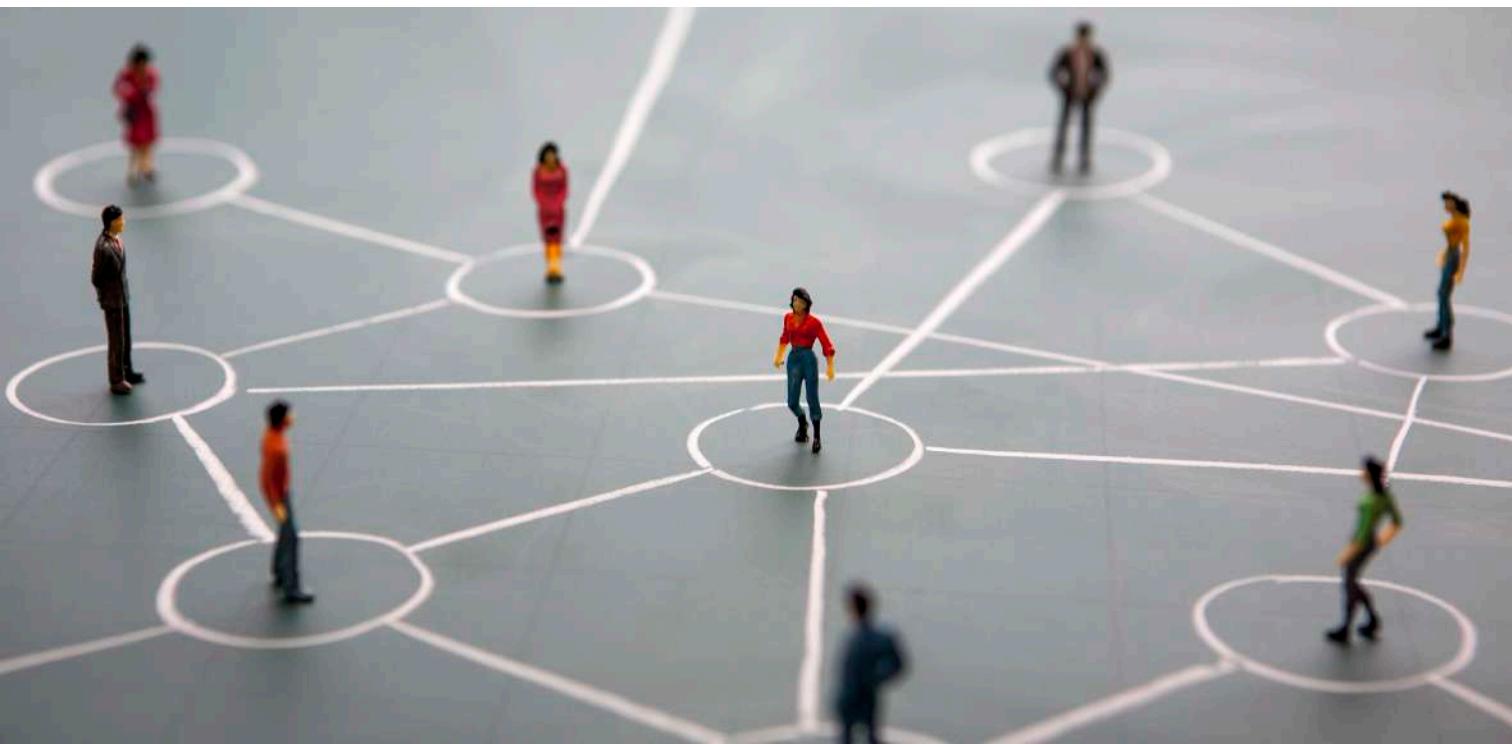
# **Outreach and Dissemination**



## Outreach and Dissemination

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

ERIA's Communications Department aims to raise ERIA's profile and continuously improve contact with our stakeholders including policymakers, academics, 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 Department is spread across all research and policy projects. We also work closely with the Strategy and Partnership Programme, Publications Department, and Capacity Building Programme to ensure that their outputs are disseminated to the appropriate audiences.

### Providing New Ways for ERIA to Work Remotely

In FY2020, the Communications Department quickly recognised the need for new ways of working remotely and provided the technology and skills to assist everyone at ERIA. All events moved online through rapid deployment of Zoom for events and Teams for meetings. We set up a training programme for assistants so that they could handle online events on their own. We created a scheduling system for meetings and events since we had limited accounts at Zoom. Physical rooms were set up for online events which required new equipment and expertise. We also created backdrops for ERIA panellists and speakers and new formats for Zoom videos so that they could all be posted online. The results were impressive: with online events we saw a substantial increase in attendance from an average of 25–45 people for in-person events to 200 to 300 hundred for online events. In addition, participants

represented countries from across the region and beyond, with many people attending from Europe and the United States.

### Global Go-To Think Tank Ranking Top 10

ERIA's Director of Communications supported the Global Go To Think Tank Program by participating as a member of the Planning Committees for both the Global Think Tank Summit and Asia Think Tank Summit, as well as the first Women in Think Tanks Forum. This contributed to raising ERIA's profile with the decision makers who ranked ERIA in the top ten Economic Research Think Tanks globally.

### Media Relations and Coverage

Media is one of the core channels through which ERIA disseminates its research findings, policy recommendations, and news about ERIA achievements. Our engagement with the media in 2020 included hosting the annual Editor's Roundtable – but virtually. ERIA is in constant contact with the media across ASEAN and East Asia, fielding questions from journalists on a range of issues and responding to their requests for interviews. An understanding 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 2020 include:

- Media exposure: 347 articles in 118 news outlets including The Straits Times, China Daily, Nikkei Asia Review, and many others.
- Op-eds: 86 op-eds in 27 newspapers including The Bangkok Post, The South China Morning Post, and The Jakarta Post, and many others.

## Communications Publications

Event Reports – this is a new category of publication as of 2020 and was developed as part of the ASEAN on Point Public Forums to summarise key policy recommendations from the forums.

‘ERIA Frames’, our electronic subscription newsletter, was distributed regularly to around 6,700 people. Summary of 2019–2020 Research Projects: Every year the Communications Department produces a compilation of summaries of every ongoing research project.

## Website and Social Media

The Communications Department continued to expand its digital outreach in FY2020 by producing content (93 news articles and 33 videos), expanding and updating the current ERIA website, creating new pages to highlight ERIA research on COVID-19 and Ageing in Asia, and generating various promotional campaigns through social media. We continue to offer all of our publications through Google Scholar. Some of our publications are also featured on the Asia Bank Development Institute website ‘Think Asia’ and the World Economic Forum ‘Strategic Intelligence Platform’.

## Videos

Videos have become an increasingly important tool to promote specific projects, explain outcomes, and educate people on specific issues. ERIA uses them in social media, on our website, and at events to provide succinct and engaging content that draws people in to ERIA’s research and helps them understand key issues and recommendations. In FY2020 we created 33 videos covering COVID-19 Research, AmCham ERIA Survey, as well as multiple videos of webinars and events. We have seen a significant increase in the number of YouTube views resulting from the higher quality videos that we published on the platform.

## Communications Department Events

Events are one of the key modes through which ERIA’s research and policy recommendations engage key stakeholders. Increasingly, the Communications Department organises and hosts a wide range of roundtables, discussions, and briefings to highlight the work of our experts. In FY2020 we launched a new series of public forums in partnership with the ASEAN Secretariat called ‘ASEAN on Point’ to address issues of importance to ASEC by providing a platform for public input and engagement. Each event produces a video of the webinar and an event report that includes policy recommendations.

## Knowledge Management

For ERIA's research and expertise to be easily accessed a high level of organisation is required so that publications and information are easy to find. To that end, the Communications Department

## Publications

In FY2020, ERIA produced numerous key reports related to the COVID-19 pandemic: [www.eria.org/research/topic/covid-19](http://www.eria.org/research/topic/covid-19)

ERIA also produced eight books on topics such as healthcare, the ageing society, non-tarif measures, Industry 4.0 and Circular Economy, International Regulatory Cooperation, E-Commerce Connectivity and Mekong Sub Region Development; 22 research project reports; 40 discussion papers; and seven policy briefs. Most of ERIA's publications in FY2010 included updates for developments due to the COVID-19 pandemic. The Institute continues to promote and expand its research by publishing with first-rate global publishers.

In FY2020, ERIA co-published three books with **Routledge**:

1. The Effects of Globalisation on Firm and Labour Performance
2. Financial Inclusion in Asia and Beyond – Measurement, Development Gaps, and Economic Consequences
3. Energy Sustainability and Development in ASEAN and East Asia

manages the library of ERIA publications as well as publications from outside ERIA which are reference materials for researchers. We also maintain an archive of ERIA events housed in the Information Centre as well as digitally.

ERIA also published two books with **Springer**:

1. Asia–Africa Growth Corridor: Development and Cooperation in Indo–Pacific
2. Supply Chain Resilience: Reducing Vulnerability to Economic Shocks, Financial Crises, and Natural Disasters

And with **UNCTAD** it published: Non-Tariff Measures in Australia, China, India, Japan, New Zealand, and the Republic of Korea: Preliminary Findings

Several of ERIA's publications have been translated into foreign languages:

<b>Japanese</b>	East Asian Integration: Goods, Services and Investment (commercial book)
<b>Vietnamese</b>	Ageing and Health in Viet Nam
<b>Indonesian</b>	Older People and Covid-19 in Indonesia

## Planning & Coordination



The Planning and Coordination Department's main role is to facilitate ERIA's collaboration with the Governing Board (GB) Members from 16 ERIA Member States, Academic Advisory Council (AAC) Members, and Research Institute Network (RIN) Members, especially in relation to the preparation and implementation of their annual meetings. It is also in charge of organising ERIA's seminars and symposia which aim 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.

FY2020 was an unprecedented time where most of the planned outreach events were postponed or cancelled due to the coronavirus outbreak. Facing this situation, significant adjustments were made to

the way the Planning and Coordination Department collaborates with ERIA's main stakeholders. This year the department's work focused on ensuring that the communication and collaboration between ERIA and its main stakeholders remain intact.

In previous years, ERIA reports and publications were disseminated to GB members, AAC members, RIN members, and ambassadors of ERIA member states to ASEAN during ERIA's annual events. This year, to keep them updated about ERIA's research and activities, the reports and publications softcopies were distributed via email, while hardcopies were sent via the postal service.

FY2020 marked the first time the Planning and Coordination Department organised the first virtual ERIA GB Meeting, AAC Meeting, and RIN Meeting. Discussion on the impact of COVID-19 on the global economy and ERIA's role amidst the changing situation in the region were held as a part of this year's GB Meeting and AAC Meeting. In the RIN Meeting, the discussion between ERIA and RIN members was focused on ERIA's plan to conduct research on various topics related to COVID-19. The GB, AAC, and RIN meetings were successfully conducted in collaboration with the Communications Department.