

# Outreach and Dissemination



## Communications

The Communications Department aims to raise ERIA's profile and continuously improve contact with stakeholders, including policymakers, academics, the media and the broader public. By taking the lead in coordinating outreach, the work of the Communications Department is spread across all research and policy projects. It works closely with SPP, the Publications Department, and CBP to ensure their outputs are disseminated to the appropriate audiences.

### i. Website, Social Media, and Online Presence

The Communications Department continued to expand its digital outreach in FY2021 by producing content, expanding and updating the ERIA website, creating new pages to highlight ERIA's participation in G20, and generating various promotional campaigns through social media. We continue to offer all of our publications for free through Google Scholar. Some of our publications are also featured on the Asia Development Bank Institute website 'Think Asia', ADB SEADS website, UNCTAD E-trade for All, and the World Economic Forum 'Strategic Intelligence platform'.

### ii. ASEAN Insights Podcast

Podcasting is a highly effective platform for disseminating research findings, policy recommendations, and opinions. At the end of 2021, the communications team launched ASEAN Insights, ERIA's first podcast series. These are short, informal interviews with ASEAN and East Asian experts about their current work or comments on trending issues.

### iii. 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 its 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 FY2021, the department created 150 videos, mostly of ERIA events.

### iv. Media Relations and Coverage

Media is one of the core channels through which ERIA disseminates its research findings, policy recommendations, and news of its achievements. ERIA's engagement with the media in 2021 included hosting the annual Editor's Roundtable, virtually for the second time. 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 2021 include the following:

- Total media exposure: 269 articles in 110 news outlets.
- Op-eds: 69 titles, published 100 times across 22 media.



## v. Increasing Capacity for Online and Hybrid Events

After the first year of managing and hosting events online, the department has become more efficient and sophisticated. It often provides technical guidance to its partners when co-hosting events. It has produced training materials, guidelines, and templates for partners and speakers and has conducted in-house trainings regularly. Events continue to grow in number of participants and, in some cases, have been live-streamed on social media channels. The department has observed a significant increase in the amount of engagement between audience and speakers, usually during the Q&A sessions. This is, in part, due to increased comfort level for the participants but also because ERIA has new programmes such as RKC-MPD, healthcare, and E-S-I, which are more accessible as topics to the public. In 2021, the department started hosting more hybrid events, mixing in-person events with online events. It has also developed a plan for larger hybrid events in the future involving the creation of a new set up for its meeting rooms and purchasing new audio-visual equipment.

## vi. Partner Relations

In 2021, the Communications Department worked with the US Library of Congress to identify 223 ERIA publications that would be added to the library's collections. The department also met with representatives of USAID-Indo Pacific Hub, United States Trade Representative, US Department of Commerce, US State Department, The Asia Foundation, French Institute for International Relations, OECD (Paris), Asia House (London), American Chamber of Commerce Asia Pacific, Center for Strategic and

International Studies, US Institute for Peace, Asia Society, Foreign Policy Community of Indonesia, and others.

## vii. Global Go-To Think Tank Ranking

As in previous years, the Communications Department supported the Global Go-To Think Tank Program by participating as a member of the planning committees for the Global Think Tank Summit and Asia Think Tank Summit. The department was able to secure high-level speaking roles at the Global Think Tank Summit where ERIA was represented by Ms Lydia Ruddy, director of communications and special advisor for US-ASEAN affairs; The Asia Think Tank Summit, where Dr Antonio Villanueva, senior advisor of ERIA on healthcare policy, delivered the opening remarks; and at the Think Tank Talent for the Future Forum in Dubai. ERIA's Healthcare Unit was included in the Global Go-To Think Tank Rankings Survey for the first time.

**Table 1: Social Media Figures**

	Campaign	Impression
Facebook	238	78,888
LinkedIn	223	197,492
Twitter	279	224,794

  

	Followers	% Increase
Facebook	4,651	+ 8.9%
LinkedIn	4,335	+ 57%
Twitter	1,767	+ 14.5%

### xiii. Communications Publications

Event Reports is a category of publication developed in 2020 as part of the ASEAN on Point public forums to summarise key policy recommendations from the forums. In FY2021, other departments and events also started producing event reports. ERIA Frames, ERIA's electronic subscription newsletter, was distributed regularly to over 10,000 contacts. Every year, the Communications Department produces a compilation of summaries of ongoing research projects. The department has also created several op-eds and guided others in the drafting of op-eds and policy briefs.

### ix. 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 has been organising and hosting a wide

range of roundtables, discussions, and briefings to highlight the work of ERIA's experts. In FY2021, it continued ASEAN on Point in partnership with the ASEAN Secretariat 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.

### x. Knowledge Management

ERIA's research and expertise require a high level of organisation so that publications and information can be easily accessed. To that end, the Communications Department manages the library of in-house publications as well as external newspapers and publications that researchers can use as reference materials. The department also maintains an archive of ERIA events housed physically and digitally in the Information Centre.

## Publications

In FY2021, ERIA produced 18 key reports related to the COVID-19 pandemic that can be found online at: <https://www.eria.com/research/topic/covid-19>

In FY2021, ERIA published 26 research project reports; 62 discussion papers; and seven policy briefs. Most of ERIA's publications in FY2021 included updates for developments due to the COVID-19 pandemic.

ERIA produced a total of nine books in FY2021, four of which as sole publisher:

- Coping with Rapid Population Ageing in Asia
- Impact of the ASEAN Trade in Goods Agreements (ATIGA) on Intra-ASEAN Trade
- 13th Asia-Europe Meeting (ASEM) Summit (also translated into Khmer)
- Rethinking Asia's Low-Carbon Growth in the Post-Covid World: Towards a Net-Zero Economy

The Institute also continues to promote and expand its research by publishing with first-rate global publishers and in FY2021 ERIA co-published five books:

- Globalisation and its Economic Consequences: Looking at APEC Economies (with Routledge)
- Intellectual Property Rights and ASEAN Development in the Digital Age (with Routledge)
- COVID-19 in Indonesia: Impacts on the Economy and Ways to Recovery (with Routledge)
- Energy Sustainability and Climate Change in ASEAN (with Springer)
- Handbook on East Asian Economic Integration (with Edward Elgar)

## Planning and Coordination Department

Similar to the last year, the Planning and Coordination Department has been focusing its works to ensure the communication and collaboration between ERIA and its main stakeholders remains intact. Due to the ongoing pandemic, FY2021 marked the second year in which it played a role in facilitating ERIA's collaboration with the Governing Board (GB) members who represented the 16 ERIA member countries, the Secretary-General of ASEAN, Academic Advisory Council (AAC) members, and Research Institute Network (RIN) members, related to the preparation and implementation of their annual meetings which were conducted virtually. The Ambassadors Meeting of ERIA Member States and Dialogue Partners were also conducted virtually for the first time since the start of the pandemic. These meetings were successfully conducted in collaboration with the Communications Department.

The annual institutional meetings discussed how ERIA can play an active role in responding to the aftermath of COVID-19 and support the region's recovery especially in understanding the future of Southeast and East Asian integration more deeply. Continuing the dissemination

of ERIA reports and publications to the GB members, AAC members, RIN members and Ambassadors of ERIA member states and Dialogue Partners, ERIA's publications were distributed both digitally and by post to keep the main stakeholders updated about ERIA's research and activities.

The Planning and Coordination Department 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. Unfortunately, most of the outreach events were cancelled or held online due to the pandemic, but the ERIA-YNG Social Impact Idea Competition (EYIC) was hosted in collaboration with Young President Organization (YPO) Next Generation Japan (YNG Japan) for the very first time. Twenty-nine young entrepreneurs with a passion for developing innovative solutions to solve social problems came head-to-head virtually last August and presented their

social action ideas. This competition was held to support and encourage young people to create innovative solutions to the world's socio-economic challenges, and

nurture young leaders by boosting their creativity and increasing their awareness of development gaps in the region.



## Capacity Building

Despite the challenges of the ongoing COVID-19 pandemic, the Capacity Building (CB) Programme (CBP) continued to design innovative programming in response to needs and requests. By making use of ICT platforms, online and hybrid activities were delivered to the primary target audience of government officials but CBP was also able to broaden out its reach to the private sector. In this way, the CBP fulfilled its mandate of being a bridge between ERIA research and expertise and government officials.

By the end of the year, over 500 government officials had participated in CB activities based around three components: Component 1: ERIA Research; Component 2: ASEAN and Regional Priorities; and Component 3: Increase Research Capacity. In addition, around 120 members of the public, primarily the business community, participated through public-private dialogue events held.