



# Outreach and Dissemination

## Communications

ERIA's Communications Department aims to raise ERIA's profile and continuously improve contact with stakeholders – including policymakers, academics, the media, and the broader public – through events, the ERIA website, social media, podcasts, media relations, video production, brand management, and design services. 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 the Research Divisions, the Policy Design Department, the Publications Department, and the Capacity Building Programme to ensure their outputs are disseminated to the appropriate audiences.

**Table: Social Media Highlights FY2022**

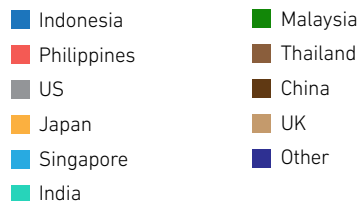
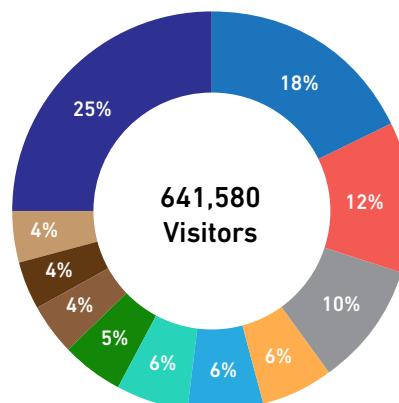
<b>LinkedIn Followers</b>	Increase of 80%, year-on-year
<b>LinkedIn Profile Visits</b>	Increased by 1,300%
<b>Twitter Impressions</b>	Almost 100,000
<b>Facebook Engagement</b>	Increased by 23%
<b>Total Website Views</b>	Almost 650,000

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

The Communications Department continued to expand its digital outreach in FY2022 by adding a new position to the team to focus on creating social media content and managing scheduling and campaigns, with a total of 1,134 posts across four platforms (LinkedIn, Twitter, and Instagram). It expanded and updated the ERIA website, creating new pages to highlight ERIA's support of G20 and the ASEAN Chair and offering all ERIA

publications for free through Google Scholar and directly from its website. The website was visited almost 650,000 times. Some of its publications are featured on the Asia Development Bank Institute's website Think Asia, ADB SEADS's website, UNCTAD E-trade for All, and the World Economic Forum's Strategic Intelligence platform.

**Figure: Website Views**



## ii. Podcast

In 2021, ERIA Communications launched the ASEAN Insights podcasts – short, informal interviews with ASEAN and East Asian experts about their current work or comments on trending issues. In 2022, ERIA’s Director of Communications conducted interviews on the following topics:

- Indonesia’s ASEAN Chairmanship, with Shanti Shamdasani
- The Future of Electric Vehicles in ASEAN. Tara Bellwood, a journalism intern for the Australian Consortium for ‘In-Country’ Indonesian Studies, in conversation with Dian Lutfiana, ERIA Energy Research Associate
- The Geopolitics of Semiconductors: Yasu Ota in discussion about his best-selling book
- Preventative Diplomacy, with Prof Akiko Yamanaka, Japan’s Vice Minister for Foreign Affairs
- ASEAN’s Road to Recovery with Dr Aladdin D Rillo

By the end of FY2022, the series had almost 1,000 listeners from more than 50 countries.

In 2022, the department supported the RKC-MPD in launching its ‘Living Chic with Plastic’ podcast.

## iii. Videos

Videos have become an increasingly important tool to promote 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 FY2022, the department created 53 new videos, mostly of ERIA’s events. In the past year, ERIA’s videos have been viewed more than 31,000 times. Analytics also show that our videos reached around 360,000 people across the globe throughout the year.

## iv. Media Relations

Media is one of the core channels through which ERIA disseminates its research findings, policy recommendations, and news of its achievements. It works closely with the media to help them understand ASEAN priorities and how best to report on them. In 2022, it conducted a workshop in Phnom Penh to build the capacity of Cambodian journalists who were covering Cambodia’s Chairmanship of ASEAN. It also hosted the annual Editors Roundtable in Phnom Penh with 21 journalists from 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 and responding to their requests for interviews. The Communications Department works with editors to place ERIA op-eds and to distribute press releases. Some key numbers from 2022 include the following:

- Total media exposure: 554 articles in 230 news outlets
- Op-eds: 92 titles, published 111 times across 26 media outlets

## vi. Partner Relations

In 2022, the Communications Department developed proposals for ERIA projects which could be delivered as part of the US Chairmanship of APEC. It also continued private sector engagement with the American Chambers of Commerce in the Asia-Pacific, the Business 20 group, and the Indonesian Chamber of Commerce and Industry (KADIN). Continual information exchange with the US Agency for International Development (USAID)–Indo-Pacific Hub, the Office of the US Trade Representative, the US Department of Commerce, the US State Department, US and Canadian missions to ASEAN, The Asia Foundation, the French Institute of International Relations, the Centre for Strategic and International Studies (CSIS), the US Institute of Peace, the Asia Society, the Foreign Policy Community of Indonesia, and others.

## vii. Think Tanks

Due to the tragic and untimely demise of Dr James McGann, the Global Go To Think Tank Index ranking did not take place in 2022. Instead, ERIA has been working with a small group to ensure that Prof. McGann's legacy is continued. It also launched several initiatives to support ASEAN think tanks.

## viii. Communications Publications

*ERIA Frames*, ERIA's electronic subscription newsletter, was distributed regularly to more than 11,000 contacts. Event reports, including ASEAN on Point, have become one of the most read publications on ERIA's website, with about 2,422 views in 2022. The annual Summary of ERIA Research Projects continues to expand as the number of projects increases, reaching 66 in 2022.

## ix. Events

Online and hybrid events continue to be the preferred format for ERIA as they attract many more people than in-person events and have a global reach. ERIA's Communications team manages

the technical side of these events as well as the outreach through social media, the website, and email campaigns. Communications also organises and hosts a wide range of roundtables, discussions, and briefings to highlight the work of ERIA's experts. In FY2022, it continued the *ASEAN on Point* in partnership with the ASEAN Secretariat to address issues of importance to the Secretariat by providing a platform for public input and engagement. Each ASEAN on Point is published online as a video, along with 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. The Communications Department ensures that all publications are entered into the Research Papers in Economics (RePEc) record, and coordinates the distribution of publications to the Library of Congress. It also manages the library of in-house publications as well as external newspapers and publications that researchers can use as reference materials. The department physically and digitally archives ERIA events at the Information Centre.

# Publications

ERIA publishes books, research reports, discussion papers, and policy briefs to share and disseminate its research findings and policy recommendations. These publications cover a wide range of subject matter on deepening economic integration, narrowing development gaps, and sustainable development – the three pillars under which ERIA conducts research. ERIA is also highly involved in energy-related research and FY2022 was the fourth year ERIA conducted research on healthcare, the environment, and agriculture.

ERIA actively participated in the Indonesian Presidency of the Group of Twenty (G20) throughout 2022. ERIA published numerous reports, policy briefs, and discussion papers on its implications for the economy (trade, investment, and fiscal policy), energy, and the environment. ERIA also co-published one book with Routledge and two with Springer.

In FY2022, ERIA published its flagship project titled The Comprehensive Asia Development Plan (CADP) 3.0: Towards an

Integrated, Innovative, Inclusive, and Sustainable Economy, and Dynamism of East Asia and RCEP: The Framework for Regional Integration, which was officially launched by H.E. Hun Sen, Prime Minister of the Kingdom of Cambodia.

A total of 19 research project reports, 43 discussion papers, and 12 policy briefs were published by ERIA in FY2022.

ERIA also produced 11 books in FY2022, eight of which as sole publisher:

- Accelerating Digital Transformation in Indonesia: Technology, Market, and Policy
- Assessing the Impacts of COVID-19: Regional Policies and Practices for Green Recovery
- Dynamism of East Asia and RCEP: The Framework for Regional Integration
- New Normal, New Technologies, New Financing
- Non-tariff Measures Australia, China, India, Japan, New Zealand, Republic of Korea
- Older People and COVID-19 in Indonesia (2022 Edition)
- Regional Comprehensive Economic Partnership: Implications, Challenges, and Future Growth of East Asia and ASEAN
- The Comprehensive Asia Development Plan (CADP) 3.0: Towards an Integrated, Innovative, Inclusive, and Sustainable Economy

The Institute also continues to promote and expand its research by publishing with first-rate global publishers and in FY2022

ERIA co-published three books:

- Revisiting Electricity Market Reforms: Lessons for ASEAN and East Asia (with Springer)
- Robots and AI: A New Economic Era (with Routledge)
- Sustainable Development Goals and Pandemic Planning: Role of Efficiency Based Regional Approaches (with Springer)

## Planning and Coordination

The Planning and Coordination Department (PCD) has focused on ensuring that communication and collaboration amongst ERIA and its main stakeholders remain intact. Due to the remaining difficulties caused by travel restrictions, FY2022 marked the third year that institutional meetings were held virtually. The 14th Academic Advisory Council (AAC) Meeting was held on 21 April 2022, while the 15th ERIA Governing Board Meeting was conducted on 2 June 2022 – both virtually. The annual institutional meetings discussed how ERIA can play an active role in responding to the impacts of global developments on the ASEAN/East Asia region amid global volatility and uncertainty – repositioning and refocusing the ASEAN Community towards sustainability, resiliency, inclusiveness, and connectivity.

Along with the Institute of Developing Economics–Japan External Trade Organization (IDE-JETRO), the PCD organised an in-person gathering of the Research Institutes Network (RIN) on 24 November 2022 in Bangkok, Thailand, for the first time after 3 years of virtual meetings due to the pandemic. Continuing the dissemination of ERIA reports and publications to the Governing Board 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.



Another responsibility under the PCD is organising ERIA's seminars and symposia, which aim to (i) contribute to the chairmanship of ASEAN; (ii) advocate findings for research where ERIA is 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. As part of ERIA's contribution to Cambodia's ASEAN Chairmanship, the planning and coordination manager was invited to speak at workshops on the State of Sports and Recreation Zones Development in ASEAN and the Preservation of ASEAN Traditional Sports and Games, which were organised by the Ministry of Education, Youth and Sports, the lead for the ASCC Pillar as Chair of ASEAN on 10 and 11 August 2022 in Phnom Penh, Cambodia.

The PCD's efforts at these workshops, which contributed to ASEAN outcome documents under the ASCC – the ASEAN Declaration on Fostering ASEAN Identity through the Safeguarding of Traditional Sports and Games in the Modern World and the ASEAN Declaration on Leveraging the Role of Sports in ASEAN Community-Building and Achieving the SDGs – were appreciated in the Chairman's statement of the ASEAN Summits.

In FY2022, the PCD also co-hosted a virtual G20 High-Level Forum on Trade, Investment, and Industry with the International Economic Association and Indonesia's Ministry of Industry, Ministry of Trade, and Ministry of Investment (BKPM) on 26 and 27 July 2022. This was one of ERIA's major events supporting the G20 Presidency of Indonesia.



The PCD also organised the Second Extraordinary Governing Board Meeting, which was held at the headquarters of the ASEAN Secretariat on 2 December 2022. Unlike a regular Governing Board meeting, ERIA mainly reported the contributions to the G20 and ASEAN Summits, and the board members shared their assessments of and insights on ERIA's activities. This was followed by a meeting between ERIA and the Ambassadors of ERIA member countries and Dialogue Partners in the afternoon. The meeting was held to update the ERIA member countries and Dialogue Partners about ERIA's research developments and activities. ERIA closed the two meetings by hosting a farewell reception in honour of Dato Lim Jock Hoi, who completed his duties as ASEAN's Secretary-General in 2022.

The PCD closed FY2022 by hosting the Fifth Asia Cosmopolitan Award Ceremony and Nara Forum, co-organised with Nara Prefecture on 19 January 2023 in Nara, Japan, after a break of 4 years due to COVID-19. The award aims to recognise on a biennial basis individuals or organisations that have made significant contributions to the development of a peaceful and stable East Asian Community, to narrow the development gaps in the region, and to establish sustainable social growth towards cultural and economic integration within the region.