



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

Broadening Our Reach

ERIA Communications aims to continuously improve contact with our stakeholders including policymakers, academics, government officials, and the broader public. This year we achieved this in several ways, most notably through the opening of the new Information Centre, an increased number of opinion pieces published by our researchers, enhanced social media (including a new website), and new communications events.

Information Centre

ERIA was very pleased to open the doors of its new Information Centre that serves as a place to exhibit all ERIA publications as well as highlight special projects and events. The Centre serves as a lounge and co-working space that is open to all ERIA researchers and to the public upon request. It can accommodate small meetings of up to 15 people or events of up to 25. It also includes a small library of non-ERIA publications and a selection of current newspapers and magazines.



ERIA Corner

We have set up a dedicated shelf for ERIA publications, called ERIA Corner, in the ASEAN Secretariat's library to increase people's awareness of the outcome of our studies. We are in talks with several research organisations across Asia to set up similar ERIA Corners in FY2018. The ERIA Corners will receive a biannual delivery of our latest publications.

Media Relations and Exposure

ERIA is cited in newspapers across the region on average four times a week. Opinion articles written by ERIA researchers and research associates accounted for about 32% of the media exposure. The number of ERIA researchers' opinion editorials appearing in regional newspapers dramatically increased, with a total of 32 different pieces by 12 researchers appearing 69 times in FY 2017–2018.

Communications Events

Editors' Roundtable

The Editors' Roundtable is an annual event that brings together journalists from across the region and beyond to examine innovative ways to report on ASEAN. In 2017, the roundtable was held in Manila on the sidelines of ERIA's High Level Forum.

Launch of Global Go To Think Tank Ranking

Every year ERIA does increasingly well in the global ranking of think tanks. To honour the publication of the 2017 ranking and to highlight the importance of think tanks, ERIA hosted a panel discussion on the topic 'Why Think Tanks Matter'.

ERIA–AmCham Briefings

In 2017, ERIA and the American Chamber of Commerce partnered to host a series of briefings yearly on topics of importance to the private sector and policymakers. Each panel includes a presentation from an ERIA expert with interventions from companies, governments, and other academics.

Social Media

ERIA continued to use social media in its outreach and dissemination programme in 2017 to help attract new audiences and grow its networks. We have active accounts in the following social sites and publication dissemination accounts: Facebook, Twitter, YouTube, LinkedIn, Google Plus, and Medium. ERIA has steadily gained more followers on those various sites and engaged with followers of greatly diverse backgrounds. Our YouTube views dramatically increased in 2017 due to the production of videos related to the ASEAN@50 Project. We produced 11 videos from three symposiums in Iloilo, Davao, and Manila, as well as from the High Level Forum on ASEAN@50 in Manila. The videos had a combined total of 2,741 views, which is around 17% of total video views since the channel was created in January 2015.

	March 2017	March 2018	% Increase
Facebook Likes	2,730	3,443	26%
Twitter Followers	304	572	85%
Youtube Views	7,826	15,962	104%
LinkedIn Followers	255	481	87%

Website

There were 76,134 website sessions and 225,483 page views in 2017, an increase of just over 5% from the same period in 2016. Sessions from returning users increased by nearly 3%, while sessions from new users increased by nearly 2%, indicating that we have a steadily growing group of frequent visitors. After a year-long development and migration process, we launched a new website with a streamlined information architecture, better database integration, as well as a sophisticated internal search engine, making it easier to navigate. Moreover, the website features more high-quality images and is mobile-friendly, thus ensuring a better browsing experience for our website users through all devices.

Publications

Fiscal year (FY) 2017 was a high point for ERIA publications as the Institute, in partnership with the Government of the Philippines, launched a five-volume publication – *ASEAN@50: Retrospectives and Perspectives on the Making, Substance, Significance, and Future of ASEAN* – to commemorate ASEAN's golden anniversary. These volumes (i) put together perspectives of key people involved in the making and working of ASEAN, (ii) present the hopes and aspirations of ASEAN peoples for the region, (iii) discuss the evolving role of ASEAN's economic integration agenda as it drives towards deeper integration, (iv) highlight how ASEAN focuses on the socio-cultural dimension of its peoples, and (v) explain the evolution and future of ASEAN through insights and reflections of officials and academics.

The five-volume book was launched and presented to the President of the Philippines, Rodrigo Duterte, at the High Level Forum on ASEAN@50 in October 2017. The forum gathered heads of state, former heads of state, ministers, and former ministers to celebrate the organisation's accomplishments, discuss how to build on its success, and thus create a better ASEAN.

ERIA also released 10 research reports, 14 discussion papers, and seven policy briefs on agriculture and disaster management, trade and investment, and energy-related issues in the region.

The Institute continues to promote and expand its research by publishing with global publishers. FY2017 saw ERIA publishing *The Indonesian Economy: Trade and Industrial Policies* with Routledge, and *Globalization of Low-Carbon Technologies: The Impact of the Paris Agreement* with Springer.

Annex J lists our publications released in FY2017.



Seminars and Symposia

ERIA organised many seminars and symposia in FY2017, including two roundtables. Held in collaboration with key institutes and government agencies from the East Asia region, 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 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 regional integration (see Annex H).

ERIA focused on the commemoration of the 50th anniversary of ASEAN, which was the main theme of three symposia it organised. The symposia were held in the Philippines in collaboration with several institutions, including the Government of the Philippines, which served as the Chair of ASEAN in 2017.

These symposia were:

- The High Level Policy Symposium on ‘Building ASEAN Political–Security Community and Regional Resiliency’, held in Iloilo City, in June.
- Public Symposium on ‘Building ASEAN Socio-Cultural Community and Nation Building’, organised in collaboration with the Philippine Institute for Development Studies (PIDS), Mindanao Development Authority (MinDA), and the ASEAN Society Philippines. It was held in Davao City in August.
- Public Symposium on ‘Economic Integration and Nation Building’, held in Manila in September 2017, in collaboration with PIDS, the Philippine Department of Foreign Affairs (DFA), and the Philippine Mission to ASEAN

High Level Forum on ASEAN@50

On 19 October, ERIA, in collaboration with DFA Philippines, Foreign Service Institute (FSI), and the ASEAN Foundation, with the support of the Japan-ASEAN Integration Fund, organised the High Level Forum on ASEAN@50. This was the first high-level event ERIA had ever organised since its establishment in 2008, as it involved a head of state, former heads of state, ministers, and former ministers.

H.E. Rodrigo Roa Duterte, President of the Republic of the Philippines, delivered his keynote speech to more than 350 participants. Former Prime Minister of the Kingdom of Thailand, H.E. Abhisit Vejjajiva, and Former President of the Republic of the Philippines, H.E. Gloria Macapagal–Arroyo, also participated as panellists in the forum.

In March 2018, ERIA and the ASEAN–Japan Centre hosted the Symposium on ASEAN’s 50th Anniversary in Tokyo, Japan. This event concludes ERIA’s contribution to commemorating the golden anniversary of ASEAN.

Roundtables

ERIA organised a joint roundtable with the Institute of Developing Economies and Japan External Trade Organization (IDE–JETRO) entitled ‘Connectivity and Innovation’. Participants discussed the importance of connectivity and innovation to the economic integration and development of ASEAN and East Asia.

As part of its media relations, ERIA also organised the Sixth Editors’ Roundtable themed ‘ASEAN@50: Unknown Challenges’. Editors and journalists from East Asia Summit member states participated in the event, which was held in the Philippines and co-organised with the *Business World*.