

SIPRI COMMUNICATION AND OUTREACH ACTIVITIES, 2013

SIPRI COMMUNICATIONS DEPARTMENT

SIPRI's Communications Department manages all of the Institute's media and communication activities, including the launch of the SIPRI Yearbook and all SIPRI publications, the production of the monthly *SIPRI Update*, the maintenance of the SIPRI website and the Institute's social media channels, event organization and coordination, and international marketing and outreach activities.

The dissemination of SIPRI's research continued in 2013 through the many events held at SIPRI and at partner organizations, our website, our ever-increasing social media presence, and our strong presence in traditional broadcast and print media. During 2013 SIPRI was quoted in more than 20 000 media outlets in more than 130 countries (see figure 1), and the estimated total readership of SIPRI's media outlets was estimated to be more than 100 million people.

Throughout the year SIPRI maintained its established level of outreach and communication activities, publishing 7 major press releases, 14 expert comments by SIPRI researchers and 11 essays in conjunction with the monthly *SIPRI Update*, as well as a series of targeted mailings and campaigns. Special emphasis was placed on increasing the Institute's on-site presence in key cities for the SIPRI Yearbook data launches. For example, the SIPRI data on international arms transfers were simultaneously presented in Delhi, New York and Stockholm.

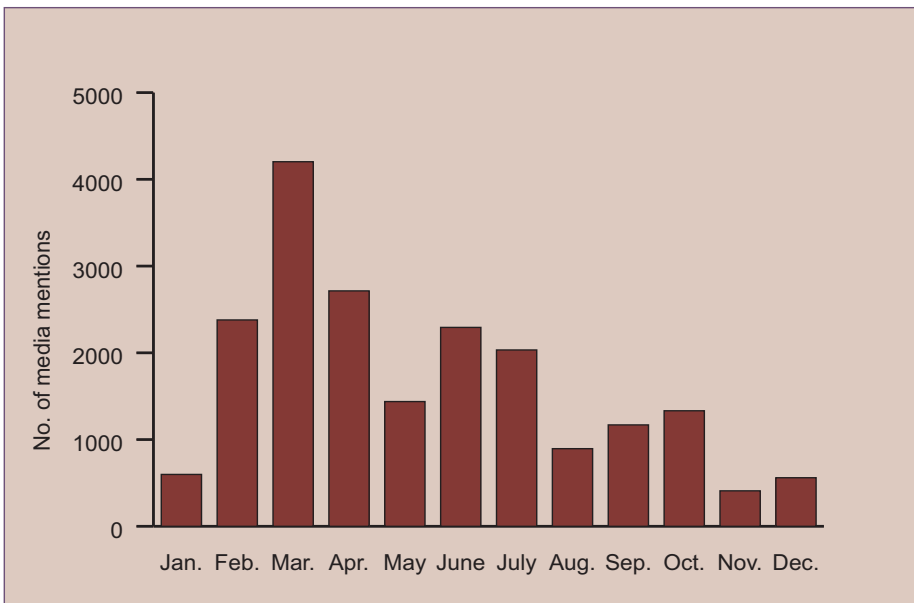


Figure 1. Coverage of SIPRI in international media outlets, 2013

KEY FACTS

- The University of Pennsylvania's 2013 Global Go-To Think Tanks Rankings report ranked SIPRI as the number five think tank in the world.
- *SIPRI Update*, our monthly email newsletter, reaches 26 000 recipients worldwide including policymakers, officials, researchers, business people, the media and the interested public.
- On average, 2700 people visit the SIPRI website each day. The website recorded more than 1.6 million unique page views in 2013.
- The estimated total potential audience for SIPRI's 20 000 separate media appearances during 2013 was over 100 million people in more than 130 countries.
- At the end of 2013, SIPRI counted more than 7000 followers on Twitter and more than 5000 on Facebook, a threefold increase since 2012.
- As well as Stockholm, SIPRI also has presences in Beijing and in Washington, DC.

SIPRI is an independent international institute dedicated to research into conflict, armaments, arms control and disarmament. Established in 1966, SIPRI provides data, analysis and recommendations, based on open sources, to policymakers, researchers, media and the interested public.

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SIPRI DATA LAUNCHES IN 2013

SIPRI organized four significant data launches in 2013, all of which were connected to the publication of *SIPRI Yearbook 2013*.

- In February the launch of SIPRI data on the world's largest arms-producing and military services companies (the so-called SIPRI Top 100) was featured in more than 1400 media outlets.
- In March the launch of SIPRI's data on international arms transfers was covered by more than 2800 media outlets. The launch was timed to coincide with the opening of the United Nations final conference on the arms trade treaty, and SIPRI hosted events at the UN headquarters in New York, and in New Delhi, to promote the data.
- In April SIPRI's military expenditure data launch was profiled in more than 2000 media outlets. The data launch coincided with the Global Day of Action on Military Spending, and SIPRI researchers participated in events in Geneva and New York.
- Finally, in June the SIPRI Yearbook launch led to mentions in more than 1500 media outlets.

SIPRI EVENTS

Key public SIPRI events in 2013 included:

- an expert seminar in Stockholm on the 'Hu Jintao decade' (2002–12) in China's foreign and security policy;
- a workshop in Beijing on denuclearization and non-proliferation in North Korea;
- a public discussion on the effectiveness of targeted sanctions 10 years after the Stockholm Process;
- the 17th annual International Conference on Economics and Security;
- a panel discussion on the international response to allegations of chemical weapon use, which was held in cooperation with the Swedish Ministry for Foreign Affairs (MFA); and
- an event in honour of the 2013 Nobel Peace Prize Laureate, the Organisation for the Prohibition of Chemical Weapons (OPCW), held in cooperation with the Swedish Riksdag, the Swedish MFA and the Swedish Institute for International Affairs.

In addition, SIPRI organized lectures by Mark Pyman, Director of Transparency International's Defence and Security Programme; Dr Paul Walker, a Right Livelihood Laureate for 2013; and the Iranian Deputy Foreign Minister, Ambassador Majid Takht Ravanchi.

OUR SOCIAL MEDIA PRESENCE

At the end of 2013, SIPRI counted more than 7000 followers on Twitter and more than 5000 followers on Facebook, a threefold increase since 2012.