

SIPRI COMMUNICATION AND OUTREACH ACTIVITIES, 2014

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 2014 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 2014 SIPRI was quoted in more than 13 000 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 9 major press releases, 9 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.

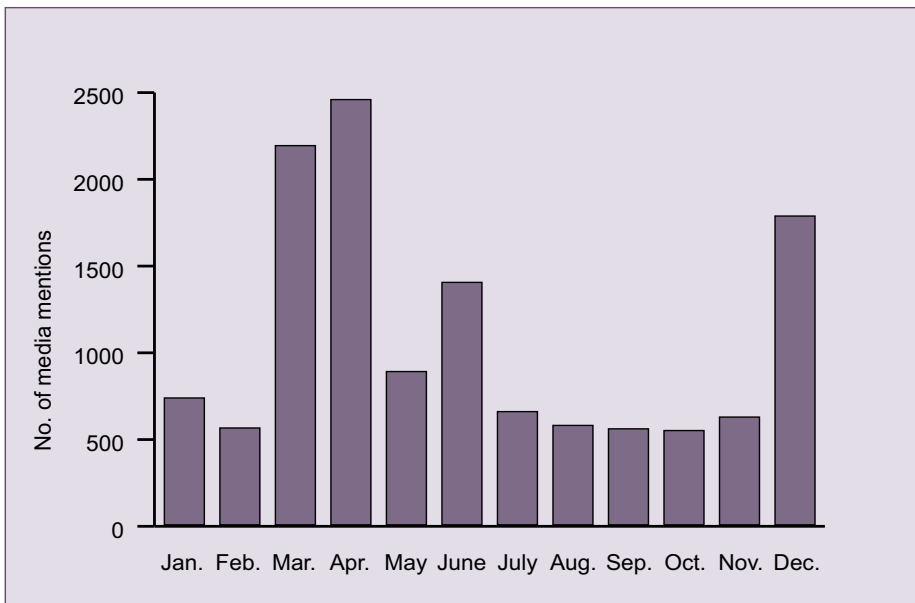


Figure 1. Coverage of SIPRI in international media outlets, 2014

KEY FACTS

- The University of Pennsylvania’s 2014 Global Go-To Think Tanks Rankings report ranked SIPRI as the number six think tank in the world, and the third most influential think tank in the world excluding the United States.
- *SIPRI Update*, our monthly email newsletter, reaches 27 000 recipients worldwide including policymakers, officials, researchers, business people, the media and the interested public.
- On average, 1230 people visit the SIPRI website each day. The website recorded more than 1.7 million unique page views in 2014.
- The estimated total potential audience for SIPRI’s 13 000 separate media appearances during 2014 was over 100 million people in more than 130 countries.
- At the end of 2014, SIPRI counted more than 15 600 followers on Twitter and more than 10 000 on Facebook, a twofold increase since 2013.
- As well as Stockholm, SIPRI also has a presence in Beijing.

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 2014

SIPRI organized five significant data launches in 2014, four of which were connected to the publication of *SIPRI Yearbook 2014*.

- In January the launch of SIPRI's data on the world's largest arms-producing and military services companies in 2012, the so-called SIPRI Top 100, was presented at the Munich Security Conference.
- In March the launch of SIPRI's data on international arms transfers was covered in more than 1100 media outlets.
- In April SIPRI's military expenditure data launch was profiled in more than 1600 media outlets.
- The June launch of SIPRI's nuclear forces data was cited in more than 600 media outlets.
- In December the early launch of the SIPRI Top 100 data for 2013 received coverage in over 1180 media outlets.

SIPRI EVENTS

Key public SIPRI events in 2014 included:

- the inaugural Stockholm Forum on Security and Development in March, arranged in cooperation with the Swedish Foreign Ministry, which hosted over 220 participants during two days and featured keynote speeches by Hillevi Engström, Swedish Minister for Development Cooperation, Emilia Peres, Finance Minister of Timor Leste and Mr Pekka Haavisto, Finland's Minister for International Development;
- a panel discussion in January in cooperation with the Swedish Riksdag, with the Speaker of the Riksdag and SIPRI experts reflecting on 200 years of unbroken peace in Sweden;
- a panel discussion in February on the state of relations between Iran and the West, following the interim nuclear deal agreed in Geneva;
- a panel discussion in April on the Nuclear-Test-Ban Treaty co-hosted with the Swedish Institute for International Affairs and the Swedish Foreign Ministry with Kevin Rudd, Hans Blix and Lassina Zerbo; and
- an all-day event on nuclear security in cooperation with the Dutch Embassy in Stockholm ahead of the Nuclear Security Summit in The Hague in March.

SIPRI organized many other events during the year, including a lecture series at Folkuniversitetet Stockholm; a round table in Paris on international arms transfers (co-hosted with the Institut de Recherche Stratégique de l'École Militaire); a seminar on violence against healthcare workers; and a lecture on China's policy of non-interference.

OUR SOCIAL MEDIA PRESENCE

At the end of 2014, SIPRI counted more than 15 6000 followers on Twitter and more than 10 000 followers on Facebook, a twofold increase since 2013.