

## Strategic communications for bridging science to policy

### Overview

SEI Asia's strategic communication efforts are driven by the need to provide scientific knowledge for evidence-based policies. We strive to communicate complex scientific findings in simple, easy-to-understand products that resonate with a range of audiences, in particular, policymakers and media. Our communications team strives to provide credible information and facilitate dialogue to foster understanding, engagement and informed decision-making.

### Areas of focus



**Science to policy communication:** We recognize the pivotal role of effective policy communication in driving change. We make scientific knowledge accessible, understandable, and relevant to policy audiences by leveraging diverse communication products and channels, from written blogs and photo stories on the SEI website to online courses and multimedia, including **short documentary films** and **animation videos**. We produce communications products tailored to suit specific audiences' needs, including translations into non-English languages.



**Working with the media:** A strategic channel for influencing policymakers is the media. Policymakers seek insights and scientific findings from reputed media outlets. A well-placed and timed opinion piece in a regional news outlet can often help shape policy debates and result in effective environmental

policies. Apart from working with media persons and outlets, SEI Asia also occasionally provides “media grants” that encourage early-career journalists to write environmental stories based on strong scientific evidence.



**Dialogues and knowledge-sharing:** Our communications work fosters inclusive dialogue among state officials, policymakers, researchers, regional and international civil society organizations, think tanks, donor and financial institutions, and local community groups, including indigenous communities, to ensure diverse perspectives are integrated into regional environmental debates as well as to share knowledge and to build capacity in science and development communication. We use participatory communication approaches to ensure that marginalized communities' voices are heard, and their knowledge is valued. We use various storytelling methods and interactive tools and emphasize dissemination in local languages to promote inclusive communication.

[Bioeconomy in Thailand: at a glance](#)

[Learning from the pandemic: how to better integrate migrant workers in disaster risk reduction in Thailand](#)





## Our communication initiatives



### 1. Asia Podcast

Our podcast series **“Environment and Policy in Asia”** is a platform for dialogue on environmental policy and practice. Our podcast guests in the past have included indigenous people in parliament, civil society representatives, media influencers, green business entrepreneurs, women defenders, and many others who have offered their unique perspectives on environmental topics in Asia.

- ▶ [SEI Asia Podcast series “Environment and Policy in Asia”](#)



### 2. Media Grants for Environmental Reporting

– **The SEI Asia environmental reporting grant** aims to build the region’s media capacity on contextual science reporting, covering topics such as climate change and disaster, air quality, urban governance, water insecurity, and bioeconomy. The media grants strengthen media and writing capacity, especially for early-career journalists.

- ▶ [SUMERNET Mekong Media-Research Partnership 2021-2022](#)



### 3. Documentary films on climate change and sustainability

– **SEI Asia has created several thought-provoking short films** that offer compelling narratives with striking visuals and highlight local perspectives to provide visual insights on Asia’s many pressing environmental challenges. At SEI Asia, we harness the remarkable power of documentaries as a medium for raising awareness, inspiring action, and sparking meaningful conversations.

- ▶ [SUMERNET Short films](#)



### 4. Online learning

– Our online learning courses designed to facilitate visual and easy-to-access online learning materials on human rights, gender, and urban governance help to disseminate scientific information, foster connections, and empower learners. Online communications open up endless possibilities for collaboration, knowledge exchange, and collective growth on many complex topics. Our audience for these online courses ranges across teachers, students, policymakers, local communities, and the general public.

- ▶ [SEI Asia’s online course to explore gender and environment](#)
- ▶ [SEI Asia and Raoul Wallenberg Institute launch online course on rights-based approaches to environmental sustainability](#)
- ▶ [SEI Asia’s online modules explore air pollution and the world of work](#)



### 5. Online communities

– Growing online communities, especially with the strategic use of social media channels. SEI Asia is bridging science to policy by creating and using virtual spaces where scientists, policymakers, and stakeholders connect, collaborate, and exchange ideas. SEI Asia’s active social media presence makes SEI’s work more visible, enables researchers to communicate and share their work effectively, and reaches policymakers with scientific insights to shape decision-making on environmental topics in Asia.

### Social media channels



[sei.org](http://sei.org)



[SEI Asia Podcast](#)



[SEI Asia](#)



[Stockholm Environment Institute](#)



[@SEI\\_Asia](#)



[SEI – Stockholm Environment Institute](#)

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More information



SEI Asia, based in Bangkok, has a diverse team of multinational experts that integrates scientific research with participatory approaches to co-develop and share knowledge, build partnerships, and inform policy for resilient development. It focuses on gender equality and social equity, climate adaptation, reducing disaster risk, water insecurity and integrated water resources management, transitional agriculture, renewable energy and urbanisation.

SEI Asia is an affiliate of Chulalongkorn University (CU), Thailand. SEI and CU have inked a long-term agreement to foster innovative scientific research combined with effective policy engagement on development and environmental challenges in Asia. The key areas of collaboration are: intellectual engagement for joint research applications and fund mobilization; lecturing and seminars for CU’s students; post-graduate supervision and examination; and, CU-SEI employee linkages.