



CSIS INDONESIA  
LEADING IN STRATEGIC THINKING

# 50 Years of CSIS: Endless Efforts to Continue Being Adaptive and Relevant

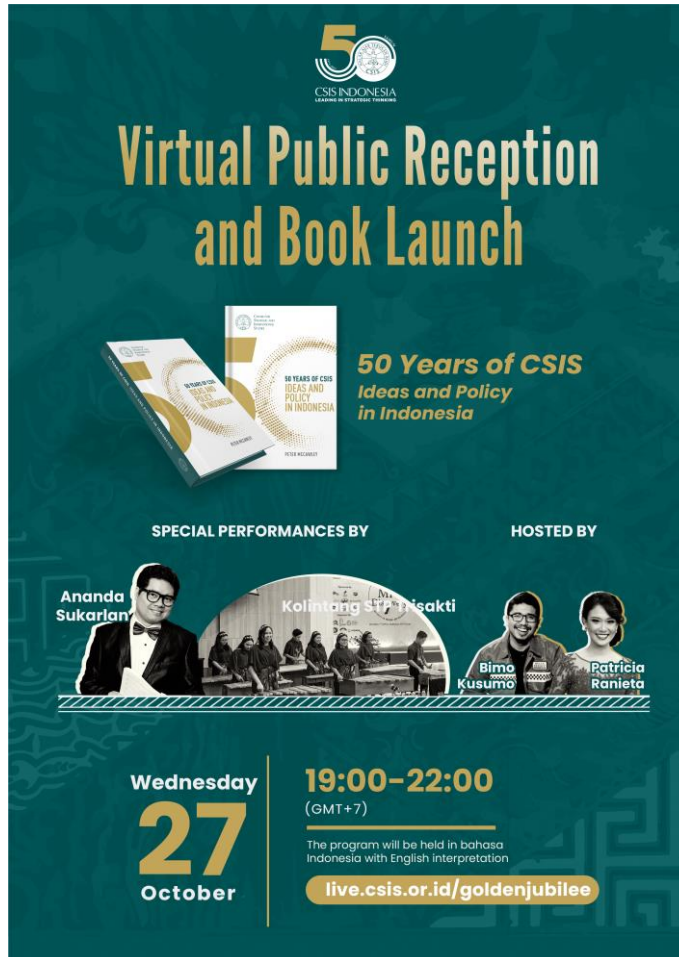
ADB Asian Think Tank Development Forum 2021


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*Medelina K. Hendytio*


November 17, 2021

# CSIS Golden Jubilee



  
CSIS INDONESIA  
LEADING IN STRATEGIC THINKING


## Virtual Public Reception and Book Launch



**50 Years of CSIS  
Ideas and Policy  
in Indonesia**

SPECIAL PERFORMANCES BY

Ananda Sukarlan



Kolintang & Lisakti

HOSTED BY

Bimo Kusumo

Patricia Ranieta

Wednesday  
**27**  
October

**19:00–22:00**  
(GMT+7)

The program will be held in bahasa Indonesia with English interpretation

[live.csis.or.id/goldenjubilee](https://live.csis.or.id/goldenjubilee)



  
CENTRE FOR  
STRATEGIC AND  
INTERNATIONAL  
STUDIES

## 50 YEARS OF CSIS IDEAS AND POLICY IN INDONESIA

PETER MCCAWLEY

# CSIS Indonesia in Southeast Asia and the Pacific Think Tanks Rank

2013

2014

2015

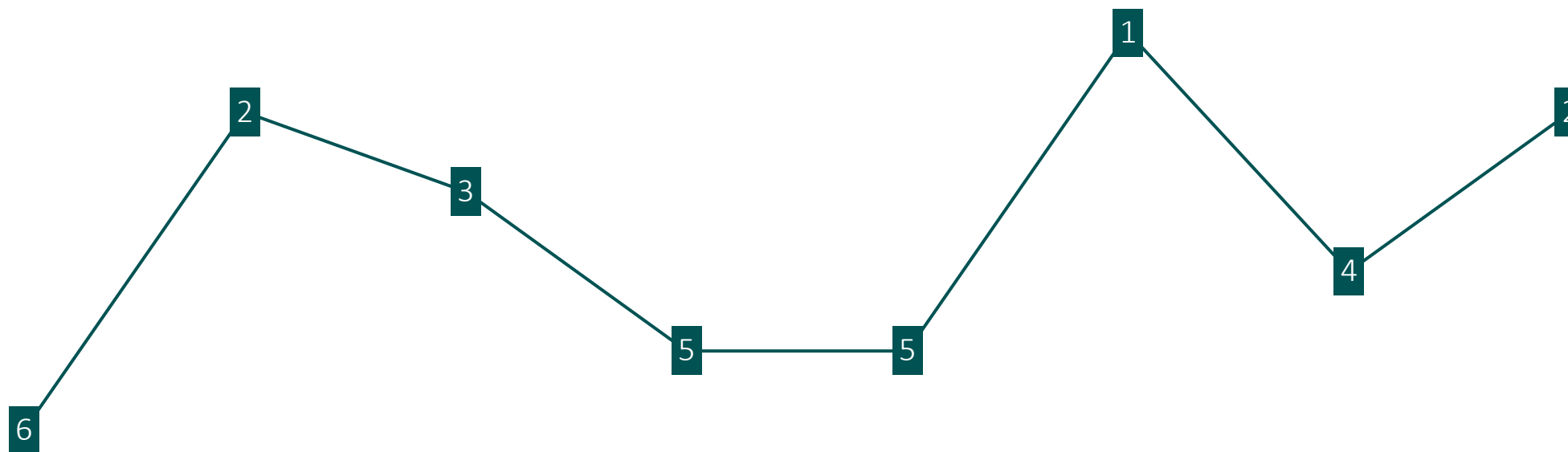
2016

2017

2018

2019

2020



# CSIS Indonesia in Foreign Policy and International Affairs Think Tanks Rank

2013

2014

2015

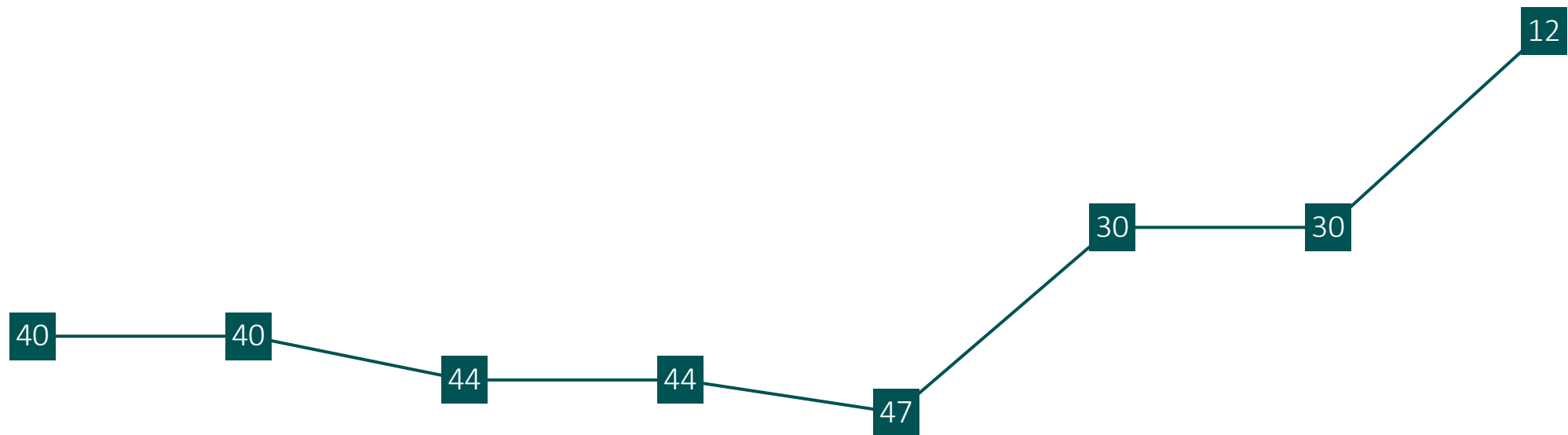
2016

2017

2018

2019

2020



# Challenge 1:

## Staying Relevant amid the Changing Context and Issues

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- Swiftly issues of COVID-19 that are being spotlighted, including public health, health economy, health financing, climate change, and disaster management
- The organisation might find difficulties in adapting to the very sudden change of topics and problems
- Recruiting new experts with relevant background might not be an easy task
- Utilizing the existing expertise to examine the pandemic and its impact through the lens of international relations, domestic politics, social changes, and economics
- To build alliances to bridge the expertise gap and deficiency—creating collaboration and fellowships with individual scholars and institutions, both domestic and international

# Challenge 2:

## Digital Platform and Big Data

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- Technology as a vital component of think tank operations in a post-COVID world
- To revamp internal business process and amplify external outreach
- Data collection, data processing, and data analysis
- A platform for the advocated communities to speak for themselves
- An effective means of influencing public discourse and sustaining the momentum among the different groups in society towards a specific policy goal
- The important role of Big Data, in which CSIS must quickly master both data-driven analysis and data science.

# Responding to the Challenges

- Before the pandemic in 2018, CSIS established the Knowledge Management Unit—assigned to digitalize and explore ways in which CSIS' works and products could reach a wider audiences, through the digital platform
- Recruiting a newer generation of researchers—with new skill set for data analysis
- The younger researcher have helped CSIS collaborate with some tech giants, which enabled CSIS to access their global data dashboard
- Setting up an online dashboard that presents CSIS data analysis, combining both the economic and health aspects of Indonesia's provincial governments' performance in handling the COVID-19 pandemic, in their respective administrative regions

## SEARCH RESULTS FOR "FACEBOOK"



PUBLICATIONS

**Political Ads on Social Media and the Recent Practice in Indonesia: Insights from Facebook Ad Library**

...



PUBLICATIONS

**Vaksin COVID-19 dalam Percakapan Publik di Indonesia: Analisis Singkat Memanfaatkan Data Crowdtangle Facebook**

...



PUBLICATIONS

**Gambaran Mobilitas Penduduk se-Indonesia: Analisis Data Facebook Disease Prevention Map**

...



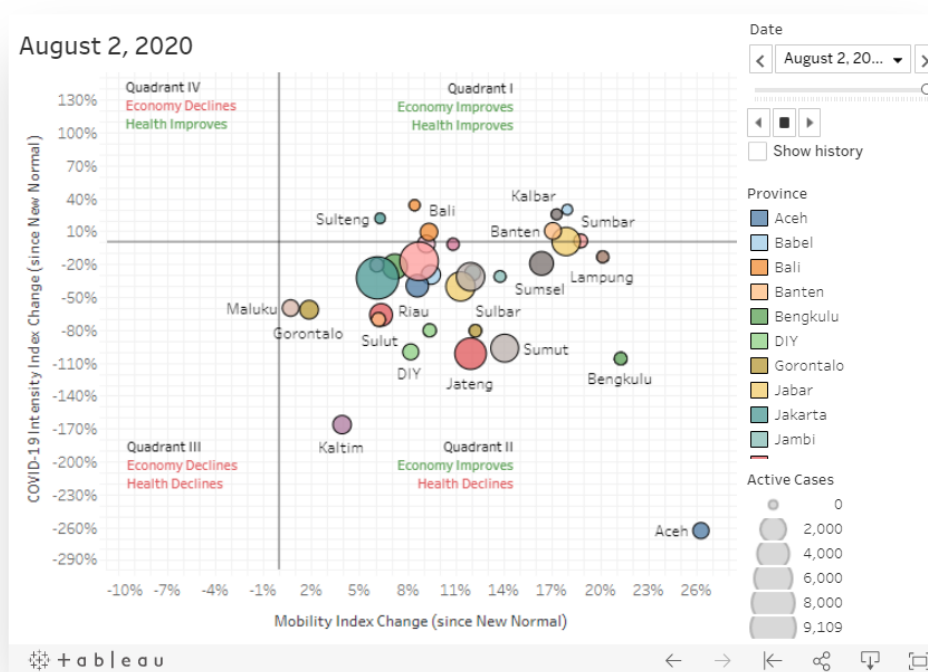
PUBLICATIONS

**Pergerakan Penduduk Indonesia selama Krisis COVID-19: Analisis Data Facebook Disease Prevention Map**

...

# Facebook Data as Our Research Source





## Matriks Keadaan Ekonomi dan Kesehatan

Matriks ini membandingkan perubahan keadaan ekonomi dan kesehatan suatu daerah terhadap tanggal 4 Juni 2020, saat DKI Jakarta mengumumkan penghentian PSBB. Keadaan ekonomi suatu provinsi digambarkan dari penghitungan Indeks Pergerakan. Sementara, keadaan kesehatan digambarkan oleh Indeks Intensitas COVID-19.

# Problems

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- Effective policy engagement still requires direct human interaction. Policy advocacy needs to be supported by commitment and trust-building, personal communication, and intensive interaction with the policymakers. Trust-building and mutual understanding will not be enough if done through a computer screen.
- The key is to distinguish which part of a think tank's activities which can be migrated to the digital space and which still demand direct engagements—and whether the digital alternative can still be reasonably employed.

# Challenge 3:

## Financial Sustainability

- Organisations might need to realign their budget allocation in developing the digital platform, such as virtual space—along with issues that might follow. Sources of funding must be diversified without sacrificing independence.
- an effective and successful fundraising strategy should build the organizational strategy and related processes into researchers' everyday work.
- CSIS must tirelessly continue to make the case that ideas and knowledge matters and that think tanks are in the business of producing them. By doing so, the merit of supporting the work of think tanks will be fully discernible
- Establishing commercial arms and capacity building for proposal writing

# CLOSING

- The crisis has offered think tank **the opportunity to reflect** on the business model, strategies and the approached we have followed in the past. In adapting with the changing times, there **is no one-size-fits-all strategy**. It depends on our individual countries' socio-political and economic context, our scale of operations, and internal governance. More importantly that **adaptation strategy should be within reach** of the organization and can be implemented.
- Nevertheless, we believe that whether there is a global pandemic or not, **we will always be chasing a moving target**. Actors, governance, and priorities change all the time. Therefore, it only fits that we **remain agile and flexible** in our constant pursuit of impact and relevance.
- In dealing with digital needs, think tanks have **to reconceptualize how we are utilizing technology** in ways that are positive and useful, affordable instead of just moving in – persons events to online platforms.



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**THANK YOU!**

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