



**Asia-Pacific
Economic Cooperation**

Advancing Free Trade
for Asia-Pacific **Prosperity**

Study on Strategy to Promote the Utilization of the APEC Trade Repository

APEC Market Access Group

May 2023



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Table of Contents

Table of Contents	3
List of Table	4
List of Figures	4
Executive Summary	5
1. Project Background.....	5
1.1 Desk Research.....	6
1.2 Data Collection	6
1.3 Develop Guidelines and Promotional Material References	6
2. Methodology	7
2.1 Desk Research:.....	7
2.2 Questionnaire Development & Data Collecting	7
2.3 Data Processing.....	7
2.4 Study Report	7
2.5 Promotion Material Concept.....	7
2.6 Desk Research - Workflow and expected output	10
3. Findings	11
3.1 Respondent Configuration	11
3.2 Prior activities in promoting APECTR	12
3.3 Obstacles faced in promoting APECTR.....	13
3.4 Most effective promotion material & channel	14
3.5 Publication method preference.....	16
3.6 The key audience of APECTR	17
3.7 Most needed information content	17
3.8 Knowledge about APECTR	21
3.9 Awareness of APECTR Promotional Material	22
3.10 Material reference measurement – video infographic.....	24
3.11 Material reference measurement – video infographic (1)	26
3.12 Material reference measurement – video infographic (2)	28
3.13 Material reference measurement – video infographic (3)	29
3.14 Preference of video infographic duration.....	30
3.15 Material reference measurement – infographic.....	31
3.16 Summary & implication.....	32
4. Recommendation	33

4.1 Develop promotional material guideline.....	33
4.2 Promotional objectives.....	34
4.3 Develop infographic.....	34
4.4 Develop a video infographic	34
References.....	35

List of Table

Table 1 Descriptive question applied in the survey	8
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List of Figures

Figure 3. 1 Respondent Configuration.....	11
Figure 3. 2 Prior activities in promoting APECTR.....	12
Figure 3. 3 Prior activities in promoting APECTR.....	12
Figure 3. 4 Obstacles faced in promoting APECTR.....	13
Figure 3. 5 Obstacles faced in promoting APECTR.....	14
Figure 3. 6 Most effective promotion material & channel.....	14
Figure 3. 7 Most effective promotion material & channel.....	15
Figure 3. 8 Publication method preference	16
Figure 3. 9 The key audience of APECTR.....	17
Figure 3. 10 Most needed information content	17
Figure 3. 11 Most needed information content	18
Figure 3. 12 Most needed information content	19
Figure 3. 13 Most needed information content	19
Figure 3. 14 Most needed information content	20
Figure 3. 15 Knowledge about APECTR.....	21
Figure 3. 16 Knowledge about APECTR.....	21
Figure 3. 17 Awareness of APECTR Promotional Material.....	22
Figure 3. 18 Awareness of APECTR Promotional Material.....	22
Figure 3. 19 Awareness of APECTR Promotional Material.....	23
Figure 3. 20 Awareness of APECTR Promotional Material.....	24
Figure 3. 21 Material reference measurement – video infographic	24
Figure 3. 22 Material reference measurement – video infographic	25
Figure 3. 23 Material reference measurement – video infographic	26
Figure 3. 24 Material reference measurement – video infographic (1).....	26
Figure 3. 25 Material reference measurement – video infographic (1).....	27
Figure 3. 26 Material reference measurement – video infographic (2).....	28
Figure 3. 27 Material reference measurement – video infographic (2).....	28
Figure 3. 28 Material reference measurement – video infographic (3).....	29
Figure 3. 29 Material reference measurement – video infographic (3).....	30
Figure 3. 30 Preference of video infographic duration	30
Figure 3. 31 Material reference measurement – infographic	31

Study on Strategy to Promote the Utilization of the APEC Trade Repository

Executive Summary

APEC developed an online platform known as the APEC Trade Repository (APECTR) that contains links to trade and tariff-related information about APEC Member Economies. However, the APECTR has not been fully utilized by businesses. APECTR utilization is still relatively low, with a total of 19,511 users during the period February 2018 - October 2020. The purpose of this study is to identify effective promotional materials for APECTR.

APEC currently includes 21 Economies as members. 16 Economies participated in the survey. Mostly, the survey respondents came from the government, MSMEs, enterprises, and academia.

The research uses a quantitative approach, but the respondent can provide suggestions that tend to be in the qualitative domain. The promotional material survey has four (4) variables that are operationalized with eight (8) indicators (2 indicators for each variable) and the survey will be measured by the Likert 5 scales.

Based on this study, it was found that 54.35% of government respondents view organic traffic as more effective than paid traffic, and 45.65% state conversely. The most important difficulties faced by the government in promoting APECTR are a lack of quality promotional materials and there is no guidance as a parameter to create promotional material.

The most effective promotional materials for the government are infographics and video infographics. Furthermore, Youtube, Instagram, and Facebook are powerful digital platforms for APECTR's promotion. Promotional material content must accommodate important information needs, and facilitate Economies understanding and utilization of the APECTR further.

According to this survey, the most needed information content is the simple access to tariff rates, regulations, laws, and all export-import information within APEC Economies and

market data/information, trends, technology, exchange, and training.

1. Project Background

Transparency is essential to build a stable business environment. Accurate information regarding various procedures, tariffs, and requirements is very important for every business to market products at a global level.

In a business, establishing a stable business environment requires transparency. Furthermore, accurate information regarding various procedures, tariffs, and requirements is very important for every business to market its products globally. Businesses face many challenges in carrying out their activities, especially in finding information from trusted and reliable sources.

To support this, APEC developed 2015 an online platform known as the APEC Trade Repository (APECTR) that contains links to trade and tariff-related information for all APEC Member Economies

APECTR is a particular platform to support a stable business environment. The APECTR is a useful tool to access trade and tariff-related information on 21 economies.

Studies show that among the reasons businesses, especially micro-, small, and medium-sized enterprises (MSMEs), are often unable to take full advantage of the opportunities of free trade agreements (FTAs) and regional trade agreements is the difficulty in obtaining clear information regarding trade.

To support APEC's efforts to enable businesses to access global and regional markets, integrate MSMEs into global value chains, and overcome trade barriers, the APECTR was developed.

APECTR builds on the Tariff and Rules of Origin Site (Web TR), which previously was built and managed by the Ministers Responsible for Trade (MRT) in June 2010 in Sapporo, Japan.

APEC's online source of members' trade and tariff information includes, among others, the following:

- MFN tariff rates
- Preferential tariff rates
- Rules of origin (ROO) on existing RTAs/FTAs
- Best practices in trade facilitation
- Domestic trade and customs laws and regulations
- Procedures and documentary requirements for imports and exports
- Authorized economic operators (AEOs) and information on mutual recognition arrangements (MRAs).
- List of AEOs (as available)

Since its launch in 2015, the APECTR has expanded its information sets:

- APEC economies' timber legality guidance templates¹
- APEC Economies' Implementation of Advance Rulings²
- APEC Economies' Status in Implementing the WTO TFA³
- E-commerce-related policies, measures, and approaches⁴
- APEC Economies' Implementation Plans for Tariff Reductions on Environmental Goods⁵

However, with the completeness of the information contained in the APECTR, in searching for information, businesses have not fully utilized the APECTR. APECTR utilization is still relatively low, with a total of 19,511 users during the period February 2018 - October 2020. Due to many export and import operations, this indicates that not many businesses are familiar with the APECTR platform.

A strategy is needed to promote APECTR more broadly, either through certain platforms or media. However, to achieve this, three fundamental aspects must be addressed first. They are as follows:

1. What factors cause the APECTR to be under-utilized?

2. What promotion material leads to a positive impact/outcome in increasing visitors?
3. What channel is deemed relevant in promoting the APECTR?

To address these questions, the study uses three (3) phases:

1.1 Desk research

Desk research is the initial stage of the entire series of research, intending to analyze various documents, journals, and articles, thereby, producing a quantitative research framework, which will be applied to a questionnaire survey designed for APEC Member Economies and representatives of the public and private sectors, as well as other relevant stakeholders.

Through desk research, it is expected to produce proposed variables and indicators that can be used as research instruments at the questionnaire survey stage.

1.2 Data Collection

The workflow starts from looking for interesting references on promotional activities from the organization's best practices, which are more or less relevant to APEC, and then analyzing the keys to their promotion success;

Identify relevant research frameworks in various journals and literature that align with the findings in the references; and

Propose variables and indicators that have the ability to become measuring instruments.

Once the variables and indicators have been determined, the questionnaire is circulated to all Economies. Every APEC Member Economy provides inputs based on their opinion or perspectives. The results and findings of the survey will be analyzed and form part of the recommendations to develop strategies and promotion material for the APECTR.

1.3 Develop Guidelines and Promotional Material References

The guidelines and promotional material will be developed based on the survey stage. It is expected that there will be four (4) promotional

¹ Experts Group on Illegal Logging and Associated Trade (EGILAT), 2019

² Singapore, 2018

³ Singapore, 2018

⁴ Singapore, 2018

⁵ Market Access Group, 2021

materials that will be developed, such as a video infographic and an infographic.

2. Methodology

This study was conducted using a quantitative methodology. The research uses a quantitative approach, but the respondents can provide suggestions that tend to be in the qualitative domain. With this study, it is hoped that achievements in knowing the Promotion Effectiveness and Promotion of material development are identified. In this study, there are five stages of activities to be carried out:

2.1 Desk Research:

Find out, update, and explore various insights from the previous study (publication/ journal). Collect various promotional materials, such as journals, publications/papers, and videos, from various institutions (which are relevant to APEC) that may set similar objectives, specifically to utilize their website for certain purposes. Information that may be processed and produced in research for this study can be found by checking for references in scientific publications and many examples of promotional materials from agencies relevant to APEC. Create any parameters that might be utilized to gauge the subject of the measurement.

2.2 Questionnaire Development & Data Collecting

Develop a tactical, comprehensive, and easy-to-understand questionnaire for respondents. The development of the questionnaire is expected to attract the interest of respondents both in terms of understanding the questionnaire and the ease of respondents in assessing intuitively. Build an attractive online questionnaire, with supporting materials, such as image and video references, so that respondents have clear guidelines for providing answers. Ensure quality control of the survey process (relevant answers, consistent, no outliers). Table 1 presents the result of developing the questionnaire.

2.3 Data Processing

After looking at existing references, and reviewing various existing journals, to accommodate the idea that:

- Online and offline promotion channels are complementary;

- Content marketing is a very powerful promotion method, and;
- Marketing collateral is still very relevant, as long as it is delivered in a new way.

It is proposed to use the concept of promotional material analysis.

The promotion analysis survey will focus on measuring the impact of stimuli (the survey will be conducted with promotional material references as tools to assist respondents in rating):

- What does the audience see?
- What perception will be raised?
- Does the audience comprehend?
- What are the attitude tendencies?

Execute calculations on all the data obtained from the survey quantitatively. Execute content analysis obtained from the qualitative answer.

2.4 Study Report

A finding analysis research was conducted after the quantitative data from the survey findings were processed. Generating practical recommendations on key information contained in a promotion, which aims to increase the utilization of the APECTR. Prepare recommendations (Storyboard & Concept of content and context of promotion material references of the APECTR).

2.5 Promotion Material Concept

- Develop promotion material concept based on the study report, considering some aspects, such as:
 - Improvement-priority analysis based on existing promotion material.
 - APEC Member Economies' suggestions.
- Theme/characteristics of promotion
 - Characteristics of artwork (motion and still material reference)
 - Create a storyline of promotion (for motion material reference)

Several of the questions used in this study

Question #1: prior promotion activities

- Question #1: Are there any prior promotion activities?

- Question aim #1: To identify, whether APECTR has been promoted or not, if yes, what has been done?

Question #2: the obstacles to promoting APECTR

- Question #2: What are the obstacles to promoting APECTR
- Question aim #2: To identify, the Economies difficulties in promotion, such as there is no guidance or material that can be used for promotion activity

Question #3: material and channel for promotion activity

Question #3: What are the most effective material and channels for promotion activity

- Question aim #3: To identify the preferable material (infographic, video graphic, etc) and channel (social media, email, video sharing, etc) by Economies

Question #4: information content is most needed

- Question #4: Who is the key audience and what information content is most needed by them?
- Question aim #4: To identify, the information needed for every audience thus

APECTR can be more utilized (for instance tariff, law, regulation, how to navigate APECTR, etc)

Question #5: the source of information

- Question #5: For non-government respondents, what do they know about APECTR, and if they know, what is the source of information, including the promotion material?
- Question aim #5: To identify, whether they are aware or not about APECTR, what is known about APECTR, the channel and promotion material that reaches them.

Question #6: the tendency of preferences toward certain promotion material

- Question #6: How is the tendency of preferences toward certain promotion material (for instance: video infographics and infographics that existed in digital media/internet)
- Question aim #6: To get perspectives of each Economy, through evaluating/assessing some promotion material, thus can be identified the Economies preferences. Also, Economies can provide input based on the material being assessed.

Table 1 Descriptive question applied in the survey

Variables	Indicator
Exposure	1. Promotional materials were visually appealing and grabbed my attention.
	2. Promotional materials have an attractive design, color, and layout.
Perception	3. The promotional material is interesting
	4. The promotional material is relevant to APECTR
Understanding	5. The promotional material leads to curiosity
	6. Promotional materials can be understood easily
Outcomes	7. I become convinced and will use APECTR if it is promoted in this way
	8. I'm willing to share this promotional material with friends

The promotional material survey has four (4) variables that are operationalized with eight (8) indicators (2 indicators for each variable). The variables and indicators are:

- Exposure
 1. Promotional materials were visually appealing and grabbed my attention.

This indicator explains that respondents will see that promotional material must be visually attractive and can also make respondents interested.

2. Promotional materials have an attractive design, color, and layout.

The promotional material that respondents will see has an attractive design, color, and layout.

- Perception
 3. The promotional material is interesting
The promotional material that responders see will increase their curiosity.
 4. The promotional material is relevant to APECTR
The promotional material that responders see will be relevant to the APECTR or their needs.
- Understanding
 5. The promotional material leads to curiosity
The promotional material that responders will see has the potential to attract their interest.
 6. Promotional materials can be understood easily
The promotional material that responders will see is easily accessible to everyone.
- Outcomes
 7. I become convinced and will use APECTR if it is promoted in this way.
When respondents view promotional materials, they perceive that APECTR is useful.
 8. I'm willing to share this promotional material with friends.
The response will propose to share promotional material with his friends when it is interesting and has been provided to him.

There are six (6) points that describe the current condition of the APECTR and the initiative to develop a strategy that can increase its utilization and enhance Economies' capacities to promote the utilization of the APECTR.

- APECTR as an online reference tool
Promotional materials were visually appealing and grab my attention.
- Low traffic of APECTR
- Opportunity to enhance Economies' Capacity to promote APECTR
- APECTR prior promotion activity
- Increase the number of visitors

- Develop promotional materials and promotional content

There are roles and challenges for APECTR

- The APECTR has the potential as a communication platform
The Internet has radically changed the way organizations interact with the public. Websites provide access to a large audience and have become a key component of an organization's business processes. The web represents the organization, to communicate the culture, values, vision, and services that facilitate the various tasks that stakeholders need to perform.
Organizational websites have different goals, designs, and implementations that indicate their focus or priorities. But usually, it will be reflected in the content of the organization's website.
- The APECTR could explore the use of a digital library
APECTR has functions such as digital libraries and/or digital catalogs which have the function to connect users to other portals related to (1) Preferential tariff offered, (2) FTAs, and (3) RTAs. It can be said that the APECTR is a portal that has a very strategic role.
- Challenges faced by APECTR
 - Even though the role of the APECTR is very crucial, since it can support APEC's key priority in advancing regional economic integration by strengthening trade facilitation, transparency, and information dissemination, more can be done to make it more visible and useful for businesses.
 - To increase utilization, more businesses should become aware of the APECTR. A paradigm shift is needed, especially if previously (perhaps) APECTR was allowed to grow organically, attracting audiences to access the APECTR could increase the number of APECTR visitors with the use of relevant promotional materials.

Based on the crucial role of the APECTR for APEC Member Economies, businesses, and all stakeholders, there are high expectations to increase visitors by increasing awareness of the

APECTR through the preparation of relevant promotional materials. Therefore, the first step in this whole series of studies is to conduct desk research as a preliminary study.

The objective of desk research:

- Analyzing various documents, journals, articles, etc. which are considered relevant to the objectives of the APECTR study, thus, initial reference can be obtained for further discussion.
- Develop a quantitative research framework, which is then applied to a questionnaire survey of APEC Member Economies, Public, Private, or other stakeholders affiliated with APECTR.
- Proposed variables and indicators, to identify and measure how appropriate the promotional materials will be used, in addition, the variables and indicators used can be the right tools to explore input from each respondent.

2.6 Desk Research - Workflow and expected output

1. Analysis of references

Analyze some organization's best practices in implementing promotions that are assumed relevant to the APECTR, i.e :

- The APECTR is an online reference tool for trade and tariff information on APEC's 21 Member Economies, Characteristically, the APECTR can evolve as a digital library and/or digital catalog.
- The APECTR has a very wide and varied stakeholder profile, 21 Member Economies and businesses from large to MSMEs.
- Since the APECTR is housed in APEC, typical promotion must be considered, which is more or less different from enterprises such as fast-moving consumer goods (FMCG), Retail, Automotive, etc., which tend to apply extreme creativity at any given time.

There will be a desk research output following the analysis of references

2. Proposed survey framework

The survey is the next step in this series of studies, therefore, desk research acts as a preliminary study to obtain:

- Modified research framework based on trusted journals, thus, relevant to the objective of the APECTR study
- Determine the measurement variable
- Determine the operational variables so that they can be used as indicators in surveys

3. Desk research summary and implication

The conclusions presented at the desk research will be limited to the context of the analysis of references

- In best practices, what kind of promotion concept has been proven to be successful in grabbing the audience's attention.
- Knowing how the relevance of the organization and the promotion concept with APECTR

Alternative ideas can be compiled and measured at the survey stage, thus helping APEC Member Economies to provide assessments, input, and recommendations on the APECTR promotion strategy.

3. Findings

3.1 Respondent Configuration

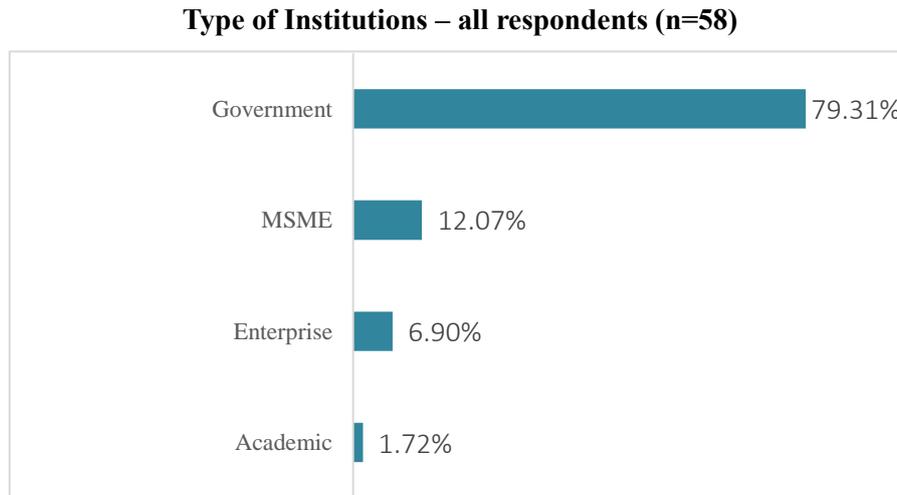


Figure 3. 1 Respondent Configuration

#16 Economies participated in the survey

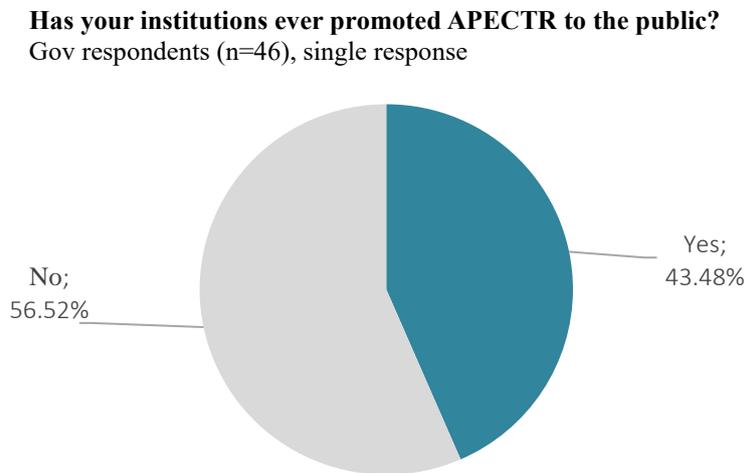
- Australia
- Canada
- Hong Kong, China
- Indonesia
- Japan
- Malaysia
- Mexico
- Papua New Guinea
- Peru
- The Philippines
- The Russian Federation
- Singapore
- Chinese Taipei
- Thailand
- United States of America
- Viet Nam

- APEC has 21 members. The word 'economies' is used to describe APEC members because the APEC cooperative process is predominantly concerned with trade and economic issues, with members engaging with one another as economic entities.
- There are four (4) categories of respondents who will be the target of the survey, including government, MSME, enterprise, and academic. The total number of respondents who participated in this survey is 58 respondents (n=58). Most of the respondents that participated in this survey come from the government (79,31%), MSMEs (12,07%), enterprises (6,90%), and academics (1,72%).

The Asia-Pacific Economic Cooperation (APEC) is a regional economic forum established in 1989 to leverage the growing interdependence of the Asia-Pacific. APEC's 21 members aim to create greater prosperity for the people of the region by promoting balanced, inclusive, sustainable, innovative, and secure growth and by accelerating regional economic integration.

3.2 Prior activities in promoting APECTR

Base: government respondents



Note: the data present in this chart is dominated by two to three APEC Member Economies

Figure 3. 2 Prior activities in promoting APECTR

Figure 3. 2 shows the prior activities in promoting the APECTR carried out by the government. The aim is to find out how much effort the government has made to promote the APECTR. If the government has promoted the APECTR, how frequently does the institution carry out promotional activities, and does the government have a specific objective in mind when it does so?

In this survey, 56,52% of government respondents mentioned that their institutions have never promoted APECTR to the public, while 43,48% of government respondents mention that their institutions have promoted the APECTR to the public. This value indicates that Economies already have the effort to promote the APECTR. If in the future, there are promotional material concepts that Economies can use, it will help Economies promote the APECTR more broadly.

How often does your economy conduct APECTR promotional activities to the public?
Gov respondents (n=20), single response

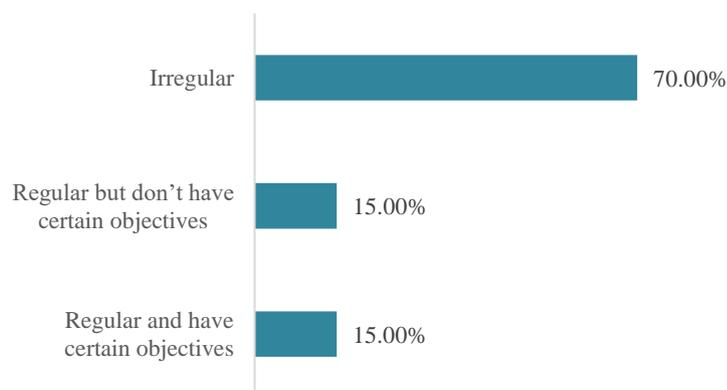


Figure 3. 3 Prior activities in promoting APECTR

According to Figure 3. 3, the frequency of Economies carrying out APECTR promotional activities can be seen from this survey. There are 70,00% out of 20 respondents have promoted the APECTR irregularly. Only 15%

of government respondents have a certain objective when promoting APECTR, i.e the utilization of APECTR and increasing public awareness.

3.3 Obstacles faced in promoting the APECTR

Base: government respondents

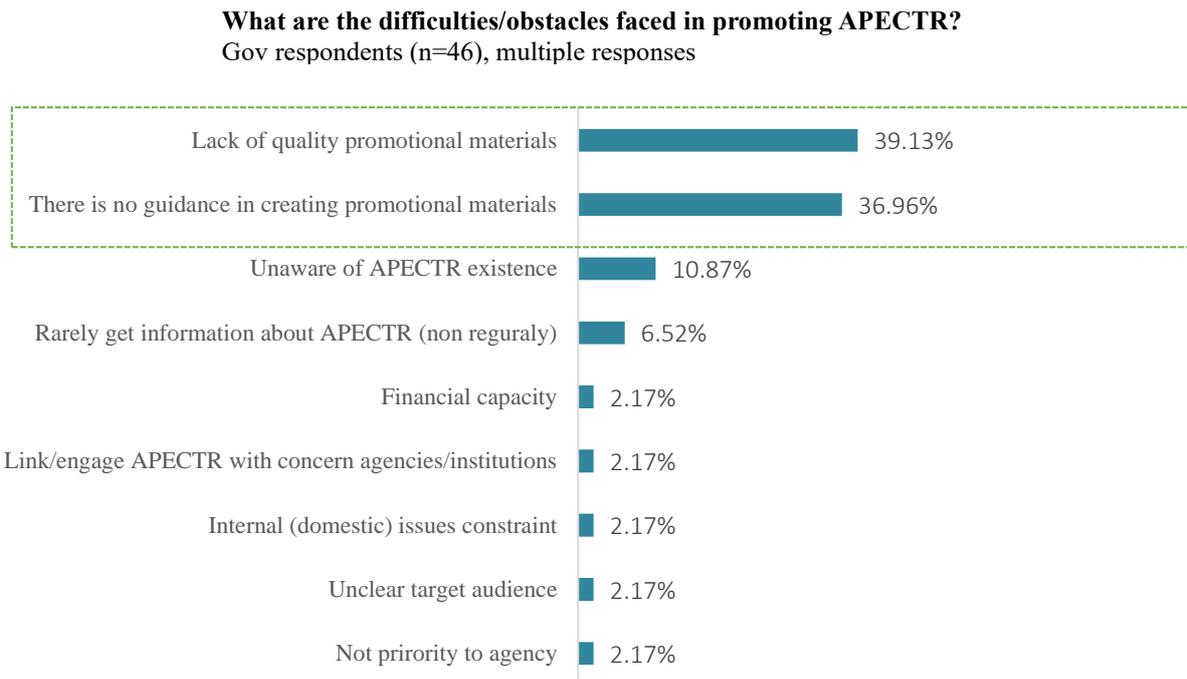


Figure 3. 4 Obstacles faced in promoting APECTR

Figure 3. 4 shows that there are several challenges faced by the government in promoting the APECTR:

- Lack of quality promotional materials
- There is no guidance as a parameter to create promotional material
- Unaware of APECTR’s existence
- Rarely get information about APECTR (non-regularly)
- Financial capacity
- Link/engage APECTR with concerned agencies/institutions
- Internal (domestic) issues constraint

- Unclear target audience
- Not a priority for the agency

Among the obstacles identified by the government in promoting APECTR is the lack of quality promotional materials (39,13%).

It may be concluded that the APECTR can benefit from the development of effective promotional materials further to promote the platform’s use to a wider range of stakeholders by the government.

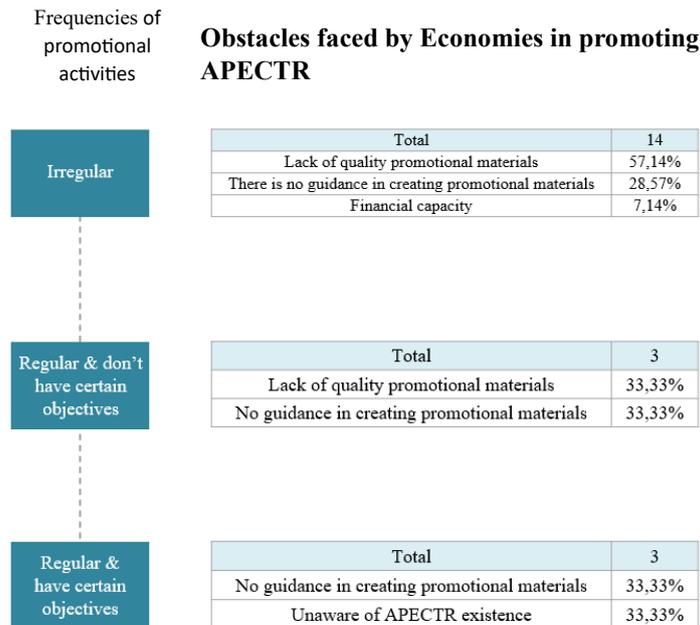


Figure 3. 5 Obstacles faced in promoting APECTR

According to Figure 3. 5, there is no guidance as a parameter to create promotional material (36,96%). This is a problem for the government also since it will need to follow certain guidelines when creating promotional materials to promote the APECTR.

Whereas the other reasons with a smaller percentage are unaware of APECTR's existence and rarely get information about APECTR regularly.

For governments that promote irregularly and regularly (but do not have a specific objective), lack of quality emerged as the primary obstacle. On the other hand, for Economies that regularly promote the APECTR (and have certain objectives), no guidance in creating promotional materials was identified as the primary obstacle.

3.4 Most effective promotion material & channel

Base: government respondents

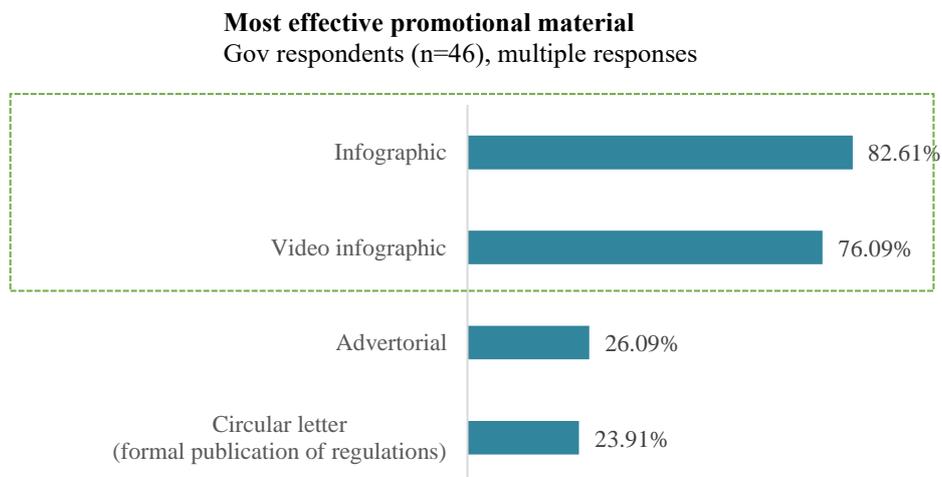


Figure 3. 6 Most effective promotion material & channel

Most effective channel
Gov respondents (n=46), multiple responses

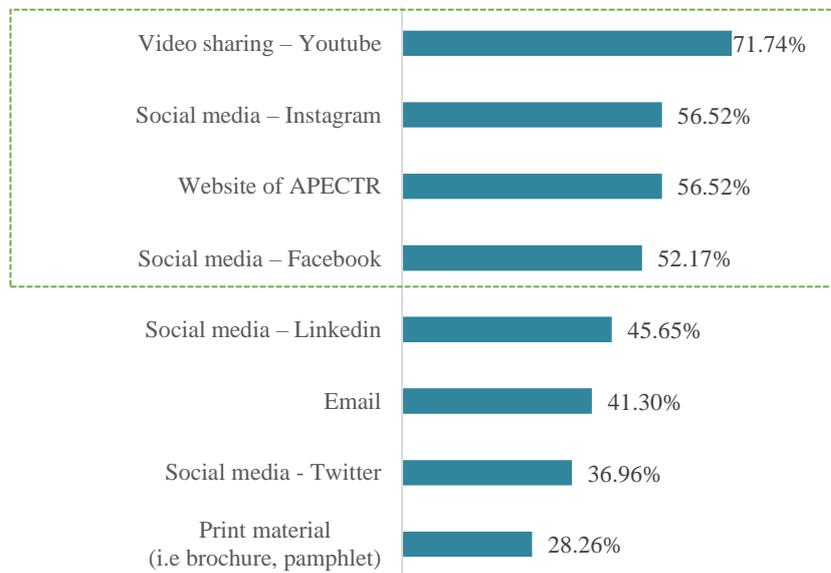


Figure 3. 7 Most effective promotion material & channel

Based on Figure 3. 6 and Figure 3. 7, some platforms perform well in promoting content, both online and offline, and the same applies to the APECTR.

In this study, there are several ideas for effective promotional materials to promote the APECTR. These are the following:

- Infographic is a collection of imagery, data visualizations like pie charts and bar graphs, and minimal text that gives an easy-to-understand overview of a topic.
- Video infographics are a visual representation of data and knowledge in the form of an online video.
- Advertorials are newspaper or magazine advertisements giving information about a product in the style of an editorial or objective journalistic article.
- A circular letter (formal publication of regulation) is a written document that is

addressed for circulation to a group of people. It is usually formal and official.

According to the respondents from the government, infographics and video infographics are the most effective promotional materials for promoting the APECTR. This survey finds that infographics are 82.61% of whereas video infographics are 76.09%. Both are in the high-scoring range and are highly preferred.

Furthermore, several well-known online media, such as YouTube, Instagram, Facebook, LinkedIn, Email, Twitter, and print materials (i.e brochures, pamphlets), can be useful channels for promoting the APECTR.

The government's preferred option for promoting the APECTR is currently the Youtube channel (71.74%), followed by Instagram (56.52%), and Facebook (52.17%).

However, interestingly, the survey also found that the APECTR website itself is the most decisive aspect to promote the use of the APECTR, with a score of 56.52% which ranks third in the survey.

3.5 Publication method preference

Base: government respondents

Method to publish APECTR? Gov respondents (n=46), single response

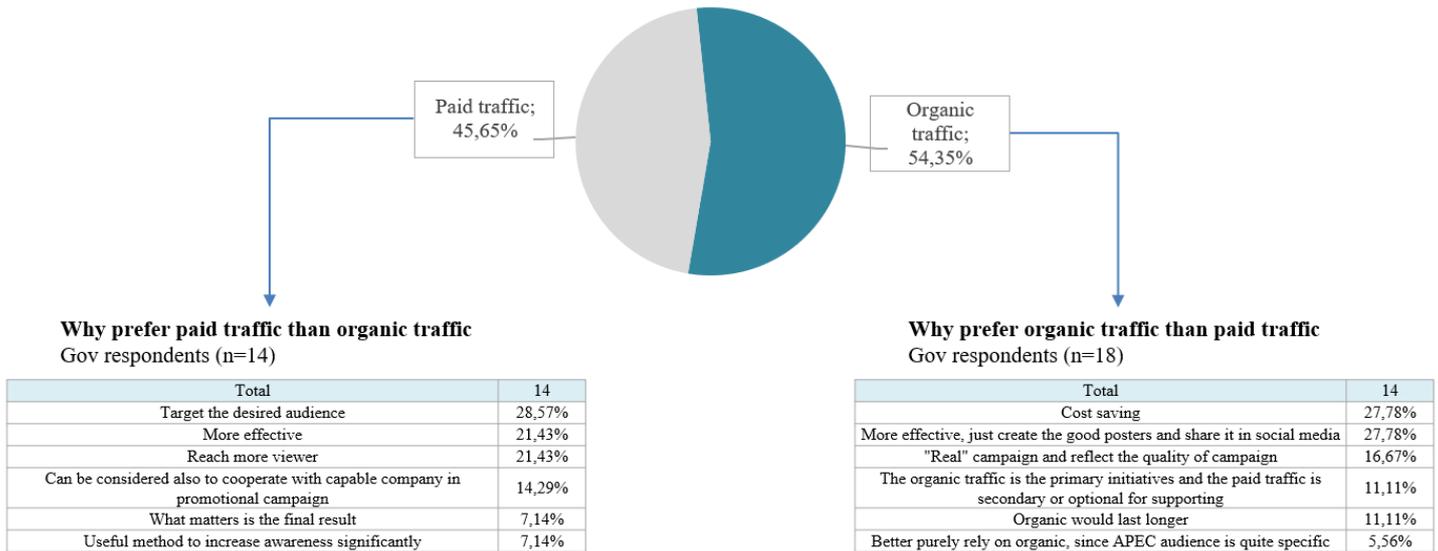


Figure 3. 8 Publication method preference

Organic traffic is purely relying on traffic from the audience and paid traffic is traffic obtained by third-party published ads to generate viewer acceleration.

The reason why respondents prefer paid traffic to organic traffic is as follows:

- Target the desired audience
- More effective
- Reach more viewers/users
- Can be considered also to cooperate with a capable company in a promotional campaign
- What matters is the final result
- A useful method to increase awareness significantly

The reason why respondents prefer organic traffic to paid traffic is as follows:

- Cost saving
- More effective, just create good posters and share them on social media
- "Real" campaign and reflect the quality of a campaign
- The organic traffic is the primary initiative and the paid traffic is secondary or optional for supporting
- Organic would last longer
- Better purely rely on organic, since the APEC audience is quite specific

There are 54,35% of government respondents view organic traffic as more effective than paid traffic. Respondents state that the reasons are cost saving (27,78%), believed to be more effective (27,78%), and viewed as a real campaign (16,67%). On the other hand, respondents believe that the APECTR needs paid traffic to target the desired audience (28,57%).

3.6 The key audience of APECTR

Base: all respondents

Who are the key audiences of APECTR
All respondents (n=58), multiple responses

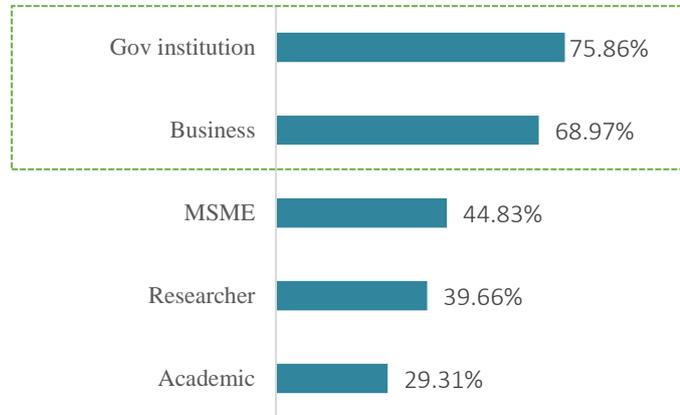


Figure 3. 9 The key audience of APECTR

There are five (5) categories of respondents targeted for the survey's key audience of the APECTR:

- Government institution
- Business
- MSME
- Researcher
- Academia

In this survey, 44,83% of respondents mention MSME as the key audience, followed by Researcher (39,66%) and Academic (29,31%)

Government institution is the key audience most mentioned by the respondent (75,86%) followed by business (68,79%).

3.7 Most needed information content

Base: respondent by type of institutions

What information content is most needed by Businesses?
Respondents (n=28), single response

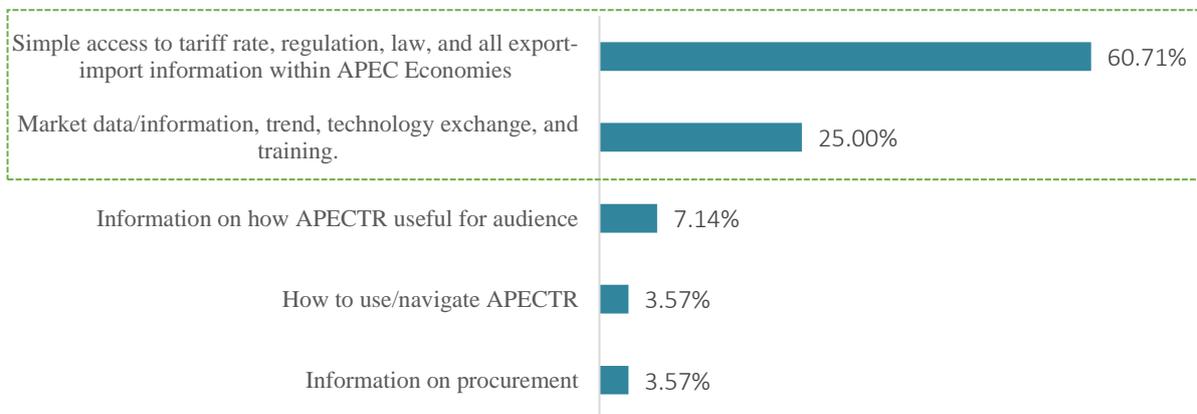


Figure 3. 10 Most needed information content

According to Figure 3. 10, promotional material requires relevant and useful information to attract the attention of target consumers.

This survey includes information on content as well as channel platforms. Businesses identified the following needed content information:

- Simple access to tariff rates, regulations, laws, and all export-import information within APEC Economies (60,71%)
- Market data/information, trends, technology exchange, and training (25,00%)
- Information on how APECTR is useful for the audience (7,14%)
- How to use/navigate APECTR (3,57%)
- Information on procurement (3,57%)

What information content is most needed by Government?
 Respondents (n=32), single response

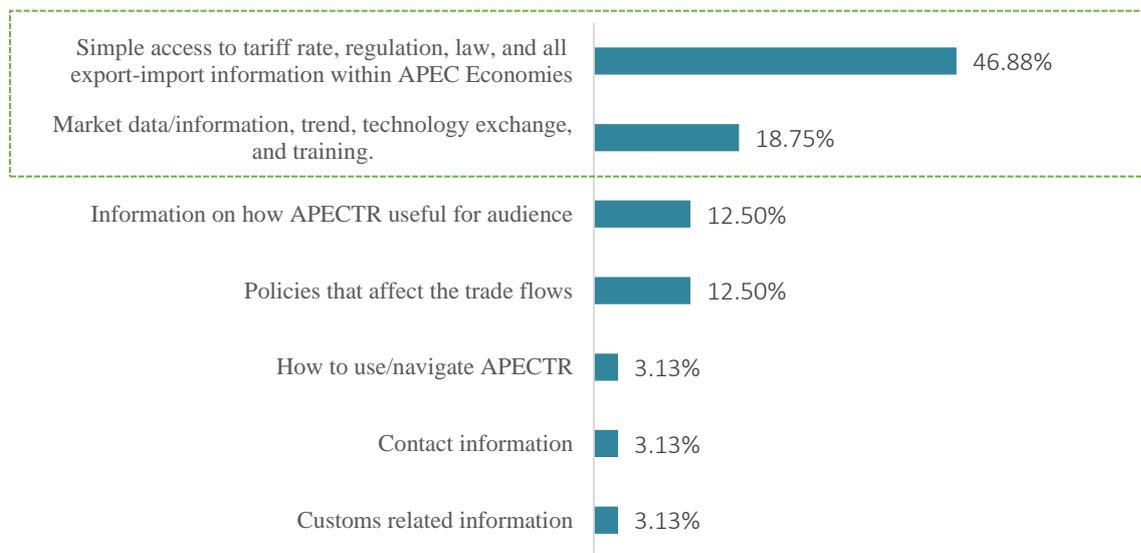


Figure 3. 11 Most needed information content

According to Figure 3.11, the following content information is what the government is most in need of:

- Simple access to tariff rates, regulations, laws, and all export-import information within APEC Economies (46,88%)
- Market data/information, trends, technology exchange, and training (18,75%)
- Information on how APECTR is useful for the audience (12,50%)
- Policies that affect the trade flows (12,50%)
- How to use/navigate APECTR (3,13%)
- Contract information (3,13%)
- Customs-related information (3,13%)

In this survey, both businesses and governments view simple access to tariff rates, regulations, laws, and all export-import-related information

within APEC Economies are the most needed content for the APECTR.

Market data is also seen as important information needed by Economies.

Another important opinion with a smaller percentage is information on how APECTR is useful for the audience.

What information content is most needed by Academic?

Respondents (n=8), single response

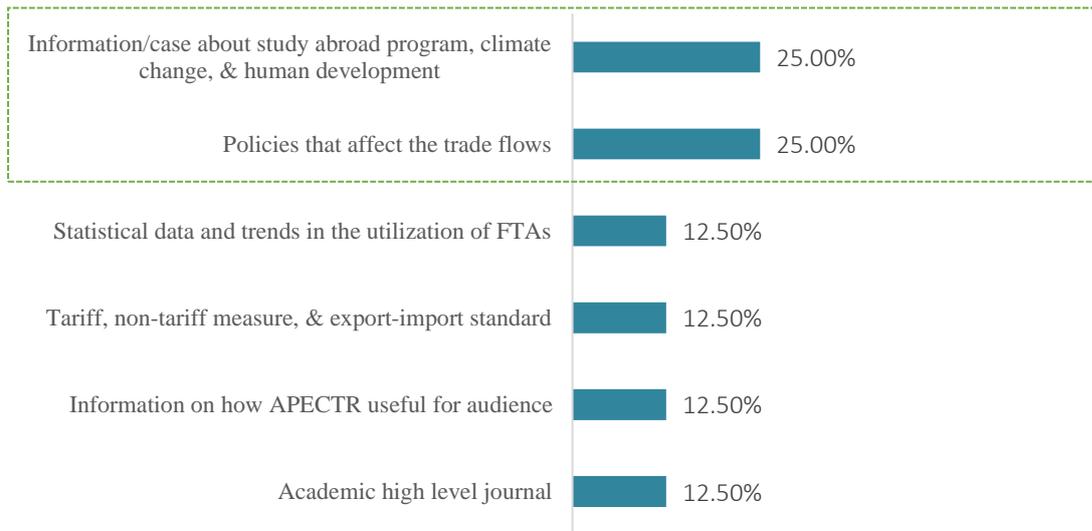


Figure 3. 12 Most needed information content

The government and businesses operate in a similar manner. Both academic institutions and MSMEs have the necessary information material.

The information content required by academics are:

- Information/case about study abroad programs, climate change, & human development (25,00%)

- Policies that affect the trade flows (25,00%)
- Statistical data and trends in the utilization of FTAs (12,50%)
- Tariff, non-tariff measures, & export-import standard (12,50%)
- Information on how APECTR is useful for the audience (12,50%)
- Academic high-level journal (12,50%)

What information content is most needed by MSME?

Respondents (n=17), single response

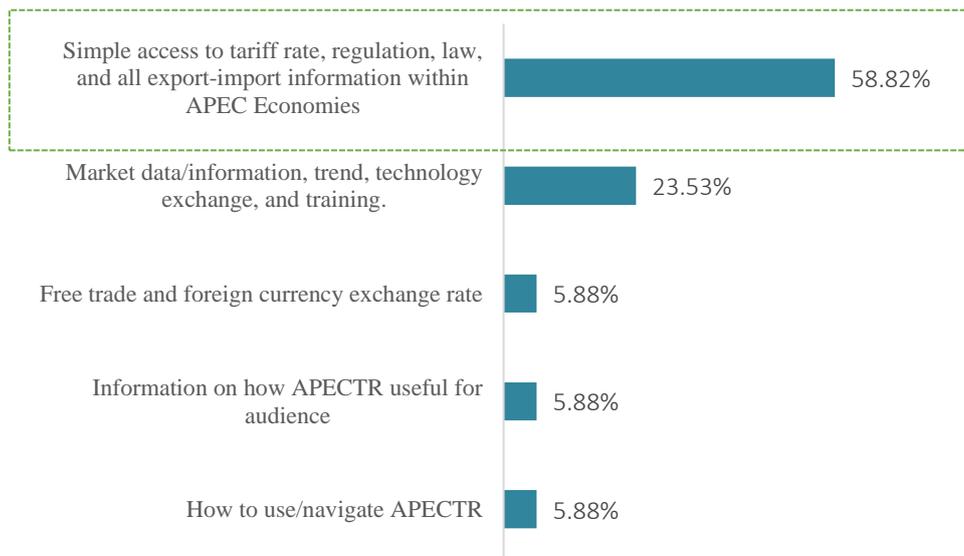


Figure 3. 13 Most needed information content

According to Figure 3. 13, the informational materials that MSMEs need are as follows:

- Simple access to tariff rates, regulations, laws, and all export-import information within APEC Economies (58,82%)
- Market data/information, trends, technology exchange, and training (23,53%)
- Free trade and foreign currency exchange rate (5,88%)
- Information on how APECTR is useful for the audience (5,88%)

- How to use/navigate APECTR (5,88%)

For academics, information about case studies, climate change, and human development is the most important information that could be provided by the APECTR.

Similar to business and government, MSMEs view that simple access to tariff rates, regulations, laws, and all export-import-related information within APEC Economies is the most needed information.

What information content is most needed by Researcher?

Respondents (n=14), single response

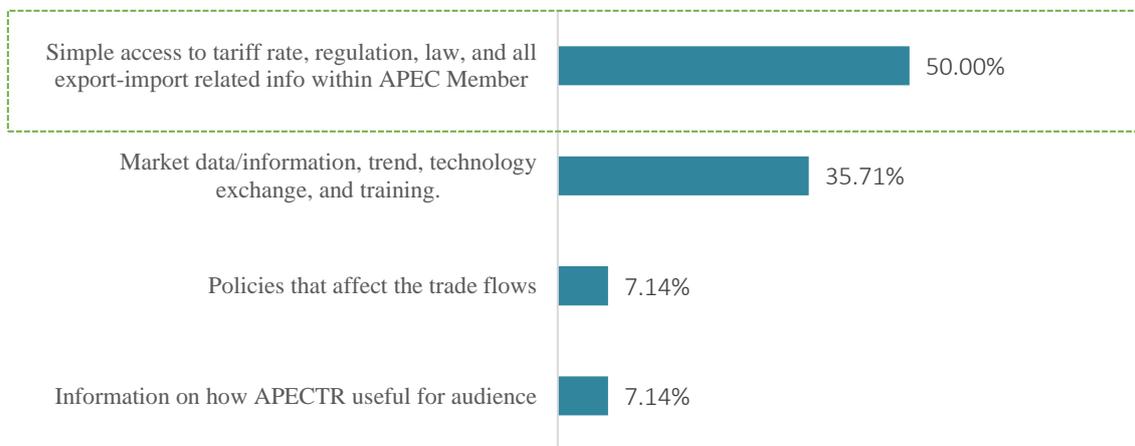


Figure 3. 14 Most needed information content

According to Figure 14, the information content required by the researcher are:

- Simple access to tariff rates, regulations, laws, and all export-import information within APEC Economies (50,00%)
- Market data/information, trends, technology exchange, and training (35,71%)
- Policies that affect the trade flows (7,14%)
- Information on how APECTR is useful for the audience (7,14%)

Similar to the views of businesses and governments, researchers have the same opinion that simple access to tariff rates, regulation, law, and all export-import-related information within APEC Economies are the most needed information. Market data is also seen as important information needed by Economies.

3.8 Knowledge about APECTR

Base: all respondents except government

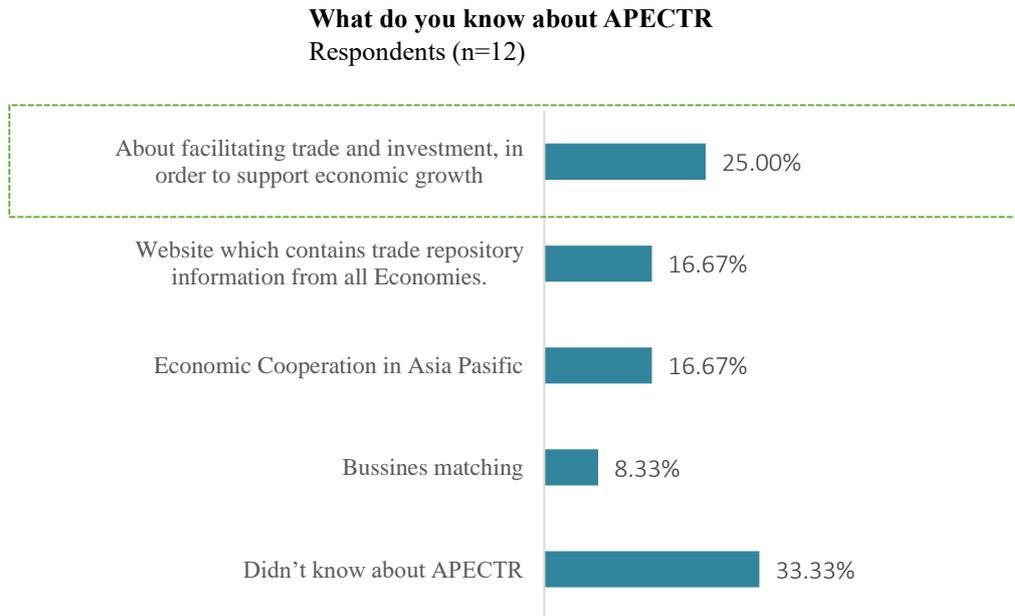


Figure 3. 15 Knowledge about APECTR

The survey also included a question on respondents' knowledge of the APECTR. This aims to determine respondents' knowledge of the APECTR. The question concerns:

- About facilitating trade and investment, in order to support economic growth (25,00%)
- The website contains trade repository information from all Economies (16,67%)
- Economic Cooperation in the Asia Pacific (16,67%)
- Business matching (8,33%)
- Did not know about APECTR (33,33%)

For respondents that have knowledge about APECTR, 25,00% of respondents state that APECTR is a platform to facilitate trade and investment.

Source to get information about APECTR

Respondents (n=12)

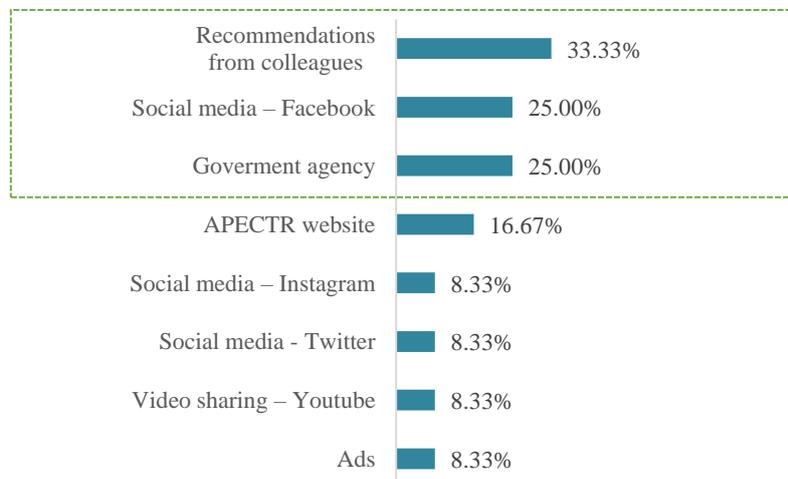


Figure 3. 16 Knowledge about APECTR

However, according to Figure 3. 16, 33.33% of those respondents are unaware of the APECTR. This indicates that not all respondents have received an adequate promotion of the APECTR.

The following section discusses where to find information on the APECTR:

- Recommendation from colleagues (33,33%)
- Facebook (25,00%)
- A government agency (25,00%)

- APECTR website (16,67%)
- Instagram (8,33%)
- Twitter (8,33%)
- YouTube (8,33%)
- Ads (8,33%)

The sources to get information about APECTR are recommendations from colleagues (33,33%), Facebook (25,00%), and government agency (25,00%).

3.9 Awareness of APECTR Promotional Material

Base: all respondents except government

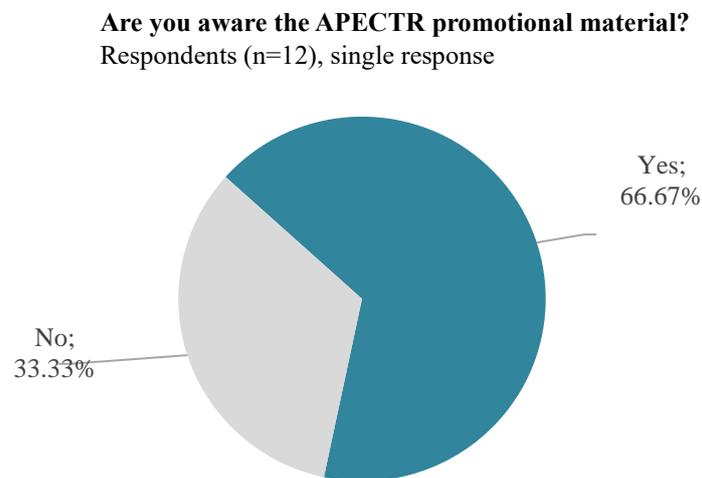


Figure 3. 17 Awareness of APECTR Promotional Material

According to Figure 3. 17, as indicated in the pie chart above, 66.67% of respondents are aware of the promotional material of APECTR.

In addition, 33.33% were not aware of the APECTR promotional materials.

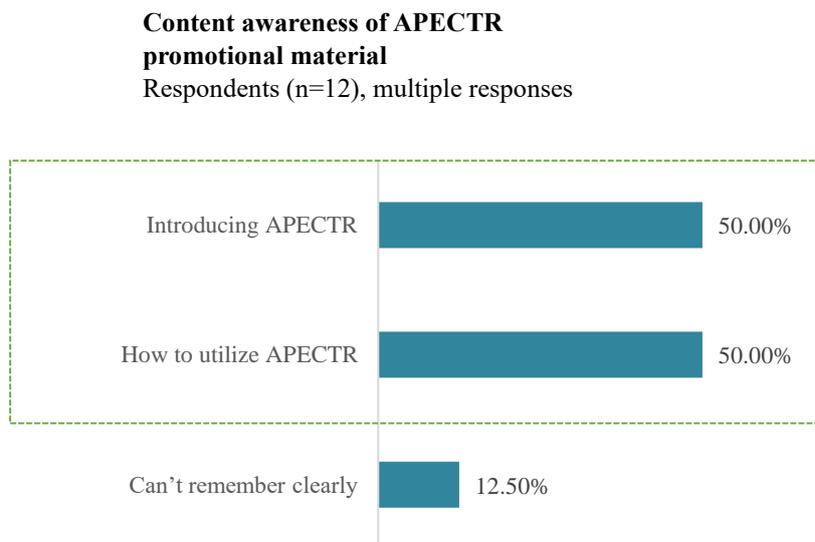


Figure 3. 18 Awareness of APECTR Promotional Material

In this survey, according to Figure 3. 18, if the respondent is aware of APECTR promotional material, then the content awareness of APECTR promotional material needed is:

- Introducing APECTR (50,00%)
- How to utilize APECTR (50,00%)
- Can not remember clearly (12,50%)

In this survey, 66,67% of respondents are aware of APECTR promotional material. The most content aware by the respondents is APECTR introduction (50,00%) and how to utilize APECTR (50,00%).

Possibly, there is other promotional content related to APECTR, but respondents can not remember clearly (12,50%).

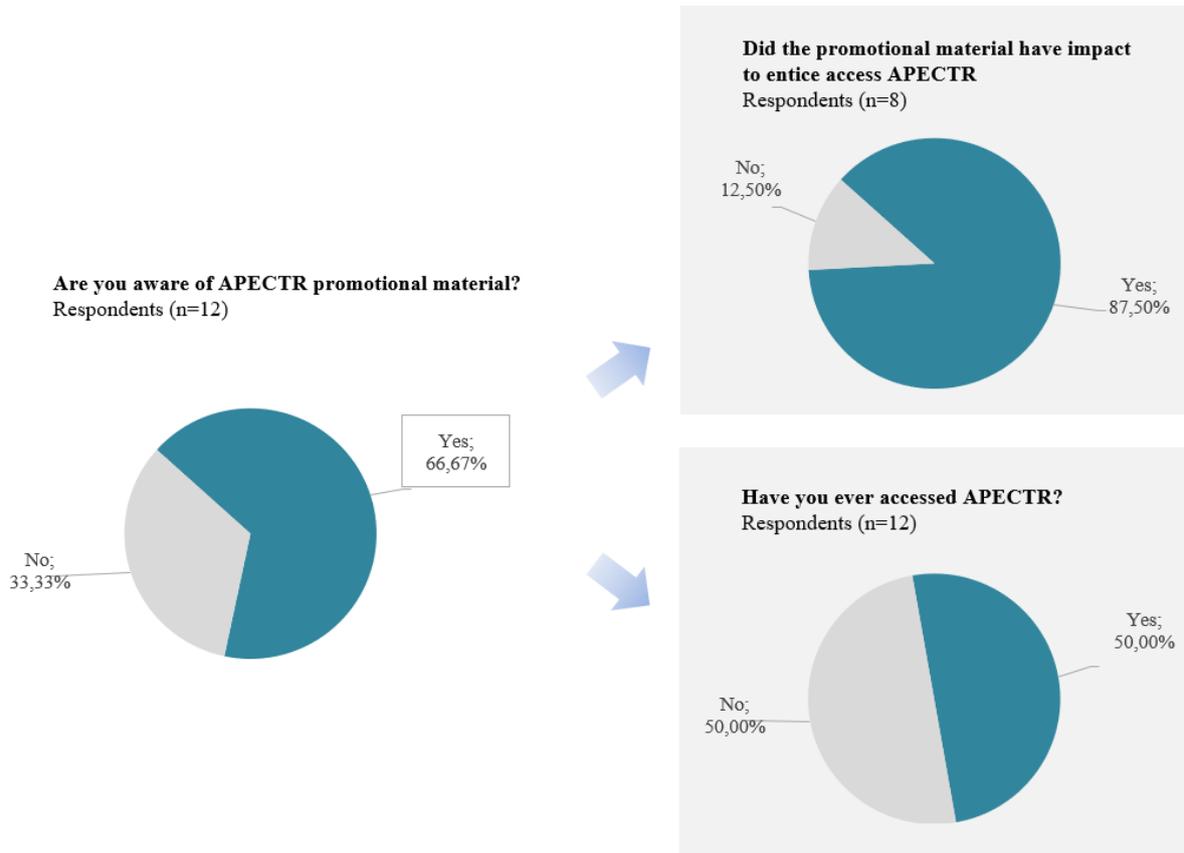


Figure 3. 19 Awareness of APECTR Promotional Material

According to Figure 3. 19, there were 8 respondents (66,67%) out of 12 respondents who stated that they had noticed APECTR promotional materials. Out of the 8 respondents that are aware of the promotional materials for the APECTR, 87.50% believe that they have an

effect on enticing people to access the APECTR. However, 50,00% out of 12 respondents that aware of APECTR promotional material never access the APECTR.

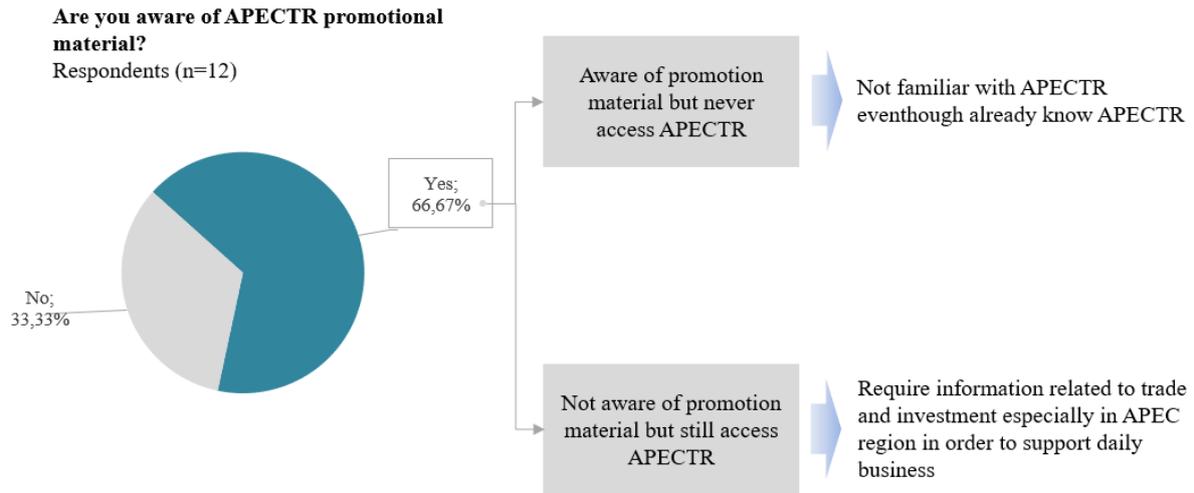


Figure 3. 20 Awareness of APECTR Promotional Material

Respondents who said that they have awareness of promotional material but have never accessed APECTR state that they are not familiar with the APECTR even though already have some knowledge about the APECTR.

investment, especially in the APEC region to support daily business.

However, respondents that do not have awareness but still access the APECTR, cite that the reason they do so is because businesses need information related to trade and

3.10 Material reference measurement – video infographic

Base: All respondents



Video infographic #1



Title	What is APEC? (2016)
Institution	APEC
Objective	Introduction
Duration	1.36 min
Url	https://youtu.be/Jspbi3baFT8

Video infographic #2



Title	Did you know ADB? (2017)
Institution	ADB
Objective	Introduction
Duration	3.21 min
Url	https://youtu.be/uJmxEN5fMnA

Video infographic #3



Title	This is OCHA (2021)
Institution	APEC
Objective	Introduction
Duration	2.42 min
Url	https://youtu.be/6n_veh46liM

Figure 3. 21 Material reference measurement – video infographic

According to Figure 3. 21, respondents can review three infographic video references in this survey and select the one they believe is most attractive by rating it.

Video infographic #1 is a 1.36-minute video infographic from APEC with the title “What is APEC”. It was released in 2016 and serves as an introduction. The index rating for this infographic video is 3.80%.

Video infographic #2 is an introduction-focused video infographic from ADB with the title "Did you know ADB" and a 3.21-minute duration. The index score for this video infographic is 4.00%.

The last "This is OCHA" video reference from OCHA, which was released in 2021 and has a

2.24-minute duration, is video infographic #3. For this video infographic, the index score is 3.95%.

Based on respondents' opinions, among the three examples video infographic above reference video infographic #2 is perceived as most preferable. The measurement is formed by 4 dimensions, as follows: Exposure, Perceptions, Understanding, and Outcomes. Reference video infographic #2 has strength in being visually appealing and grabs the attention in the Exposure Dimension. Based on scaling length, the score of 4,0 is categorized as high.



Video infographic #1



Comment/respon/suggestion to reference #1
"Old material/graphical design/the material lacks catchy graphic
The frame is too busy
Need more attractive
Color combination is too flashy
Improve the sound
Apply subtitles in material
Only contain fair known fact
Not clear value proposition



Video infographic #2



Comment/respon/suggestion to reference #2
The style can't selling a message
The animation style is not attractive
Too long duration

Figure 3. 22 Material reference measurement – video infographic

In this survey, reference #1 and #2 are considered to have weakness, as follow:

- Video Infographic #1
 - Old material/graphical design/the material lacks catchy graphic

- The frame is too busy
- Need more attractive
- The Color combination is too flashy
- Improve the sound
- Apply subtitles to material
- Only contain fair known fact
- Not clear value proposition



Video infographic #3



Comment/respon/suggestion to reference #3
The comic sans of animation, and should not be used by serious organisations.
Video too long and too slow, thus hard to grab the attention
Better change the character
Only apply some color, therefore the design not so attractive
Must improve the color (too neutral) and voice over (too calm), not impressed the severity
A bit too laden with information may discourage users from further exploring

Video Infographic #3

- The comic sans animation, and should not be used by serious organizations.
 - The video is too long and too slow, thus hard to grab the attention
 - Better change the character
 - Only apply some color, therefore the design is not so attractive
 - Must improve the color (too neutral) and voice-over (too calm), not impressed with the severity
 - A bit too laden with information may discourage users from further exploring
- On the other hand, reference #2 gets the least negative responses.
 - The style can't sell a message.
 - The animation style is not attractive
 - Too long duration

Figure 3. 23 Material reference measurement – video infographic

3.11 Material reference measurement – video infographic (1)

Base: All respondent

Indicator measurement of video infographic reference (1) Respondents (n=12)

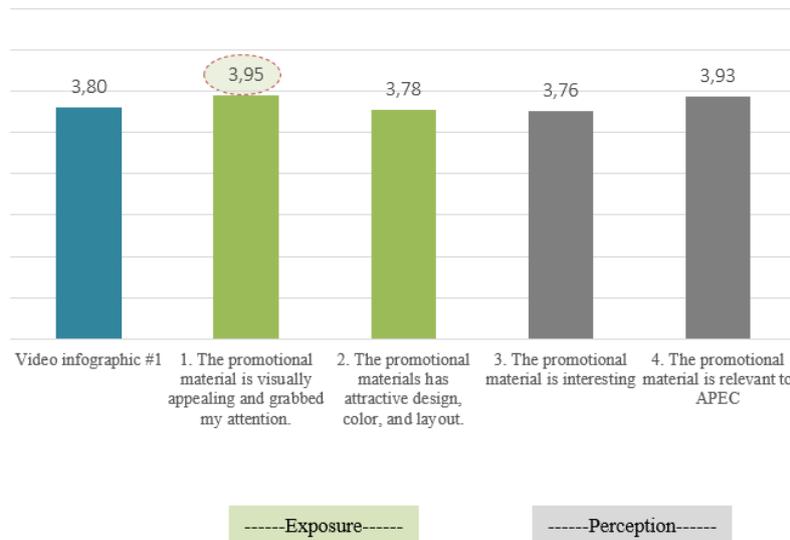


Figure 3. 24 Material reference measurement – video infographic (1)

According to Figure 3. 24, in the three video infographic references mentioned above, there are 4 variables and 8 indicators that need to be assessed.

The first is a video infographic reference (1) with an index score of 3.80%

Index score from variable exposure:

1. Promotional materials were visually appealing and grabbed my attention.
2. Promotional materials have an attractive design, color, and layout.

Variable perception:

3. The promotional material is interesting.

4. The promotional material is relevant to APECTR.

As observed in the exposure variable, the indicator with the highest score is the aspect that the promotional materials were aesthetically appealing and managed to capture my attention, scoring 3.95%.

With a score of 3.93%, the indicator of the promotional material's relevance to the APECTR gets the highest score out of all the indicators that are dependent on perception, which is variable.

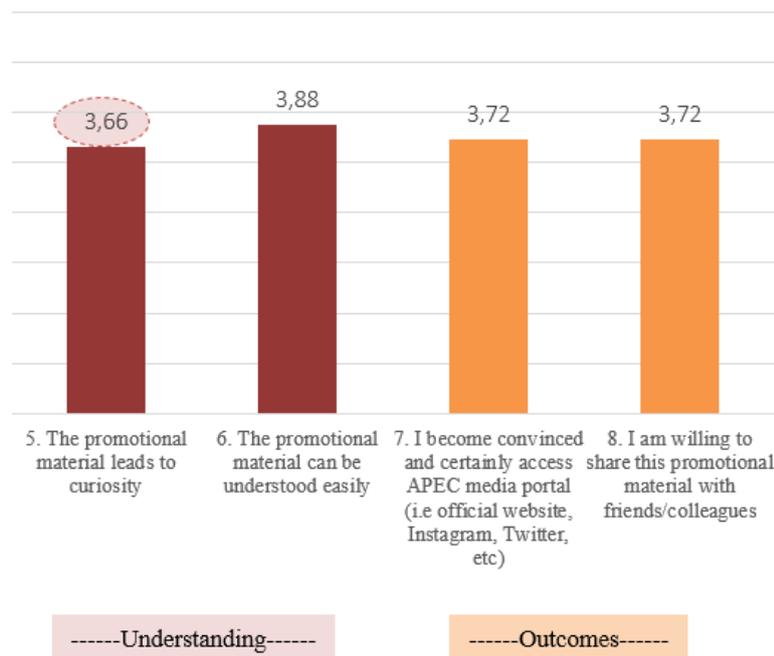


Figure 3. 25 Material reference measurement – video infographic (1)

Variable Understanding

5. The promotional material leads to curiosity
6. Promotional materials can be understood easily

Variable Outcomes

7. I become convinced and will use APECTR if it is promoted in this way
8. I'm willing to share this promotional material with friends

As observed in the variable understanding, the indication with the highest score is promotional materials can be understood easily, scoring 3.88%.

Despite the outcomes variable, both indicators have the same rating of 3.72%.

However, when considered as a whole, the highest score from the Indicator measurement of video infographic reference (1) is the promotional material is visually appealing and grabbed the attention (3,95) and is categorized as medium-high.

Whereas the lowest score from the Indicator measurement of video infographic reference (1) is the promotional material that leads to curiosity (3,66) and is categorized as medium-high.

3.12 Material reference measurement – video infographic (2)

Base: all respondent

Indicator measurement of video infographic reference (2)

Respondents (n=12)

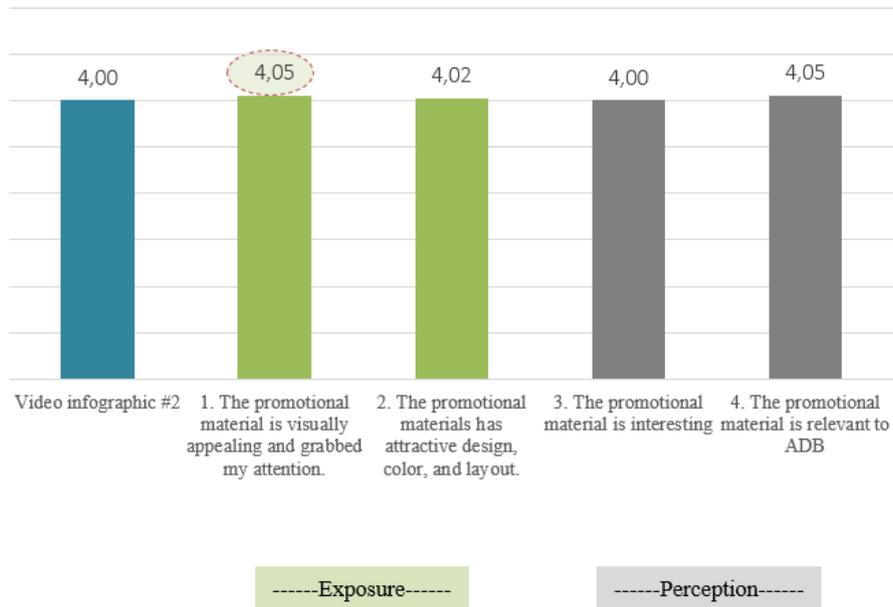


Figure 3. 26 Material reference measurement – video infographic (2)

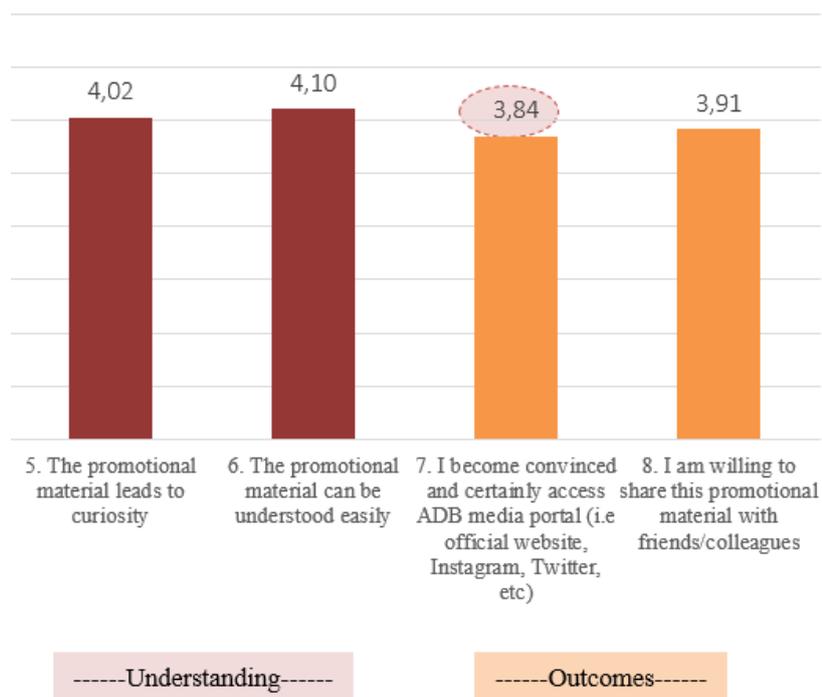


Figure 3. 27 Material reference measurement – video infographic (2)

According to Figure 3. 26 and Figure 3. 27, the second is a video infographic reference (2) with an index score of 4,00%

Index score from variable exposure:

1. Promotional materials were visually appealing and grabbed my attention 4,05%
2. Promotional materials have an attractive design, color, and layout 4,02%

Variable perception:

3. The promotional material is interesting 4,00%
4. The promotional material is relevant to APECTR 4,05%

Variable Understanding

3.13 Material reference measurement – video infographic (3)

Base: all respondent

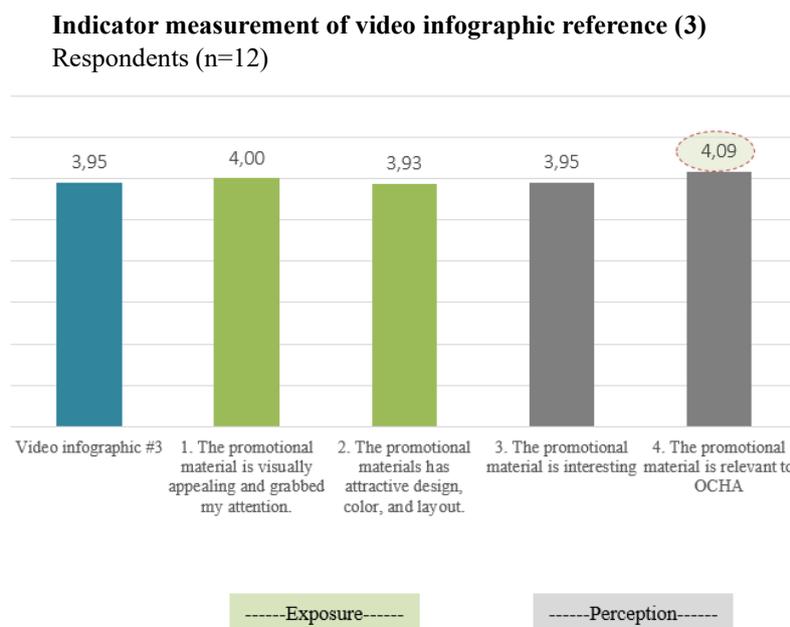


Figure 3. 28 Material reference measurement – video infographic (3)

The last is a video infographic reference (3) with an index score of 3,95%

Index score from variable exposure:

1. Promotional materials were visually appealing and grabbed my attention 4,00%
2. Promotional materials have an attractive design, color, and layout 3,93%

The indicator that has the highest score in the exposure variable is promotional materials were visually appealing and grabbed my attention, with a score of 4.00%.

5. The promotional material leads to curiosity 4,02%

6. Promotional materials can be understood easily at 4,10%

Variable Outcomes

7. I become convinced and will use APECTR if it is promoted in this way 3,84%
8. I'm willing to share this promotional material with friends 3,91%

The highest score is the promotional material is visually appealing and grabbed my attention (4,05) and is categorized as high. The lowest score is I become convinced and certainly accessed the ADB media portal (3,84) which is categorized as medium-high.

Variable perception:

3. The promotional material is interesting 3,95%
4. The promotional material is relevant to APECTR 4,09%

The indicator that has the highest score in the perception variable is the promotional material that is relevant to APECTR, with a score of 4.09%.

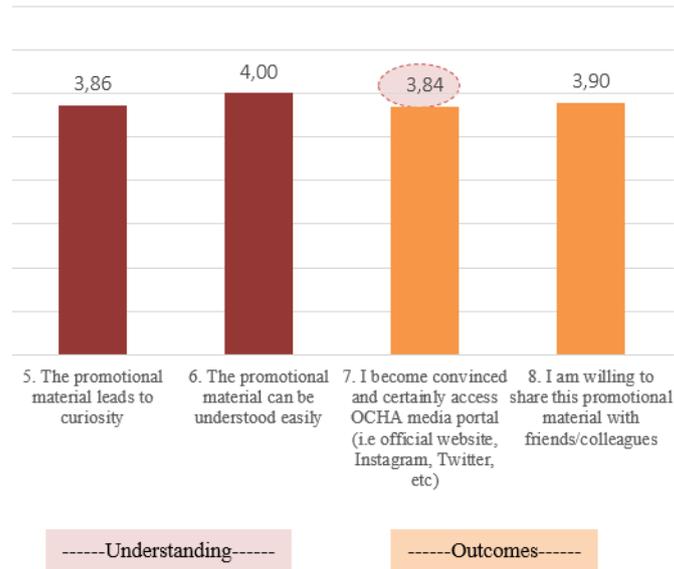


Figure 3. 29 Material reference measurement – video infographic (3)

Variable Understanding

- 5. The promotional material leads to curiosity at 3,86%
- 6. Promotional materials can be understood easily at 4,00%

The indicator that has the highest score in the understanding variable is promotional materials can be understood easily, with a score of 4,00%

Variable Outcomes

- 7. I become convinced and will use APECTR if it is promoted in this way 3,84%
- 8. I am willing to share this promotional material with friends at 3,90%

The indicator that has the highest score in the outcomes variable is “I am willing to share this promotional material with friends”, with a score of 3,90%

However, when considered as a whole, the highest score is the promotional material if the promotional material is relevant to OCHA (4,09) and is categorized as high. The lowest score is I become convinced and certainly access OCHA media portal (3,84) which is categorized as medium-high.

3.14 Preference of video infographic duration

Base: all respondents except government

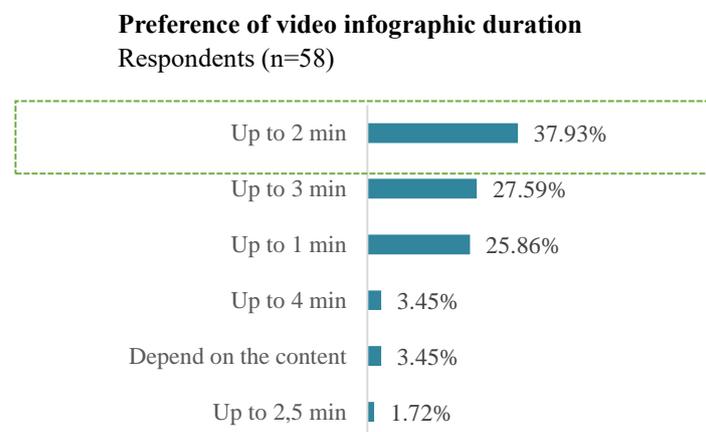


Figure 3. 30 Preference of video infographic duration

Is it important to know how long the video will be made?

In reality, the purpose of short films on social networking sites is to grab viewers' attention. Audiences stop to take a look as they move through, much like in a physical store, but online.

In this survey, several video duration preferences are chosen by respondents. Which video duration preference is appropriate in making a promotional video infographic material, including:

- Up to 2 min (37,4%)
- Up to 3 min (27,59%)

- Up to 1 min (25,59%)
- Up to 4 min (3,45%)
- Depend on the content (3,45%)
- Up to 2,5 min (1,72%)

Most respondents (37,93%) considered the video infographic material should last up to two (2) minutes.

There are several distractions and a limited range of tension for the audience. Depending on the audience, context, and type of material, the appropriate duration will vary.

The presentation of the APECTR is perceived as being concise in its 1-3 minutes.

3.15 Material reference measurement – infographic

Base: all respondent

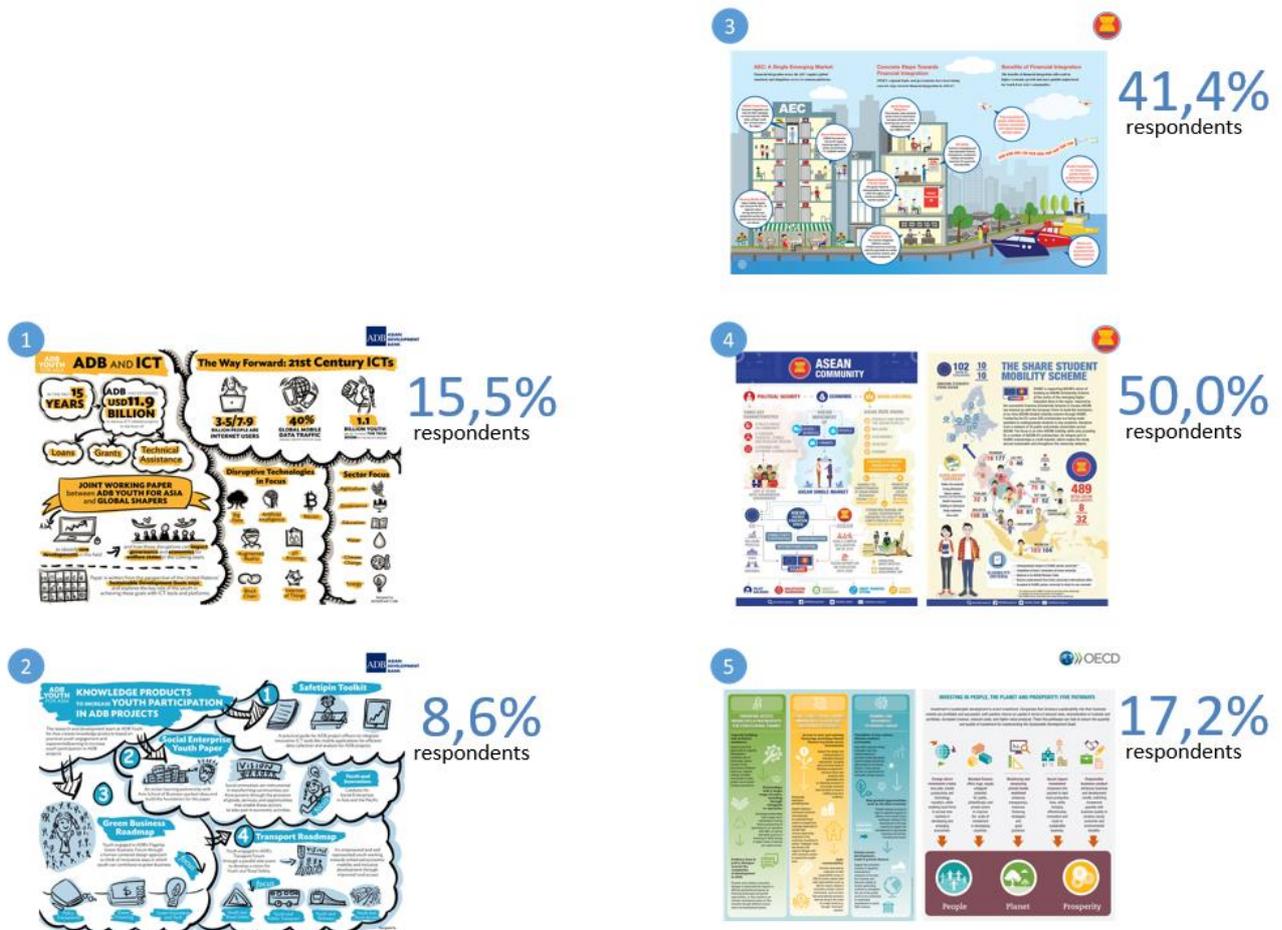


Figure 3.31 Material reference measurement – infographic

According to Figure 3. 31, the following 5 infographics were utilized as references for this study. Reference infographics 1 and 2 are infographics from the ADB, with each infographic receiving an index score of 15.5% for reference infographic 1 and 8.6% for reference infographic 2.

The following infographic references 4 and 5 are both from ASEAN, with infographic 4 receiving an index score of 41.4% and infographic 5 receiving a score of 50.0%.

The reference infographic 5 with an index score of 17.2%, comes from the OECD infographic. Based on respondents' opinions, reference #4 is perceived as most preferable to others.

The strengths aspects of reference #4 are:

- Easy on eye/readable
- Fascinating graphical (design and color)
- Brief and straightforward
- Clear storyline
- Not too wordy
- Well organized content

3.16 Summary & implication

Findings #1

- There are 43,48% of government respondents ever promoted APECTR to the public.
- Only 15% of government respondents have a certain objective when promoting APECTR, i.e. the utilization of APECTR and increasing public awareness.

Implication #1

This value indicates that Economies already have the effort to promote the APECTR. If in the future, there are promotional material concepts that Economies can use, it will help Economies promote APECTR.

Findings #2

The most difficulties faced by the government in promoting APECTR are:

- Lack of quality promotional materials (39,13%)
- There is no guidance as a parameter to create promotional material (36,96%).

- Unaware of APECTR existence (10,78%) and rarely get information about APECTR regularly (6,52%)

Implication #2

- If any promotional materials can be used, it will be very helpful for Economies to promote APECTR.
- Expectedly, the promotion material should have quality and guidance to promote the APECTR. The guidance will be useful as the parameter for economies in case APEC member economies intend to develop their promotional material.

Findings #3

Both infographics and video infographics are viewed as the most effective promotional material by the government.

Implication #3

Infographics and video infographics are still seen as effective materials for communicating the APECTR. Moreover, economies have the opinion that advertorial and circular letters should be the supporting material, instead of primary material to promote the APECTR.

Findings #4

Video sharing and social media are a must, but the website has its role.

Implication #4

YouTube is a digital channel that is currently irreplaceable. Instagram and Facebook should be utilized optimally to communicate the APECTR. However, the challenge is translating when the audience's interest in the promotional materials is conveyed to actual visits (use, access) of the APECTR.

Perhaps, further efforts are needed to improve important aspects of the APECTR website, not only related to contents, but also related to aesthetics (color, layout, and design) and ease of use (navigation, menus, and responsiveness).

Findings #5

There 54,35% of government respondents view organic traffic as more effective than paid traffic and 45,65% state conversely.

Implication #5

- Organic traffic is useful as a first step. Paid traffic can become an option (i.e., boosting posts through Facebook or Instagram Ads) or in other words, Paid traffic can be used occasionally as a supporting step.
- While the goal of organic and paid traffic is the same, there is a time and place for both organic and paid.
- To create awareness rapidly and target a specific characteristic of audiences, paid traffic should be considered. Promoters can adjust several items such as the amount of the ads' daily budget, the characteristics of the audience targeted, and the duration of the campaign.

Findings #6

The most needed information content :

- Simple access to tariff rates, regulations, laws, and all export-import information within APEC Economies
- Market data/information, trends, technology, exchange, and training

Implication #6

- Promotional material content must accommodate important information needs and can facilitate Economies to understand and utilize the APECTR further.
- Develop the infographic and video infographic that contains information, as follows:
 - Tariff, rate, regulation
 - Most typically market data needed to be related to trade
 - Steps to utilize the APECTR

Findings #7

Preference for video infographic #2 (Asian Development Bank video infographic)

Implication #7

Reference #2 seems to be relatively preferred, thereby the promotional materials will be developed will refer to some important things in reference #2, for instance:

- Visual characteristics (related to design, color, and layout)

- The storytelling concept used (related to how to narrate various information content that needs to be conveyed to respondents).
- Animated characters are used (related to symbols, figures, and other visual assets).
- Duration, as this study has revealed that 1-3 minutes is perceived concisely to present APECTR.

Findings #8

Preference for infographic #4 (ASEAN infographic)

Implication #8

For the infographic, reference #5 seems to be relatively preferred. Thereby, the infographic material will be developed refer to infographic #4, some aspects that must be considered are :

- Ease to read (brief and emphasize the keyword)
- Minimalist graphical concept (symbol, design, and color)
- Schematic (reduce words and add with number/score/percentage/etc.)

4. Recommendation

The most important part of this study is to provide a strategy for promotional materials that can be used as a reference for economies when compiling their respective promotional materials. However, several crucial aspects must also be considered which serve as guidelines in preparing promotional materials.

4.1 Develop promotional material guideline

The development of promotional materials is created to increase the effectiveness, efficiency, and accuracy of promotional activities. For the promotional materials created to achieve the specified goals, a guide is required. Once creating promotional materials, it is necessary to have guidelines in building promotional materials, starting from determining objectives, determining focus on several relevant themes, and emphasizing some information content that is most needed by the audience. Then, use infographics and video infographics as relevant materials. Depending on the requirements of the advertising platform, one of the two promotional mediums may be used.

Infographic media is the distribution of information utilizing animated graphics to

represent information and text that explains the meaning of the image and the information to be given to the audience. This infographic does a great job of effectively presenting organized information. However, infographic media must be extremely compact if the information to be communicated is exceedingly complicated.

Video infographics media provides benefits in the presentation of moving visuals as well as the narrator's voice, which integrates effectively with the presented images. Ensure that the audience receives comprehensive and organized information through the use of video infographics. On the other side, the length of the promotional video is a problem for video infographics media. A few people are watching video infographics all the whole through, so they must be concise and contain merely the most important information.

4.2 Promotional objectives

- Promotional objectives are the goals that an institution is trying to achieve through its promotional activities.
- Based on this study, it was revealed that only a few economies had certain objectives when developing APECTR promotional materials, even though most of the economies had promoted APECTR.

To create promotional materials, two things can be utilized as references:

1. Focus on two (2) themes
 - Promotional material objectives can be determined based on two (2) important objectives:
 - Introducing APECTR.
 - Utilizing APECTR
 - These objectives may be delivered in several serial publications within a certain period.
 - It would be more interesting to apply a continuous storyline, by depicting trade cases in each economy which are published in turn.
2. Emphasize two (2) contents
Emphasize the promotional material on two (2) contents
 - Information about tariff rates, regulations, laws, and all export-import information within APEC Economies
 - How to utilize the APECTR

Publish the promotion material with Infographic and Video infographic. Infographics are effective because they combine the written word with visual elements to pack big ideas into a compact space. Attractively presenting information encourages visitors to come to the APECTR.

- Video infographics add movement to complex information and ideas. Movement in infographics will bring the story to life, capture emotion, and arouse curiosity.

It can be concluded from this study, that attractive promotional material according to respondents' must-have elements can increase the interest of the audience.

4.3 Develop infographic

Based on this study, the majority of respondents opine that an attractive infographic at least considers elements of:

- Easy on eye/readable
- Fascinating graphical (design and color)
- Brief and straightforward
- Clear storyline
- Not too wordy, and;
- Well-organized content

4.4 Develop a video infographic

- Based on this study revealed that video infographic is considered effective material for promoting APECTR
- Video infographics are not only relevant to be published through social media but can also be used as YouTube content.
- Video infographics should be used with a 1-3 minute duration, 3 minutes duration can be used for YouTube content, and a 1-minute duration can be used for Instagram content.
 - Some of the important points to consider in producing a video infographic are.
 - Apply update/new graphic design (include character/asset).
 - Apply clear voice-over.
 - Apply music/sound background to increase experience.
 - Decent audio quality.
 - Frames don't be too busy but don't be too slow.

References

Engel, J. F., Blackwell, R. D., & Miniard, P. W (2005). *Engel-Blackwell-Miniard Model of Consumer Behavior*

<https://tr.apec.org/>

<https://www.apec.org/>

Video infographic

<https://youtu.be/Jspbi3baFT8>

<https://youtu.be/uJmxEN5fMnA>

https://youtu.be/6n_veh46IiM

Infographic

<https://mowenart.files.wordpress.com/2017/04/ict.jpg?w=1024>

<https://mowenart.files.wordpress.com/2017/04/knowledge-product.jpg?w=1024>

https://mir-s3-cdn-cf.behance.net/project_modules/max_1200/ff568d32839787.5695b0fc817a2.jpg

<https://www.share-asean.eu/sites/default/files/SHARE%20-%20Grand%20Infographic%202020.pdf>

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<https://www.oecd-ilibrary.org/sites/9789264287648-5-en/images/images/9789264287648-en/media/image3.png>

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