

Project:	Internet Governance (general)		Framework Version:	1.0	Status:	FIRST DRAFT	Date:	2023.02.23
			Report Version:	0.1	Status:	Preliminary	Date:	2023.09.14
Project Goals (What is the long term change you see as DotAsia's Goal/Outcome for the Project/Program?):								
	DotAsia Community Goal/Outcome			.Asia Registry Goal/Outcome				
	To establish DotAsia as a Key Opinion Leader (KOL) in Asia Pacific on Internet Governance regionally and globally, through the multiple levels of participation of individual DotAsia staff members at various IG and IG related fora.			To establish .Asia as a regional authority in TLD (ICANN) and Internet Governance as well as good relationships with the Internet Governance community, including governments, industry, and civil society.				
Theory of Change (ToC: SMART Model):								
Specific: What, Why and How.	What Community Need will this Project/Program solve?	<ul style="list-style-type: none"> Enhance public awareness on the impact of Internet Governance and SDGs, through advocacy at different IG fora, including NRIs and at UN/UN MAG (global). Strengthen voices from Asia Pacific in the global IG community. 		How will this Project/Program Enhance the .Asia Domain?	Direct advocacy with the Internet Governance community at regional and global level, which can help enhance the exposure of .Asia domain in the community. It may help increase the brand awareness and recognition of .Asia among the global IG stakeholders.			
Measurable: Goal Achieved or Not	How will we know if the Goal/Outcome is achieved?	<ul style="list-style-type: none"> Increase in the prominence, leadership, mentorship, decision-making, and influential roles by DotAsia staff in IG related institutions such as ICANN, IGF, etc. Increase in the number of influential roles (DotAsia staff and community) as well as organizational or partnership roles (DotAsia org and DotAsia members) at IG related fora and events. Increase in number of workshop proposals from the Asia Pacific region at the global IGF and new proposers at the regional APriGF. Increase in number of proposals selected in regional and global IG events. Collaboration/projects with other organizations (e.g. UN DESA/IGF Secretariat capacity building projects, I* organization collaborations, Think tank and other IG organization collaborations, private sector collaboration- ICC BASIS). Collaboration/projects with the National and Regional Initiatives (NRI) network. Driver role in IGF+ and processes in the implementation of EGM recommendations, GDC processes as well as the new initiatives created to strengthen the IG ecosystem. 		How will we know that the .Asia Domain is enhanced?	Increased lead generation, click-through to domains.asia / get.asia, or other target landing pages.			
Achievable: Challenging but Realistic	Is DotAsia the right organization to drive this?	DotAsia is one of few organizations looking to be a leader in Internet Governance and SDGs. With a strong presence already in the IG community, along with the brand of "Asia", DotAsia is well positioned to be known as a KOL in APAC on IG.		Is the Goal/Outcome realistic?	Should be realistic although it could be challenging to measure direct significant impact to the domain business in the short-term.			
Relevant: Pertinent to DotAsia's Vision & Mission (Included in Vision & Mission Considerations below)								
Time-Bound: Specific & Chronological	What is the timeline?	2022-2025		Are timelines for Community & .Asia Registry Goals aligned?	Yes			
Vision & Mission Considerations (Relevance)								
	Individual	Social	Community	Organizational	Economics	.Asia		
	To assess how the project could induce changes to the directly-involved individuals (primary beneficiaries).	To assess how the project promoted changes on an interpersonal level, including interactions between the primary beneficiaries and the society, that could cause an effect on their behaviour and actions.	To assess whether the project could induce changes on community overall and affect changes on the policy level.	To assess the effectiveness of the project in terms of planning and execution; and the subsequent capacity enhancement to DotAsia Organisation itself (as a secondary beneficiary).	To assess the economic input/output of the project as well as the leveraged resources on community or public expenditure.	To assess how the project can contribute to the promotion of the .Asia domain registry.		
Core Values: How is this Goal/Outcome relevant to DotAsia's Core Values?								
	Asia at Heart		Community Driven		Economically Viable			
	Amplifies Asia Pacific issues at the global and regional level.		Promotes collaboration in Internet community for the SDGs and direct contribution to the Internet Governance discourse in APAC and globally.		Development of DotAsia staff in influential roles extends the brand of .Asia and increase opportunity for DotAsia to leverage grants and sponsorship for IG related activities.			
Vision & Mission: How is this Goal/Outcome relevant to DotAsia's Vision & Mission?								
	How is this Goal/Outcome relevant to DotAsia's Vision?	DotAsia, through its Internet Governance initiatives and participation serves to support a collaborative Asia through a platform that exemplifies the participatory culture of the Asia Pacific Internet Governance community, and in support of the sustainable overall growth of the region.						
	Why/How is this Goal/Outcome important to DotAsia's Mission?	DotAsia is actively involved in different regional and global events for IG policy especially as it relates to the SDGs, to establish the .Asia TLD as a responsible and sustainable brand, advocating for global issues with regional priorities and promoting digital inclusion by emphasizing the participation of the less-advantaged, and underrepresented stakeholders (e.g. differently-abled, LGBTQ+, environmental and wildlife concern groups etc.) at APriGF and the global IGF activities.						
Outputs:								

Output:	1	Individual participation				<input type="checkbox"/> Community Goal <input type="checkbox"/> .Asia Registry Goal <input checked="" type="checkbox"/> Both						
Output Description & Plan:												
	Individual	Social	Community	Organizational	Economics	.Asia						
	Who are the Audiences? How do we reach them?	Are there wider benefits of the output to the community and society?		What are the Activities & Inputs required to produce this Output? Why are they needed?	Why/How will this contribute to achieving the Goal(s) / Outcome(s) set out in 2. above?							
	<ul style="list-style-type: none"> Participation in ICANN, IGF, IG events 	<ul style="list-style-type: none"> Strengthening of APAC viewpoints, opinions and influence in various IG fora can lead to APAC friendly/APAC forward policy development 		<ul style="list-style-type: none"> Participation of DotAsia staff members at various levels in the aforementioned communities Participation in organizational parts of IG events (IGF, IG workshops and seminars, IG partnership events, SIGs/IG Academies) Participation in outward-facing parts of IG events (i.e. speaker/key-note speaker) Participation in mentor/influence-shaping part of IG events and programs (APriGF, IGF, APIGA etc.) Participation in policy development processes (ICANN WG, ICANN Board, ICANN GNSO Council, NRI network, Youth initiatives, IGF+) Participation in assessment parts of IG development grants (ISIF.asia, IGfSA, APASA) 	<ul style="list-style-type: none"> DotAsia staff being in influential roles in Internet Governance initiatives, events and processes establishes DotAsia as a key regional and international player in the global IG ecosystem 							
How can we measure the effectiveness of the output?												
	Target Audience	Community and Society		Building on/Expanding Relationships & Network	Use of Communications & Positioning of DotAsia in Project	Pioneering Efforts/Innovativeness of Activities/Outputs						
	<ul style="list-style-type: none"> General and new to IG community APAC I* community IGF community ICANN community SIG community Other WG/Board/Network members 	Number of workshops Hours of meetings Policies/output documents AP/mentee/fellows/alumni (YIGF, NMA, APriGF, APIGA) community outputs (talent, participation, IG trajectory)		Connecting with different IG-related organizations	DotAsia in key influential roles in the Internet Governance ecosystem	DotAsia impacting policy development, regional and global IG policy development and general IG evolution						
Social Impact Assessment (SIA) Report												
	Individual	Social	Community	Organizational	Economics	.Asia						
	Gain	Output	Interactivity	Diversity	Participation	Representation	Performance	Scale	Cost	Production	Impression	Asianess
Quantitative:												
Quantity	Number of hours spent on policy making or organizational meetings 1077	*to be collected in 2023 (not available)	Speaking slots Mentions of DotAsia		Number of Social media posts that individuals are mentioned 55		No. of meetings/hours spent in a WG/Group 1077	Number of on-site/online participants**	Number of times expenses are supported by organisations or funding other than DotAsia 14		Percentage of presentations that mention DotAsia works and .ASIA domain	
	Number of						No. of sessions organized/moderated/speaker role IGF 18	Number of submitted sessions				

Output:	1	Individual participation						<input type="checkbox"/> Community Goal <input type="checkbox"/> .Asia Registry Goal <input checked="" type="checkbox"/> Both			
Output Description & Plan:											
	Individual		Social		Community		Organizational		Economics		.Asia
	Social media posts that individuals are mentioned 55	for 2022)					APrIGF 10 Others*	topical sessions	Number of times expenses are supported by DotAsia ?		
Quality					Opportunity to synthesize Asia Pacific perspectives as input to the global IGF Opportunity to forward APAC-focused or key APAC topical sessions in event						Opportunity to synthesize Asia Pacific perspectives as input to the global IGF Opportunity to forward APAC-focused or key APAC topical sessions in event Contribution in strengthening solidarity among the Asia Pacific Internet community
Qualitative:											
Testimonies											
Evaluation	DotAsia personnel nomination into the ICANN Board, YCIG leadership, and the United Nations Secretary General's Expert Group on the future of the IGF establishes DotAsia as a key institution leading the IG discourse in the APAC region		Social posts both from within and outside of DotAsia Organisation elevates individual and organization esteem and brand recognition in APAC and globally. **Difficulty in gathering data for all events involved if not publicly available		Contribution in strengthening solidarity among the Asia Pacific Internet community. Opportunity to forward APAC alumni into international community		**ICANN cannot be counted regarding speaking/organization role because of the nature of the sessions. In addition, the role of certain staff representing other organizations will make it difficult to count it as representing DotAsia.		Fellowships, grants and other sources of funding that allow direct participation of DotAsia personnel to attend IG events and meetings		Where circumstances and opportunity allow, to introduce DotAsia works and branding during speaking/presentation slots.
Basis / Concept	- Information acquisition - Skills and knowledge development - Influence in regional and global IG discourse		- Social network - Social integration - Community participation - Volunteerism		- Public participation in community affairs - Demographic change - Subsequent policy change - Community awareness - Sharing of information in community		- Effectiveness - Programme restructuring - Stakeholders involvement - Service continuity - Service expansion - Organisation restructuring - Inter-organisational collaboration - Cross-organisation collaboration		- Financial adjustment on the service - Resources allocation - Community Resources allocation - Output value - Online presence		

Output:	2	Secretariat projects						<input type="checkbox"/> Community Goal <input type="checkbox"/> .Asia Registry Goal <input checked="" type="checkbox"/> Both				
Output Description & Plan:												
	Individual		Social		Community		Organizational		Economics		.Asia	
	Who are the Audiences? How do we reach them?		Are there wider benefits of the output to the community and society?				What are the Activities & Inputs required to produce this Output? Why are they needed?		Why/How will this contribute to achieving the Goal(s) / Outcome(s) set out in 2. above?			
	<ul style="list-style-type: none"> IGFSA EC members and general membership DIPCC members 		<ul style="list-style-type: none"> NRI network funding beneficiaries Industry and IG related donors to become more involved in IG and IGF ecosystem IGF Secretariat and ecosystem support Accessibility earmarked funding beneficiaries ICANN policy knowledge expansion to APAC stakeholders 				<ul style="list-style-type: none"> Personnel to support secretariat work: coordinating meetings, providing technical support on platforms and website, minutes, elections, etc. and to liaise with NRI grantees and IGF Secretariat Personal to follow policy developments at ICANN related to DIPCC interests and creation of updates and reports Coordination of communications and outreach activities (value proposition for donors) 		<ul style="list-style-type: none"> With DotAsia being the secretariat of the two initiatives establishes DotAsia is one of the go-to experts for support for the IG community. 			
How can we measure the effectiveness of the output?												
	Target Audience		Community and Society				Building on/Expanding Relationships & Network		Use of Communications & Positioning of DotAsia in Project		Pioneering Efforts/Innovativeness of Activities/Outputs	
	<ul style="list-style-type: none"> Performance of contractual/MoU terms and obligations IGFSA EC members and general membership DIPCC members 		<ul style="list-style-type: none"> Engagement of the IGF, NRI and IGFSA community Engagement of DIPCC community 				Connecting with different IG-related organizations		<ul style="list-style-type: none"> DotAsia being the secretariat of IGFSA, and supporting the process of IGFSA activities, NRI grants. DotAsia being the secretariat of DIPCC, and supporting the expansion of ICANN policy knowledge to APAC stakeholders 		Fundraising support for IGFSA for the NRI network and IGF trust fund, knowledge expansion for APAC stakeholders	
Social Impact Assessment (SIA) Report												
	Individual		Social		Community		Organizational		Economics		.Asia	
	Gain	Output	Interactivity	Diversity	Participation	Representation	Performance	Scale	Cost	Production	Impression	Asianess
Quantitative:												
Quantity	Number of IGFSA members 204		Number of IGFSA members 204 Number of posts on IGFSA membership list 36	Number of subscribers (IGFSA membership list) 204	Number of IGFSA members attending General Assembly 51 Number of IGFSA members in good standing (from total #) 44 Number of IGFSA members in good standing voting	Number of NRI and Youth initiatives supported 17	Number of IGFSA EC meetings 9 Number of NRI and Youth initiatives supported 17	Number of on-site/online participants**	Amount received from IGFSA for the performance of Secretariat work 12,000			

Output:	2	Secretariat projects					<input type="checkbox"/> Community Goal <input type="checkbox"/> .Asia Registry Goal <input checked="" type="checkbox"/> Both					
Output Description & Plan:												
	Individual		Social		Community		Organizational		Economics		.Asia	
					in the IGfSA elections 27							
Quality	Number of IGfSA members in good standing 44					Amount of IGfSA funding support given to NRI and Youth initiatives (USD) 37,039.05		Number of NRI events or IGf related events where IGfSA is represented with speaking slots 8				
Qualitative:												
Testimonies					Tanzania IGf "I would like to extend our gratitude for the support given during the take off of this initiative" Gambia IGf "We are truly grateful for the support."							
Evaluation	Membership numbers for both organizations are important but not the main focus of the establishment of the organizations in question		The IGfSA mailing list is not one of much email traffic as a lot of the community use the IGf Secretariat NRI network to share news of NRI events and other news.		The barometer is the increase of percentage of IGfSA members in good standing and the increase of the percentage of those eligible to vote to do so during the IGfSA elections.		DotAsia as a team providing secretariat services is increased in standing as the interaction between NRI members and other IGf community members enjoy the activities supported by IGfSA.		The amount received from IGfSA is a nominal sum, where a lot of the work performed is done so in an "in-kind" contribution as a resource.		As the Secretariat works are performed under the branding of the particular organization, the opportunities where .asia or DotAsia branding can be used would be in the mailing addresses or websites or other platform used.	
Basis / Concept	- Self-esteem - Information acquisition - Skills and knowledge development		- Social network - Community participation - Financial integration		- Participation in community affairs - Subsequent policy change - Demographic change		- Service expansion - Organisational expanding		- Financial adjustment on the service - Community resources allocation			