

DotAsia Internet Governance SIA: Report Highlights

Jennifer Chung | 2025.02.20 | DotAsia Board Meeting, Malaysia



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| Project: | Internet Governance (general) | | | Framework Version: | 1.1 | Status: | DRAFT | Date: | 2023.02.23 |
| | | | | Report Version: | 2024_0.1 | Status: | Preliminary | Date: | 2025.02.07 |
| 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, technical community collaboration, civil society collaboration, government stakeholder collaboration). Collaboration/projects with the National and Regional Initiatives (NRI) network. Contribution to GDC implementation, WSIS+20 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 (carbon footprint of the Internet, SDGs 2030 agenda, GDC implementation), 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+, gender parity goals, environmental and wildlife concern groups etc.) at APriGF and the global IGF activities. | | | | | | |

Highlights of 2024: General IG

• Individual

- More than doubled the amount of policy making or organizational meetings that team members participated in.
- More high-level speaking opportunities and invitation for team members.
- Continued and enhanced leadership roles for global Youth network and MAG WG on Youth.
- New and strengthened partnership opportunities for collaborative IG projects/efforts. Local APIGA, TCCM, various informal cross-stakeholder efforts for WSIS+20.

Number of policy making or organizational meetings **(+108%)**

Usage of DotAsia Strategic Position paper* **(90 instances)**

Presentations or mentions DotAsia works and .ASIA domain **(+20%)**

Number of times expenses are supported by organisations or funding other than DotAsia **(+32%)**

• General

- First full year of using DotAsia Strategic position paper.

*Not collected in 2023



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| 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 membershipDIPCC members | <ul style="list-style-type: none">NRI network funding beneficiariesIndustry and IG related donors to become more involved in IG and IGF ecosystemIGF Secretariat and ecosystem supportAccessibility earmarked funding beneficiariesICANN 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 SecretariatPersonnel to follow policy developments at ICANN related to DIPCC interests and creation of updates and reportsCoordination 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? | | | | Internal Effectiveness/Development of DotAsia Team: | | |
| | 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 obligationsIGFSA EC members and general membershipDIPCC members | <ul style="list-style-type: none">Engagement of the IGF, NRI and IGFSA communityEngagement 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 |

Highlights for Secretariat projects: IGFSAs

- IGFSAs EC members re-elected, and chair re-elected (continuity).
- Increased outreach efforts to different ICANN stakeholder groups.
- IGFSAs flyer designed and deployed.
- Additional benefits for active members (IGFSAs t-shirt campaign).
- EC members renewed efforts for membership drive.
- Additional team member support has enhanced Secretariat works.

Amount of IGFSAs funding support given to NRI and Youth initiatives
(+27%)

Number of NRIs and Youth initiatives supported
(+13%)

Number of IGFSAs members
(+39%)

Number of IGFSAs members in good standing voting in the IGFSAs elections **(-32%)**

Number of NRI events or IGF related events where IGFSAs is represented with speaking slots
(+100%)





Front

Back



Join us!

By joining the IGFS, you will

- Help **strengthen the IGF** as a unique platform for all stakeholders to openly exchange perspectives and concerns on key issues affecting the future of the Internet.
- Help **support the IGF Secretariat** via the IGF Trust Fund, and IGF intersessional work by increasing accessibility support.
- **Support national, regional, sub-regional and youth initiatives** with seed funding so they can hold their annual meetings. The NRI network has now grown to 170+ initiatives in 2024.

<https://igfsa.org> | info@igfsa.org



Data set adjustments and improvements

- Data set period/cycle IGF to IGF (this will be different for 2025 as IGF will be mid-year in June, instead it maybe up to and including APrIGF).
- Comparisons may be a bit more difficult between 2023 due to some changes in the data sets collected that was not collected before.
- Collection of data may be time-consuming and require additional discussion and analysis, as such the form will be improved and DA team members encouraged to update per quarter.
- Additional and better analysis of Strategic Position paper to be discussed and deployed, including possible use of scripts/AI tools.



Looking ahead

General IG

- Strategic position paper refinement and enhancement
- Key words/ key phrases list to be created for analysis work in the coming year on session transcripts and key output documents
- Potential Board IG SIA to be started: Board survey on strategic position paper

Secretariat works

- IGFSAs
 - Donor base diversification, membership drive and awareness
- DIPCC
 - Formalizing secretariat support and strategic annual agenda
- TCCM
 - Looking at WSIS+20 strategic input and working with the members
- AP*

