## Vision & Mission Considerations (Relevance)

### Individual

- **To assess how the project could promote change on an individual level, including interactions between the primary beneficiaries and the society, that could cause an effect on their behavior and actions.**

### Community

- **To assess whether the project could influence changes on community overall and affect changes on the policy level.**

### Organizational

- **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).**

## Outputs:

### Annual APrIGF event

- **What is the timeline?**
  - 2020-2021
- **Are timelines for Community & Asia Registry Goals aligned?**
  - Yes

### Vision & Mission Considerations (Included in Vision & Mission Considerations below)

#### Specific: What, Why and How:

- **What Community Need will this Project/Program address?**
  - Enhance public awareness on the impact of Internet Governance and SDGs, through advocacy at host country (regional) and at UN/UN MAG (global).
  - Provide technical support to ensure smooth operation of APrIGF conference, allowing people to identify the latest issues in IG and raising public awareness through discussions.
  - Strengthen voices from Asia-Pacific in the global IG community.

- **How will we know if the Goal/Outcome is achieved?**
  - 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/SGF, Secretariat capacity building projects, 7th organization collaborations, private sector collaboration- JIC. BAKU).
  - Collaboration/projects with the National and Regional Initiatives (NRI) network.
  - Driver role in IGF+ and processes in the implementation of HLPC recommendations.

- **Economically Viable**
  - 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 DotAsia the right organization to drive this?**
  - Is this Goal/Outcome realistic?
  - Should be realistic although it could be challenging to measure direct significant impact to the domain business in the short-term.

### Core Values:

- **How is this Goal/Outcome relevant to DotAsia’s Core Values?**

### Social

- **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.**
- **The APrIGF itself is an event funded by local hosts through local sponsorship.** Development of DotAsia and the APrIGF extends the brand of Asia and increase opportunity for DotAsia to leverage grants and sponsorship for APrIGF related activities.

### Output Description & Plans

- **Individual**
- **Community**
- **Organizational**
- **Economics**
- **Asia**

### Vision & Mission Considerations (How is this Goal/Outcome relevant to DotAsia’s Vision & Mission?)

- **APrIGF serves to support a collaborative Asia through a platform that exemplifies the participatory culture of the Asia Pacific Internet Governance community, and support in the sustainable overall growth of the region.**

- **Why/How is this Goal/Outcome important to DotAsia?**

### How can we measure the effectiveness of the output?

- **Target Audience**
  - Through participant survey
  - Participation statistics
  - Comments received for SynDoc
- **Community and Society**
  - Related posts on mailing lists, social media metrics
- **Internal Effectiveness/Development of DotAsia Team:**
  - Building on/Expanding Relationships & Network
  - Connecting with different IG-related organizations
  - Use of Communications & Promotion of DotAsia in Project and hosting APrIGF, and supporting the process and outcomes of synthesis document

### Social Impact Assessment (SIA) Report

- **Individual**
- **Social**
- **Community**
- **Organizational**
- **Economics**
- **Asia**

- **Quantity**
  - **Number of on-site participants**
    - APrIGF on average
      - 1
    - During APrIGF
      - 45
  - **Number of online participants**
    - APrIGF
      - 380
  - **Number of synDoc comments received**
    - 123
  - **Number of sessions**
    - APrIGF
      - 65
  - **Number of selected sessions**
    - APrIGF
      - 75
  - **Number of proposals for hosting APrIGF**
    - APrIGF
      - 1
  - **Website Traffic (directly e.g. search/reference) social**
    - APrIGF
      - 49605
  - **Number of speakers**
    - APrIGF
      - 75
  - **Number of submitted proposals for hosting APrIGF**
    - APrIGF
      - 1
  - **Training: 14 staff days x 56 hrs**
    - 784 hrs
  - **Day 0: 4 staff x 3 hrs = 12 hrs**
  - **Day 1: 4 staff x 3 hrs = 12 hrs**
  - **Day 2: 4 staff x 5 hrs = 20 hrs**
  - **Day 3: 4 staff x 5 hrs = 20 hrs**
  - **Day 4: 4 staff x 3 hrs = 12 hrs**
  - **Day 5: 4 staff x 5 hrs = 20 hrs**
  - **Total cost**
    - $US$5,000
  - **Number of participants**
    - APrIGF
      - 1,500
  - **Number of followers (Twitter)**
    - APrIGF
      - 1,935
  - **Number of synDoc comments received**
    - APrIGF
      - 123

- **Value of SynDoc**

- **Economical Input/Output**

- **Why/How will this contribute to achieving the Goals? / Outcomes(s) not set out in 2. above?**

- **With DotAsia being the secretariat of the conference, the success of the event establishes DotAsia as one of the leaders in the IG community.**
- **The development of the synthesis document, supported by DotAsia is also an important outcome being brought into international discussions.**

- **SynDoc - Number of comments received**
  - APrIGF: 123

- **Website traffic (direct) e.g. search/referential/social**
  - APrIGF: 49605
**Output Description & Plan:**

**Unleash Summit Series**  
**Digital Summit At Home**  
**Collision Conference**

**Output Description & Plan:**

**DotAsia Community Project Social Impact Assessment (SIA) Report**

**Output:**

**Testimonies**

- **Basis**
  - we reach them?

- **Development**
  - hardly be compared since it is

- **Although the total number of participants is higher than last year, these numbers can hardly be compared since it is a fully virtual conference this year.**

- **We have been a lot more active on social media than before, resulting in much more social media engagement.**

- **The number of speakers are relatively high, considering the number of sessions were actually lower, and there were also many new speakers and new organizers from the community who were willing to speak at AP Alias.**

- **The scores on overall conference experience, secretariat support and the program are all very high.**

- **Due to the success of coordinating AP Alias virtually, other community organizations like AP Alias have requested for DotAsia to assist in their virtual**

- **The cost of virtual conference is considerably lower than a physical conference.**

**Qualitative:**

**Testimonies**

- "I would like to support having more days to held instead of several section per days that might get bored for some of participants. However, several section of AP Alias 2020 I have attended made me accomplish many of experiences and opportunity for all of participants which will be helpful for my future career and objectives. And I believed that upcoming events of AP Alias will improve more than previous year by the experience and feedbacks from all contributors and participants."

- "If AP Alias continues the virtual format for next year, please consider the default session format to be less panel/level style and more interactive with dialog and discussion between speakers and participants. Think fishbowl/breakout rooms instead of watching panel after panel and the only time for interaction is a brief Q&A or Zoom chat."

- "At the end of the day attendees should be asked to vote on their choice of favourite session of the day. That session could be chosen as a follow up discussion either on the last day or later in the APIG calculator so that the dialogue doesn’t just start and end but discussions can be built on that for a submission to the global IGF."

- "AP Alias is one of the best online events I attended for the year 2020. I congratulate all the team for the effort to bring this big event to the youth audiences. The sessions were insightful and the speakers were on top."

- "More speakers to be included and wider publicity be given to provide opportunity to others."

- "Impact of AP Alias itself is good. Free registration, regular activities mail can add more impact to join people in IGF to engage themselves."

- Strong exposure for DotAsia during event included: Logo used as profile picture by full DotAsia team in every session in Zoom room - .asia domain being used by event website - Virtual recognition by event organizer during the conference - Speaking opportunity by DotAsia team during the conference - Virtual background with DotAsia logo - Introductory slides with DotAsia logo in every session

**Evaluation**

- "I would like to support having more days to held instead of several section per days that might get bored for some of participants. However, several section of AP Alias 2020 I have attended made me accomplish many of experiences and opportunity for all of participants which will be helpful for my future career and objectives. And I believed that upcoming events of AP Alias will improve more than previous year by the experience and feedbacks from all contributors and participants."

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**Basic / Concept**

- Information acquisition
- Skills and knowledge development
- Influence in regional and global IGF 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

*Reference for value of conference:

**Collision Conference**  
3 days (physical) USD 375  
[https://collisionconf.com/](https://collisionconf.com/)

**Tech Inclusion**  
3 days (virtual) USD 99  
[https://inclotech.inclusion.org](https://inclotech.inclusion.org)

**Digital Summit At Home**  
3 days (virtual) USD 199  
[https://dotasia.global/digital-summit-at-home/](https://dotasia.global/digital-summit-at-home/)

**Unleash Summit Series**  
3 days (virtual) USD 125  
[https://summit.outreach.io](https://summit.outreach.io)

**INNOVATIVE STRATEGIES + BEST PRACTICES FOR SALES DIRECTORS & VPS**
### DotAsia Community Project Social Impact Assessment (SIA) Report

**Output: 2 Fellowship program**

#### Output Description & Plan:

**Individual**
- Sponsor organizations

**Social**
- Community and Society
  - Related posts on mailing lists, social media metrics
  - Sponsorship received for fellowship program

**Community**
- Internal Effectiveness/Development of DotAsia Team:
  - Building on/Expanding Relationships & Network
  - Expanding the IG community by recruiting newcomers, thereby expanding DotAsia’s network of relationships

**Organizational**
- Use of Communications & Positioning of DotAsia in Project
  - Fellows are asked to promote their participation at APfG online through social media

**Economics**
- Pioneering Efforts/Innovativeness of Activities/Outputs
  - APfG has pioneered the engagement of fellows as rapporteurs to increase participation and to integrate fellows into the event

**AsIA**
- Developing the DotAsia Fellowship Program as a Platform for Regional DIG

#### How can we measure the effectiveness of the output?

- **Target Audience**
  - Through fellowship survey
  - Fellowship application, granting and sponsorship statistics
  - Comments received for SynDoc from fellows

- **Output Description & Plan**
  - Community and Society
    - Related posts on mailing lists, social media metrics
    - Sponsorship received for fellowship program

- **Internal Effectiveness/Development of DotAsia Team**
  - Building on/Expanding Relationships & Network
    - Expanding the IG community by recruiting newcomers, thereby expanding DotAsia’s network of relationships

- **Use of Communications & Positioning of DotAsia in Project**
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- **Pioneering Efforts/Innovativeness of Activities/Outputs**
  - APfG has pioneered the engagement of fellows as rapporteurs to increase participation and to integrate fellows into the event

#### Social Impact Assessment (SIA) Report

**Output**: Fellowship program

**Quantity**:
- Number of applicants: 137
- Number of fellows contributing to SynDoc: 9
- Average number of sessions attended by fellows: 4-5

**Quality**:
- Number of fellows: 23
- Number of comments by fellows on SynDoc: 25
- Number of comments by fellows on SynDoc: 25

**Concept**
- Information acquisition
- Skills and knowledge
- Information sharing
- Importantly: networking

**Synthesis Document**
- Some of the fellows just did not show up and barely met the requirements.
- The fellows just did not show up and barely met the requirements.

**Testimonies**
- "Online participation for persons with disabilities still a challenge."
- "It's quite a challenge to consolidate report together with different time zones since I can't converse with other fellows in the same time together. (It's still to be virtual next time hope there would be common time to be announced weeks earlier for specific topics. Thanks."
- "Unfortunately, my first time fellowship APfG2020 was a virtual conference and I understand on the worldwide pandemic condition. Since the actual physical conference can't be replaced with virtual, it's better if we can engage more and get in touch with global internet government experts and other participants."

**Evaluation**
- While some of the fellows were actively participating throughout the conference and were less active fellows, there were some still to be virtual next time. Hope there would be common time to be announced weeks earlier for specific topics.
- Despite some more active fellows, their engagement and contributions are lower than expected. Their influence to the community is unclear.
- There is not a significant change in the number of applications received.

**Organizational**
- Participation in community affairs
- Subsequent policy change
- Demographic change

**Economics**
- Service expansion
- Organisational expanding
- Financial adjustment on the service

**AsIA**
- Community resources allocation

#### Output: 3 APfG MSG and committee meetings

**Output Description & Plan:**

**Individual**
- MSG members
  - Fellowship program

**Social**
- Community and Society
  - Discussions on mailing lists, social media metrics

**Community**
- DotAsia is one of the leaders in the .Asia Registry

**Organizational**
- Setting up meetings, follow-up with action, providing technical support at times

**Economics**
- Setting up meetings, follow-up with action, providing technical support at times

**AsIA**
- Being the secretariat of APfG establishes DotAsia is one of the leaders in the IG community

#### How can we measure the effectiveness of the output?

- **Target Audience**
  - Number of meetings, discussions on mailing lists

- **Community**
  - Discussions on mailing lists, social media metrics

#### Social Impact Assessment (SIA) Report

**Output**: Fellowship program

**Quantity**:
- Number of MSG members: 78
- Number of meetings: 54
- Number of posts on MSG mailing list: 807

**Concept**
- Self-esteem
- Information acquisition
- Skills and knowledge
development

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- Financial adjustment on the service

**AsIA**
- Community resources allocation

---

**Note**: The document appears to be a report on the impact and effectiveness of a fellowship program, specifically highlighting the social impact and organizational development aspects. The report includes quantitative and qualitative data, as well as testimonies and evaluations from participants.
DotAsia Community Project Social Impact Assessment (SIA) Report

Output Description & Plan:

Output: APRIGF MSG and committee meetings

Quality

<table>
<thead>
<tr>
<th>Output</th>
<th>Individual</th>
<th>Social</th>
<th>Community</th>
<th>Organizational</th>
<th>Economics</th>
<th>.Asia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of active MSG members</td>
<td>51</td>
<td>51</td>
<td>51</td>
<td>51</td>
<td>51</td>
<td>51</td>
</tr>
<tr>
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<td>51</td>
<td>51</td>
<td>51</td>
<td>51</td>
<td>51</td>
<td>51</td>
</tr>
</tbody>
</table>

Qualitative: Testimonies

Evaluation

While the number of MSG members has reduced, the number of active members has increased, implying more actual members are willing to contribute.

- Social network
- Community participation
- Volunteerism

Output Description & Plan:

Output: Youth Internet Governance Forum (YIGF)

Target Audience

- Through participant survey
- Participation statistics
- Comments received for SynDoc

How can we measure the effectiveness of the output?

- Related posts on mailing lists, social media metrics

Social Impact Assessment (SIA) Report

Quantitative:

<table>
<thead>
<tr>
<th>Individual</th>
<th>Social</th>
<th>Community</th>
<th>Organizational</th>
<th>Economics</th>
<th>.Asia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of participants 40</td>
<td>40</td>
<td>40</td>
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</tr>
<tr>
<td>% of posts published/created 27</td>
<td>27</td>
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</tr>
<tr>
<td>% of reflection posts created by NMAs 2</td>
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</tr>
<tr>
<td>% of people reached (FB live) 5,241</td>
<td>5,241</td>
<td>5,241</td>
<td>5,241</td>
<td>5,241</td>
<td>5,241</td>
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<tr>
<td>% of clicks on reflection posts created 196</td>
<td>196</td>
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</tr>
<tr>
<td>% of likes of the content related to YIGF (FB) 233</td>
<td>233</td>
<td>233</td>
<td>233</td>
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<td>233</td>
</tr>
<tr>
<td>% of comments of Syn Doc made by MSG participants 8</td>
<td>8</td>
<td>8</td>
<td>8</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>% of alumni engaged as volunteers 8</td>
<td>8</td>
<td>8</td>
<td>8</td>
<td>8</td>
<td>8</td>
</tr>
</tbody>
</table>

Quality:

Program content & topics

- 4.30 / 5 (Survey) Information delivery
- 8.18 / 10 (Survey) Helping to understand Internet Governance

Testimonies

"I learned about leadership and how it is important for capacity building, also learned from yIGF that in unity we can solve different critical issues, especially in the covid-19 era! I also developed my presentation skills, as I got the opportunity"

"I’m inspired by Interaction with energetic personalities."

"Having read a lot about the multi-stakeholder model of IGF, the camp was my first engagement with the model. I got to closely witness and become a part of the proceedings of this, thereby, reaffirming my belief in the importance of consultative and collaborative policy processes."

"All segments were carried out flawlessly, notwithstanding the obvious challenges that came with conducting the events online. It was truly a delight to have been chosen for this exclusive program and to have been able to interact and learn"

Sponsorship is not applicable as YIGF is entirely virtual.

Applicants have registered through the website yigf.asia. YIGF participants will be invited to join Facebook group (yigf.asia)
## Youth Internet Governance Forum (YIGF)

### Output Description & Plan:

<table>
<thead>
<tr>
<th>Individual</th>
<th>Social</th>
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<tbody>
<tr>
<td><strong>Evaluation</strong></td>
<td></td>
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<tr>
<td>to present my views. Hence, my valuable insights from the YIGF are Leadership, interaction, and presentation skills.&quot;</td>
<td>&quot;I am so honoured to meet all passionate YIGF members and ambassadors that are so supportive and helpful to give me an impeccable first time experience attending Internet Governance Forum.&quot;</td>
<td>&quot;I felt lucky to be able to expand my connection through the participation of YIGF and this event boosted my confidence to pursue our common interest in IG community.&quot;</td>
<td>&quot;Overall, all of sessions are quite great for me. I accomplished a lot of experience in YIGF 2020. I wish I could attend this event in next year and want to see you all again as a more days event. I believed this forum made a supportive one for everyone and next year will be more perfect based on the everyone’s suggestions. Thank you all.&quot;</td>
<td></td>
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<tr>
<td></td>
<td><strong>Basis / Concept</strong></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Level of interests of participants for new projects etc.</td>
<td>Level of engagement of participants in the whatsapp group</td>
<td># of active working groups</td>
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<td># of active working groups</td>
<td></td>
</tr>
<tr>
<td>- Originity</td>
<td># of community members engaged</td>
<td></td>
<td>- Level of engagement of participants in the whatsapp group</td>
<td></td>
<td></td>
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<tr>
<td>- creativity &amp; innovation</td>
<td># of active working groups</td>
<td></td>
<td>- Level of interests of participants for new projects etc.</td>
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<tr>
<td>- skill development</td>
<td></td>
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<td>- Level of engagement of participants in the whatsapp group</td>
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"Gained self-confidence for APYIGF and knowledge"