

Project:	NetMission.Asia					Framework Version:	2.0	Status:		Date:	2023.09
						Report Version:	0.1	Status:		Date:	2025.02.17
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 a prominent global and regional youth network within the Internet Governance community, renowned for its pioneering efforts in capacity building for newcomers and its leadership in advocacy.					Enhance Asian Identity among aspiring youth in Asia and by supporting and developing initiatives/projects together with the NetMission Ambassadors using .Asia domains.					
Theory of Change (ToC: SMART Model):											
Specific: What, Why and How.	What Community Need will this Project/Program solve?	Capacity building: Bridge the knowledge divide among the youth community in various facets of Internet governance. Foster engagement from the Asia Pacific community in key regional and global Internet governance platforms such as ICANN, IGF, APriGF, and more. Advocacy: Stand as a prominent and influential advocate, representing the voices and perspectives of the Asia Pacific community across a spectrum of Internet governance discussions.				How will this Project/Program Enhance the .Asia Domain?		The NetMission Academy and related projects enhance the visibility of the .Asia domain within the Asia Pacific community. Inspire and empower community members to start their initiatives and projects under the .Asia domain.			
Measurable: Goal Achieved or Not	How will we know if the Goal/Outcome is achieved?	<ul style="list-style-type: none">Numbers of received applications for NetMission AcademyDiversity in the numbers of countries/ economies represented in NetMission Academy and/or related events.Engagement on social media, including increase in numbers of followers, shares, likes, etc.Numbers of collaboration with other organizations (e.g. proposals collaboration, panel speakers, etc.)Exposure or publications on other outlets or external partiesNumbers of ambassadors in obtaining grants or fellowships in IG events.Numbers of proposals selected in regional or global IG eventsNumbers of grants or sponsorships obtainedNumbers of alumni taking up leadership/ influential roles in the Internet governance community.Numbers of long form written (tangible) output (e.g. research report, etc.)				How will we know that the .Asia Domain is enhanced?		<ul style="list-style-type: none">Numbers of capacity-building sessions focused on knowledge related to .Asia and the domain names industry.Numbers of projects created utilizing the .Asia domainNumbers of publications, such as training materials, research reports, and etc., developed featuring the .Asia domainNumbers of NetMission Ambassadors/ Alumni using the .Asia email to engage with external parties or projects			
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 of the idea of “Asia”, it helps reach out to members in the community or potential audience in the region with a stronger bonding.				Is the Goal/Outcome realistic?		The instillation and enhancement of an Asian identity 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?	3 years: 2023– 2026				Are timelines for Community & .Asia Registry Goals aligned?		N/A			
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					
	<ul style="list-style-type: none">Connecting Asian youth for IG helps enhance the bonds among the next generation in Asia.Lead the way for the younger generation to align themselves with .Asia as a champion for Asian youth.		<ul style="list-style-type: none">Promotes collaboration among Internet community with youth and directly contributing to the IG policy-making discourse.Directly promoting the Asia Pacific Internet Community to youth across Asia and to the larger global IG community			<ul style="list-style-type: none">Success of NetMission could increase the leverage on grants and help expand the program, in order to increase exposure in more economies by spreading our vision and mission.Contained cost based on online academy arrangementThe program reaches a group of potential younger registrants					
Vision & Mission: How is this Goal/Outcome relevant to DotAsia’s Vision & Mission?											
	How is this Goal/Outcome relevant to DotAsia’s Vision?	NetMission is actively involved in different regional and global events for IG policy and the SDGs (global recognition). It aims to connect youth in Asia for IG to create impact and value for Asia Pacific (regional significance).									
		Why/How is this Goal/Outcome important to DotAsia’s Mission?	NetMission will exemplify the mission of reinvesting surpluses in socio-technological advancement initiatives by training a new generation of contributors to the Asia Pacific Internet and IG community, and to establish .Asia as a sustainable brand.								
Outputs:											

Output:	#1	NetMission – Online training webinars						<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?			
	Audiences: 1. Tertiary students 2. Social activists 3. Youth 4. IG community Channels to reach out: 1. Social media 2. Fellows network (incl. Fellows.asia, Youth4IG) 3. Online opportunities sites (e.g. YouthOp.org, Opportunity desk, etc.)		<ul style="list-style-type: none">Increase knowledge and the importance of Internet governance, digital rights and the community.Raise their concerns on Asia-Pacific-related IG issuesEnhance their belongingness to the Asia identityDevelop a stronger APAC youth network				1. Financial resources (e.g. salary) 2. Staff (1-2 persons/ 30 hours per week) 3. Volunteers (3-5 persons/ 10 hours per week) 4. Hardware (webcam, speakers, microphone, laptop, camera, smartphones) 5. Software/ Program/ System (Zoom, google, WhatsApp, Windows, Canva.com, Lightroom) 6. Meeting room (1.5 hours per week) 7. Production of promotion materials (incl. graphics, pictures, captions, etc.) 8. Research on training webinars content 9. Strategic engagement through social media		The online academy establishes the reputation of NetMission as a recognized network for youth on Internet Governance. It helps gather a group of youth that is passionate about similar regional issues. With the training sessions, it empowers and enables their abilities to further impact people around them and bring changes to their community. Through the webinars, they are open to more opportunity to learn about the IG issues in their region, which helps them to build a stronger sense of belonging to the region and strengthen their Asian identity.			
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	
	1. Attendance and turnover rate 2. Participant survey 3. Level of engagement during the webinars 4. Numbers of reflection posts created by the ambassadors 5. Numbers of active members during the trainings 6. Numbers of active members after the trainings 7. Numbers of active alumni 8. Numbers of social media posts created by ambassadors 9. Subscriber of our newsletter		1. Level of collaboration with members in the community 2. Numbers of new projects/ initiatives after the Academy 3. Further engagement with other youth leaders in the Internet community.				Partnerships/ collaboration/ relationships established with community organizations and/or other youth advocates in the region.		NetMission Ambassadors publish posts on social media and support the promotion and engagement on events, activities, fellowships, panels and IG Workshop proposals that NetMission is involved in.		NetMission is itself a pioneer in youth engagement and participation for IG. The NetMission model continues to evolve and alumni help in producing innovative new ideas.	
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 (2023/10-20 24/09)	Fellowships received: 26 <small>(Across 8 fellowship programs e.g. APSIG,</small>	Hrs of training: 15	# of posts reposted (Instagram) 250 (Facebook)	# of invited guest speakers: 28	Acc. # of alumni engaged as volunteers: 86	# of invited guest speakers: 28	Turnover rate: 5% <small>(2 out of 40 withdrawn)</small>	# of Apps: 104 # Accepted 40	Sponsorships: USD 0 Fellowships received:		# of likes of the content published (Instagram) 3,194	Acc. # of alumni engaged as volunteers: 86

Output:	#1	NetMission – Online training webinars						<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	
	APIGA, APriGF, ICANN NextGen & fellowship) # of likes of the content published (Instagram) 3,194 (Facebook) 1,494 (Twitter) – (LinkedIn) 3,453 # of people reached (Instagram) 36,360 (Facebook) 30,191 (Twitter) – (LinkedIn) 36,303	# of posts published: (Instagram) 181 (Facebook) 183 (Twitter) – (LinkedIn) 210 # of posts reposted (Instagram) 250 (Facebook) 160 (Twitter) – (LinkedIn) 92 # of blog posts published: 98 # of reflection posts created by NMAs: 35 Avg. Attendance rate: 86.00% Turnover rate: 5% (2 out of 40 withdrawn)	160 (Twitter) – (LinkedIn) 92 # of likes of the content published (Instagram) 3,194 (Facebook) 1,494 (Twitter) – (LinkedIn) 3,453 # of people reached (Instagram) 36,360 (Facebook) 30,191 (Twitter) – (LinkedIn) 36,303 Hrs of training: 15	# of economies/ countries: 16	Hrs of training: 15 New Followers/ Subscribers/ page likes on social media: (Instagram) 182 (Facebook) 155 (LinkedIn) 676	# of economies/ countries: 16	Total # of graduates in 2023/2024 cohort: 38 Acc. # of alumni engaged as volunteers: 86 Avg. Attendance rate: 86.00%	# of economies/ countries: 16 Total # of alumni 252 * 2009-2018 (~80), 2019-2024 (172)	26 (Across 8 fellowship programs e.g. APSIG, APIGA, APriGF, ICANN NextGen & fellowship) Promotion expense: USD 0 Expense (conference): USD 19,376.5 2 (IGF 2023, APIGA 2024, DRAPAC24, yiGF 2024 & APriGF 2024)		(Facebook) 1,494 (Twitter) – (LinkedIn) 3,453 # of people reached (Instagram) 36,360 (Facebook) 30,191 (Twitter) – (LinkedIn) 36,303	# of economies/ countries: 16
Quality (2023/10-2024/09)	Level of engagement of NMAs (# of NMAs in WGs): – (Avg. # of NMAs in WGs): 10 Level of self-initiation of NMAs: 3 (Story of YOUTH in our monthly newsletter, NetMission Digest & the NetMission@APRALO study group) Level of communications (active WGs): 10 (Survey) Overall quality of training sessions (Avg. score): 4.36/5 (Survey) Overall quality of content of training sessions (Avg. score): 4.02/5	# of posts published: (Instagram) 181 (Facebook) 183 (Twitter) – (LinkedIn) 210 (Survey) Identify oneself as part of the APAC community 4.54/5 (Survey) Ambition in initiating a new chapter in own country/ city to encourage advocacy on IG (Avg. score): 4.38/5 (Survey) Intention to continue contribution to community (Avg. score): 4.65/5	Level of engagement of NMAs (# of NMAs in WGs): – (Avg. # of NMAs in WGs): 10	Gender ratio: 15:22:1 (Q1) (Male:Female:Non-Binary)	Fellowships received: 26 (Across 8 fellowship programs e.g. APSIG, APIGA, APriGF, ICANN NextGen & fellowship) Level of engagement of NMAs (# of NMAs in WGs): – (Avg. # of NMAs in WGs): 10 Level of self-initiation of NMAs: 3 (Story of YOUTH in our monthly newsletter, NetMission Digest & the NetMission@APRALO study group) (Survey) Encourages collaboration with community members 4.51/5 (Survey) Ambition in initiating a new chapter in own country/ city to encourage advocacy on IG (Avg. score): 4.38/5	Gender ratio: 15:22:1 (Q1) (Male:Female:Non-Binary) (Survey) Identify oneself as part of the APAC community 4.54/5	Level of engagement of NMAs (# of NMAs in WGs): – (Avg. # of NMAs in WGs): 10 Level of self-initiation of NMAs: 3 (Story of YOUTH in our monthly newsletter, NetMission Digest & the NetMission@APRALO study group) Level of communications (active WGs): 10 (Survey) Overall quality of training sessions (Avg. score): 4.36/5 (Survey) Overall quality of content of training sessions (Avg. score): 4.02/5 (Survey) Effectiveness of Communication (Avg. score): 4.35/5	# of Apps: 104 # Accepted 40			(Survey) Identify oneself as part of the APAC community 4.54/5	
Qualitative:												
Testimonies	“I learned so many things including how I can shere my thoughts academically with others... As a lecturer, I recommended the NetMission academy for my students as well as those who are in my community as well to join with you in 2024. NetMission is a great place to		“I would recommend NMA to the Policy student and aspiring Tech students as I believe this academy has a lot receive from and give to the world regarding e-governance policies.” “I would definitely recommend NetMission Academy to other aspiring youths in my community		“I want this network to grow and develop more and more in the future and shape the internet wisely as a team.” “Trainings like these don't just teach you about the technicalities of internet governance. It is about becoming involved and having a voice.”		“The academy provides a wealth of resources and training to equip young people with the knowledge and skills needed to participate in internet governance issues and have their voices heard.” “I really liked the organization of the process.”					

Output:	#1	NetMission – Online training webinars			<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
	<p><i>learn IG and a good forum to share the knowledge with in the international level.”</i></p> <p><i>“I have gained important skills in communication, leadership, and the use of technology tools like Google Chat, Word, and PowerPoint.”</i></p> <p><i>“My biggest learning from the training has been the proper use of technology tools to facilitate breakout rooms, take speaker notes, and write session summaries. Additionally, I have learned how to effectively communicate with international participants and take on a leadership role in discussions.”</i></p> <p><i>“I definitely recommend NetMission Academy to others in my community so they can take benefits from it and learn more about internet governance and create positive impact in the community.”</i></p> <p><i>“...this opportunity broaden our minds and horizons of thinking.”</i></p>	<p><i>to partake and share their opinions on how to make the internet not only a safer place for its users, but also an avenue to improve lives offline.”</i></p> <p><i>“...promoting awareness and engagement in these critical issues, youth can play a key role in shaping the future of the internet and creating a safer, more equitable online environment for all.”</i></p> <p><i>“Without the training of NetMission I wouldn’t have known that we need to give more attention to IG to prevent some unnecessary consequences.”</i></p>	<p><i>“I have found NetMission Academy’s training sessions to be extremely valuable for empowering youth and amplifying their voices in regional forums.”</i></p> <p><i>“I would very much recommend NetMission Academy to others in my community because it is very related to current issues and practical and interactive that can bring something really positive to the community.”</i></p> <p><i>“Netmission taught me how to bring change in yourself first and then how to change people perspectives about the bad use of the internet and divert their minds to the positive and safe use of the internet.”</i></p>			
Evaluation	<p>- Participants demonstrate strong commitment, reflected by an average attendance rate of 86% and a low turnover rate of just 5% (2 out of 40).</p> <p>- Training quality is rated positively, with an average score of 4.36/5 for overall session quality and 4.02/5 for content quality.</p> <p>- Graduates value the practical skills gained, particularly in communication, leadership, and the use of technology tools.</p> <p>- Reflection posts from NMAs (35 posts) show that participants broaden their understanding of IG and gain academic and practical insights to share within their communities.</p> <p>- Testimonials highlight the Academy’s ability to broaden perspectives, teach critical communication and leadership skills, and facilitate meaningful international collaboration.</p> <p>- Alumni often recommend NetMission Academy to others, encouraging broader community participation in internet governance and fostering a positive, long-term impact.</p>	<p>- LinkedIn and Instagram serve as key platforms for content creation and engagement, with high reposting and significant numbers of likes.</p> <p>- The Academy’s influence extends through participant-generated content on social media, amplifying its impact.</p> <p>- NetMission Academy reaches over 36,000 people on Instagram and LinkedIn, fostering discussions on Internet governance and driving engagement through high reposting rates.</p> <p>- With participants from 16 economies and 28 guest speakers, the Academy promotes multicultural participation and diverse perspectives.</p> <p>- Testimonials highlight the Academy’s role in raising awareness on internet governance, online safety, and fostering equitable digital spaces, empowering youth to shape the future.</p> <p>- The gender ratio (15 males, 22 females, 1 non-binary) reflects the Academy’s commitment to gender diversity and inclusion in internet governance.</p>	<p>- The Academy instills a strong sense of community, with participants identifying as part of the APAC community (4.54/5) and expressing ambitions to initiate IG advocacy chapters in their own countries or cities (4.38/5).</p> <p>- The Academy engages 86 alumni as volunteers, fostering continued participation in the Asia Pacific internet governance community.</p> <p>- Participants show a strong intention to continue contributing to the community, as evidenced by a 4.65/5 score in surveys regarding their ongoing involvement.</p> <p>- Survey results show strong encouragement for collaboration with community members (4.51/5) and an ambition to initiate new advocacy chapters in their countries (4.38/5).</p> <p>- NetMission Academy fosters high engagement among youth alumni within the IG community through fellowships, with 26 fellowships awarded across 8 diverse programs (e.g., APSIG, APIGA, APriGF, ICANN NextGen).</p> <p>- Testimonials emphasize the Academy’s role in empowering youth, amplifying their voices in regional forums, and promoting positive change in internet usage.</p>	<p>- The Academy maintains a low turnover rate of 5%, with only 2 out of 40 participants withdrawing, indicating strong retention and satisfaction.</p> <p>- 86 alumni actively volunteer, reflecting strong engagement and ongoing commitment to the Academy’s mission.</p> <p>- Participants show a high level of commitment to the Academy, with an average of 10 NetMission Ambassadors (NMAs) actively participating in working groups (WGs), showcasing continuous post-training involvement and contributions.</p> <p>- An average of 10 NMAs are active in working groups, ensuring sustained engagement and contributions from participants post-training.</p> <p>- NMAs actively contribute to newsletters and study groups, demonstrating their commitment to self-initiated community engagement.</p> <p>- Surveys reflect positive feedback, with a 4.36/5 score for overall training quality, 4.02/5 for content quality and 4.35/5 for communication effectiveness, demonstrating the program’s effectiveness in knowledge transfer and smooth collaboration and coordination.</p> <p>- Testimonials highlight the Academy’s well-organized processes and effective resource allocation, allowing young participants to gain essential skills in Internet governance.</p>	<p>- 26 fellowships across 8 programs provided substantial external support, reducing costs for participant development and engagement.</p> <p>- The Academy incurred no expenses for promotion, demonstrating effective cost management in marketing efforts.</p> <p>- Conference expenses totaled USD 19,376.52 for events like IGF 2023, APIGA 2024, DRAPAC24, yIGF 2024, and APriGF 2024, reflecting a significant investment in participant exposure and networking.</p> <p>- The Academy received USD 600 in sponsorships, reflecting limited external funding, though two alumni secured paid opportunities through blog posts commissioned by EngageMedia.</p> <p>- Alumni-produced content and active engagement in fellowships can be leveraged for future partnership and sponsorship opportunities, helping the Academy grow economically.</p>	<p>- NetMission introduces youth to the domain industry, helping more young people in Asia Pacific become familiar with .Asia, fostering stronger engagement with the region’s digital ecosystem.</p> <p>- NetMission helps introduce the technical level of knowledge about this industry to newcomers.</p> <p>- The high identification with the APAC community (4.54/5 in surveys) reinforces the Academy’s role in aligning the .Asia domain with the region’s identity, making it more relevant to youth stakeholders.</p>
Basis / Concept	<p>- Personal experience</p> <p>- Knowledge development</p> <p>- self-esteem</p> <p>- Creativity & innovation</p> <p>- Comm. Skills development with digital means</p> <p>- Leadership skills development</p>	<p>- Community engagement</p> <p>- Social network</p> <p>- Community participation</p> <p>- Positive influence</p> <p>- Volunteerism</p> <p>- Interaction with community</p> <p>- Gender diversity & equality</p>	<p>- Subsequent policy change</p> <p>- Other policy area adjustment</p> <p>- Public participation in community affairs</p> <p>- Demographic change</p> <p>- Public participation in community affairs</p> <p>- Inclusivity & diversity</p> <p>- Volunteerism</p> <p>- Interaction with community</p>	<p>- productivity & efficiency</p> <p>- capacity for outreach</p> <p>- Quality of deliverables</p> <p>- Capacity to meet expectation</p> <p>- Capacity for outreach</p> <p>- Capacity to improve outputs</p> <p>- Strength the alumni network & organizational structure</p> <p>- Stakeholder involvement</p> <p>- Capacity to expand the scale of the program</p> <p>- Develop brand awarness</p> <p>- Capacity to reach our audience</p>	<p>- Resources allocation</p> <p>- Community Resources allocation</p> <p>- Output value</p> <p>- Online presence</p>	

Output:	#2	NetMission Academy Training Materials and other publications online						☑Community Goal ☐.Asia Registry Goal ☐ 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?			
	Audiences: 1. Global IG community 2. Youth 3. Schools & academies of Internet Governance Channels to reach out: 1. Social media 2. Regional & global youth IG events		• Increase knowledge and the importance of Internet governance, digital rights in the community. • Provide useful material for other IG initiatives • Enhance stronger Asian identity through collaboration and partnership.				What are the activities & inputs required? 1. Financial resources (e.g. salary) 2. Staff (1-2 persons/ 8 hours per week) 3. Volunteers (2-3 persons/ 8 hours per week) Why are they needed? 1. Produce Internet-governance-related training materials 2. Establish network to deliver the content or the materials digitally in Asia 3. Contact schools, institutes, organizations or initiatives for collaboration 4. Deploy / conduct training 5. Obtain feedback from training			It helps establish stronger reputation and recognition in the region and the IG community. The development of training materials requires high volume of collaboration among alumni network, which enhance interaction between youth from different Asia-Pacific countries. It helps youth to develop better understanding on each others’ cultures, which would contribute to strengthen the solidarity in Asia.			
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		
	1. Number of sessions held and number of participants 2. Diversity of Countries/ economies of participants represented 3. WGs/ events/ activities held after the trainings 4. Number of views of materials		1. Adoption of the materials in different occasion, e.g. YIGF organized by other initiatives in different cities. 2. Partnership forged 3. Level of leverage on grants and sponsorships				Relationships established with partners in the Internet community and the region, including schools, institutes, organizations, indicatives, etc.		- The materials and publications themselves are a form of communications		- The NetMission training materials are considered innovative work, especially the use of role play in the explanation of the multistakeholder model in action.		
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 (2023/10-2024/09)	# of view of the materials: 680 <small>(Modules, summary, worksheet, PPT & recordings)</small> # of parties engaged for the preparation process: 2 <small>(NetMission OC & Advisory Board)</small> # of alumni engaged in editing: 13	# of blog posts published: 98 <small>(Session summaries, NMA case studies, regular blog post, NetMission Digest, Event summaries)</small> # of newsletter published: 34 # of new materials development initiated: 16 <small>(7 worksheets, 5 new case study + 2 infokit + 2 APPO reports)</small>	# of view of the materials: 680 <small>(Modules, summary, worksheet, PPT & recordings)</small> # of publications: 12 # of blog posts published: 98 <small>(Session summaries, NMA case studies, regular blog post, NetMission Digest, Event summaries)</small> # of newsletter published: 34	# of parties engaged for the preparation process: 2 <small>(NetMission OC & Advisory Board)</small> # of new materials development initiated: 16 <small>(7 worksheets, 5 new case study + 2 infokit + 2 APPO reports)</small>		# of parties engaged for the preparation process: 2 <small>(NetMission OC & Advisory Board)</small> # of new materials development initiated: 16 <small>(7 worksheets, 5 new case study + 2 infokit + 2 APPO reports)</small>		# of alumni engaged in editing: 13	Sponsorships: USD 0		Direct navigate on netmission.asia: 27,948 views Avg. Direct navigate on netmission.asia: 6,987/qtr		
Quality (2023/10-2024/09)							(Survey) Quality of training materials (avg. score): 4.28/5						
Qualitative:													
Testimonies	-		-		-		-		-		-		
Evaluation	- The Academy's materials play a crucial role in helping individuals understand internet governance issues and effectively participate in sessions. - The involvement of 13 alumni in the editing process and the publication of 98 blog posts and 34 newsletters showcases how the Academy empowers individuals to engage in content creation and share knowledge with a broader audience. - With 16 new materials developed, including worksheets, case studies, and infokits, the Academy continuously provides individuals with updated resources, enhancing learning experience and expanding understanding of internet governance of youth in APAC. - Participants are actively engaged in producing publications (12) and session summaries, helping them develop critical thinking and communication skills relevant to internet governance. - The Academy's multi-faceted approach to content creation, from blog posts to case studies and newsletters, supports individuals in deepening their comprehension and contribution to internet governance discussions.		- 680 views of training materials (modules, worksheets, etc.) reflect strong interactivity and engagement. - 98 blog posts and 34 newsletters broaden reach and provide diverse content for the IG community. - 12 publications and 16 new materials developed (worksheets, case studies, infokits) enhance learning and engagement diversity. - Collaboration between the NetMission OC and Advisory Board ensures quality and diversity in content. - Online publication of session summaries and case studies amplifies youth voices, making their contributions more visible and accessible to the wider community.		- NetMission's collaboration between the OC and Advisory Board ensures diverse perspectives in the preparation of training materials, enhancing community participation. - Development of 16 new materials (7 worksheets, 5 case studies, 2 infokits, 2 APPO reports) strengthens the representation of youth voices in the Internet governance community. - Publications and newly developed materials are shared with the broader APAC and IG communities, promoting greater inclusion and engagement. - These materials foster knowledge sharing, amplifying youth contributions in critical discussions about Internet governance and representation in the APAC region.		- NetMission's engagement of 13 alumni in editing training materials highlights strong internal support and involvement, improving performance. - Alumni contributions help enhance the quality of materials, reflected in a high average score of 4.28/5 in the training materials survey. - Increased alumni participation reduces reliance on external parties for operational tasks, boosting efficiency and productivity. - Improved training materials and internal processes position NetMission for future growth and potential larger-scale projects or collaborations.		- No direct sponsorship was received for our training materials or online publications, indicating a potential to be more active in seeking funding to support our publications.		- NetMission Academy's website, netmission.asia , received 27,948 direct navigations, showcasing strong visibility and interest in the .Asia domain. - An average of 6,987 direct navigations per quarter reflects consistent engagement and reinforces the domain's relevance and connection to the Asia Pacific region. - The high number of direct navigations indicates that netmission.asia serves as a key platform for accessing Internet governance resources, enhancing the impression of the .Asia domain as a central hub for regional discussions.		
Basis / Concept	- Information acquisition - Knowledge development - Comm skills development		- Social network - Social integration - Community participation - Volunteerism		- Social network - Social integration - Community participation - Volunteerism								

Output:	#2	NetMission Academy Training Materials and other publications online					<input checked="" type="checkbox"/> Community Goal <input type="checkbox"/> .Asia Registry Goal <input type="checkbox"/> Both	
Output Description & Plan:								
	Individual	Social	Community	Organizational	Economics	.Asia		
			- Social innovation					

Output:	#3	Workshop proposals, new projects or new initiatives & other participation				<input checked="" type="checkbox"/> Community Goal <input type="checkbox"/> .Asia Registry Goal <input 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?	
	Audiences: 1. NetMission Ambassadors 2. Youth IGF coordinators 3. Other organizers of IG community workshops etc. Channels to reach out: 1. Social media 2. Fellows network (incl. Fellows.asia) 3. Regional & global youth IG events 4. NetMission @ APRALO Study Group 5. Newsletter: NetMission monthly newsletter and NetMission Digest	• Produce work or research on IG related topics that can serve as materials for capacity building and a source of reference for advocacy. • Participate in the global IGF movement.		What are the activities & inputs required? 1. Financial resources (e.g. salary) 2. Staff (1-2 persons/ 4 hours per week) 3. Volunteers (5-6 persons/ 8 hours) 4. Incentives/ rewards (e.g. Compensation/ fellowship/ .Asia domain/ opportunity to attend IG events, etc.) Why are they needed? 1. Identify initiatives with similar interests to start working groups with us 2. Engage them to submit proposals to different regional or global IG events 3. Start working group with initiatives on a particular topic to create impact to the community regionally and globally.		Active engagement and appearances at events could help out reach to our potential audience and enhance our reputation in the region and the Internet 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	
	1. Engagement with other youth leaders in the Internet community 2. Numbers of organizations/ initiatives engaged 3. Numbers of initiatives	1. Social media metrics 2. Collaborations with the members in the community		Relationships established with other youth initiatives in difference regions.	Research outcomes produced for Output 1 and 3	Testimonials from partners and members involved.	

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 (2023/10-2024/09)	# of projects involved among APAC region: 10 (APIGA, Asia Pacific yIGF, MOYIGF, HKyIGF, APNG Camp, Myanmar yIGF, Philippines yIGF, Malaysia yIGF, SEA yIGF, India yIGF) # of projects involved outside APAC region: 10 (incl. USAID Protecting Children and Youth from Digital Harm Symposium Session (PCYDH), ISOC webinar - Online Safety, Meet with ISOC ambassadors, EngageMedia/ APPO - Blog post, HKyIGF 2024, EngageMedia/ DRAPAC24, CYRILLA Global Policy Advocacy Workshop, IGF 2024 DC Journalism Annual Report, UNESCO's Global Online CSO Repository) # of WS proposals submitted/ involved: 8	# of projects initiated: 6 (NetMission+, Asia Pacific yIGF, HKyIGF, APPO, NetMission Digiest, ICANN Study Group) # of new projects proposed: 3 (NetMission+, NetMission Digest, ICANN Study Group) # of newsletter published: 34 # of posts published (yIGF.Asia): (Instagram) 27 (Facebook) 27 (LinkedIn) 27 # of new projects proposed: 3 (NetMission+, NetMission Digest, ICANN Study Group) # of projects initiated: 6 (NetMission+, Asia Pacific yIGF, HKyIGF, APPO, NetMission Digiest, ICANN Study Group) Avg. open rate (newsletter): 56.71% Avg. click rate (newsletter): 3.57% # of posts reposted (yIGF.Asia) (Instagram) 28 (Facebook) 51 (LinkedIn)	# of projects involved among APAC region: 10 (APIGA, Asia Pacific yIGF, MOYIGF, HKyIGF, APNG Camp, Myanmar yIGF, Philippines yIGF, Malaysia yIGF, SEA yIGF, India yIGF) # of projects involved outside APAC region: 10 (incl. 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(among APAC-region) collaborated: 25 (organizations featured on our social media after collaborating in various occasions: e.g. DotAsia, APNIC, ICANN, IGF Secretariat, IGF, APRALO, Ghana Youth IGF, DigTech, UN Women, EPAC International, EngageMedia, Pranava Institute, GIZ Indonesia,USAID, OHCHR, UN	# of new projects proposed: 3 (NetMission+, NetMission Digest, ICANN Study Group) # of projects initiated: 6 (NetMission+, Asia Pacific yIGF, HKyIGF, APPO, NetMission Digiest, ICANN Study Group)	Sponsorships: USD 600 (Two alumni received Engagemedia's commission to write two blog posts through NetMission's APPO)		Accumulated newsletter subscribers: 489 Accumulated Followers/ Subscribers/ page likes on social media: (Instagram-NetMission) 607 (Facebook-NetMission) 1,900 (LinkedIn-NetMission) 1,331 (Instagram-yIGF.Asia) 254 (Facebook-yIGF.Asia) 2,687 (LinkedIn-yIGF.Asia) 295 # of new initiative(s) used .Asia domain: - # of WS proposals submitted/ involved: 8	# of projects involved among APAC region: 10 (APIGA, Asia Pacific yIGF, MOYIGF, HKyIGF, APNG Camp, Myanmar yIGF, Philippines yIGF, Malaysia yIGF, SEA yIGF, India yIGF) # of economies/ countries: 16 # of new projects proposed: 3 (NetMission+, NetMission Digest, ICANN Study Group) # of active working groups 10	

Output:	#3	Workshop proposals, new projects or new initiatives & other participation						<input checked="" type="checkbox"/> Community Goal <input type="checkbox"/> .Asia Registry Goal <input type="checkbox"/> Both				
Output Description & Plan:												
	Individual		Social		Community		Organizational		Economics		.Asia	
			20 # of likes of the content published (yIGF.Asia) (Instagram) 383 (Facebook) 63 (LinkedIn) 275 # of people reached (yIGF.Asia) (Instagram) 4,570 (Facebook) 9,424 (LinkedIn) 3,509		# of new projects proposed: 3 (NetMission+, NetMission Digest, ICANN Study Group) # of projects involved outside APAC region: 10 (incl. USAID Protecting Children and Youth from Digital Harm Symposium Session (PCYDH), ISOC webinar - Online Safety, Meet with ISOC ambassadors, EngageMedia/ APPO - Blog post, HKyIGF 2024, EngageMedia/ DRAPAC24, CYRILLA Global Policy Advocacy Workshop, IGF 2024 DC Journalism Annual Report, UNESCO's Global Online CSO Repository) Accumulated newsletter subscribers: 489	Secretary-General's AI Advisory Body, Youth IGF Macao, APNG Camp, APIGA 2024, UASG, NETmundial+10, WSIS+20, DRAPAC24, APriGF 2024, Google)						
Quality												
Qualitative:												
Testimonies												
Evaluation	<p>- The submission of 8 workshop proposals (5 accepted) shows NetMission's proactive role in shaping Internet governance topics and advocating for youth voices in these critical forums.</p> <p>- The collaborative nature of WS proposals and involvement of NetMission Ambassadors as moderators, speakers, and rapporteurs reflect how the Academy helps youth take on more significant roles in international forums.</p> <p>- NetMission initiated 6 key projects, such as NetMission+ and Asia Pacific yIGF, empowering youth in leadership roles and facilitating new platforms for discussion and conversation.</p> <p>- 34 newsletters and 27 posts across social media platforms on yIGF.Asia demonstrate NetMission's consistent outreach, helping to keep stakeholders informed and engaged.</p>		<p>- NetMission's involvement in 10 regional and 10 international projects highlights its extensive engagement in global and APAC Internet governance discussions, broadening the influence of youth participation, and showcases its commitment to fostering diversity and collaboration across regions.</p> <p>- The initiation of 6 new projects, including NetMission+ and Asia Pacific yIGF, promotes interactive platforms where youth can engage in meaningful discussions, further enhancing diversity in these conversations.</p> <p>- The newsletter's 56.71% open rate and the 3.57% click rate reflect active interactivity, indicating that the content resonates with and engages the community.</p> <p>- 16 economies represented within the projects ensure the diversity of voices from across the Asia Pacific region, amplifying the inclusion of various local perspectives.</p>		<p>- The acceptance of 5 workshop proposals (out of 8 submitted proposals) highlights the Academy's success in introducing diverse viewpoints into official forums, offering more inclusive and representative discourse.</p> <p>- NetMission's growing social media presence effect strong engagement with the wider community, further boosting NetMission's role in representing a diverse range of youth and communities in Internet governance discussions.</p> <p>- Collaborations with 25 organizations across APAC and beyond, including prominent entities like ICANN, UN Women, and USAID, demonstrate NetMission's ability to bring together a broad coalition of stakeholders, enhancing community involvement.</p> <p>- Engagement in 8 fellowship programs, such as APIGA and APriGF, offers opportunities for youth to actively participate in global governance initiatives, increasing both representation and learning.</p> <p>- The initiation of 3 new projects, including NetMission+ and ICANN Study Group, and 17 alumni involvement in influential/ leadership roles highlight ongoing efforts to expand youth participation and leadership in internet governance.</p>		<p>- The coordination by the DotAsia team allows NetMision Ambassadors to successfully coordinate on collaboration with other initiatives.</p> <p>- Through our working group system, we strengthen participants' skills, enhancing their contributions to IG discussions and potentially benefiting their career paths in the digital governance field.</p>		<p>- The commission of two alumni by EngageMedia, generating USD 600, shows the potential of leveraging alumni expertise to secure small-scale sponsorships and partnerships based on their work in NetMission's APPO.</p> <p>- Alumni involvement in producing content such as blog posts demonstrates the ability to create value-driven outputs that can be used for further sponsorships or financial support.</p> <p>- By fostering opportunities for alumni to contribute through paid initiatives, NetMission enhances the value of its training materials and the overall reputation of the organization, making it more attractive to future partners and sponsors.</p>		<p>- The involvement in 10 APAC region projects and submission of 8 workshop proposals boosts awareness of the .Asia domain within Internet governance discussions, reinforcing its presence and reputation in the Internet governance community.</p> <p>- With engagement across 16 economies and countries, NetMission's projects help enhance the impression of the .Asia domain, linking it to diverse regional initiatives and internet governance discussions.</p> <p>- Although no new (independent) initiatives have used the .Asia domain, the submission of 3 new projects (NetMission+, NetMission Digest, ICANN Study Group) offers future potential for incorporating .Asia in innovative online projects, strengthening its regional identity.</p>	
Basis / Concept	<p>- Proactive engagement</p> <p>- Youth empowerment</p> <p>- Leadership & initiative</p> <p>- Consistent communications</p> <p>- Impactful outreach & collaboration</p>		<p>- Global & regional engagement</p> <p>- Diversity & inclusion</p> <p>- Leadership & initiative</p> <p>- Interactivity & engagement</p> <p>- Collaboration</p>		<p>- Success in inclusivity and representation</p> <p>- Community engagement through digital means</p> <p>- Broad coalition building</p> <p>- Leadership & initiative</p> <p>- Alumni's global participation and engagement</p>		<p>- Effectiveness of coordination and collaboration</p> <p>- Skill development and empowerment</p>		<p>- Leverage alumni expertise for partnership</p> <p>- Scalability and economic viability of projects</p>		<p>- Organization's presence and reputation</p> <p>- Regional identity</p>	