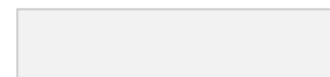


Framework Overview

Project:	NetMission.Asia		Framework Version:	2.0	Status:		Date:	2023.09
			Report Version:	1.0	Status:		Date:	2026.02.08
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, APPrIGF, 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 Academy Diversity 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 parties Numbers of ambassadors in obtaining grants or fellowships in IG events. Numbers of proposals selected in regional or global IG events Numbers of grants or sponsorships obtained Numbers 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 domain Numbers of publications, such as training materials, research reports, and etc., developed featuring the .Asia domain Numbers 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 arrangement The 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

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 issues Enhance their belongingness to the Asia identity Develop 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?											
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.	

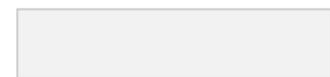
Quantitative – Quantity (part 1 / 3)

Output:	#1	NetMission – Online training webinars				<input type="checkbox"/> Community Goal <input type="checkbox"/> .Asia Registry Goal <input checked="" type="checkbox"/> Both					
Social Impact Assessment (SIA) Report – Quantitative – Quantity											
Individual		Social		Community		Organizational		Economics		.Asia	
Gain	Output	Interactivity	Diversity	Participation	Representation	Performance	Scale	Cost	Production	Impression	Asianess
Quantitative – Quantity											

Program Administration - Registration & Recruitment				
Metric	2024 Value	2025 Value	Change (%)	Dimensions
# of Applications	104	136	30.8%	Organizational-scale
# Accepted	40	50	25.0%	Organizational-scale
# of economies/countries	16	13	-18.8%	Social-Diversity Community-Representation Organizational-scale .Asia-Asianess

Program Administration - Training Operations				
Metric	2024 Value	2025 Value	Change (%)	Dimensions
Hours of training	15	15	0.0%	Individual-Output Social-Interactivity Community-Participation
Avg. Attendance rate (%)	86	81.45	-5.3%	Individual-Output Organizational-performance
Turnover rate (withdrawal) (%)	5	28	460.0%	Individual-Output Organizational-performance
Total # of graduates	38	36	-5.3%	Organizational-performance

Program Administration - Alumni Management				
Metric	2024 Value	2025 Value	Change (%)	Dimensions
Total # of alumni	252	288	14.3%	Organizational-scale
Acc. # of alumni engaged as volunteers	86	130	51.2%	Community-Participation Organizational-performance .Asia-Asianess



Quantitative – Quantity (part 2 / 3)

Output:	#1	NetMission – Online training webinars	<input type="checkbox"/> Community Goal <input type="checkbox"/> .Asia Registry Goal <input checked="" type="checkbox"/> Both									
Social Impact Assessment (SIA) Report – Quantitative - Quantity (Continued)												
	Individual		Social		Community		Organizational		Economics		.Asia	
	Gain	Output	Interactivity	Diversity	Participation	Representation	Performance	Scale	Cost	Production	Impression	Asianess
Quantitative – Quantity												

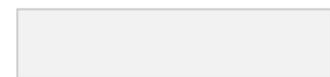
Digital Platforms - Content Repository				
Metric	2024 Value	2025 Value	Change (%)	Dimensions
# of blog posts published	98	54	-44.9%	Individual-Output
# of reflection posts created by NMAs	35	10	-71.4%	Individual-Output

Activities & Deliverables - Internal Workshops				
Metric	2024 Value	2025 Value	Change (%)	Dimensions
# of invited guest speakers	28	23	-17.9%	Social-Diversity Community-Representation

External Relations - Fellowships & Leadership				
Metric	2024 Value	2025 Value	Change (%)	Dimensions
Fellowships received	26	22	-15.4%	Individual-Gain Community-Participation Economics-Cost

Financial Data - Income & Sponsorships				
Metric	2024 Value	2025 Value	Change (%)	Dimensions
Sponsorships (USD)	0	17622.56	>>100%	Economics-Cost

Financial Data - Expenses				
Metric	2024 Value	2025 Value	Change (%)	Dimensions
Promotion expenses (USD)	0	126	>>100%	Economics-Cost
Expense (conference) (USD)	19376.52	17046.6	-12.0%	Economics-Cost



Quantitative – Quantity (part 3 / 3)

Output:	#1	NetMission – Online training webinars	<input type="checkbox"/> Community Goal <input type="checkbox"/> .Asia Registry Goal <input checked="" type="checkbox"/> Both								
Social Impact Assessment (SIA) Report – Quantitative - Quantity (Continued)											
Individual		Social		Community		Organizational		Economics		.Asia	
Gain	Output	Interactivity	Diversity	Participation	Representation	Performance	Scale	Cost	Production	Impression	Asianess
Quantitative – Quantity											

Digital Platforms - # of posts published				
Metric	2024 Value	2025 Value	Change (%)	Dimensions
Instagram	181	223	23.2%	Individual-Output
Facebook	183	226	23.5%	Individual-Output
LinkedIn	210	215	2.4%	Individual-Output

Note: LinkedIn data were not downloaded in time, and thus the 2025 value only covers the period from 2024-10-31 to 2025-09-30.

Digital Platforms - # of posts reposted				
Metric	2024 Value	2025 Value	Change (%)	Dimensions
Instagram	250	285	14.0%	Individual-Output Social-Interactivity
Facebook	160	153	-4.4%	Individual-Output Social-Interactivity
LinkedIn	92	304	230.4%	Individual-Output Social-Interactivity

Note: LinkedIn data were not downloaded in time, and thus the 2025 value only covers the period from 2024-10-31 to 2025-09-30.

Digital Platforms - # of likes of the content published				
Metric	2024 Value	2025 Value	Change (%)	Dimensions
Instagram	3194	3557	11.4%	Individual-Gain Social-Interactivity .Asia-Impression
Facebook	1494	1720	15.1%	Individual-Gain Social-Interactivity .Asia-Impression
LinkedIn	3453	4119	19.3%	Individual-Gain Social-Interactivity .Asia-Impression

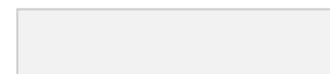
Note: LinkedIn data were not downloaded in time, and thus the 2025 value only covers the period from 2024-10-31 to 2025-09-30.

Digital Platforms - # of people reached				
Metric	2024 Value	2025 Value	Change (%)	Dimensions
Instagram	36360	50260	38.2%	Individual-Gain Social-Interactivity .Asia-Impression
Facebook	30191	33978	12.5%	Individual-Gain Social-Interactivity .Asia-Impression
LinkedIn	36303	55588	53.1%	Individual-Gain Social-Interactivity .Asia-Impression

Note: LinkedIn data were not downloaded in time, and thus the 2025 value only covers the period from 2024-10-31 to 2025-09-30.

Digital Platforms - New Followers/ Subscribers/ page likes on social media				
Metric	2024 Value	2025 Value	Change (%)	Dimensions
Instagram	182	56	-69.2%	Community-Participation
Facebook	155	-111	-171.6%	Community-Participation
LinkedIn	676	687	1.6%	Community-Participation

Note: LinkedIn data were not downloaded in time, and thus the 2025 value only covers the period from 2024-10-31 to 2025-09-30.



Quantitative – Quality (part 1 / 2)

Output:	#1	NetMission – Online training webinars	<input type="checkbox"/> Community Goal <input type="checkbox"/> .Asia Registry Goal <input checked="" type="checkbox"/> Both									
Social Impact Assessment (SIA) Report – Quantitative - Quality												
	Individual		Social		Community		Organizational		Economics		.Asia	
	Gain	Output	Interactivity	Diversity	Participation	Representation	Performance	Scale	Cost	Production	Impression	Asianess
Quantitative – Quality												

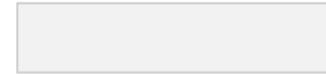
Program Administration - Registration & Recruitment				
Metric	2024 Value	2025 Value	Change (%)	Dimensions
# of Applications	104	136	30.8%	Organizational-scale
# Accepted	40	50	25.0%	Organizational-scale
Gender ratio (Male)	15	24	60.0%	Social-Diversity Community-Representation
Gender ratio (Female)	22	24	9.1%	Social-Diversity Community-Representation
Gender ratio (Non-binary)	1	1	0.0%	Social-Diversity Community-Representation
Gender ratio (Prefer not to say)	n/a	1	n/a	Social-Diversity Community-Representation

Program Administration - Alumni Management				
Metric	2024 Value	2025 Value	Change (%)	Dimensions
Level of engagement of NMAs Avg. # of NMAs in Working Groups	10	16	60.0%	Individual-Gain Social-Interactivity Community-Participation Organizational-performance
Level of self-initiation of NMAs	3	2	-33.3%	Individual-Gain Community-Participation Organizational-performance
Level of communications (active WGs)	10	8	-20.0%	Individual-Gain Organizational-performance

External Relations - Fellowships & Leadership				
Metric	2024 Value	2025 Value	Change (%)	Dimensions
Fellowships received	26	22	-15.4%	Individual-Gain Community-Participation Economics-Cost

Participant Feedback - Quality & Satisfaction				
Metric	2024 Value	2025 Value	Change (%)	Dimensions
Overall quality of training sessions (avg. score; 5-point scale)	4.36	4.49	3.0%	Individual-Gain Organizational-performance
Overall quality of content of training sessions (avg. score; 5-point scale)	4.02	4.21	4.7%	Individual-Gain Organizational-performance

Participant Feedback - Impact Perception				
Metric	2024 Value	2025 Value	Change (%)	Dimensions
Identify oneself as part of APAC community (avg. score; 5-point scale)	4.54	4.81	5.9%	Individual-Output Community-Representation .Asia-Asianess
Ambition in initiating a new chapter in own country/ city to encourage advocacy on IG (avg. score; 5-point scale)	4.38	4.62	5.5%	Individual-Output Community-Participation
Intention to continue contribution to community (avg. score; 5-point scale)	4.65	4.89	5.2%	Individual-Output
Encourages collaboration with community members (avg. score; 5-point scale)	4.51	4.78	6.0%	Community-Participation
Effectiveness of Communication (avg. score; 5-point scale)	4.35	4.63	6.4%	Organizational-performance



Quantitative – Quality (part 2 / 2)

Output:	#1	NetMission – Online training webinars						<input type="checkbox"/> Community Goal <input type="checkbox"/> .Asia Registry Goal <input checked="" type="checkbox"/> Both			
Social Impact Assessment (SIA) Report – Quantitative - Quality											
Individual		Social		Community		Organizational		Economics		.Asia	
Gain	Output	Interactivity	Diversity	Participation	Representation	Performance	Scale	Cost	Production	Impression	Asianess
Quantitative – Quality											

Digital Platforms - # of posts published				
Metric	2024 Value	2025 Value	Change (%)	Dimensions
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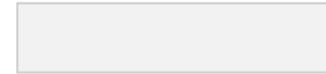
Note: LinkedIn data were not downloaded in time, and thus the 2025 value only covers the period from 2024-10-31 to 2025-09-30.

Qualitative

Output:	#1	NetMission – Online training webinars						<input type="checkbox"/> Community Goal <input type="checkbox"/> .Asia Registry Goal <input checked="" type="checkbox"/> Both				
Social Impact Assessment (SIA) Report – Qualitative												
Individual		Social		Community		Organizational		Economics		.Asia		
Gain	Output	Interactivity	Diversity	Participation	Representation	Performance	Scale	Cost	Production	Impression	Asianess	
Qualitative:												
Testimonies	<p>"One of my biggest takeaways from the NetMission Academy has been understanding how Internet governance is deeply interconnected with digital rights, cybersecurity, and emerging technologies. Before joining, I had a surface-level understanding, but through the sessions, I realized how policies, accessibility, and online safety shape the Internet we use daily."</p> <p>"The biggest learning for me from NetMission Academy would be understanding multistakeholderism, where governments, businesses, and civil society collaborate to shape an open, inclusive, and secure Internet."</p>		<p>"I'd highly recommend NetMission Academy for its engaging discussions, supportive community, and invaluable insights into digital policy."</p> <p>"I am satisfied I invested my time here and will recommend it to other young people because it broadens horizons and helps make the Internet a better, safer place."</p>		<p>"I would highly recommend NetMission Academy to others in my community. It provides a unique space for youth to engage in global digital policy discussions, develop critical thinking on governance issues, and collaborate with like-minded individuals across the Asia-Pacific."</p> <p>"The sessions were incredibly well-structured, with materials shared in advance and seamless access, making the learning experience smooth and effective. Of course, the speakers added incredible depth with their insights, and the amazing people I met made it even better. We tackled tasks together, learned from each other, and grew as a community."</p>		<p>"I highly recommend NetMission Academy to others because it provides a valuable platform to understand digital rights, cybersecurity, and emerging technologies while fostering collaboration and empowering young leaders to drive positive change."</p>					
Evaluation	<ul style="list-style-type: none"> Applications increased to 136 (up 31% from 104), but the turnover rate rose to 28% from 5% in the previous year (460% increase), creating a paradox where more participants enrolled but fewer completed the program. This affected graduation numbers: 36 graduates (down 5.3% from 38) from 50 accepted participants (up 25%). Average attendance declined to 81.45% from 86%, indicating engagement challenges throughout the training period, not just at withdrawal points. However, training quality ratings improved: overall training session quality increased to 4.49/5 (from 4.36/5) and content quality rose to 4.21/5 (from 4.02/5). This divergence—declining retention alongside improving quality scores—suggests the issue lies in program fit, participant expectations, or external circumstances rather than training quality itself. Graduates continue to value practical skills gained in communication, leadership, and technology tools. Reflection posts decreased to 10 (down 71.4% from 35), indicating reduced individual reflection output despite quality rating improvements. The 22 fellowships received (down 15.4% from 26) across 11 fellowship programs show continued individual achievement at lower volume than 2023-2024. 		<ul style="list-style-type: none"> LinkedIn emerged as the dominant platform for NetMission engagement, with reach increasing 53% to 55,588 people and posts reposted growing 55% to 143—outperforming both Instagram (reach up 38%, reposting down 55%) and Facebook (reach up 12.5%, reposting down 54%). This pattern indicates LinkedIn functions as the primary channel for professional Internet governance discourse, while Instagram and Facebook show diverging engagement patterns: expanded reach but reduced sharing behavior. The 143 LinkedIn posts reposted compared to 112 on Instagram and 74 on Facebook further confirms platform preference alignment with professional content. Total reach across platforms was 139,826 people. The Academy attracted participants from 13 economies (down 19% from 16), indicating contracted geographic diversity. The gender ratio shifted toward balance with 24 males and 24 females (from 15:22), plus 1 non-binary and 1 prefer-not-to-say participant, reflecting improved gender representation. Guest speakers decreased to 23 (down 18% from 28). The 16 average NetMission Ambassadors (NMAs) active in working groups (up 60% from 10) represents increased working group 		<ul style="list-style-type: none"> The reported figure of 130 alumni volunteers (up 51% from 86) represents the number of people in organizational chat groups and does not necessarily translate to actual engagement, particularly when examined alongside contradictory activity metrics. Active working groups decreased to 8 (down 20% from 10), self-initiated projects dropped to 2 (down 33% from 3), blog posts declined to 54 (down 45%), reflection posts fell to 10 (down 71%), and newsletter production decreased to 26 (down 24%). This pattern indicates that while more alumni remain connected through communication channels, actual documented participation and output have declined across multiple categories. Participants who completed the program reported heightened APAC community identity (4.81/5, up from 4.54/5) and ambition to initiate local Internet governance chapters (4.62/5 from 4.38/5). The intention to continue community contribution scored 4.89/5 (up from 4.65/5), and encouragement for community collaboration reached 4.78/5 (up from 4.51/5). This creates a notable gap: participants express stronger community sentiment and intentions, yet observable community activities and outputs have decreased. The pattern suggests either a lag between intention and action, external barriers to participation, or a disconnect between self-reported commitment and actual follow-through. Social media follower growth reflects similar challenges: LinkedIn gained 687 new 		<ul style="list-style-type: none"> The 28% turnover rate represents a 460% increase from the previous year's 5% rate, requiring investigation into program structure, participant selection, or external factors. Organizational communication effectiveness improved to 4.63/5 (up 6.4% from 4.35/5), and working group participants increased 60% to 16 NMAs. The cumulative alumni network grew to 288 (up 14.3% from 252). Content production decreased: blog posts dropped 45% to 54 and newsletters declined 24% to 26, suggesting either resource reallocation away from content creation or capacity constraints limiting output. The Academy maintained training hours at 15 and sustained materials development at 16 new materials, indicating stable core program operations despite reduced content production. 		<ul style="list-style-type: none"> Sponsorships increased to USD 17,622.56 from \$0, marking a shift from zero external funding to partial program support. Alumni commission revenue dropped to \$0 from USD 600, eliminating that income stream. Total reach was 139,826 people. Promotion expense was USD 126 (up from \$0), representing minimal investment in visibility. Blog output decreased to 54 posts (down 45%) despite sustained materials development at 16 items, suggesting resource allocation prioritized materials development over blog publication. The financial pattern indicates improved external support partially offsetting program costs, though the loss of commission revenue and reduced content output may reflect capacity rather than strategic trade-offs. 		<ul style="list-style-type: none"> Participants' self-identification as part of the APAC community reached 4.81/5 (up 5.9% from 4.54/5). Geographic reach contracted with 13 economies represented (down 19% from 16). The cumulative 130 alumni listed in organizational chat groups (up 51%) and expanded reach to 139,826 people across social platforms represent NetMission's connections in the region. Website direct navigation increased 5.1% to 29,383 visits (averaging 7,345.75 per quarter). LinkedIn gained 687 new followers and reach increased 53%, positioning this platform as the primary channel with professional Internet governance discourse, while Instagram and Facebook show weaker growth patterns (56 and -111 new followers respectively). The reduced geographic diversity (13 economies from 16) and lower fellowship count (22, down 15%) present limitations, while participant identification scores among program completers increased. This creates a tension between quality of 	

DotAsia Community Project Social Impact Assessment (SIA) Report

		participation. However, the number does not necessarily reflect engagement, and only reflects the number of people who opted in.	followers (up 1.6%), Instagram gained 56 new followers (down 69%), and Facebook lost 111 followers (down 172%).			connection (stronger identity among participants) and scale of representation (fewer economies, reduced fellowships).
Basis / Concept	<ul style="list-style-type: none"> - Personal experience - Knowledge development - self-esteem - Creativity & innovation - Comm. Skills development with digital means - Leadership skills development 	<ul style="list-style-type: none"> - Community engagement - Social network - Community participation - Positive influence - Volunteerism - Interaction with community - Gender diversity & equality 	<ul style="list-style-type: none"> - Subsequent policy change - Other policy area adjustment - Public participation in community affairs - Demographic change - Public participation in community affairs - Inclusivity & diversity - Volunteerism - Interaction with community 	<ul style="list-style-type: none"> - productivity & efficiency - capacity for outreach - Quality of deliverables - Capacity to meet expectation - Capacity for outreach - Capacity to improve outputs - Strength the alumni network & organizational structure - Stakeholder involvement - Capacity to expand the scale of the program - Develop brand awareness - Capacity to reach our audience 	<ul style="list-style-type: none"> - Resources allocation - Community Resources allocation - Output value - Online presence 	



Output #2 NetMission Academy Training Materials and other publications online

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
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		<ul style="list-style-type: none"> 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.

Quantitative – Quantity

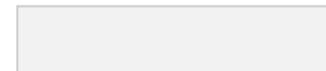
Output:	#2	NetMission Academy Training Materials and other publications online	<input checked="" type="checkbox"/> Community Goal <input type="checkbox"/> .Asia Registry Goal <input type="checkbox"/> Both								
Social Impact Assessment (SIA) Report – Quantitative – Quantity											
Individual		Social		Community		Organizational	Economics	.Asia			
Gain	Output	Interactivity	Diversity	Participation	Representation	Performance	Scale	Cost	Production	Impression	Asianess
Quantitative – Quantity											

Digital Platforms - Content Repository				
Metric	2024 Value	2025 Value	Change (%)	Dimensions
# of blog posts published	98	54	-44.9%	Individual-Output Social-Interactivity
# of newsletter published	34	26	-23.5%	Individual-Output Social-Interactivity
# of alumni engaged in editing	13	14	7.7%	Individual-Gain Organizational-scale
# of view of materials	680	156	-77.1%	Individual-Gain Social-Interactivity
# of new materials development initiated	16	16	0.0%	Individual-Output Social-Diversity Community-Representation

Digital Platforms - Website Analytics				
Metric	2024 Value	2025 Value	Change (%)	Dimensions
Direct navigate on netmission.asia	27948	29383	5.1%	.Asia-Impression
Avg. Direct navigate per quarter	6987	7345.75	5.1%	.Asia-Impression

Activities & Deliverables - Internal Workshops				
Metric	2024 Value	2025 Value	Change (%)	Dimensions
# of parties engaged for the preparation process	2	2	0.0%	Individual-Gain Social-Diversity Community-Representation

Financial Data - Income & Sponsorships				
Metric	2024 Value	2025 Value	Change (%)	Dimensions
Sponsorships (USD)	0	17622.56		Economics-Cost



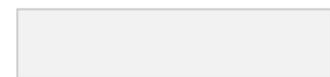
Quantitative – Quality

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									
Social Impact Assessment (SIA) Report – Quantitative – Quality												
Individual		Social		Community		Organizational		Economics		.Asia		
Gain	Output	Interactivity	Diversity	Participation	Representation	Performance	Scale	Cost	Production	Impression	Asianess	
Quantitative – Quality												

Participant Feedback - Quality & Satisfaction				
Metric	2024 Value	2025 Value	Change (%)	Dimensions
Quality of training materials (avg. score; 5-point scale)	4.28	4.64	0.084	Organizational-performance

Qualitative

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			
Social Impact Assessment (SIA) Report - Qualitative						
Qualitative:						
Testimonies	-	-	-	-	-	
Evaluation	<ul style="list-style-type: none"> Content production decreased: blog posts declined 45% to 54 (from 98) and newsletters dropped 24% to 26 (from 34). Material views fell 77% to 156 (from 680). However, the count does not capture the full picture as the dissemination of the materials shifted away from shortened links. The 14 alumni engaged in editing (up 7.7% from 13) indicates continued individual contribution to content development. The Academy maintained materials development at 16 new materials and continued collaboration with 2 parties (NetMission OC and Advisory Board) for preparation, showing sustained development capacity despite reduced publication volume. 	<ul style="list-style-type: none"> Blog output decreased to 54 (down 45%) and newsletter volume decreased to 26 (down 24%). The newsletter maintained a 50.35% average open rate (down 11% from 56.71%) and improved click rate of 4.7% (up 32% from 3.57%), revealing a shift in engagement quality: fewer newsletters generated lower opens but higher click-through, indicating recipients who opened newsletters engaged more deeply with content. This pattern suggests that reduced frequency may have increased content selectivity or recipient attention. Alumni involvement in editing reached 14 editors. Materials development produced 16 items spanning worksheets, case studies, and infokits. 	<ul style="list-style-type: none"> Collaboration between NetMission OC and Advisory Board (2 parties) for materials preparation continued. Publications continue serving the APAC and IG communities through available content, though reduced output and views indicate decreased reach or changed distribution patterns. 	<ul style="list-style-type: none"> Training materials quality rating improved 8.4% to 4.64/5. 	<ul style="list-style-type: none"> Sponsorships increased to USD 17,622.56 (from \$0), supporting publication activities. 	<ul style="list-style-type: none"> NetMission's website (netmission.asia) received 29,383 direct navigations (up 5.1%), averaging 7,345.75 visits per quarter. Content volume decreased to 54 blog posts and 26 newsletters. Website traffic grew 5.1% despite reduced publication frequency.
Basis / Concept	<ul style="list-style-type: none"> - Information acquisition - Knowledge development - Comm skills development 	<ul style="list-style-type: none"> - Social network - Social integration - Community participation - Volunteerism 	<ul style="list-style-type: none"> - Social network - Social integration - Community participation - Volunteerism - Social innovation 			



Output #3 Workshop proposals, new projects or new initiatives & other participation

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		<ul style="list-style-type: none"> 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.	

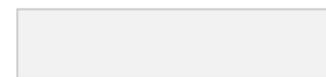
Quantitative – Quantity (part 1 / 2)

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					
Social Impact Assessment (SIA) Report – Quantitative – Quantity											
Individual		Social		Community		Organizational		Economics		.Asia	
Gain	Output	Interactivity	Diversity	Participation	Representation	Performance	Scale	Cost	Production	Impression	Asianess
Quantitative – Quantity											

Program Administration - Registration & Recruitment				
Metric	2024 Value	2025 Value	Change (%)	Dimensions
# of economies/countries	16	13	-18.8%	Social-Diversity Community-Representation Organizational-scale .Asia-Asianess

Digital Platforms - Website Analytics				
Metric	2024 Value	2025 Value	Change (%)	Dimensions
Accumulated newsletter subscribers	489	909	85.9%	Social-Diversity Community-Participation .Asia-Impression
Avg. open rate (newsletter) (%)	56.71	50.35	-11.2%	Social-Interactivity
Avg. click rate (newsletter) (%)	3.57	4.7	31.7%	Social-Interactivity

Activities & Deliverables - Projects & Initiatives				
Metric	2024 Value	2025 Value	Change (%)	Dimensions
# of new projects proposed	3	2	-33.3%	Individual-Output Social-Interactivity Community-Participation Organizational-performance .Asia-Asianess
# of projects initiated	6	8	33.3%	Individual-Output Social-Interactivity Organizational-performance
# of projects involved (APAC region)	10	6	-40.0%	Individual-Gain Social-Interactivity Community-Participation .Asia-Asianess
# of projects involved (International)	10	4	-60.0%	Individual-Gain Social-Interactivity Community-Participation
# of active working groups	10	8	-20.0%	.Asia-Asianess



Quantitative – Quantity (part 2 / 2)

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
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Social Impact Assessment (SIA) Report – Quantitative – Quantity											
Individual		Social		Community		Organizational		Economics		.Asia	
Gain	Output	Interactivity	Diversity	Participation	Representation	Performance	Scale	Cost	Production	Impression	Asianess
Quantitative – Quantity											

Activities & Deliverables - External Workshops				
Metric	2024 Value	2025 Value	Change (%)	Dimensions
# of workshop proposals submitted/involved	8	6	-25.0%	Individual-Gain .Asia-Impression
# of workshop proposals accepted	5	2	-60.0%	Social-Diversity Community-Representation

External Relations - Partnerships & Networks				
Metric	2024 Value	2025 Value	Change (%)	Dimensions
# of initiatives/ org. collaborated:	25	7	-72.0%	Community-Representation

External Relations - Fellowships & Leadership				
Metric	2024 Value	2025 Value	Change (%)	Dimensions
# of fellowship programs involved	8	11	37.5%	Community-Representation
# of alumni involved in leadership/ influential roles in global or regional initiatives	17	10	-41.2%	Community-Representation

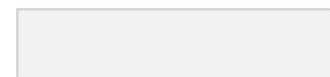
Financial Data - Income & Sponsorships				
Metric	2024 Value	2025 Value	Change (%)	Dimensions
Alumni commission revenue (USD)	600	0	-100.0%	Economics-Cost

Quantitative – Quality

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
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Social Impact Assessment (SIA) Report – Quantitative – Quality											
Individual		Social		Community		Organizational		Economics		.Asia	
Gain	Output	Interactivity	Diversity	Participation	Representation	Performance	Scale	Cost	Production	Impression	Asianess
Quantitative – Quality											

Metric	2024 Value	2025 Value	Change (%)	Dimensions
n/a	n/a	n/a	n/a	n/a



Qualitative

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					
Social Impact Assessment (SIA) Report – Qualitative												
Individual		Social		Community		Organizational		Economics		.Asia		
Gain	Output	Interactivity	Diversity	Participation	Representation	Performance	Scale	Cost	Production	Impression	Asianess	
Qualitative:												
Testimonies	-		-		-		-		-		-	
Evaluation	<ul style="list-style-type: none"> NetMission's project involvement contracted: APAC region projects declined 40% to 6 (from 10) and international projects dropped 60% to 4 (from 10). Workshop proposals submitted decreased 25% to 6 (from 8), with 2 accepted (down 60% from 5). However, projects initiated increased 33% to 8 (from 6), revealing a shift from external participation toward internal project creation. This pattern indicates NetMission Ambassadors may be creating their own initiatives rather than engaging with established external platforms, potentially reflecting reduced acceptance rates at external venues (workshop acceptance dropped from 63% to 33%). The 10 alumni in leadership/influential roles (down 41% from 17) represents decreased individual visibility in the Internet governance community. Involvement expanded to 11 fellowship programs (up 38% from 8), maintaining diverse individual development pathways despite reduced project participation. 		<ul style="list-style-type: none"> Newsletter subscriber base increased 86% to 909 (from 489), while organizational collaborations decreased 72% to 7 (from 25), revealing a divergence between audience reach and partnership engagement. NetMission expanded its information distribution capacity while contracting its collaborative networks, suggesting a shift from partnership-based activities toward direct audience communication. Average open rate was 50.35% (down 11%) and click rate was 4.7% (up 32%). Project involvement decreased: APAC (down 40%) and international (down 60%). Workshop proposal acceptance rate was 33% (2 accepted from 6 submitted) versus 63% previously (5 from 8), indicating either declining proposal competitiveness, changing selection criteria at external venues, or increased competition from other organizations. Geographic representation contracted to 13 economies (down 19% from 16). The pattern suggests NetMission maintained its audience connection while reducing collaborative presence in the Internet governance ecosystem. 		<ul style="list-style-type: none"> The reported 130 alumni in organizational chat groups (up 51%) does not align with multiple indicators of reduced activity: active working groups declined 20% to 8, workshop proposal acceptance dropped 60% to 2, organizational collaborations decreased 72% to 7, and alumni in leadership roles fell 41% to 10. Geographic reach contracted to 13 economies (down 19% from 16). Projects initiated increased 33% to 8, while external project involvement decreased (APAC down 40%, international down 60%). Newsletter subscriber base increased 86% to 909, providing broader information access without clear connection to increased participation. The gap between reported chat group membership and documented output suggests chat group presence does not translate to active engagement. This reveals a measurement challenge: chat group membership is easily quantified but may overstate actual community participation, while tangible outputs (working groups, proposals, collaborations, leadership positions) provide more accurate engagement indicators but show declining trends. The data pattern indicates NetMission maintains communication infrastructure (chat groups, newsletters) while experiencing reduced collaborative activity. 		<ul style="list-style-type: none"> NetMission maintained project initiation at 8 projects (up 33%) while managing 8 active working groups (down 20% from 10). It should however be noted that a working group is considered a type of project, and thus the numbers reflect a trend of focusing on engaging volunteers through the format of running working group. 		<ul style="list-style-type: none"> Alumni commission revenue dropped to \$0 from USD 600. 		<ul style="list-style-type: none"> Active working groups decreased to 8 (down 20%) and new project proposals decreased to 2 (down 33%). Project involvement decreased: APAC down 40%. The number of workshop proposal submitted or involved also decreased. 	
Basis / Concept	<ul style="list-style-type: none"> - Proactive engagement - Youth empowerment - Leadership & initiative - Consistent communications - Impactful outreach & collaboration 		<ul style="list-style-type: none"> - Global & regional engagement - Diversity & inclusion - Leadership & initiative - Interactivity & engagement - Collaboration 		<ul style="list-style-type: none"> - Success in inclusivity and representation - Community engagement through digital means - Broad coalition building - Leadership & initiative - Alumni's global participation and engagement 		<ul style="list-style-type: none"> - Effectiveness of coordination and collaboration - Skill development and empowerment 		<ul style="list-style-type: none"> - Leverage alumni expertise for partnership - Scalability and economic viability of projects 		<ul style="list-style-type: none"> - Organization's presence and reputation - Regional identity 	