Updates on NetMission Academy 2021 & 2022

Jenna Fung| 2021.11 | Board Meeting & SIA Updates

www.asia

NetMission Academy 2021

About NetMission.Asia

NetMission.Asia is a network of passionate youth in the Asia Pacific region dedicated to engage and empower youth on **Internet governance** discourse with the aim to enhance youth mobility and create an impact in Asia.

Supported by DotAsia Organisation, NetMission.Asia was established in 2009, with students from tertiary institutes and universities recruited every year and for a series of training workshops, the **NetMission Academy**.

Through the Academy, we develop a network of NetMission ambassadors and alumni, who endeavor to organize their own **youth-led initiatives** to inspire more youth to be involved in Internet policy. NetMission.Asia provides a platform for young Asians with shared interests on Internet issues to connect, advocate and channel their ideas into **global policy dialogue**.

NETMISSION.asia
www.nma.asia

Follow Us

website
www.netmission.asia

Facebook
www.nma.asia

Instagram
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@netmission

From 19 economies in Asia-Pacific

Afghanistan | Australia | Azerbaijan | Bangladesh | China | Hong Kong | India

Indonesia | Iraq | Malaysia | Myanmar | Nepal | Pakistan | Qatar

South Korea | Tajikistan | The Philippines | Turkey | Vietnam

182
Received applications

59
Female

153
Eligible applications

94
Male

50
Ambassadors to be selected

Highlights of NetMission SIA Report 2021 (1/2)

Creativity & innovation in projects

▶ Mixed-language sessions at yIGF and Gather& Talk

▶ New format for HKyIGF 2021

More connected to our community

▶ Collaborations with community members: .JP, .TW, .VN, .NZ, etc.

+19%
Hrs. of training

+231%
Level of engagement

+13.04%
# of invited guests

+67%
# of org. among APAC collaborated

+142%
# of economies involved

+273%
# of repost (Instagram)

Online webinars

▶ Mandatory training sessions @Academy

▶ Collaborative virtual event: e.g. Gather&Talk (JP)

Social Media & publications

▶ Quality articles/ social media posts by NMAs

▶ Social media presents on Facebook, Instagram, ＋Twitter & ＋LinkedIn

Working groups

▶ More-focused & on-going: Digital content, NetMission Buddy, etc.

▶ Regular & consistent: more committed to projects & groups

Highlights of NetMission SIA Report 2021 (2/2)

Reduced in-person networking opportunities

▶ Less manpower required

▶ Decreased motivation for participation

Limited focused on online publications

▶ Limited capacity for quality article-writing

Smaller groups of volunteers

▶ 90% are active members with strong commitment

Less active WGs

▶ Reduced # of one-time project groups

▶ Increase in # of functional on-going WGs

-58.06%
Acc. # of alumni engaged as volunteers

-47.72%
Avg. # of likes on social media content

-54.55%
# of active WGs

-3.9%
# of social media post published

-60%
# of parties engaged for preparation process

-13.60%
Avg. direct navigate on netmission.asia

Future plan for NetMission

Enhance our online exposure

▶ Explore diversity in digital content we create: e.g. videos

▶ High quality publications in a more regular basis: e.g. Case study on APAC-related topics

Stay Connected with our community

▶ Innovation in our collaborative work

▶ Get our ambassadors more engaged in the regional initiatives

Rethink our role

▶ What can we do for the community under the on-going pandemic

▶ How can we adjust under the challenges of zoom fatigue and social burnout

Motivation

▶ Broaden opportunities we can offer to the ambassadors

▶ Enhance ambassadors engagement in the regional or global IG participation

Asia Pacific YIGF 2021 Virtual Camp

Regional diversity of participants

Northern Asia (NA)
1.2%

Southern Asia (SA)
10.8%

East Asia (EA)
3.6%

Southeast Asia (…
83.1%
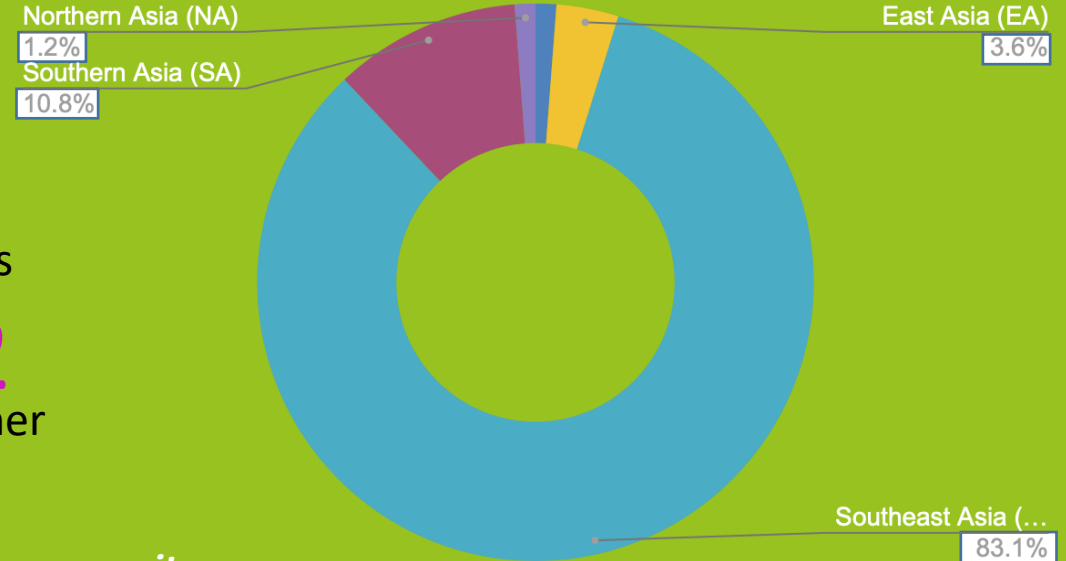
83
Youth Participants

56 Female   **25** Male   **2** Other

Internet governance & community
- **2** discussion panels + **2** collaborative sessions
- **21** guest speakers involved

Participants
- **>60% selected participants attended** the 4-day camp
  (135 selected from 19 economies)
- **Overall Attendance rate: >78%**
- **Highest Attendance: >90%** on Day 0
  (Based on 83 youth participants)

Highlights of yIGF SIA Report 2021 (1/2)

Innovation in program design

- Mixed-language sessions at yIGF
- Interactive games & session

More collaboration with community

- Collaborations with community members: .JP, .TW, .VN, .NZ, etc. for promotions
- Bridging the yIGF participants with APrIGF MSG members

Higher engagement

- Higher attendance rate
- Higher participation at APrIGF after yIGF
- Effectiveness in engaging Facebook live audience has increased for 299%.

Social Media & publications

- Quality reflections on social media by yIGFers

+145%
# of applications

+1.78%
Avg. attendance rate

+19.0%
# of FB live engagement

+25%
# of comments of Syn. Doc. made by yIGFers

+2200%
# of reflection posts created by NMAs/ yIGFers

+108%
# of participants

+16.67%
# of alumni as volunteers

+61.5%
# of invited guests

Highlights of yIGF SIA Report 2021 (2/2)

Reduced in-person networking opportunities

▶ Decreased motivation for continuous participation

▶ More challenging in promotion

Shift in focus on engagement

▶ More focus on program innovation & community members engagement

▶ Reduced social media campaign

Emphasis on quality over quantity

▶ Engagement of participants

▶ Quality of online publications, program content

▶ Effectiveness on enhancing participants' knowledge & sense of belonging to the community

-68.9%
# of posts reposted/ shared

-26.84%
Total # of attendees

-16.1%
# of likes of content related to yIGF

-31.6%
# of economies/ countries

-70%
# of people reached on FB live

NETMISSION ACADEMY 2022

Internet Governance Academy for Youth in Asia Pacific

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Who are we looking for?

We are looking for young visionaries who want to make a change for the betterment of the Internet and our community. Full-time students currently enrolled in any tertiary institutions within the Asia Pacific of all disciplines are welcome.

[f] [t] [in] [o] @netmission

NETMISSION ACADEMY 2022

The NetMission Academy is a series of online sessions designed to equip youth with the knowledge and discussion skills to participate in Internet policymaking. The sessions will include one orientation webinar, followed by 8 training webinars. These 1.5-hour workshops will be interactive discussion sessions, with expert guest speakers selected for each topic.

Date	Session
16 Dec 2021	Orientation Webinar
6 Jan 2022	Internet Governance Ecosystem & Internet Infrastructure
13 Jan 2022	Access and Empowerment
20 Jan 2022	Human Rights Online
27 Jan 2022	Cybersecurity, Privacy & Safer Internet
10 Feb 2022	Digital Economy and Emerging Technologies
17 Feb 2022	Diversity & Sustainability in Internet Governance
24 Feb 2022	ICANN Policies
3 Mar 2022	Closing Ceremony

Add caption

*Please be noted that the session(s) will be held at **11:30-13:00 UTC**. You may click HERE to check the local time in your city accordingly.

APPLICATION PERIOD: 20 SEP-21 NOV 2021

Fill in the application form at www.netmission.asia/join-now/ by 21 November 2021, 23:59 UTC. If you have any enquiry, please feel free to contact us at admin@netmission.asia.

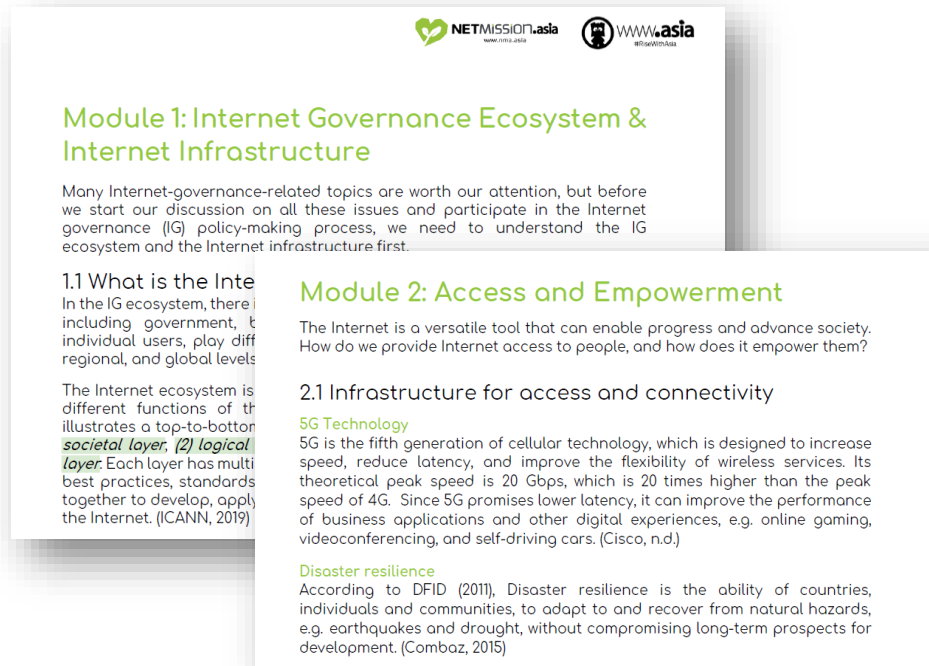The NetMission **NET** Model

Networking Opportunities
- Regional Alumni Network
- International Conference Exposure
- Online Collaboration

Empowering Youth
- Policy Advocacy
- Local Initiatives
- Youth-Led Engagement

Talent Development
- Global Policy Participation
- Internet & Social Impact
- Moderation & Discussion

Organizer
NETMISSION.asia
www.nma.asia

Supporting Organisation
WWW.asia
#RiseWithAsia

Preparation on the NetMission Academy 2022

Training Modules

+ Renewed module (+ Sustainability)

+ Updated sub-section

+ Case study on each module

NetMission Buddy

+ Chat with DotAsia CEO

+ Leading training's groups

+ Moderating sessions

+ Selecting & interviewing participants

Upcoming events in December 2021

Hong Kong YIGF 2021

▶ Dec 22, 2021 (Wed) 12:00-14:00 UTC

▶ Theme: Reimagine our future – Sustainability & tech trends in 2020s

▶ Showcasing insightful sharing from speakers from different regions

▶ Facebook livestream available for broader audience

IGF 2021 Workshops organized & involved

▶ WS #110 The Paradox of Virus Contact Tracing Apps
Organized by Jenna Fung

▶ WS #214 Achieving Sustainable Local Tourism and Nature Conservation
Organized by Edward Choi, Jenna Fung

▶ WS #50 Critical Times: Impact of Digitalization on Climate Change
Organized by DotAsia