DotAsia Community Project Social Impact Assessment (SIA) Report

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

Project Goals (What is the long term change you see as DotAsia’s Goal/Outcome for the Project/Program?):

To become one of the largest youth network in the Internet community regionally and globally.

Enhance Asian identity among aspiring youth in Asia and by developing initiatives/projects together with the NetMission Ambassadors using .Asia domains.

Theory of Change (TEC-SMART Model):

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

NetMission will exemplify the mission of removing surpluses in socio-technological advancement initiatives by training a new generation of contributors to the Asia Internet and IG community, and to establish .Asia as a sustainable brand.

Organizational

1. Financial resources (e.g. salary)
2. Staff (1-2 persons/ 30 hours per week)
3. Volunteers (5-15 persons/ 10 hours per week)
4. Hardware (webcam, speakers, microphone, laptop, camera, smartphones)
5. Software/ Program/ System (Zoom, google, google docs, Word, Excel, Facebook, Instagram, twitter, 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

Economics

1. Use of Communications & Marketing of DotAsia in Project
2. 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 will be a recognized platform for young adults on Internet governance. It helps gather a group of youth that is passionate about similar regional issues. With the training sessions, we empower and enable their abilities to further impact people around them and bring changes to their community. Through the webinars, they are open to more opportunities to learn about the issues in their region, which helps them to establish a stronger sense of belonging to the region and strengthen their Asian identity.

Asia

The online academy establishes the reputation of NetMission as a recognized network for young people on Internet Governance. It helps gather a group of youth that is passionate about similar regional issues. With the training sessions, we empower and enable their abilities to further impact people around them and bring changes to their community. Through the webinars, they are open to more opportunities to learn about the issues in their region, which helps them to establish a stronger sense of belonging to the region and strengthen their Asian identity.

Institutional Effectiveness/Development of DotAsia Team:

NetMission is actively involved in different regional and global events for IG policy and the SDGs (global recognition), to connect youth in Asia for IG to create impact and enhance the .Asia Registry Domain is enhanced?

How will this Project/Program help achieve the .Asia Domain is enhanced?

NetMission Ambassadors will be encouraged to start initiatives and projects using the .Asia domain. Furthermore, training materials are to be produced featuring the .Asia domain.

Projects created utilizing the .Asia domain, training materials developed featuring the .Asia domain, and interaction by participants with .Asia domains.

Is DotAsia the right organization to drive this?

DotAsia is one of few organizations hosting 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 installation 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.

Vision & Mission Considerations (Relevance)

What are the Activities & Inputs required to produce the outputs?

1. Financial resources (e.g. salary)
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Vision & Mission

1. How is this Goal/Outcome relevant to DotAsia’s Vision?
2. Why/How is this Goal/Outcome important to DotAsia’s Mission?

DotAsia is actively involved in different regional and global events for IG policy and the SDGs (global recognition), to connect youth in Asia for IG to create impact and enhance the .Asia Registry Domain.

NetMission will exemplify the mission of removing surpluses in socio-technological advancement initiatives by training a new generation of contributors to the Asia Internet and IG community, and to establish .Asia as a sustainable brand.

Output:

NetMission – Online training webinars

Output Description & Plan:

Individual

Who are the Audience? How do we reach them?

1. Tertiary students
2. Social activists
3. Youth
4. IG community
5. Social media
6. Fellow networks (inv. Fellows Asia, Youth.AGC)
7. Online opportunities sites (e.g. YouthCity.org, Opportunity desk, etc.)

Audience: 1. Tertiary students
2. Social activists
3. Youth
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How will we know if the Goal/Outcome is achieved?

1. Increase in numbers of initiatives for the .Asia domain
2. Capacity building to increase participation from Asia-Pacific Community at regional and global Internet Governance Forums including (ICANN, IGF, APNIC etc.)
3. Engagement on social media, including increase in numbers of followers, shares, likes, etc.
4. Numbers of collaboration with other organizations (e.g. IGFyouth, proposals collaboration, panel speakers, etc.)
5. Exposure on press or publications by external parties (e.g. Youth-Atlas by Youth Observatory)
6. Numbers of ambassadors in obtaining grants or fellowships in IG events.
7. Numbers of proposals selected in regional or global IG events
8. Numbers of grants or sponsorships obtained

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Time-Related: Specific & Chronological

What is the timeline?

3 years: 2020 – 2022

Are timelines for Community & Asia Registry Goals aligned?

N/A

DotAsia Community Goal/Outcome

Asia Registry Goal/Outcome

Challenge the Norm or Not:

Goal Achieved

Projects created utilizing the .Asia domain, training materials developed featuring the .Asia domain, and interaction by participants with .Asia domains.

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Qualitative:

**Testimonies**

- "The whole journey has been a great learning experience for me and I enjoyed learning about the issues related to internet governance."
- "These training sessions opened a whole new world for me. I feel the privilege to listen to the guest speakers and learn from them. The work they are doing and the impact it is making is amazing."
- "It has broadened my knowledge on the IG ecosystem. Previously, I'd only introductory 5-7 mins long intro about those during ICANN meetings. But during this academy, I learnt in-depth about a lot of things that I was previously unaware of. Plus, we'd the scope to sharpen our presentation and moderation skills. We had the opportunity to ask questions to experts from ICANN and other organizations. Great experience!"
- "Around 50% of NMAs find the training academy as helpful in encouraging more youth participation in IG through WGs and other IG events.
- "Training NetMission Academy enables newcomers to learn more about Internet governance interactively with different stakeholders in the APAC region.
- "50% of NMAs find that group presentation is a good way to engage youth to understand different topics & start the discussions on different IG issues.
- "Trainings inspire the NMAs on how they should engage in the IG community.
- "Around 50% of NMAs hope to start research on Asia-related Internet issues (Avg. score): 3.47/5
- "Survey Overall quality of training sessions (Avg. score): 4.38/5
- "Content of training sessions (Avg. score): 4.50/5"

**Evaluation**

- "Around 50% of NMAs find that group presentation is a good way to engage youth to understand different topics & start the discussions on different IG issues.
- "Trainings inspire the NMAs on how they should engage in the IG community.
- "Around 50% of NMAs hope to encourage advocacy on IG (Avg. score): 4.08/5
- "Ambition in initiating a new chapter in own country/city to encourage advocacy on IG (Avg. score): 4.50/5"

**Quality**

- Fellowships received: 4
- Level of engagement of NMAs (# of NMAs in WGs): 16
- Level of self-initiation of NMAs: 5
- Level of communications (active WGs): 11
- Survey Overall quality of training sessions (Avg. score): 3.47/5
- Survey Content of training sessions (Avg. score): 3.48/5
- Survey Gender ratio: 1.1 (Q1) 1.1 (Q2)
- Survey Level of engagement of NMAs (# of NMAs in WGs): 16
- Survey Level of self-initiation of NMAs: 5
- Survey Level of communications (active WGs): 11
- Survey Overall quality of training sessions (Avg. score): 4.38/5
- Survey Content of training sessions (Avg. score): 4.49/5

**Organizational**

- # of Apps: 138
- # Accepted 40
### Output 1: DotAsia Community Project Social Impact Assessment (SIA) Report

#### Output Description & Plan:

**Individual**
- NetMission can support them to do more research work on IG issues
  - Personal experience
  - Knowledge development
  - Self-activeness
  - Creativity & innovation
  - Comm. Skills development with digital means
  - Leadership skills development

<table>
<thead>
<tr>
<th>Social</th>
<th>Community</th>
<th>Organizational</th>
<th>Economics</th>
<th>.Asia</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Community engagement</td>
<td>- Subsequent policy change</td>
<td>- Productivity &amp; efficiency</td>
<td>- Resources allocation</td>
<td>- Asia Registry Goal &amp; Community Goal</td>
</tr>
<tr>
<td>- Social network</td>
<td>- Other policy area adjustment</td>
<td>- Capacity for outreach</td>
<td>- Community Resources allocation</td>
<td>Both</td>
</tr>
<tr>
<td>- Community participation</td>
<td>- Public participation in community affairs</td>
<td>- Quality of deliverables</td>
<td>- Output value</td>
<td></td>
</tr>
<tr>
<td>- Positive influence</td>
<td>- Inclusivity &amp; diversity</td>
<td>- Capacity to meet expectation</td>
<td>- Online presence</td>
<td></td>
</tr>
<tr>
<td>- Volunteerism</td>
<td>- Volunteerism</td>
<td>- Capacity for outreach</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Interaction with community</td>
<td>- Interaction with community</td>
<td>- Capacity to improve outputs</td>
<td></td>
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<tr>
<td>- Gender diversity &amp; equality</td>
<td></td>
<td>- Strength the alumni network &amp; organizational structure</td>
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</tbody>
</table>

**Output: Testimonies**
- Evaluations
- Quality
- Basis / Concept

**IG issues**
- the Academic training materials and recordings

**9 process: preparation**
- engaged for the # of parties

**2. Diversity of Countries/number of participants**
- represented economies of participants

**1. Global IG community**
- the # of usage of the materials (session/project): 9

**3.Acknowledgment**
- the # of parties engaged for the preparation process: 10

**Presentation**
- the # of new materials development initiated: 7

**9 case study added to the training materials**
- the # of new materials (session/project): 9

**Social Impact Assessment (SIA) Report**

#### Quantitative:

<table>
<thead>
<tr>
<th>Gain</th>
<th>Output</th>
<th>Interactivity</th>
<th>Diversity</th>
<th>Participation</th>
<th>Representation</th>
<th>Organizational</th>
<th>Economics</th>
<th>Asia</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of view of the materials: 252</td>
<td># of publications: 20</td>
<td># of parties engaged for the preparation process: 10</td>
<td># of new materials development initiated: 7</td>
<td># of alumni engaged in training: 9</td>
<td># of usage of the materials (session/project): 9</td>
<td>(Survey Quality of training materials avg. score): 4.36/5</td>
<td>Direct navigate on netmission.asia: 21,502</td>
<td>☑</td>
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<tr>
<td># of parties engaged for the preparation process: 10</td>
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<td>Avg. Direct navigate on netmission.asia: 7,167/qtr</td>
<td>☐</td>
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<tr>
<td># of new materials development initiated: 7</td>
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<td># of Asia in the materials: 451</td>
<td>Both</td>
</tr>
</tbody>
</table>

#### Qualitative:

**Testimonies**
- Evaluation
- 80% of the NMA’s find the training materials & recordings helpful for them to participate in the Academy and understand the IG issues

**NetMission has engaged as many people with diverse background as possible for the editorial roles**
- NetMission has gained more efficient manpower support from the alumni to improve the training materials

### Output 2: NetMission Academy Training Materials and other publications online

#### Output Description & Plan:

<table>
<thead>
<tr>
<th>Individual</th>
<th>Social</th>
<th>Community</th>
<th>Organizational</th>
<th>Economics</th>
<th>Asia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Who are the Audience?</td>
<td>Are there wider benefits of the output to the community and society?</td>
<td>What are the Activities &amp; Inputs required to produce this Output?</td>
<td>Why/How will this contribute to achieving the Goal(s)/Outcome(s) set out in 1. above?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Target Audience</td>
<td>Community and Society</td>
<td>Building on/Expanding Relationships &amp; Networks</td>
<td>Use of Communications &amp; Assisting of DotAsia in Project</td>
<td>Pioneering Efforts/Innovativeness of Activities/Outputs</td>
<td></td>
</tr>
<tr>
<td>1. Number of sessions held and number of participants</td>
<td>1. Adoption of the materials in different occasion, e.g. YIGF organized by other initiatives in different cities.</td>
<td>Relationships established with partners in the Internet community and the region, including schools, institutes, organizations, initiatives, etc.</td>
<td>The materials and publications themselves are a form of communications</td>
<td>- The NetMission training materials are considered innovative work, especially the use of role play in the explanation of the multistakeholder model in action.</td>
<td></td>
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<tr>
<td>2. Diversity of Countries/economies of participants represented</td>
<td>2. Partnership forged</td>
<td></td>
<td></td>
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<tr>
<td>3. WGs/events/activities held after the trainings</td>
<td>3. Level of leverage on grants and sponsorships</td>
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<tr>
<td>4. Number of views of materials</td>
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</table>

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

#### Output Description & Plan:

<table>
<thead>
<tr>
<th>Individual</th>
<th>Social</th>
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<th>Organizational</th>
<th>Economics</th>
<th>Asia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Workshops, proposals, new projects or new initiatives &amp; other participation</td>
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</table>

**Community Goal & Asia Registry Goal & Both**
DotAsia Community Project Social Impact Assessment (SIA) Report

Output: Workshop proposals, new projects or new initiatives & other participation

Output Description & Plan:

**Individual**
- Who are the Audience? How do we reach them?
  - 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, Youth4IG)
    3. Regional & global youth IG events

**Social**
- Are there wider benefits of the output to the community and society?
  - Produce work or research on IG related topics that might eventually contribute to the policy-making process.
  - Participate in the global IGF movement.

**Community**
- What are the Activities & inputs required to produce this Output? Why are they needed?
  - 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.

How can we measure the effectiveness of the output?

**Community and Society**
- Testimonies
- Evaluation
- Quality
- Basis / Concept

**Internal Effectiveness/Development of DotAsia Team:**
- Building on/Expanding Relationships & Networks
- Relationships established with other youth initiatives in different regions.

- Use of Communications & Positioning of DotAsia in Project
- Research outcomes produced for Output 1 and 3

- Pioneering Efforts/Innovativeness of Activities/Outputs
- Testimonials from partners and members involved.

Social Impact Assessment (SIA) Report

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<td>Quantity:</td>
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<tr>
<td># of projects involved:</td>
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<td># of new projects submitted/ involved:</td>
<td>5</td>
<td># of projects proposed:</td>
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<td># of initiatives submitted/ involved:</td>
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<td># of economies involved:</td>
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<tr>
<td># of new initiatives:</td>
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<td># of Active Workgroups:</td>
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<td># of new projects proposed:</td>
<td>6</td>
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**Organizational:***
- What are the Activities & inputs required to produce this Output? Why are they needed?
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- 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.

**Economics:**
- Why/How will this contribute to achieving the Goal(s) / Outcome(s) set out in 2. above?
  - 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.

- Why/How will this contribute to achieving the Goal(s) / Outcome(s) set out in 2. above?

**.Asia:**
- Why/How will this contribute to achieving the Goal(s) / Outcome(s) set out in 2. above?

- Why/How will this contribute to achieving the Goal(s) / Outcome(s) set out in 2. above?