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Project:	NetMission.Asia		Framework Version:	1.0	Status:	FINAL	Date:	2020.05
			Report Version:	0.2	Status:	FINAL	Date:	2020.11.23

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 become one of the largest youth network in the Internet Governance 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 (ToC: SMART Model):

Specific: What, Why and How.	What Community Need will this Project/Program solve?	Capacity building to increase participation from Asia Pacific community at regional and global Internet Governance forums including ICANN, IGF, APrIGF, etc.	How will this Project/Program Enhance the .Asia Domain?	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.
Measurable: Goal Achieved or Not	How will we know if the Goal/Outcome is achieved?	• Increase in numbers of applications for NetMission Academy • Diversity in the numbers of countries/ economies represented in NetMission Academy • Engagement on social media, including increase in numbers of followers, shares, likes, etc. • Numbers of collaboration with other organizations (e.g. HKyIGF, proposals collaboration, panel speakers, etc.) • Exposure on press or publications by external parties (e.g. Youth Atlas by Youth Observatory) • 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	How will we know that the .Asia Domain is enhanced?	Projects created utilizing the .Asia domain, training materials developed featuring the .Asia domain, and interaction by participants with .Asia domains.
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: 2020 – 2022	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
• 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.	• 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	• 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	☐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. 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.)	• 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?			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	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:

	Gain	Output	Interactivity	Diversity	Participation	Representation	Performance	Scale	Cost	Production	Impression	Asianess
Quantity	**Hrs of training:** 10.5 **Fellowships received:** 4 # of likes of the content related to the trainings (Instagram) 798 # of likes of the content related to the trainings (Facebook)	# posts published: 76 # avg. posts: 28.7/qtr # of posts reposted/ shared: 59 # avg. posts reposted/ shared: 19.7/qtr # of reflection	# reposts: 59 # avg. reposts: 19.7/qtr # of likes of the content related to the trainings (Instagram) 798 # of likes of the content related to the trainings	# of invited guest speakers: 23 # of economies/ countries: 19	# of alumni engaged as volunteers: 31 Hrs of training: 10.5	# of invited guest speakers: 23 # of economies/ countries: 19	Turnover rate: 20% # of alumni engaged as volunteers: 31 Attendance rate: 85.5%	# of Apps: 138 # Accepted 40 # of economies/ countries: 19	Sponsorships: 2 Fellowships received: 4 Promotion expense: USD41.73 Expense (conference): USD 7228.32		# of likes of the content related to the trainings (Instagram) 798	# of alumni engaged as volunteers: 31 # of economies/ countries: 19

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Output:	#1	NetMission – Online training webinars		☐Community Goal ☐.Asia Registry Goal ☒ Both

Output Description & Plan:

	Individual		Social		Community		Organizational		Economics	.Asia
Quality	2884	**posts created by NMAs:** 22 **# avg. reflection posts created by NMAs:** 7.3/qtr **Attendance rate:** 85.5% **Turnover rate:** 20%	**(Facebook)** 2884 **# of audience reached:** 238 **# avg. reposts:** 79.3/qtr **Hrs of training:** 10.5							
	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): 4.38/5	Posts published/ created: 86 (Survey) Interest in sharing more thoughts on NetMission's website and social media (Avg. score): 4.08/5 (Survey) Aspiration to start research on Asia-related Internet issues (Avg. score): 4.38/5 (Survey) Ambition in initiating a new chapter in own country/ city to encourage advocacy on IG (Avg. score): 4.08/5 (Survey) Intention to continue contribution to the alumni network (Avg. score): 4.50/5	Level of engagement of NMAs (# of NMAs in WGs): 16 (Survey) Interest to share more thoughts on NetMission's website and social media (avg. score): 4.08/5 (Survey) Intention to become a NetMission Buddy and continue contribution to the alumni network (Avg. score): 4.50/5	Gender ratio of speakers: 9:10 (Q1) 1:1 (Q2)	Level of engagement of NMAs (# of NMAs in WGs): 16 Level of self-initiation of NMAs: 5 (Survey) Ambition in initiating a new chapter in own country/ city to encourage advocacy on IG (Avg. score): 4.08/5	Gender ratio: 1:1 (Q1)	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): 4.38/5 (Survey) Effectiveness of Communication (Avg. score): 4.49/5	# of Apps: 138 # Accepted 40		(Survey) Aspiration to start research on Asia-related Internet issues (Avg. score): 4.38/5

Qualitative:

	Individual	Social		Community		Organizational		Economics	.Asia
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've had the privilege to listen to the guest speakers and learn from them. The work they are doing and the IG as a whole is doing, the projects they are working upon, the policies they are working upon to reach out maximum people, is just AMAZING."*	*"The ways for interaction between the ambassadors should be re-considered (for diversity and efficiency) for better (effective) interaction in the given time and on the evaluating proposition (Ex. A debatable approach, data gathering / suggestions gathering platform or a form for each session, a self-evaluating questionnaire etc. as suitable for each session)"* *"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 agencies. Great experience!"*		*"Collaboration, community engagement, and discussions are the biggest learning from the training sessions so far."* *"As someone who was relatively new to the Internet Governance fraternity, I was mesmerized with what a big community this actually was and how much work is being done currently in this field. As a post grad in ICT, I aspire to integrate ICT towards development for minority groups who do not have equal access to the Internet while also attempting to close the gap between the gender and generational digital divide. So, the most crucial insight I gained through the training sessions was on how we can make the Internet more accessible, as well as empower more people, especially the youth, to learn about the importance of Internet Governance."*		*"I believe Jenna has done a phenomenal job in communicating with the ambassadors so that we don't miss a thing. She has always emailed us the training materials one week prior to the respective training sessions and even gave us a reminder on the day of the training through Whatsapp. There was absolutely no communication gap from her side whatsoever. Really appreciate what she has done for the ambassadors."* *"Overall everything is perfect (except technical issues at zoom, but its okay, its normal to happen) Thank you very much NetMission!"*			
Evaluation	- Around 50% of NMAs find the training academy as helpful in encouraging more youth participation in IG through WGs and other IG events - Trainings of NetMission Academy enables newcomers to learn more about Internet governance interactively with different stakeholders in the APAC region. - 90% 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	- Around 90% of NMAs expressed that NetMission Academy is a good form to engage youth in the region - Establishes a sound connection with community members - NetMission provides a platform to open a dialogue between youth and industry experts from different sectors.		- With 31 alumni engaged in as volunteers in various IG work, NetMission is growing to become an active youth network in the Asia Pacific IG community		- With over 100 applications for 40 seats, and an attendance rate of 85.5%, the NetMission program is establishing itself as a reputable IG academy for youth in the region - the survey score of almost 4.5/5 on communication suggests an effective coordination by the team with the participants.		- NetMission has taken more initiative to apply for funding to implement their project ideas (e.g. Belt & Road Initiative/ Own Academy)	- NetMission introduces the domain industry to youth in the Asia Pacific region - NetMission helps get more young people to get to know about DotAsia

Output:	#1	NetMission – Online training webinars	☐Community Goal ☐.Asia Registry Goal ☒ Both

Output Description & Plan:

	Individual	Social	Community	Organizational	Economics	.Asia
	NetMission can support them to do more research work on IG issues					
Basis / Concept	- Personal experience - Knowledge development - self-esteem - Creativity & innovation - Comm. Skills development with digital means - Leadership skills development	- Community engagement - Social network - Community participation - Positive influence - Volunteerism - Interaction with community - Gender diversity & equality	- 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	- 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 involvment - Capacity to expand the scale of the program - Develop brand awarness - Capacity to reach our audience	- Resources allocation - Community Resources allocation - Output value - Online presence	

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	**# of view of the materials:** 252 **# of parties engaged for the preparation process:** 10 **# of alumni engaged in editing:** 9	**# of publications:** 20 **# of usage of the materials (session/ project):** 9 **# of new materials development initiated:** 7 *7 new case study added to the training materials	**# of view of the materials:** 252 **# of publications:** 20	**# of parties engaged for the preparation process:** 10 **# of new materials development initiated:** 7 *7 new case study added to the training materials		**# of parties engaged for the preparation process:** 10 **# of new materials development initiated:** 7 *7 new case study added to the training materials		**# of alumni engaged in editing:** 9			**Direct navigate on netmission.asia:** 21,502 **Avg. Direct navigate on netmission.asia:** 7,167/qtr **# of .Asia in the materials:** 451	
Quality			**# of usage of the materials (session/ project):** 9			**# of usage of the materials (session/ project):** 9	**(Survey Quality of training materials (avg. score):** 4.36/5					
Qualitative:												
Testimonies							*"The learning modules could be made simpler for the general understanding of the participants. The materials in their present state are good but they're way too convoluting for a beginner (which is our intended audience)."*					
Evaluation	- Over 80% of the NMAs find the training materials and 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's publications, including blog posts, case study, information kit and other training materials have been requested or used by other organizations in the Asia Pacific region.		- NetMission has gained more sufficient manpower support from the alumni to improve the training materials					
Basis / Concept	- Information acquisition - Knowledge development - Comm skills development		- Social network - Social integration - Community participation - Volunteerism		- Social network - Social integration - Community participation - Volunteerism - Social innovation							

Output:	#3	Workshop proposals, new projects or new initiatives & other participation	☒Community Goal ☐.Asia Registry Goal ☐ Both

Output Description & Plan:

	Individual	Social	Community	Organizational	Economics	.Asia

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Output:	#3	Workshop proposals, new projects or new initiatives & other participation	☒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. 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	• Produce work or research on IG related topics that might eventually contribute to the policy-making process. • 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	# of projects involved: 8 # of WS proposals submitted/ involved: 5	# of projects initiated: 6 # of new projects proposed: 2	# of projects involved: 8 # of new projects proposed: 2 # of projects initiated: 6	# of community members engaged: 19 # of economies involved: 12 # of WS proposals accepted: 2	# of projects involved: 8 # of community members engaged: 19 # of new projects proposed: 2 # of projects involved outside the APAC region: 3	# of economies involved: 12 # of new initiative(s) used .Asia domain: 1 # of WS proposals accepted: 2 # of initiatives/ org. (outside APAC region) collaborated: 6	# of new projects proposed: 2 # of projects initiated: 6	# of economies involved: 12			# of community members engaged: 19 # of new initiative(s) used .Asia domain: 1 # of WS proposals submitted/ involved: 5	# of projects involved: 8 # of economy involved: 12 # of new projects proposed: 2 # of active working groups 9
Quality												
Qualitative:												
Testimonies Evaluation	- NetMission encourages youth in Asia Pacific to contribute directly to the IG discussion process both regionally and globally - NetMission Ambassadors submit WS proposals as a group as well as in collaboration with other youth around the world		- NetMission Ambassadors self-initiate projects in efforts for making real changes or influence in the region, especially for the IG community		- With 12 economies and 9 total collaborations globally, NetMission can be seen as playing a strong role in encouraging collaboration between regions for youth in the IG community		- The coordination by the DotAsia team allows NetMisison Ambassadors to successfully coordinate on collaboration with other initiatives				- new initiatives proposed and implemented by NetMission Ambassadors feature .Asia domain names.	
Basis / Concept												