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Project:	NetMission.Asia			Framework Version:	1.0	Status:		Date:	2020.05
				Report Version:	0.2	Status:	Preliminary	Date:	2021.11.11

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:												
Quantity (2020/09-2022/09)	Hrs of training: **2020** 10.5 **2021** 12 **2022** 13.5 (+12.5%) Fellowships received: **2020** 4	# of posts published: (Instagram) **2020** 76 **2021** 73 **2022** 98 (+34.25%) (Facebook) **2020** –	# of posts reposted (Instagram) **2020** 59 **2021** 220 **2022** 46 (-79.09%) (Facebook) **2020** –	# of invited guest speakers: **2020** 23 **2021** 26 **2022** 24 (-8.33%) # of economies/ countries:	Acc. # of alumni engaged as volunteers: **2020** 23 **2021** 31 **2022** 28 (+115.4%) Hrs of training:	# of invited guest speakers: **2020** 23 **2021** 26 **2022** 24 (-8.33%) # of economies/ countries: **2020**	Attendance rate: **2020** 85.5% **2021** 72.6% **2022** 81.47% (+12.22%) Turnover rate: **2020** 20%	# of Apps: **2020** 138 **2021** 182 **2022** 60 (-67.03%) # Accepted **2020** 40 **2021**	Sponsorships: **2020** – **2021** – **2022** USD20,000 (+100%) Fellowships received: **2020** 4		# of likes of the content published (Instagram) **2020** 798 **2021** 1,072 **2022** 10,359 (+866%) (Facebook) **2020**	Acc. # of alumni engaged as volunteers: **2020** 31 **2021** 13 **2022** 28 (+115.4%) # of economies/

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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	
2021 4 2022 11 (+175%) **# of likes of the content published (Instagram)** 2020 798 2021 1,072 2022 10,359 (+866%) **(Facebook)** 2020 2884 2021 1,508 2022 9,943 (+559%) **(Twitter)** 2020 – 2021 369 2022 1,494 (+305%) **(LinkedIn)** 2020 – 2021 455 2022 629 (+38.24%) **# of people reached (Instagram)** 2020 – 2021 13,511 2022 86,651 (+541%) **(Facebook)** 2020 – 2021 23,559 2022 250,691 (+964%) **(Twitter)** 2020 – 2021 39,703 2022 49,149 (+23.79%) **(LinkedIn)** 2020 – 2021 8,815 2022 15,008 (+70.26%)	2021 102 2022 110 (+7.84%) **(Twitter)** 2020 – 2021 137 2022 97 (-29.19%) **(LinkedIn)** 2020 – 2021 93 2022 111 (+19.35%) **# of posts reposted (Instagram)** 2020 59 2021 220 2022 46 (-79.09%) **(Facebook)** 2020 – 2021 74 2022 127 (+71.62%) **(Twitter)** 2020 – 2021 136 2022 103 (-24.26%) **(LinkedIn)** 2020 – 2021 52 2022 108 (+107.7%) **# of blog posts published:** 2020 – 2021 28 2022 12 (-57.14%) **# of reflection posts created by NMAs:** 2020 22 2021 13 2022 21 (+61.54%) **Attendance rate:** 2020 85.5% 2021 72.6% 2022 81.47% (+12.22%)	2021 74 2022 127 (+71.62%) **(Twitter)** 2020 – 2021 136 2022 103 (-24.26%) **(LinkedIn)** 2020 – 2021 52 2022 108 (+107.7%) **# of likes of the content published (Instagram)** 2020 798 2021 1,072 2022 10,359 (+866%) **(Facebook)** 2020 2884 2021 1,508 2022 9,943 (+559%) **(Twitter)** 2020 – 2021 369 2022 1,494 (+305%) **(LinkedIn)** 2020 – 2021 455 2022 629 (+38.24%) **# of people reached (Instagram)** 2020 – 2021 13,511 2022 86,651 (+541%) **(Facebook)** 2020 – 2021 23,559 2022 250,691 (+964%) **(Twitter)** 2020 – 2021 39,703 2022 49,149 (+23.79%) **(LinkedIn)** 2020 – 2021	2020 19 2021 19 2022 14 (-26.32%)	2020 10.5 2021 12 2022 13.5 (+12.5%) **Followers/ Subscribers/ page likes on social media: (Instagram)** 2021 391 2022 216 (-44.75%) **(Facebook)** 2021 1,404 2022 172 (-87.75%) **(Twitter)** 2021 266 2022 80 (-69.92%) **(LinkedIn)** 2021 160 2022 183 (+14.38%)	19 2021 19 2022 14 (-26.32%)	2021 12% 2022 35% (+191.7%) **Acc. # of alumni engaged as volunteers:** 2020 31 2021 13 2022 28 (+115.4%)	50 2022 40 (-20%) **# of economies/ countries:** 2020 19 2021 19 2022 14 (-26.32%)	2021 4 2022 11 (+175%) **Promotion expense:** 2021 USD74.58 2022 USD 44.59 (-40.21%) **Expense (conference):** 2021 – 2022 USD 20,469.2 (+100%)		2884 2021 1,508 2022 9,943 (+559%) **(Twitter)** 2020 – 2021 369 2022 1,494 (+305%) **(LinkedIn)** 2020 – 2021 455 2022 629 (+38.24%) **# of people reached (Instagram)** 2020 – 2021 13,511 2022 86,651 (+541%) **(Facebook)** 2020 – 2021 23,559 2022 250,691 (+964%) **(Twitter)** 2020 – 2021 39,703 2022 49,149 (+23.79%) **(LinkedIn)** 2020 – 2021 8,815 2022 15,008 (+70.26%)	**countries:** 2020 19 2021 19 2022 14 (-26.32%)

DotAsia Community Project Social Impact Assessment (SIA) Report   www.**asia**

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

Output Description & Plan:

	Individual	Social	Community	Organizational	Economics	.Asia

Row: Quality (2020/09-2022/09)

Individual

Fellowships received:
2020 — 4
2021 — 4
2022 — 11 (+175%)

Level of engagement of NMAs (# of NMAs in WGs):
2020 — 16
2021 — 53
2022 — 43 (-18.87%)

Level of self-initiation of NMAs:
2020 — 5
2021 — 0
2022 — 2 (+100%)

Level of communications (active WGs):
2020 — 11
2021 — 5
2022 — 4 (-20%)

(Survey) Overall quality of training sessions (Avg. score):
2020 — 3.47/5
2021 — 4.35/5
2022 — 4.40/5 (+1.15%)

(Survey) Overall quality of content of training sessions (Avg. score):
2020 — 4.38/5
2021 — 4.03/5
2022 — 4.20/5 (+4.22%)

Turnover rate:
2020 — 20%
2021 — 12%
2022 — 35% (+191.7%)

# of posts published:
(Instagram) 2020 — 76; 2021 — 73; 2022 — 98 (+34.25%)
(Facebook) 2020 — –; 2021 — 102; 2022 — 110 (+7.84%)
(Twitter) 2020 — –; 2021 — 137; 2022 — 97 (-29.19%)
(LinkedIn) 2020 — –; 2021 — 93; 2022 — 111 (+19.35%)

(Survey) Identify oneself as part of the APAC community
2020 — –
2021 — 4.54/5
2022 — 4.67/5 (+2.86%)

(Survey) Ambition in initiating a new chapter in own country/ city to encourage advocacy on IG (Avg. score):
2020 — 4.08/5
2021 — 4.50/5
2022 — 4.37/5 (-2.89%)

(Survey) Intention to continue contribution to community (Avg. score):
2020 — 4.50/5
2021 — 4.54/5

Social

2022 — 8,815
2022 — 15,008 (+70.26%)

Hrs of training:
2020 — 10.5
2021 — 12
2022 — 13.5 (+12.5%)

Level of engagement of NMAs (# of NMAs in WGs):
2020 — 16
2021 — 53
2021 — 43 (-18.87%)

Gender ratio of speakers (F:M):
2020 — 9:10 (Q1), 1:1 (Q2)
2021 — 7:6 (Q1)
2022 — 11:14 (Q1)

Community

Level of engagement of NMAs (# of NMAs in WGs):
2020 — 16
2021 — 53
2021 — 43 (-18.87%)

Level of self-initiation of NMAs:
2020 — 5
2021 — 0
2022 — 2 (+100%)

(Survey) Encourages collaboration with community members
2020 — –
2021 — 4.65/5
2021 — 4.48/5 (-3.66%)

(Survey) Ambition in initiating a new chapter in own country/ city to encourage advocacy on IG (Avg. score):
2020 — 4.08/5
2021 — 4.50/5
2022 — 4.37/5 (-2.89%)

Gender ratio:
2020 — 1:1 (Q1)
2021 — 17:22 (Q1)
2022 — 14:23:0 (Q1)

(Survey) Identify oneself as part of the APAC community
2020 — –
2021 — 4.54/5
2022 — 4.67/5 (+2.86%)

Organizational

Level of engagement of NMAs (# of NMAs in WGs):
2020 — 16
2021 — 53
2021 — 43 (-18.87%)

Level of self-initiation of NMAs:
2020 — 5
2021 — 0
2022 — 2 (+100%)

Level of communications (active WGs):
2020 — 11
2021 — 5
2022 — 4 (-20%)

(Survey) Overall quality of training sessions (Avg. score):
2020 — 3.47/5
2021 — 4.35/5
2022 — 4.40/5 (+1.15%)

(Survey) Overall quality of content of training sessions (Avg. score):
2020 — 4.38/5
2021 — 4.03/5
2021 — 4.20/5 (+4.22%)

(Survey) Effectiveness of Communication (Avg. score):
2020 — 4.49/5
2021 — 4.48/5
2021 — 4.50/5 (+0.45%)

# of Apps:
2020 — 138
2021 — 182
2022 — 60 (-67.03%)

 # Accepted
2020 — 40
2021 — 50
2022 — 40 (-20%)

Economics

(no data)

.Asia

(Survey) Identify oneself as part of the APAC community
2020 — –
2021 — 4.54/5
2022 — 4.67/5 (+2.86%)

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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
	2022 4.56/5 (+0.44%)						

Qualitative:

	Individual	Social	Community	Organizational	Economics	.Asia
Testimonies	*"…the info and knowledge gain throughout the webinars that i attend is extremely valuable and highly useful."* *"All in all, I love the concept of the NetMission and the way to gather US, together. Seeing us gathering in the seminar that does care about human beings, human rights, the shine delights me every Thursday night."* *"Participating at the NetMission Academy improved my knowledge, communication, and leadership skills in the Internet Governance sector and these traits will be of great assistance in my future endeavors."* *"I can open my networking and improve my skills in working as a team"*	*"With inclusive participation from various stakeholders, the NetMission Academy provides a great platform for anyone who interested in Internet Governance"* *"looking forward to contribute in my society for a betterment of internet governance."* *"amazing opportunity to meet different people form different countries and different backgrounds."*	*"a great platform for networking, collaboration, exchanging knowledge, developing expertise on advocacy, and working on IG policies."* *"the right community to begin with."*	*"I really enjoy all the topics from all training session."* *"Netmission trainings which happens to be something that I love to listen and work with"* *"Netmission Academy is definitely a good start to one's IG journey."*	*"The academic session is also free, we are so lucky to be able to be selected as the ambassadors and receive informative knowledge."* *"Teamwork and know a lot about Internet governance."*	*"This program helps me to learn and guides me to expand new opportunities in the Asia-Pacific region."*
Evaluation	- More than 80% of NMAs find the training presentations and materials, worksheet, session summary and case study helpful in understanding different IG issues better. - Trainings of NetMission Academy enables newcomers to learn more about Internet governance interactively with different stakeholders in the APAC region. - Trainings inspire the NMAs to continue their engagement in the IG community - Trainings do not only help develop participant's understandings on Internet governance, but also build up theirinterpersonal, communications and other practical skills	- Around 90% of NMAs expressed that NetMission Academy is a good form to engage youth in the region. - Establishes a strong identity in the Internet governance and Asia Pacific community, and sound connection with community members. - NetMission provides a platform to open a dialogue between youth and industry experts from different sectors.	- With higher numbers of alumnis participating in active WGs, NetMission is growing to become an active youth network in the Asia Pacific IG community. - More than 80% of them stated that the Academy helped them to get connected with other members in the Asia Pacific region	- Received applications are 100% eligible applications. The pandemic might have organically screened out people who only look for opportunity but not truly interested in Internet governance. - Selected participants are mostly active, and their performance, productivity and outputs are observably better than previous year. - Format of the trainings must be adjusted given with the situation of zoom fatigue. - With a team of committed alumni as Buddy/Organizing Committee, the NMAs have completed assigned tasks more effectively and efficiently.	- outputs from youth can be assets when negotiating partnership or sponsorship opportunities. - Empower ambassadors with transferrable skill sets may be helpful for their future career path. - A pool of quality youth ambassadors help us to become pioneer of helping the next generation to establish a career path in the industry.	- NetMission introduces the domain industry to youth in the Asia Pacific region - NetMission helps get more young people to get to know about DotAsia and DotKids.
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:

	Gain	Output	Interactivity	Diversity	Participation	Representation	Performance	Scale	Cost	Production	Impression	Asianess
Quantity (2020/09-2022/09)	# of view of the materials: **2020** 252 **2021** 388	# of publications: **2020** 20 **2021** 8	# of view of the materials: **2020** 252 **2021** 388	# of parties engaged for the preparation process: **2020**		# of parties engaged for the preparation process: **2020** 10		# of alumni engaged in editing: **2020** 9 **2021**			Direct navigate on netmission.asia: **2020** 21,502 **2021**	

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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	
Quality (2020/09-2022/09)	2022 **1,239** (+219%) _# of parties engaged for the preparation process:_ 2020 **10** 2021 **4** 2022 **1** (-75%) _# of alumni engaged in editing:_ 2020 **9** 2021 **3** 2022 **10** (+233%)	2021 **12** (+50%) _# of usage of the materials (session/ project):_ 2020 **9** 2021 **8** 2022 **8** (±0%) _# of new materials development initiated:_ 2020 **7** 2021 **7** 2022 **17** (+143%)	2022 **1,239** (+219%) _# of publications:_ 2020 **20** 2021 **8** 2022 **12** (+50%) _# of usage of the materials (session/ project):_ 2020 **9** 2021 **8** 2021 **8** (±0%)	**10** 2021 **4** 2021 **1** (-75%) _# of new materials development initiated:_ 2020 **7** 2021 **7** 2022 **17** (+143%)	2021 **4** 2022 **1** (-75%) _# of new materials development initiated:_ 2020 **7** 2021 **7** 2022 **17** (+143%) _# of usage of the materials (session/ project):_ 2020 **9** 2021 **8** 2021 **8** (±0%)	**3** 2022 **10** (+233%) **(Survey) Quality of training materials (avg. score):** 2020 **4.36** 2021 **4.13/5** 2022 **4.56/5** (+10.41%)			24,769 2022 **9,815** (-60.37%) **Avg. Direct navigate on netmission.asia:** 2020 **7,167/qtr** 2021 **6,192/qtr** 2022 **2,453.75/qtr** (-60.37%) **# of .Asia in the materials:** 2020 **451** 2021 **-** 2021 **-**	

Qualitative:
Testimonies

	Individual	Social	Community	Organizational	Economics	.Asia
Evaluation	- 91.2% of the NMAs find the training materials and recordings helpful for them to participate in the Academy and understand the IG issues. - Meeting notes and worksheets help participants understand better the session and other materials related to the program.	- NetMission has engaged as many people with diverse background as possible for the editorial roles. - The modules have included more cases or examples of different territories in the region. - Publications of session summary and case study online helps the Internet governance community recognize youth opinions more effectively.	- NetMission's publications, including blog posts, case study, information kit and other training materials have been shared with other community members.	- NetMission has gained more sufficient manpower support from the alumni to improve the training materials. - The working group system within the alumni network helps NetMission a lot with its day-to-day operational tasks, which reduces the necessity on collaborating with external parties in dealing with internal tasks. - Higher productivity and outputs. - Get NetMission ready for bigger project or collaboration in the future.		
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
Who are the Audiences? 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	**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.		**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.	**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.	

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.

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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	

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 (2020/09-2022/09)	# of projects involved among APAC region: 2020 8 2021 3 2022 3 (±0%) # of WS proposals submitted/ involved: 2020 5 2021 4 2022 4 (±0%)	# of projects initiated: 2020 6 2021 3 2022 1 (-66.7%) # of new projects proposed: 2020 2 2021 0 2022 2 (+100%)	# of projects involved among APAC region: 2020 8 2021 3 2022 3 (±0%) # of new projects proposed: 2020 2 2021 0 2022 2 (+100%) # of projects initiated: 2020 6 2021 3 2022 1 (-66.7%)	# of community members engaged: 2020 19 2021 165 2022 220 (+33.3%) # of economies/ countries: 2020 19 2021 19 2021 14 (-26.32%) # of WS proposals accepted: 2020 2 2021 2 2022 1 (-50%)	# of projects involved among APAC region: 2020 8 2021 3 2022 3 (±0%) # of community members engaged: 2020 19 2021 165 2022 220 (+33.3%) # of new projects proposed: 2020 2 2021 0 2022 2 (+100%) # of projects involved outside the APAC region: (Youth Summit) 2020 6 2021 1 2022 1 (±0%)	# of economies/ countries: 2020 19 2021 19 2021 14 (-26.32%) # of new initiative(s) used .Asia domain: 2020 1 2021 0 2022 0 (±0%) # of WS proposals accepted: 2020 2 2021 2 2022 1 (-50%) # of initiatives/ org. (among APAC region) collaborated: 2020 6 2021 10 2022 10 (±0%)	# of new projects proposed: 2020 2 2021 0 2022 2 (+100%) # of projects initiated: 2020 6 2021 3 2022 1 (-66.7%)	# of economies/ countries: 2020 19 2021 19 2021 14 (-26.32%)			# of community members engaged: 2020 19 2021 165 2022 220 (+33.3%) # of new initiative(s) used .Asia domain: 2020 1 2021 0 2022 0 (±0%) # of WS proposals submitted/ involved: 2020 5 2021 4 2022 4 (±0%)	# of projects involved among APAC region: 2020 8 2021 3 2022 3 (±0%) # of economies/ countries: 2020 19 2021 19 2021 14 (-26.32%) # of new projects proposed: 2020 2 2021 0 2022 2 (+100%) # of active working groups 2020 9 2021 5 2022 4 (-20%)
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
 - The working group system helps train up the skillsets for the participants. It might be beneficial to their future career path. | | - NetMission Ambassadors collectively working on projects with initiatives in the region that focus more on making real changes and influence in the region.
 - Quality over quantity. Focus more on what kind of synergy is created when collaborating. | | - 10+ youth initiatives collaborated at the APAC Youth Leaders Dialogue at yIGF – encourage robust participation on youth engagement from different organization at leadership or organizational level. | | - The coordination by the DotAsia team allows NetMision Ambassadors to successfully coordinate on collaboration with other initiatives | | | | - Collaboration with community members enhances exposure of .Asia. | |
| Basis / Concept | | | | | | | | | | | | |