

Project:	NetMission.Asia		Framework Version:	2.0	Status:		Date:	2023.09
			Report Version:	0.1	Status:		Date:	2023.09.20
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?	<ul style="list-style-type: none"> 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: 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					<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	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 (2020/09-2023/09)	Hrs of training: 2020 10.5 2021 12 2022 13.5 2023 15 (+11.1%)	# of posts published: (Instagram) 2020 76 2021 73 2022 98 2023 169 (+72.44%) (Facebook)	# of posts reposted (Instagram) 2020 59 2021 220 2022 46 2023 198 (+330%) (Facebook)	# of invited guest speakers: 2020 23 2021 26 2022 13 2023 26 2023 85 (+8.33%)	Acc. # of alumni engaged as volunteers: 2020 31 2021 13 2022 28 2023 85 (+203.6%)	# of invited guest speakers: 2020 23 2021 26 2022 24 2023 26 (+8.33%)	Attendance rate: 2020 85.5% 2021 72.6% 2022 81.47% 2023 74.81% (-8.17%)	# of Apps: 2020 138 2021 182 2022 60 2023 104 (+73.33%) # Accepted 2020	Sponsorships: 2020 - 2021 - 2022 USD20,000 2023 USD 5,000 (-75%) Fellowships received:	# of likes of the content published (Instagram) 2020 798 2021 1,072 2022 10,359 2023 2,245 (-78.33%)	Acc. # of alumni engaged as volunteers: 2020 31 2021 13 2022 28 2023 85 (+203.6%)	

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		
2020	2020	2020	2020	# of economies/countries:	Hrs of training:	# of economies/countries:	2020	40	2020		(Facebook)		
4	-	-	-	2020	2020	2020	20%	2021	4		2020	# of economies/countries:	
2021	2021	2021	2021	2020	2020	2021	2021	50	2021		2884	2020	
4	102	74	19	2021	10.5	2021	12%	2022	4		2021	2020	
2022	2022	2022	2021	2021	2021	2021	2022	40	2022		1,508	19	
11	110	127	19	2022	12	2022	35%	2023	11		2022	2021	
2023	2023	2023	2022	2022	2022	2022	2023	37	2023		9,943	19	
14	166	174	14	2023	13.5	2023	34.29%	14	14		2023	2022	
(+27.27%)	(+50.9%)	(+37.0%)	16	2023	15	2023	(-2.03%)	(-7.5%)	(+27.27%)		1,569	14	
# of likes of the content published (Instagram)	(Twitter)	(Twitter)	(+14.29%)	2020	(+11.1%)	(+14.29%)	Acc. # of alumni engaged as volunteers:	# of economies/countries:	Promotion expense:		(Twitter)	2023	
2020	2020	2020		2020	2020	2020	2020	2020	2020		2020	16	
798	137	136		2021	2021	2021	2020	2020	2021		2021	(+14.29%)	
2021	2022	2022		2021	2021	2021	2020	2021	2022		2022		
1,072	97	103		2022	2022	2022	2021	19	2022		369		
2022	2023	2023		2022	2022	2022	2021	31	2023		2022		
10,359	(±0%)	(±0%)		2023	2023	2023	2022	13	2023		1,494		
2023	(LinkedIn)	(LinkedIn)		2023	2023	2023	2022	28	2023		2023		
2,245	2020	2020		2023	2023	2023	2023	85	2023		2023		
(-78.33%)	-	-		2023	159	2023	2023	(+203.6%)	(+14.29%)		2023		
(Facebook)	2021	2021		2023	(-26.39%)	2023	2023		Expense (conference):		2020		
2020	93	52		2023	(Facebook)	2023	2023		2021		2021		
2884	2022	2022		2023	2021	2023	2023		2022		2022		
2021	111	108		2023	1,404	2023	2023		2023		2022		
1,508	2023	2023		2023	172	2023	2023		2023		2023		
2022	194	170		2023	165	2023	2023		2023		2023		
9,943	(+74.77%)	(+57.41%)		2023	(-4.07%)	2023	2023		2023		2023		
2023	# of posts reposted (Instagram)	# of likes of the content published (Instagram)		2023	(Twitter)	2023	2023		2023		2023		
1,569	2020	2020		2023	266	2023	2023		2023		2023		
(-84.22%)	59	798		2023	80	2023	2023		2023		2023		
(Twitter)	2021	2021		2023	2023	2023	2023		2023		2023		
2020	220	1,072		2023	(±0%)	2023	2023		2023		2023		
-	2022	2022		2023	(LinkedIn)	2023	2023		2023		2023		
369	46	10,359		2023	160	2023	2023		2023		2023		
2022	2023	2023		2023	183	2023	2023		2023		2023		
1,494	198	2,245		2023	295	2023	2023		2023		2023		
2023	(+330%)	(-78.33%)		2023	(+61.20%)	2023	2023		2023		2023		
-	(Facebook)	(Facebook)		2023		2023	2023		2023		2023		
(±0%)	2020	2020		2023		2023	2023		2023		2023		
(LinkedIn)	-	2884		2023		2023	2023		2023		2023		
2020	2021	2021		2023		2023	2023		2023		2023		
-	74	1,508		2023		2023	2023		2023		2023		
455	2022	2022		2023		2023	2023		2023		2023		
2022	127	9,943		2023		2023	2023		2023		2023		
629	2023	2023		2023		2023	2023		2023		2023		
2023	174	1,569		2023		2023	2023		2023		2023		
1,791	(+37.0%)	(-84.22%)		2023		2023	2023		2023		2023		
(+184.7%)	(Twitter)	(Twitter)		2023		2023	2023		2023		2023		
# of people reached (Instagram)	2020	2020		2023		2023	2023		2023		2023		
2020	-	-		2023		2023	2023		2023		2023		
-	2021	2021		2023		2023	2023		2023		2023		
2021	136	369		2023		2023	2023		2023		2023		
13,511	2022	2022		2023		2023	2023		2023		2023		
2022	103	1,494		2023		2023	2023		2023		2023		
86,651	(±0%)	(±0%)		2023		2023	2023		2023		2023		
2023	(LinkedIn)	(LinkedIn)		2023		2023	2023		2023		2023		
22,973	2020	2020		2023		2023	2023		2023		2023		
(-73.49%)	-	-		2023		2023	2023		2023		2023		
(Facebook)	2021	2021		2023		2023	2023		2023		2023		
2020	52	455		2023		2023	2023		2023		2023		
-	2022	2022		2023		2023	2023		2023		2023		
2021	108	629		2023		2023	2023		2023		2023		
23,559	2023	2023		2023		2023	2023		2023		2023		
2022	170	1,791		2023		2023	2023		2023		2023		
250,691	(+57.41%)	(+184.7%)		2023		2023	2023		2023		2023		
2023	# of blog posts published:	# of people reached (Instagram)		2023		2023	2023		2023		2023		
36,257	2020	2020		2023		2023	2023		2023		2023		
(-85.53%)	-	-		2023		2023	2023		2023		2023		
(Twitter)	2021	2021		2023		2023	2023		2023		2023		
2020	28	-		2023		2023	2023		2023		2023		
-	2022	2021		2023		2023	2023		2023		2023		
2021	39,703	13,511		2023		2023	2023		2023		2023		
2022	2023	2022		2023		2023	2023		2023		2023		
49,149	44	86,651		2023		2023	2023		2023		2023		
2023	(+266.7%)	(-73.49%)		2023		2023	2023		2023		2023		
-	# of reflection posts created by NMAs:	(Facebook)		2023		2023	2023		2023		2023		
(±0%)	2020	2020		2023		2023	2023		2023		2023		
(LinkedIn)	2020	2020		2023		2023	2023		2023		2023		
2020	-	-		2023		2023	2023		2023		2023		

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	
	(+100%) 2021 4.54/5 2022 4.67/5 (Survey) Overall quality of training sessions (Avg. score): 2020 3.47/5 2021 4.35/5 2022 4.40/5 2023 4.48/5 (+1.81%) (Survey) Overall quality of content of training sessions (Avg. score): 2020 4.08/5 2021 4.50/5 2022 4.38/5 2021 4.03/5 2022 4.20/5 2023 4.17/5 (-0.71%)	2021 4.54/5 2022 4.67/5 2023 4.68/5 (+0.21%) (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 2023 4.64/5 (+6.18%) (Survey) Intention to continue contribution to community (Avg. score): 2020 4.50/5 2021 4.54/5 2022 4.56/5 2023 4.64/5 (+1.75%)			IG (Avg. score): 2020 4.08/5 2021 4.50/5 2022 4.37/5 (-2.89%)		4.48/5 (+1.81%) (Survey) Overall quality of content of training sessions (Avg. score): 2020 4.38/5 2021 4.03/5 2022 4.20/5 2023 4.17/5 (-0.71%) (Survey) Effectiveness of Communication (Avg. score): 2020 4.49/5 2021 4.48/5 2022 4.50/5 2023 4.37/5 (-2.89%)				
Qualitative:											
Testimonies	"NetMission Academy has broadened my perspective on politics and equipped me with knowledge on different Internet governance topics." "I've learned the foundation of internet governance."	"NetMission Academy has enriched my understanding of Internet issues concerning the world and has helped me to become a mindful world citizen." "NetMission Academy enabled me to delve deeper into the global issues of access and empowerment."	"I learned more about Internet governance and creating a positive impact in the community." "Youths need to get more representation and voices in Internet governance related matters" "NetMission Academy gave me an excellent opportunity to network with like-minded individuals."	"NetMission Academy provides me an intensive knowledge-based environment to learn." "NetMission Academy gave me a chance to think deeply about Internet issues."	"I've learned valuable [practical] skills and knowledge during my time at NetMission Academy." "I've learned how to research on topics in the perspective of governance."						
Evaluation	<ul style="list-style-type: none"> - Despite the # of social media posts have been included by 50% (Facebook) and 70% (Instagram), the numbers of likes & people reach on Instagram and Facebook have reduced 80%. - LinkedIn on the other hand has over 100% increase in # of reach, and 184% increase in # of likes. This proves the effectiveness of the change of strategy in focusing more on LinkedIn and reduced dependence on paid advertisement. - The growth in # of NMAs in WGs has been slowing down since the spike in 2021 during the pandemic. - More support or guidance could be offered by the organization to encourage more self-initiated projects by the ambassadors after the Academy. - Ambassadors' experiences at the training sessions have been improved due to the enhancement in the overall quality of training session. - Content of the training session must be diversified in order to offer more knowledge on technical-, application-, and policy-level, and transferrable skills. - Production on tangible output (e.g. blog post) has increased for 266%, yet the level of production has to be maintained and the quality of content has to be enriched with substance. - Ambassadors' interest in contributing to the community (e.g. initiate a new chapter) has been significantly higher this year, however, recognition on their engagement might be insufficient. 	<ul style="list-style-type: none"> - Our volunteer base can be strengthened. 	<ul style="list-style-type: none"> - Number of NMAs in WGs has reduced about 14%, but the accumulative number of engaged alumni as volunteers has increased over 200% in the past year. This means those who are active in our volunteer network is more committed. - Although the growth rate of our audience on Instagram and Facebook decreased 26% and 4% respectively, our audience on LinkedIn has grown over 60%. The result reflected our strategy. 	<ul style="list-style-type: none"> - Number of applications received increased for 70%, reflecting the result of our proactive outreach in regional and local events. - Participants of the Academy generally gave 2.89% less score to the effectiveness on communications with us than 2022. This may be because of the result of our transition period to using more work-oriented communication tools, such as Google Space and email, rather than instant messaging tools they are familiar with. 	<ul style="list-style-type: none"> - Low spending on advertisement. Reach and engagement with our audience are more organic than the past. - Conference expense has been reduced for 50%, but the scale of certain event, such as yIGF 2023, has also been reduced comparing with yIGF 2022. 	<ul style="list-style-type: none"> - NetMission helps get more young people to understand the mission and vision of DotAsia. 					

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	
	This might impact their sense of belonging to the community,						
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				<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.	

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 (2020/09-2023/09)	# of view of the materials: 2020: 252 2021: 388 2022: 1,239 2023: 1,045 (-15.66%)	# of publications: 2020: 20 2021: 8 2022: 12 2023: 12 (±0%)	# of view of the materials: 2020: 252 2021: 388 2022: 1,239 2023: 1,045 (-15.66%)	# of parties engaged for the preparation process: 2020: 10 2021: 4 2022: 1 2023: 2 (+100%)	# of parties engaged for the preparation process: 2020: 10 2021: 4 2022: 1 2023: 2 (+100%)	# of new materials development initiated: 2020: 7 2021: 7 2022: 17 2023: 15 (-11.76%)	# of alumni engaged in editing: 2020: 9 2021: 3 2022: 10 2023: 11 (+10%)	# of new materials development initiated: 2020: 7 2021: 7 2022: 17 2023: 15 (-11.76%)	(Survey) Quality of training materials (avg. score): 2020: 4.36 2021: 4.36	Direct navigate on netmission.asia: 2020: 21,502 2021: 24,769 2022: 9,815 2023: 12,017 (+22.44%) Avg. Direct navigate on netmission.asia: 2020: 7,167/qtr 2021: 6,192/qtr 2022: 2,453.75/qtr 2023: 3,004.25/qtr (+22.44%)	# of .Asia in the materials: 2020: 451 2021: - 2022: - 2023: -	
Quality (2020/09-2022/09)			# of usage of the materials (session/project): 2020: 9 2021: 9			# of usage of the materials (session/project): 2020: 9 2021: 9						

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	
			8 2022		8 2022	2021 4.13/5						
			8 2023		8 2023	2022 4.56/5						
			8 (±0%)		8 (±0%)	2023 4.43/5						
						(-2.85%)						
Qualitative:												
Testimonies:												
Evaluation	- Number of outputs remains. Improvement in quality or quantity should be made in the coming year.		- Materials should deliver more substance for capacity building and advocacy purposes in the future.		- NetMission's publications, including blog posts, case study, information kit and other training materials have been made accessible for everyone online. - NetMission should invest more time and effort in producing research-based or long-form written outputs in the coming year.		- 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					<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, 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?												
	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 (2020/09-2023/09)	# of projects involved among APAC region:	# of projects initiated:	# of projects involved among APAC region:	# of community members engaged:	# of projects involved among APAC region:	# of economies/ countries:	# of new projects proposed:	# of economies/ countries:			# of community members engaged:	# of projects involved among APAC region:
	2020 8	2020 6	2020 8	2020 19	2020 8	2020 19	2020 2	2020 19			2020 19	2020 8
	2021 3	2021 3	2021 8	2021 165	2021 3	2021 14	2021 0	2021 19			2021 165	2021 3
	2022 3	2022 1	2022 3	2022 220	2022 3	2022 14	2022 2	2022 14			2022 220	2022 3
	2023 4	2023 1	2023 3	2023 220	2023 3	2023 3	2023 1	2023 16			2023 220	2023 3
	(+33.33%)	(±0%)	(+33.33%)	-	(+33.33%)	# of new initiative(s) used .Asia domain:	(-50%)	(+14.29%)			-	4
	# of WS proposals submitted/ involved:	# of new projects proposed:	# of projects initiated:	# of economies/ countries:	# of community members engaged:	# of projects initiated:	# of projects initiated:	# of projects initiated:			# of new initiative(s) used .Asia domain:	# of economies/ countries:
	2020 5	2020 2	2020 6	2020 19	2020 19	2020 0	2020 6	2020 1			2020 1	2020 19
	2021 4	2021 0	2021 3	2021 19	2021 19	2021 0	2021 3	2021 0			2021 0	2021 19
	2022 4	2022 2	2022 1	2022 14	2022 165	2022 1	2022 1	2022 1			2022 0	2022 19
	2023 15	2023 1	2023 1	2023 16	2023 220	2023 1	2023 1	2023 1			2023 0	2023 14
	(+275%)	(-50%)	(±0%)	(+14.29%)	-	# of WS proposals accepted:	(±0%)	(±0%)			0	16
						2020 2					(±0%)	(+14.29%)
			# of new projects proposed:	# of WS proposals accepted:	# of new projects proposed:	2021 2					# of WS proposals submitted/ involved:	# of new projects proposed:
			2020 2	2020 2	2020 2	2021 2					2020 5	2020 2
			2021 2	2021 2	2021 2	2022 1					2021 5	2021 2

