eNOTICE
European Network Of CBRN TraIning Centres

D3.14 Semestrial report 5 on the use of the eNOTICE information and communication platform

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Executive Summary

This deliverable is the final in a series of five deliverables, published every six months to report on the usage of the eNOTICE information and communication platform (also called eNOTICE Community Center or ECC).
Quantitative figures on the usage of different tools provided by the ECC, number of downloads of deliverables and the demographic of users are presented, briefly analyzed, and compared to the previous report. Where necessary, proposals for improvement are presented.
The results of this deliverable will be used as input for other tasks, where they will be combined with qualitative measures to evaluate various aspects of the eNOTICE information and communication platform.
The overall usage of the ECC continues to increase on a year-on-year basis. During the monitoring period from the 1st of July 2022 to the 31st of December 2022, the ECC was visited more than 200 times by visitors from over 100 distinct countries. Apart from the overall positive trend, no significant systematic shifts could be identified in the presented monitoring period. Spikes in the usage of the ECC continue to correlate with project activities such as dissemination events, Joint Activities and publications. Social Media also continues to be a viable dissemination channel.

Abbreviations

CBRN	Chemical, Biological, Radioactive and Nuclear
D	Deliverable
ECC	eNOTICE Community Center
EU	European Union
GDPR	General Data Protection Regulation
JA	Joint Activity
TC	Training Center
WP	Work Package

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1 Introduction

This chapter provides a brief overview of the context of this deliverable, the objective it wants to achieve and how this objective will be achieved.

1.1 Context

The eNOTICE Community Center (ECC) is a web-based information and communication platform. It is an important tool to provide information on the eNOTICE project and (public) access to information about the training centers (TCs) which are members of the eNOTICE network and their activities. This empowers researchers, technology developers, first responders and other training centers to easily find and contact TCs according to their individual needs.
All these interactions with the ECC can be tracked and analyzed, in accordance with the relevant privacy laws.

1.2 Motivation and Objective

In order to evaluate whether the ECC reaches its goals and provides added value regarding the overall objectives of eNOTICE, quantitative performance measures are required. These performance measures will enable an in-depth analysis and evaluation and can be used to identify potential areas for improvement. Furthermore, the effectiveness of such improvements can be tracked, and the improvements adjusted, if necessary.
In addition, the performance measures allow the identification of areas where the ECC performs exceptionally well, enabling the deduction of best practices and lessons learned.

1.3 Relation to other tasks

The following tasks are especially relevant for the ECC in the context of this deliverable.

1.3.1 Task 3.2

Task 3.2 (Development of a web-based platform to share information and encourage communication) was the main task developing the ECC. It was completed in M24 (August 2019) with the release of V1 of the ECC.

1.3.2 Task 3.3

Task 3.3 (Further development and maintenance of the web-based platform) started in M25 and continues the work started in Task 3.2. This task will implement necessary changes identified during the evaluation of the ECC.

1.3.3 Task 3.4

Task 3.4 (Integration of platforms and interfaces) establishes (technical) links to projects and initiatives related to eNOTICE. The quantitative indicators of these links can be monitored in order to determine their impact.

1.3.4 Tasks 5.2

The subtasks 5.2.2 (Evaluation of the functioning of the web-based platform) and 5.2.4 (Evaluation of the quality label, web-based search function and recommendations for certification) are especially relevant for this deliverable as this deliverable provides them with quantitative indicators for the evaluation.

1.4 Approach

As this is a 6-monthly recurring deliverable, the structure of all corresponding deliverables is the same as the structure for this deliverable. These deliverables focus on presenting raw numbers and perform only a short analysis, as the main analysis and evaluation is conducted in Tasks 5.2.2 and 5.2.4.
Chapter 2 briefly introduces the methodology used for gathering and acquiring quantitative visitor data, which is based on the methodology already established in Task 5.2.2.
The individual performance measures are then presented in Chapter 3 and analyzed and compared to the previous monitoring period. If necessary, proposals for improvements will also be presented.
A short conclusion and outlook on future work are included in Chapter 4.

2 Methodology

This chapter presents a short overview of the applied methodology.

2.1 General methodology

The methodology used is not described in detail here, as it was already established in previous deliverables. For details, please refer to Chapter 2 of D5.3, Chapter 2 of D5.6, Section 5.4 of D3.4, Section 4.3.13 of D3.6 and Section 5.1.5 of D3.8.

2.2 Technical aspects

The data presented in this deliverable is acquired using Matomo, an open-source self-hosted website analytics tool. All collected data is anonymized, meaning that it cannot be linked to any specific person. This ensures compliance with the General Data Protection Regulation (GDPR) and other relevant laws. Users can also opt out of tracking via the privacy policy page.

2.3 Monitoring periods

The analyzed timeframes and corresponding deliverables are listed in Table 1 with the timeframes covered in this deliverable shown in bold. Each deliverable includes a comparison to the figures of the previous deliverable. Note that, as the eNOTICE project has been extended by one year, the six-monthly monitoring periods do not map to unique deliverables anymore. Therefore, in order to maintain consistency and comparability with the previous monitoring periods, D3.13 was split into three sections, each covering a six-months period.

Start	End	Deliverable
01.07.2019	31.12.2019	D3.10 (February 2020)
01.01.2020	30.06.2020	D3.11 (August 2020)
01.07.2020	31.12.2020	D3.12 (February 2021)
01.01.2021	30.06.2021	D3.13.1 (August 2022)
01.07.2021	31.12.2021	D3.13.2 (August 2022)
01.01.2022	30.06.2022	D3.13.3 (August 2022)
01.07.2022	**31.12.2022**	**D3.14 (February 2023)**

Table 1: The timeframes covered in this series of deliverables

3 Monitoring Results

This chapter presents the monitoring results in the monitoring period from the 1st of July 2022 to the 31st of December 2022.

3.1 Visitor data

3.1.1 Data for the current monitoring period

Figure 1 shows the number of visits per day[3]. The numbers are relatively consistent over the monitored period with noticeable drop-offs on the weekends. Notable spikes in the numbers include the publication of the fourth eNOTICE newsletter on the 10th of November with more than 50 visits and a period of increased activity following the 15th of November (eNOTICE and PROACTIVE JA in Rieti).

On average, the ECC had 12.7 visits per day, which is more than in the corresponding period of 2021 (9.3 visits per day). In total the ECC received 2332 visits.

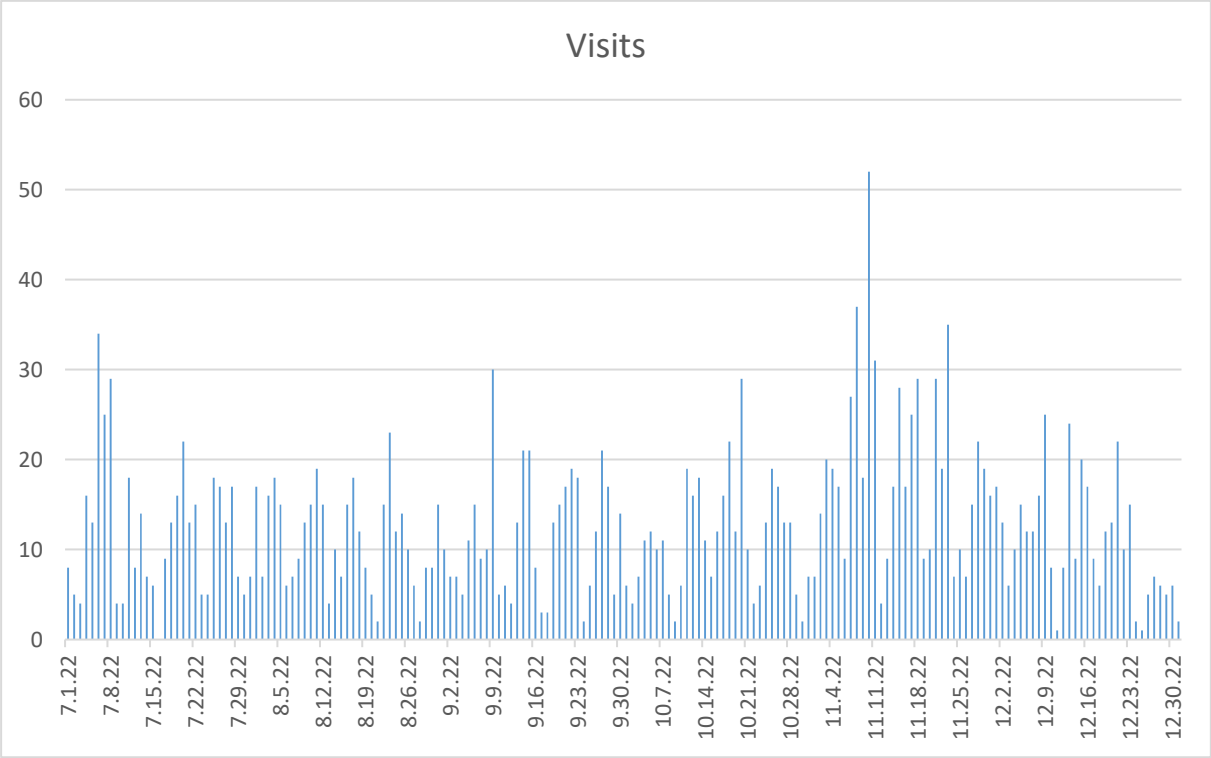

Figure 1: Visits per day

3.1.2 Comparison with the previous monitoring period

The development of the visits per day can be seen in Table 2. A positive trend can be identified in the numbers throughout all monitoring periods. It is noteworthy that the

[3] In D3.10, this was called „unique visitors", however "visits" better reflects the metric reported by the monitoring tool: "If a visitor comes to your website for the first time or if they visit a page more than 30 minutes after their last page view, this will be recorded as a new visit." (From the Matomo documentation). The way this metric is compiled was not changed, thus the figures presented here are comparable to the previous monitoring period.

second half of each year consistently shows fewer visitors than the first half of that year, potentially due to summer and Christmas holidays occurring in the second half of the year.

Time period	Average visits per day
01.07.2019 - 31.12.2019 (D3.10)	8.4
01.01.2020 - 30.06.2020 (D3.11)	11.9
01.07.2020 - 31.12.2020 (D3.12)	9.1
01.01.2021 - 30.06.2021 (D3.13.1)	10.6
01.07.2021 – 31.12.2021 (D3.13.2)	9.3
01.01.2022 – 30.06.2022 (D3.13.3)	13.67
01.07.2022 – 31.12.2022 (D3.14)	12.7

Table 2: Average visits per day

3.1.3 Proposals for improvement

None.

3.2 Geographic data

3.2.1 Data for the current monitoring period

A map showing the number of visitors per country is shown in Figure 2 and the countries with the most visitors are presented in Figure 3. Most visits to the ECC originate from the EU and United States, followed by Asia. Only a small number of visitors come from Africa, Oceania, Central and South America. Overall, visitors from over 100 distinct countries visited the ECC.

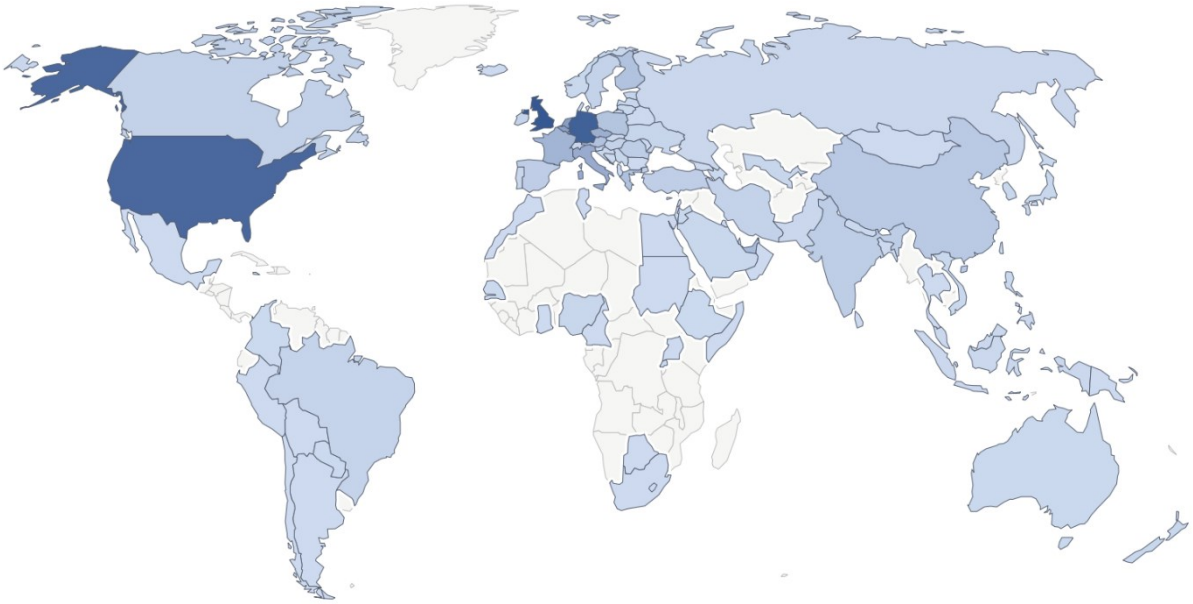

Figure 2: Map of visits

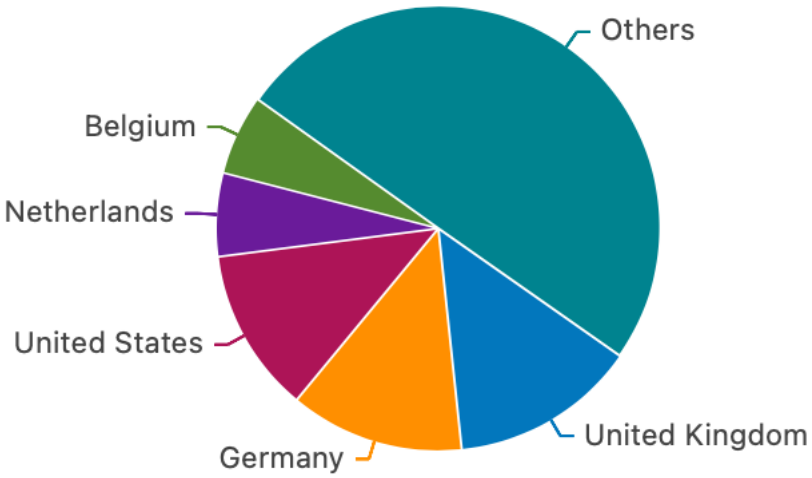

Figure 3: Distribution of visits per country

3.2.2 Comparison with the previous monitoring period

The number of visitors from distinct countries has increased in comparison to the previous monitoring period (91), indicating a positive trend. In fact, the current monitoring period had the most visitors from distinct countries out of all monitoring periods.

3.2.3 Proposals for improvement

None.

3.3 User acquisition data

3.3.1 Data for the current monitoring period

As shown in Figure 4, more than half of the users access the ECC directly. Many users (roughly 45%) also find the ECC via search engines and some users arrive via links from other websites and social networks where eNOTICE activities are promoted – LinkedIn, Twitter and Facebook.

Figure 5 and Figure 6 detail the relative number of users arriving from other websites and social networks, respectively.

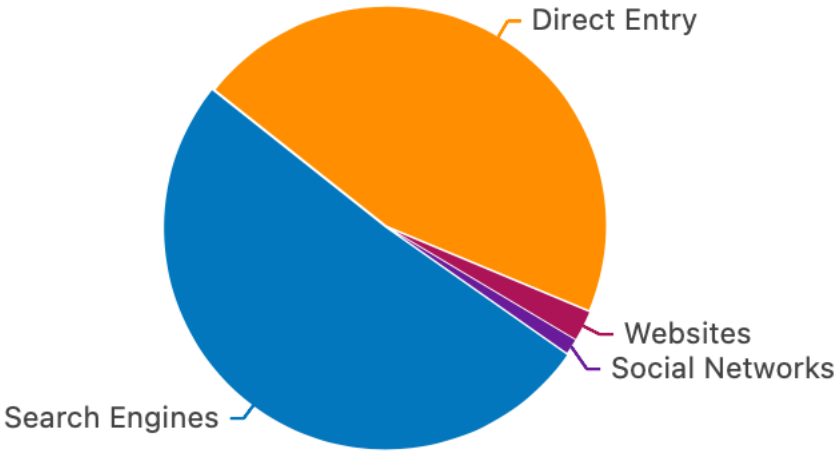

Figure 4: Overall user acquisition

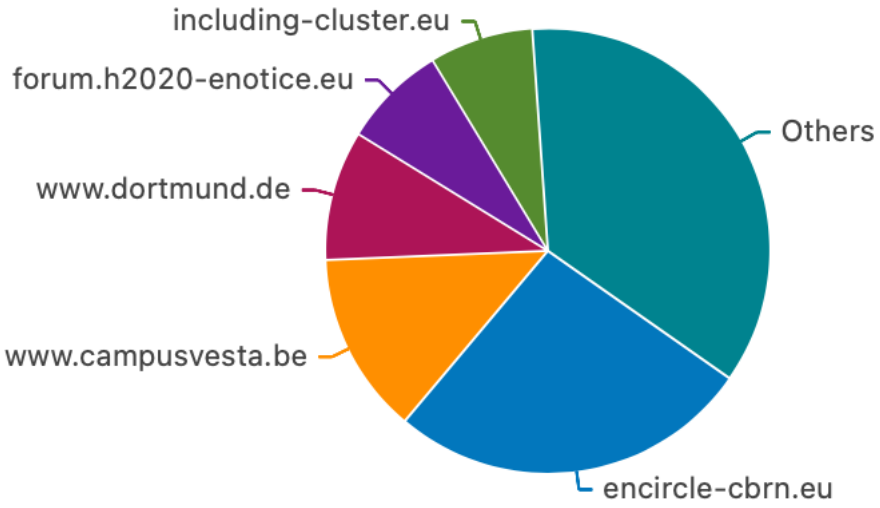

Figure 5: Traffic from websites

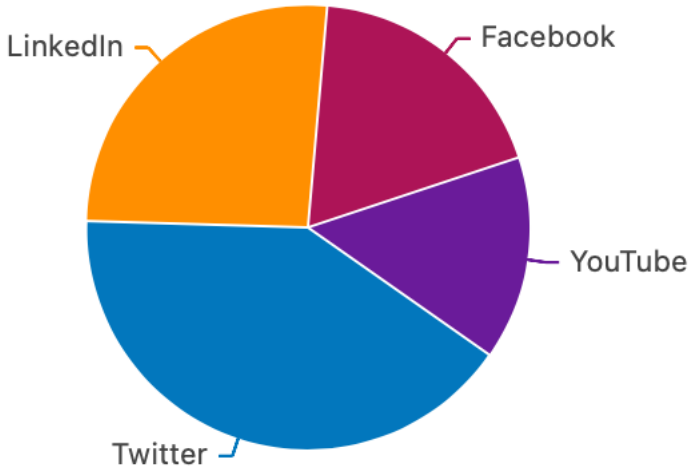

Figure 6: Traffic from Social Networks[4]

3.3.2 Comparison with the previous monitoring period

The relative amounts of user acquisition channels have not changed significantly since the last monitoring period.

3.3.3 Proposals for improvement

None.

3.4 User behavior data

3.4.1 Data for the current monitoring period

The ten most viewed pages are presented in Table 3. Naturally, the homepage is the most visited page, but the TC catalogue and pages about the project, partners and publications are also frequently accessed.

Figure 7 and Figure 8 show that the ECC is mostly used between 8 and 17 o'clock from Monday to Friday.

[4] Note that this figure includes all traffic arriving from social media, not just the traffic arriving via posts from official project accounts.

Page	Unique Pageviews
/	1,069
/static/catalogue.html	412
/static/profile.html?id=4 (TC Profile of WMP)	252
/static/partner.html	176
/static/publications.html	171
/static/ja-catalogue.html	160
/static/project.html	141
/static/profile.html?id=fa94b8062fd3ae96559c82d8c345fb165e61ab3050ae8a778d32bef0db55e868 (TC Profile of Defence CBRN centre, Netherlands)	121
/static/related-projects.html	106
/?redirect=0	89

Table 3: The 10 most visited pages

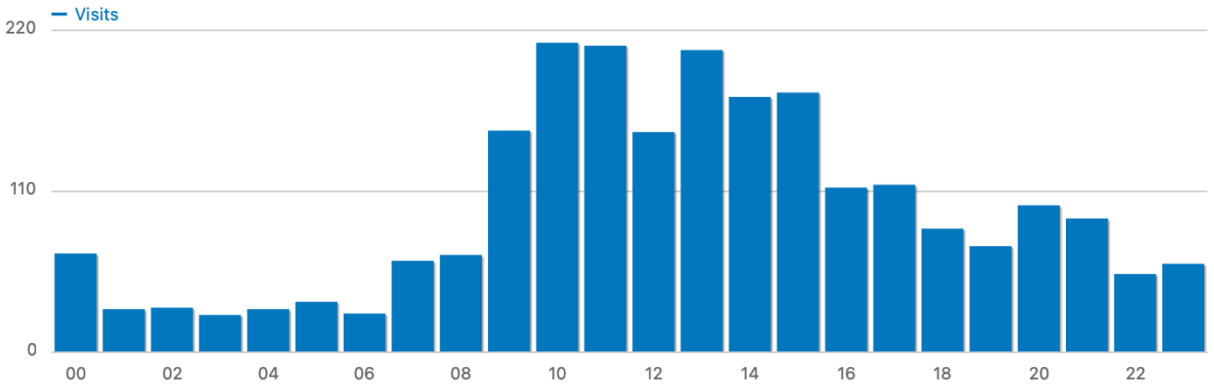

Figure 7: Visits by hour per local time

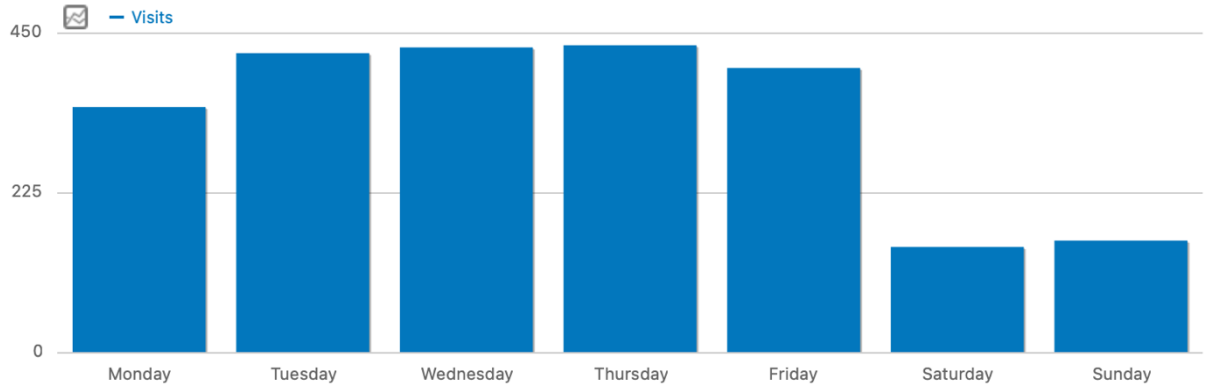

Figure 8: Visits by day of week

3.4.2 Comparison with the previous monitoring period

Overall, the number of page views per page decreased in line with the overall user numbers presented in Section 3.1. Interestingly, a more even distribution of the visits across all pages can be observed, indicating a broad interest in the content of the ECC.

3.4.3 Proposals for improvement

Continue monitoring the distribution of visited pages.

3.5 User device data

The monitoring of the user device data is important for the ongoing development and improvement of the website as the behavior of the users decides for which kind of device and browser the website needs to be optimized and tested.

3.5.1 Data for the current monitoring period

As shown in Figure 9, most users access the ECC via a desktop computer, using the Chrome browser (Figure 10). Accordingly, new features for the ECC should be primarily tested using these systems. However, as Apple systems (Safari and Mobile Safari) also account for a significant share of visits, the ECC also needs to be tested for these environments.

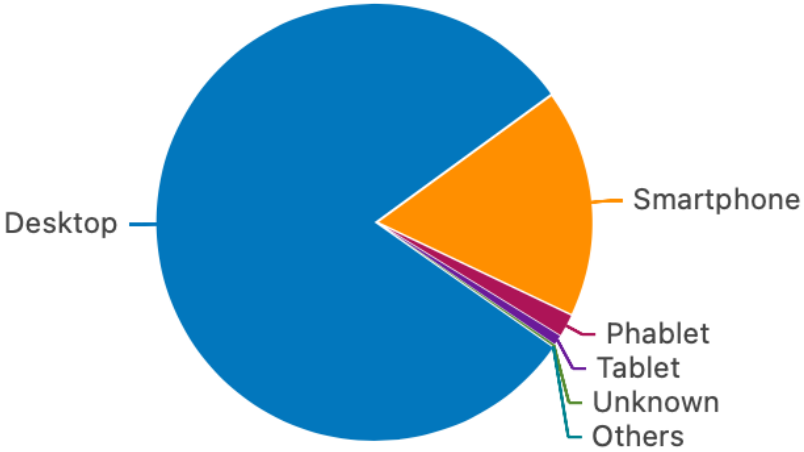

Figure 9: Most used device types

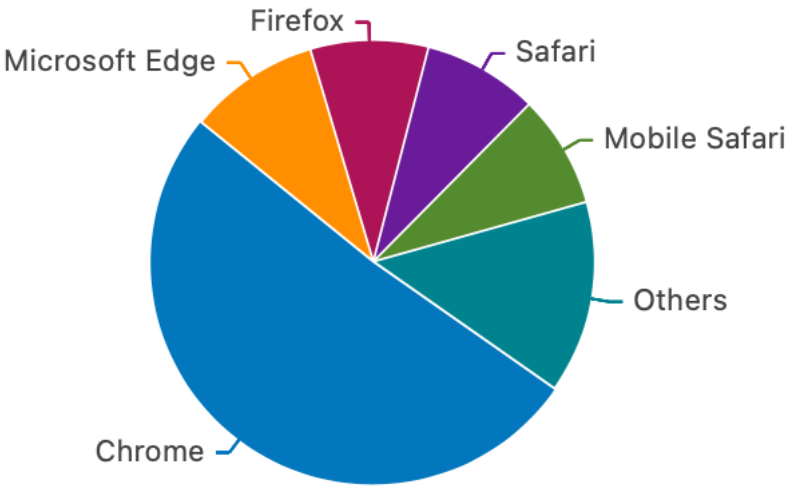

Figure 10: Most used browsers

3.5.2 Comparison with the previous monitoring period

The usage of the Internet Explorer browser has disappeared completely. The relative share of visits on mobile devices remained relatively steady.

3.5.3 Proposals for improvement

Continue testing the website on mobile devices.

3.6 Content data

3.6.1 Data for the current monitoring period

Table 4 shows ten files with the most unique downloads. The files with most downloads are those promoted during events organized by or with eNOTICE (e.g. seminar on just-in-time-training) and the deliverables from WP2, which will be most relevant for practitioners. Articles and Newsletter also receive a high number of downloads.

File	Unique Downloads
20210423 ARTICLE_CBRN CivMil Cooperation.pdf	23
eNOTICE calendar	20
eNOTICE FIRE-IN NO-FEAR DAREnet MEDEA_JITT_publication_final.pdf	13
eNOTICE-WP2-VESTA-D2.1 Roster.pdf	12
EUCBRNRiskMitigationCoEInitiative.pdf	10
JABirminghamReport.pdf	10
eNOTICE-WP2-UCL-D2.3-Mapping and needs and gaps analysis of the CBRN stakeholders.pdf	10
eNOTICE newsletter 3 May 2020 webinar on just-in-time-training.pdf	9
eNOTICE Newsletter 4 Nov 2022.pdf	8[5]
eNOTICE network Terms of Reference v2.pdf	8

Table 4: The 10 most downloaded files

3.6.2 Comparison with the previous monitoring period

The overall figures are similar to the previous monitoring period, with deliverables from WP2 as well as non-deliverable publications being the most downloaded files. This is notable, as the WP2 deliverables are among the oldest in the project. The fact that they are still being regularly accessed speaks of their quality and relevance.

3.6.3 Proposals for improvement

None.

3.7 Social media

3.7.1 Data for the current monitoring period

eNOTICE currently has 70 Likes on Facebook and 469 Followers on Twitter.

3.7.2 Comparison with the previous monitoring period

The numbers of Followers on Twitter and Likes on Facebook have both increased since the last monitoring period.

3.7.3 Proposals for improvement

None.

[5] Note that the newsletter was sent to the recipients primarily by email attachment and this figure only tracks access to the newsletter via the website.

4 Overall conclusion and future work

This chapter provides a brief conclusion and outlook on future work.

4.1 Conclusion

The overall usage of the ECC continues to increase on a yearly basis. It provides a solid foundation for disseminating the project's results and has informed visitors from more than 100 countries. No significant systematic shifts could be identified in the presented monitoring period and no major problems were identified. The ECC continues to support major dissemination events and Social Media continues to be a viable dissemination channel.

4.2 Future Work

Although this is the final deliverable of this series, the consortium will continue to monitor the usage of the ECC and implement necessary changes. The monitoring figures will also be used in the final deliverable on the monitoring of the functioning of the ECC (D5.18), due in June 2023.