eNOTICE
European Network Of CBRN TraIning Centres

D3.11 Semestrial report 2 on the use of the eNOTICE information and communication platform

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Executive Summary

This deliverable is the second in a series of 5 deliverables, published every 6 months to report on the usage of the eNOTICE information and communication platform.

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.

Abbreviations

CBRN	Chemical, Biological, Radioactive and Nuclear
D	Deliverable
ECC	eNOTICE Community Center
EU	European Union
GDPR	General Data Protection Regulation
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 and first responders 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 eNOTICE Community Center.

1.3.2 Task 3.3

Task 3.2 (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 all the 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 in 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, 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. Each deliverable includes a comparison to the figures of the previous deliverable.

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 (August 2021)
01.07.2021	31.12.2021	D3.14 (February 2022)

Table 1: The timeframes covered in this series of deliverables

3 Monitoring results and analysis

Monitoring results are presented in this chapter.

3.1 Visitors data

3.1.1 Data for the current monitoring period

Figure 1 shows the number of visits per day[6]. The numbers are relatively consistent over the monitored time period with noticeable drop-offs on the weekends and spikes after the Christmas holiday (7th of January), after the release of the second newsletter (22nd of January), around the Joint Activity in Ankara (end of February) and around the dissemination campaign and execution of the joint webinar (May, June).

The period of decreased activity in March and April can potentially be attributed to the COVID-19 pandemic, which preoccupied many practitioners and researchers in Europe during those months.

On average, the ECC had 11.9 visits per day.

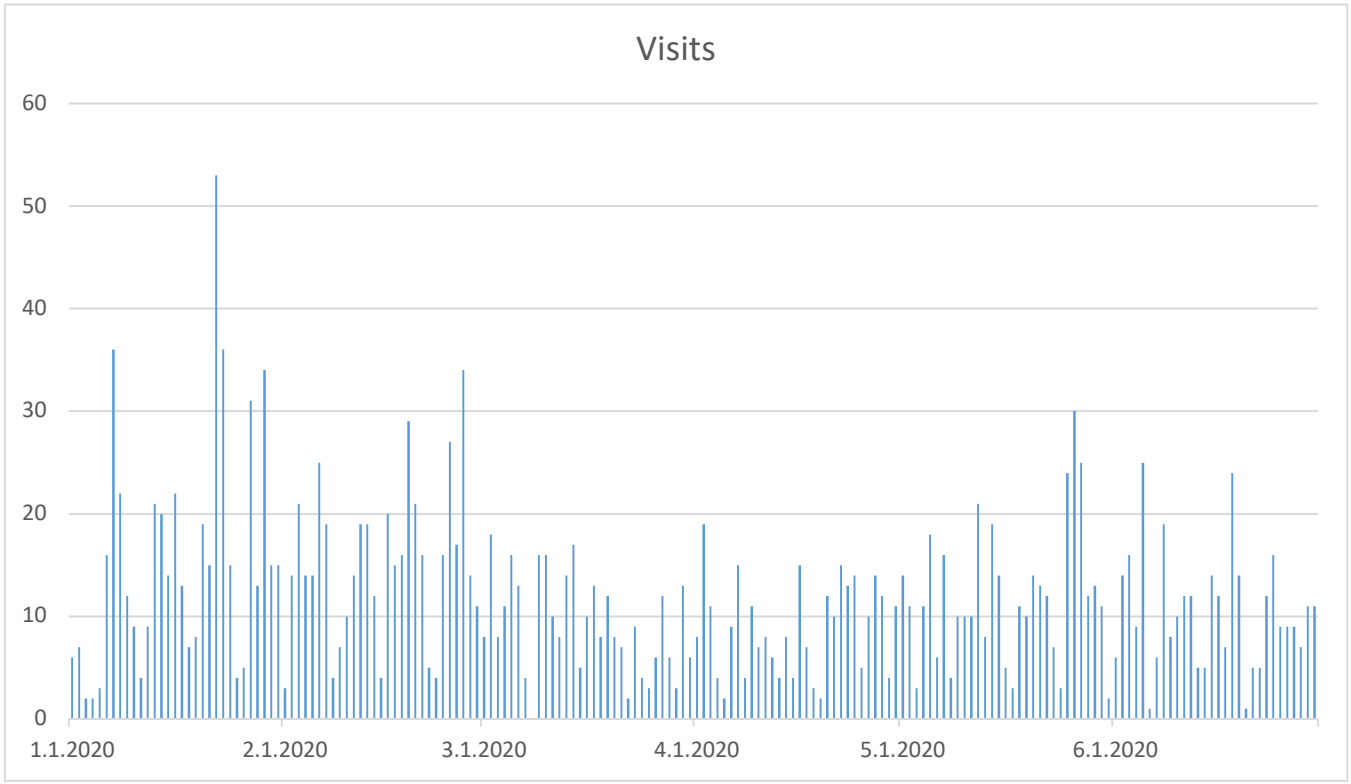

Figure 1: Visits per day

[6] 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.

3.1.2 Comparison with the previous monitoring period

The average number of visits per day increased from 8.4 to 11.9, meaning a 40% increase in the overall number of visits, despite only conducting one Joint Activity in the monitoring timeframe (which previously always results in a spike in the number of visits). This is a very positive trend that also applies to all data presented subsequently.

3.1.3 Proposals for improvement

None.

3.2 Geographic data

3.2.1 Data for the current monitoring period

A map showing the amount 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 US but there are also visitors from all other continents.

Overall, visitors from 69 distinct countries visited the ECC.

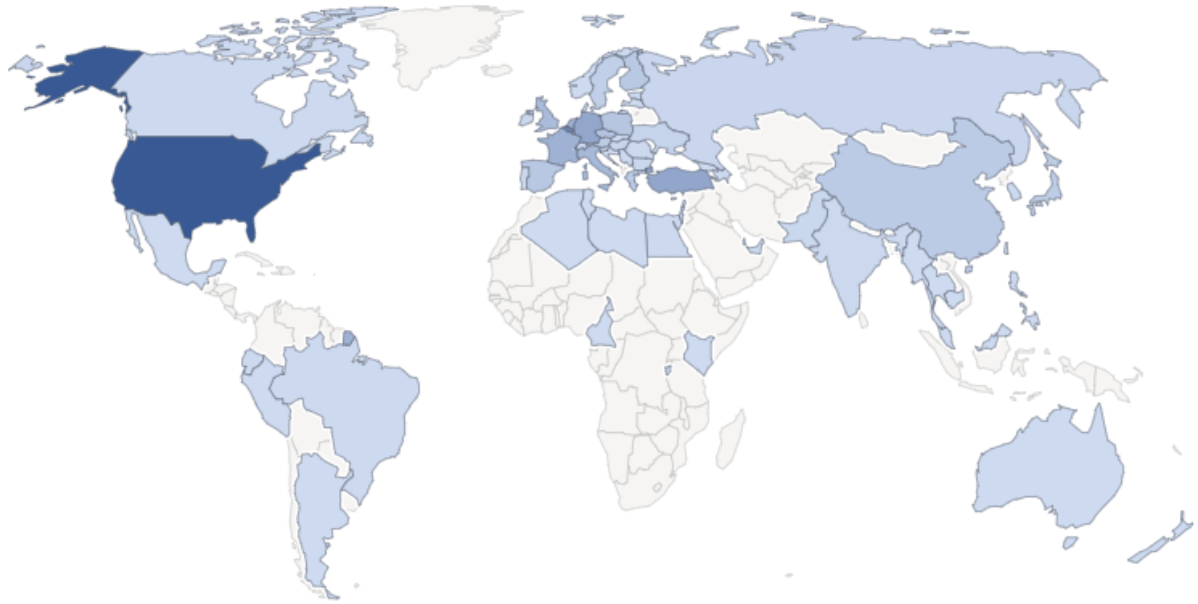

Figure 2: Map of visits

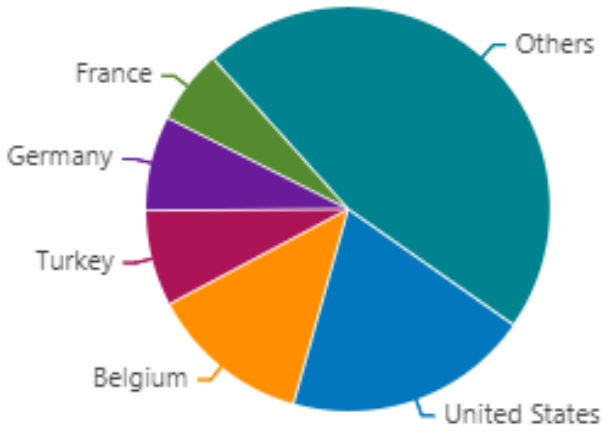

Figure 3: Distribution of visits per country

3.2.2 Comparison with the previous monitoring period

The overall number of distinct visitor countries decreased from 77 to 69 (-10%), mostly due to less visitors from South East Asia.

A shift can also be observed in the distribution of visits per country: The US is now the country with most visits and Turkey has the third-most visits, presumably due to the Joint Activity taking place in Ankara, Turkey.

3.2.3 Proposals for improvement

Monitor the number of visits from distinct countries to assess whether the decline is an ongoing trend or statistical noise.

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 25%) also find the ECC via search engines and some users arrive via links from other websites and social networks

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

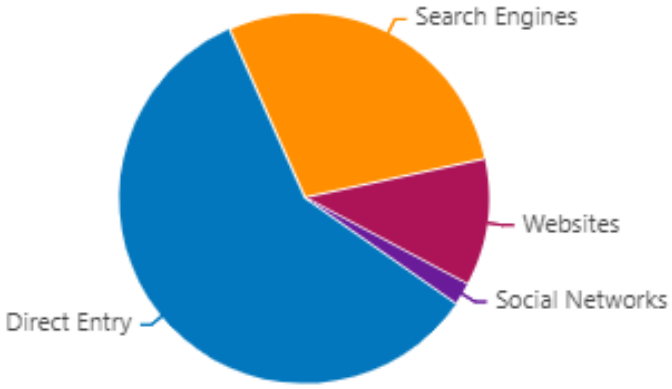

Figure 4: Overall user acquisition

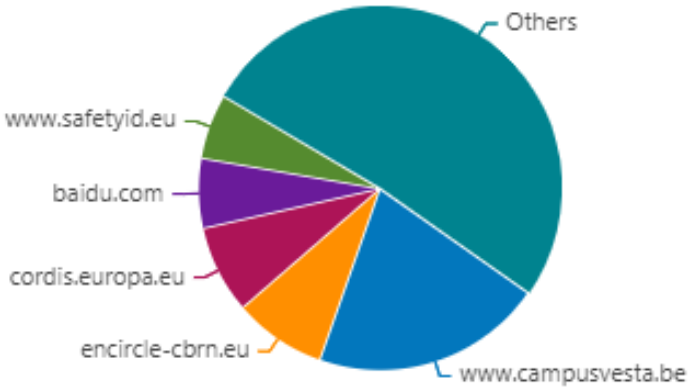

Figure 5: Traffic from websites

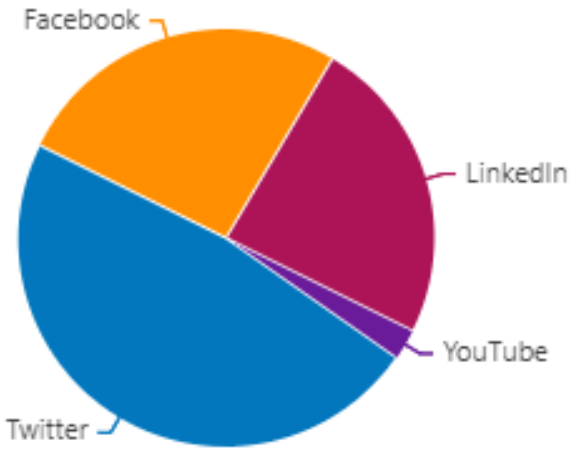

Figure 6: Traffic from social media[7]

3.3.2 Comparison with the previous monitoring period

Most figures are similar to the previous monitoring period, with a notable exception regarding traffic acquisition from social media. The relative share of Facebook has decreased while traffic from LinkedIn and especially Twitter has drastically increased. If this trend continues, dissemination activities can be directed accordingly. eNOTICE posts on LinkedIn related to the Just-in-time Training webinar of June and project partners publication of July received 521 and 1560 views respectively.

3.3.3 Proposals for improvement

None.

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

3.4 User behavior data

3.4.1 Data for the current monitoring period

The ten most viewed pages are presented in Table 2. As is to be expected, the homepage is the most visited page, but the TC catalogue and generic project, partners and publications pages are also frequently accessed.

Figure 7 and Figure 8 show that the ECC is mostly used between 8 and 16 o'clock from Monday to Friday.

Page	Unique Pageviews
/	1595
/static/catalogue.html	404
/static/project.html	309
/static/partner.html	300
/static/publications.html	237
/static/ja-catalogue.html	207
/?redirect=0	156
/static/ja-profile.html?id=10	110
/static/contact.html	52
/static/ja-profile.html?id=8	50

Table 2: The 10 most visited pages

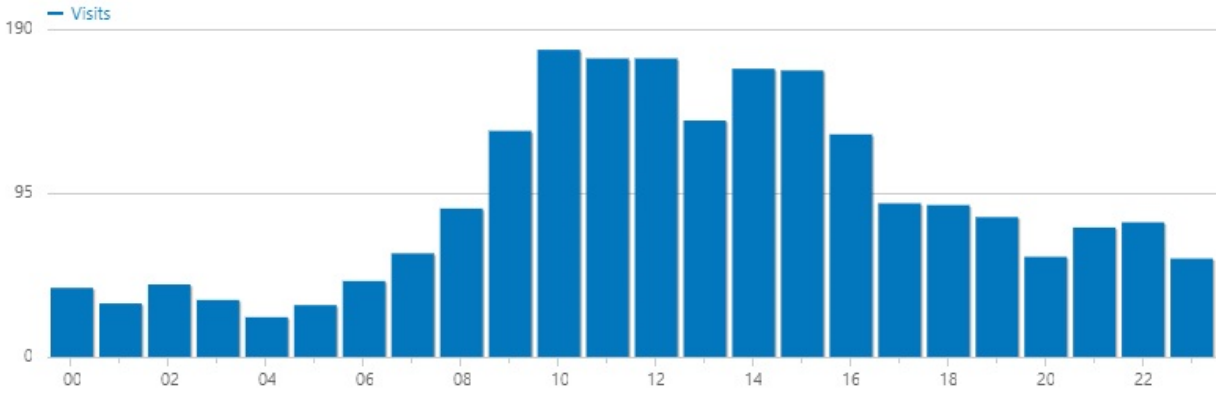

Figure 7: Visits per hour by local time

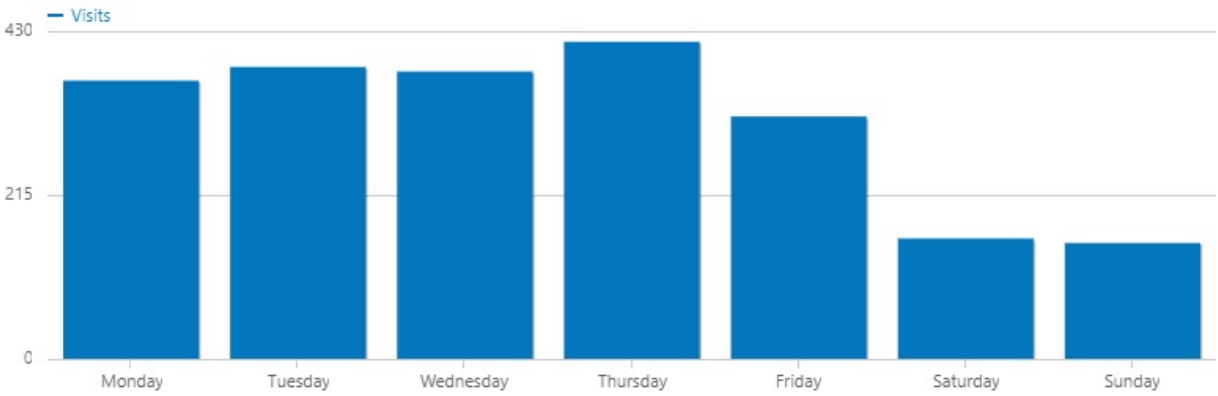

Figure 8: Visits by day of week

3.4.2 Comparison with the previous monitoring period

No significant changes for the most visited pages can be observed.

Interestingly, the visits per hour (local time) have changed and now include only a small drop during the lunch-hour with consistent activity throughout the rest of the workday, while previously the website was visited mostly in the morning and visits decreased in the afternoon.

Visits have also increased on Thursdays, which was previously the weekday with the smallest number of visits and now has the largest number.

3.4.3 Proposals for improvement

None.

3.5 User device data

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.

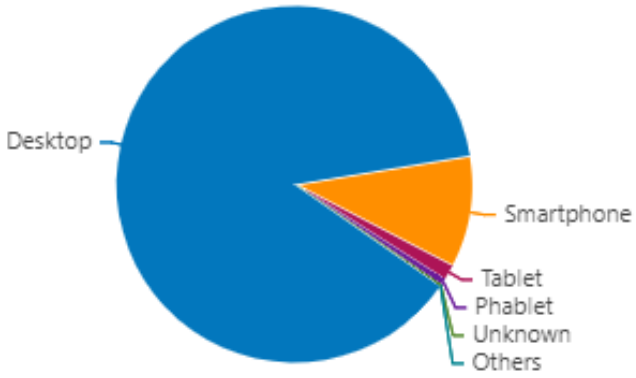

Figure 9: The most used device types

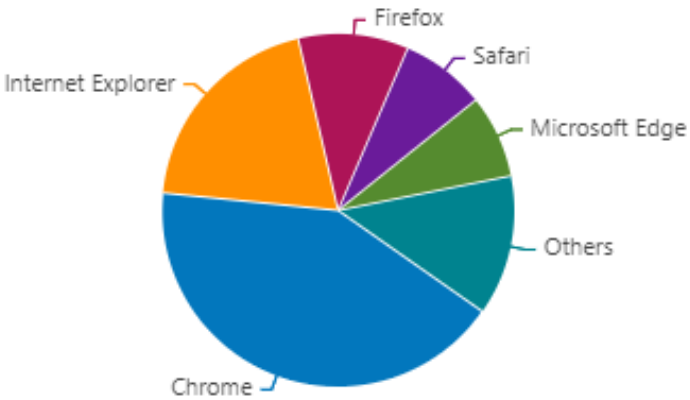

Figure 10: The most used browsers

3.5.2 Comparison with the previous monitoring period

No significant changes can be observed.

3.5.3 Proposals for improvement

None.

3.6 Content data

3.6.1 Data for the current monitoring period

Table 3 shows the 10 files with the most unique downloads. The files with most downloads are those actively promoted (the second newsletter, the Terms of Reference and the EU CBRN Risk Mitigation CoE Initiative) and the deliverables from WP2 and WP4, which will be most relevant for practitioners.

File	Unique Downloads
eNOTICE Newsletter 2 Jan 2020.pdf	29
eNOTICE network Terms of Reference v2.pdf	26
EUCBRNRiskMitigationCoEInitiative.pdf	25
eNOTICE-WP2-VESTA-D2.1 Roster.pdf	19
eNOTICE_newsletter_1.pdf	17
eNOTICE-WP4-VESTA-D4.1-eNOTICE exercise methodology.pdf	12
eNOTICE-WP2-SDIS77-D2.2-CBRN Training Capacity quality label.pdf	10
eNOTICE-WP5-VESTA-D5.7-Fourth Progress Report.pdf	9
eNOTICE-WP4-VESTA-D4.4-Joint activities planning Report 3.pdf	9
eNOTICE newsletter 3 May 2020 webinar on just-in-time-training.pdf	9

Table 3: 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 and WP4 as well as non-deliverable publications being the most downloaded files.

3.6.3 Proposals for improvement

Non-deliverable content (i.e. newsletters) seems to be most popular and should be used further. Conversely, deliverables should be promoted more to increase their reach and impact.

3.7 Social media

3.7.1 Data for the current monitoring period

eNOTICE currently has 62 Likes on Facebook and 326 Followers on Twitter.

3.7.2 Comparison with the previous monitoring period

Both the number of Likes on Facebook (+13%) and Followers on Twitter (+19%) have increased and show positive trends.

3.7.3 Proposals for improvement

None.

4 Conclusion and future work

4.1 Conclusion

A positive trend can be observed for virtually all metrics used to monitoring the usage of the ECC. The number of visits, downloads and pageviews has increased while the accompanying technical factors (devices, browsers) have stayed consistent.

4.2 Future Work

The follow-up to this deliverable, D3.12, will contain a comparison of the two monitoring periods and identify positive or negative trends. This cycle will be repeated every 6 months in order to continuously improve the ECC.