# eNOTICE
# European Network Of CBRN TraIning Centres

## D5.6 eNOTICE evaluation report on the functioning of the information and communication platform Y2

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**D5.6 – eNOTICE evaluation report on the functioning of the information and communication platform Y2**

## Document Information

| | |
|---|---|
| *Grant Agreement n°* | *740521* |
| *Project Title* | *European Network of CBRN Training Centers* |
| *Project Acronym* | *eNOTICE* |
| *Project Coordinator* | *Université catholique de Louvain (UCL)* |
| *Document Responsible Partner* | *University of Paderborn (UPB)* <br> *safety innovation center (SIC)* |
| *Document Number* | *D5.6* |
| *Document Title* | *eNOTICE evaluation report on the functioning of the information and communication platform Y2* |
| *Dissemination Level* | *Public* |
| *Contractual Date of Delivery* | *Month 22 (June 30, 2019)* |

## Partners involved in the Document

| N° | Participant organisation name (short name) | Check if involved |
|:---:|---|:---:|
| *1* | *Université catholique de Louvain (UCL)* | *X* |
| *2* | *Campus Vesta APB (VESTA)* | *X* |
| *3* | *Fire and Rescue Service of Seine et Marne (SDIS77)* | |
| *4* | *Association pour la recherche et le développement des méthodes et processus industriels (ARMINES)* | |
| *6* | *Fire Department Dortmund (FDDO)* | *X* |
| ***7*** | ***University of Paderborn (UPB)*** | ***X*** |
| *8* | *Joint CBRN Defence Centre of Excellence Vyškov (JCBRND COE)* | *X* |
| *9* | *Middle East Technical University (METU)* | |
| *10* | *University of Rome Tor Vergata and* <br><br> *The Italian Joint NBC Defense School (UNITOV)* | |
| *11* | *West Midlands Police, National CBRN centre (WMP)* | *X* |
| *12* | *War Studies University, CBRN Defence Training Centre (WSU)* | |
| *13* | *Scientific and Research Centre for Fire Protection (CNBOP-PIB)* | |
| ***14*** | ***safety innovation center (SIC)*** | ***X*** |

## *Circulation list*

- *European Commission*

- *eNOTICE Consortium*

## Executive Summary

This deliverable presents preliminary monitoring results and an analysis of visitor data of the eNOTICE information and communication platform. Information such as the number and location of visitors, search terms used to find the eNOTICE website, visitor flows and device data is analysed to gain a deep understanding of who the visitors are and what they are trying to achieve.

A basic methodology of the evaluation was already established in the predecessor deliverable (D5.3), the actual evaluation of the ECC will start in August 2019 with results being presented in the successor to this deliverable (D5.9, June 2020).

# Table of Contents

## Table of Figures

# 1  Introduction

This chapter provides a short overview of the underlying context and overall objectives, the motivation to perform regular evaluations, and the approach for this deliverable.

## 1.1  Context and overall objectives

eNOTICE is a H2020 funded project and aims at building a European network of CBRN Training Centres - TCs. The key activities and consecutive steps in building this network consist of 1) the identification and mapping of CBRN TCs, including the inventory of their capabilities (thematic expertise areas) and infrastructure for testing, demonstration, serious gaming and simulations (Task 2.1.1 and D2.1, May 2018); 2) creation of visibility for these Centres, their capabilities and expertise. The latter will mainly be done through publication of information on these TCs' organisation and their activities on a dedicated web-based platform, the so-called "eNOTICE Community Centre" (ECC). Note that the terms "web-based platform", "information and communication platform", "eNOTICE Community Centre" and "eNOTICE website" are used analogously for the sake of consistency with the grant agreement and the relevant task and deliverable names.

One critical feature of the eNOTICE Community Centre is the search function, which will allow safety and security stakeholders to find a TC that matches their needs for research, training, exercises, testing, demonstration, simulation, and serious gaming.

The web-based platform will also create visibility for the eNOTICE activities that are chosen to make this network dynamic. These activities include: the organisation of so-called "Joint Activities" (i.e. field exercises, table tops, simulation and serious gaming exercises, combined with testing, validation or demonstration on new tools, technologies, etc. ); and best practices, identified or provided by the eNOTICE activities, such as guidelines and templates to organise CBRN field exercises, table top exercises, simulations and serious gaming (Task 4.1); policy recommendations and recommendations to optimise resources (Task 4.4).

The mapping and other activities to build the network are part of WP2 (Framework for a sustainable European CBRN TC network) and WP4 (Integration, optimization and joint activities), the developments of the web-based platform and applications are covered by WP3 (Information and communication platform and dissemination). To ensure continuous improvement during the whole duration of the project and beyond and to enable delivering a mature platform by year 3 of the project, a substantial part of WP5 (Project management) has been dedicated to quality monitoring and continuous internal evaluation and improvement.

## 1.2  Characteristics and functionalities of the web-based platform

The following section presents a brief overview of the tasks related on the development of the web-based platform according to the user-oriented requirements. The output of these tasks will be evaluated in Task 5.2.2 throughout the project.

### 1.2.1   Task 3.2: Development of a web-based platform to share information and encourage communication

Web-based applications – adapted to the needs of the addressees – will enhance sharing of information and encourage communication, such as shared good practices, the search function based on the TC capacity label, an event calendar, discussion forum, etc. For security reasons, access to the platform will be partially restricted to registered and/or authorized users, especially to the parts containing sensitive data which will be restricted areas.

Task 3.2 started in Month 6.

### 1.2.2   Task 3.3: Further development and maintenance of the web-based platform

In the second stage of development (once the basic functions are operational in M24, August 2019), the website will be extended with content mapping against broader policy objectives of the European Commission EU security agenda, such as DG HOME Community of Users, DG DEVCO CBRN CoE initiative, EU Military Staff CBRN training activities coordinated with NATO CBRN Defence training (through participation of JCBRND COE) in the framework of CIMIC, collaborative ongoing R&D and networking projects.

Task 3.3 will start in Month 25.

### 1.2.3   Task 3.4: Integration of platforms and interfaces

Appropriate websites with identical, similar or complementary goals and with identical, similar or complementary target groups have been identified in Task 2.3 in search of lessons learnt from existing initiatives (see eNOTICE D2.4 Report on Key Performance Indicators for a successful CBRN network, June 2018). Collaboration with those networks and platforms will be initiated and links between them will be considered, by means of integration or interfaces.

Task 3.4 started in Month 13.

## 1.3   Links to other tasks

The main input for Task 5.2.2 is produced in WP3, in the tasks described in section 1.2. These tasks, however, receive input from the tasks in WP2 (e.g. Task 2.1, Task 2.2, Task 2.3 and WP4 (Task 4.4).

The outputs from Task 5.2.2 are mainly used in Tasks 3.2 and 3.3 (development and maintenance of the web-based platform) to improve the eNOTICE Community Centre. Additionally, the results of this task will be used in WP5 (project management and quality monitoring), e.g. in Task 5.2.1 (Quality management) to monitor the progress of project results. This deliverable can also produce input for the dissemination activities (Task 3.1).

## 1.4   Approach

As defined in the task description, the evaluation of the eNOTICE Community Centre will start only once it is fully operational (August 2019). The predecessor to this deliverable (D5.3, eNOTICE evaluation report on the functioning of the information and communication platform Y1) already established a general methodology for the evaluation, a draft questionnaire to evaluate the ECC, an overview of tools used to monitor visibility and a preliminary analysis of

monitoring results. Consequently, there is not much new information on the evaluation that can be presented in this deliverable. We have therefore decided to take a practical approach and continue with a renewed preliminary analysis of monitoring results, covering the time period between the last and this deliverable. This analysis is expected to yield actionable results for and improve the results of the related tasks and the dissemination efforts.

Additionally, this approach allows us to test whether the monitoring tool is a suitable tool for the actual evaluation.

## 1.5   Current status of the ECC

The ECC is currently under active development and expected to be fully operational by August 2019. Features currently functional are the catalogue of training centres with and accompanying search function, a catalogue of joint activities and basic information and communication tools such as a forum, a collaborative document editor and a virtual meeting room. Further work is being put into the display of the capacity label and advanced communication tools, for example a social networking feature. The ECC is developed in close collaboration with the end-users by using mainly the Joint Activities for feedback rounds.

Further information will be presented in the Deliverables 3.8 and 3.9, due in August 2019.

## 2  Preliminary monitoring results

Although no evaluation of the eNOTICE Community Centre can take place at this stage, the visitor data for the public website can still be analysed to gain insights into how well the website is received and what could be improved.

The data presented in this chapter covers the timespan from the 1st of May 2018 to the 31st of March 2019. The data was collected using Matomo[8] and contains only information on visitors who have not opted out of tracking and who do not use an adblocker to block tracking scripts[9]. The real number of visitors is therefore higher than the numbers presented here.

In Matomo, no personal data is stored as the only information that could identify a natural person (the IP address) is anonymised. The data collected in Matomo therefore does not fall under the legislation of the GDPR. Nevertheless, an opt out option is provided, and the user's Do Not Track (DNT) choices are respected.

### 2.1  General data

The total amount of visits per week is shown in Figure 1. The data indicates a steady interest in the website with an average of 44 visits per week. There is some variance in the data over time, e.g. a lower interest during the Christmas break. During Joint Activities the number of visits also increases, e.g. during the June 2018 JA in Belgium and during the February/March 2019 Joint Activity in Vyškov. A small spike can be also seen during the October 2018 Joint Activity in Rome/Rieti. This indicates good synergy effects between the Joint Activities and the website, as visitors use the website to inform themselves about eNOTICE during the Joint Activities and potentially learn about the Joint Activities from the website.

Further analysis[10] reveals that the spike in September 2019 is due to the presentation of eNOTICE at the Innovation for Crisis Management (I4CM) conference in Warsaw by WSU and CNBOP-PIB, indicating an effective dissemination.

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[8] Matomo is a web analytics tool like Google Analytics. It is however self-hosted and does not store or send data to any third party.

[9] Some Adblockers, such as Adblock Plus and uBlock origin block many tracking scripts by default

[10] Most visitors visited the news article https://www.h2020-enotice.eu/mod/forum/discuss.php?d=14
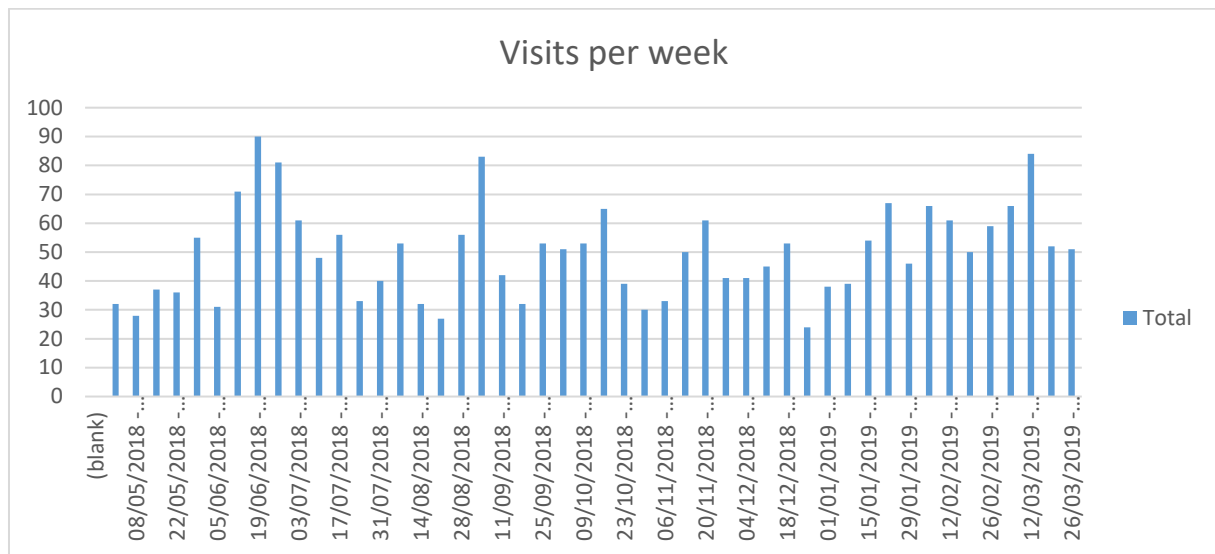
**Figure 1: Visits per week**

## 2.2   Geographic data

Figure 2 and Table 1 present information on the number of visits country. In total, the eNOTICE website received visits from 82 countries.

The map shows a significant global distribution of visits, include from countries in DG DEVCO's Centres of Excellence initiative. This indicates a great global reach of eNOTICE and hints at a beneficial cooperation that raises interest in eNOTICE worldwide.

The number of visits per country shows a significant number of visits from countries with eNOTICE partners. This is to be expected, as the partners' networks are often within their own countries. An additional contributing factor are the Joint Activities, which took place in Belgium, Italy and Czech Republic. Many people access the website during the Joint Activities from the country where the activity takes place. Further analysis into the unexpected high number of visits from the US reveals that over 50% of these visits can likely be attributed to a bot indexing or scanning the website.

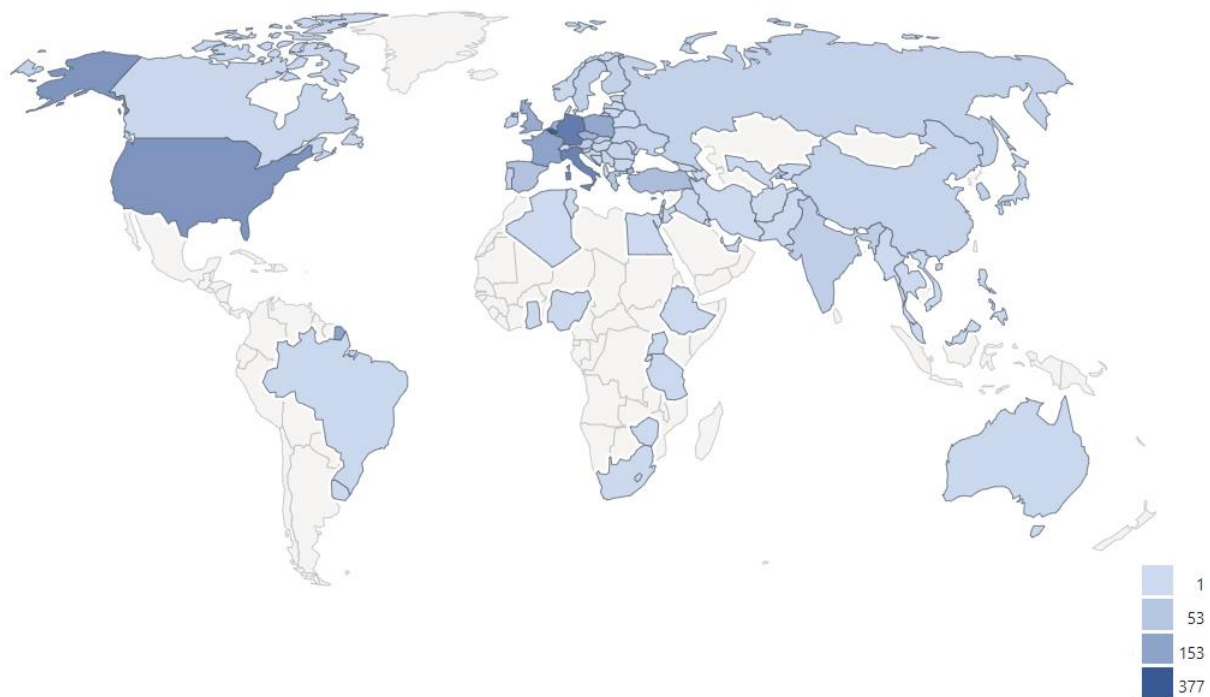**D5.6 – eNOTICE evaluation report on the functioning of the information and communication platform Y2**



**Figure 2: The geographical distribution of the visitors**

| Country | Visits |
|---|---|
| Belgium | 377 |
| Germany | 266 |
| Italy | 245 |
| United States | 196 |
| France | 153 |
| Poland | 140 |
| United Kingdom | 132 |
| Netherlands | 116 |
| Czechia | 107 |
| Turkey | 79 |
| Spain | 64 |
| Greece | 53 |
| Austria | 34 |
| India | 33 |
| South Korea | 28 |
| Sweden | 26 |
| Finland | 24 |
| Ireland | 21 |
| Russia | 21 |
| Japan | 16 |

**Table 1: Visitors per country, without countries with a low number of visitors**

## 2.3   User acquisition data

Figure 3 shows how visitors enter the eNOTICE website. Most visitors enter the website directly, i.e. by entering the URL into their browser or via a bookmark. A significant portion of visitors also enter the website via search engines such as Google or Bing. A smaller portion of the visitors also arrive via links from other websites and from social media. In the following, these sources will be analysed in more detail
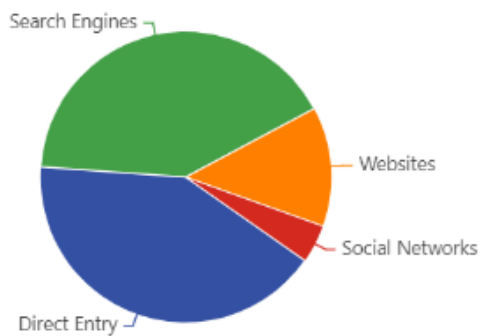


**Figure 3: How visitors enter the eNOTICE website**

Table 2 shows the performance of the eNOTICE website in the Google Search. Only entries with a significant number of clicks are shown. The various spellings of eNOTICE account for the bulk of the clicks and all have roughly the same click rate of around 3% and a similar position in the search results. Interestingly, visitors already arrive at the eNOTICE website when they google for "cbrn training". This provides an opportunity for optimisation, as eNOTICE is currently displayed on average at the 11th position in the search results, meaning that it is displayed on the second page of the results. Optimising the usage of this keyword could result in eNOTICE being shown on the first results page, leading to a larger number of visitors searching for "cbrn training".

| Query | Clicks | Impressions | CTR | Position |
|---|---|---|---|---|
| enotice | 277 | 9481 | 2.92% | 6.35 |
| e-notice | 66 | 2084 | 3.17% | 5.67 |
| cbrn training | 40 | 1542 | 2.59% | 11.15 |
| e notice | 38 | 1921 | 1.98% | 6.38 |

**Table 2: Google Search performance of the eNOTICE website**

Figure 4 displays from which websites visitors are linked to the eNOTICE website. Unsurprisingly, many visitors arrive from the websites of eNOTICE partners and related projects. These types of websites also account for the bulk of the "Other" websites. The significant number of visits from crisiscentrum.be indicates a positive dissemination effect of the Joint Activity in Brussels 2016, about which an article was published by crisiscentrum.be.
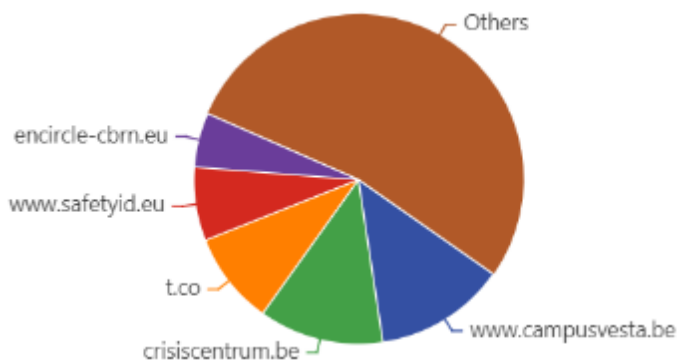
**Figure 4: From which website visitors enter the eNOTICE website**

The number of visits per social network is shown in Figure 5. Most visitors arrive via Facebook and Twitter, indicating that the presence on these social networks has a positive dissemination effect for eNOTICE. Interestingly, more visitors arrive at the eNOTICE website from Facebook than from Twitter, although eNOTICE has a wider reach on Twitter (186 followers) than on Facebook (52 likes). This is likely due to partners sharing the eNOTICE Facebook posts, thus increasing the reach of each post.
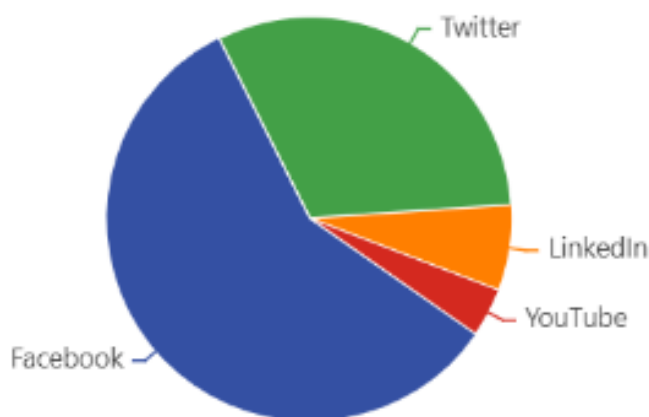


**Figure 5: From which social network visitors visit the eNOTICE website**

## 2.4    User behaviour data

Figure 6 and Figure 7 show at which hour and on which days users usually visit the eNOTICE website. Unsurprisingly, most visits occur during the normal working hours from 8 to 18 o'clock and during from Monday through Friday. It is interesting to note that Tuesdays seem to have a slightly above average number of visitors while the other weekdays show consistent numbers. The reason for this is unknown.
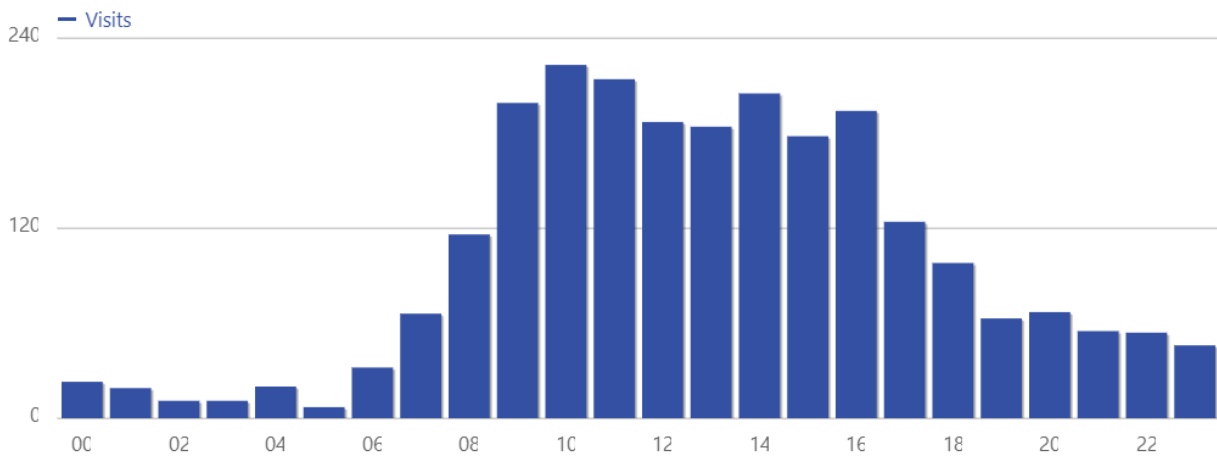
**Figure 6: The hour at which visitors visit the eNOTICE websites, measured in the visitor's local time**
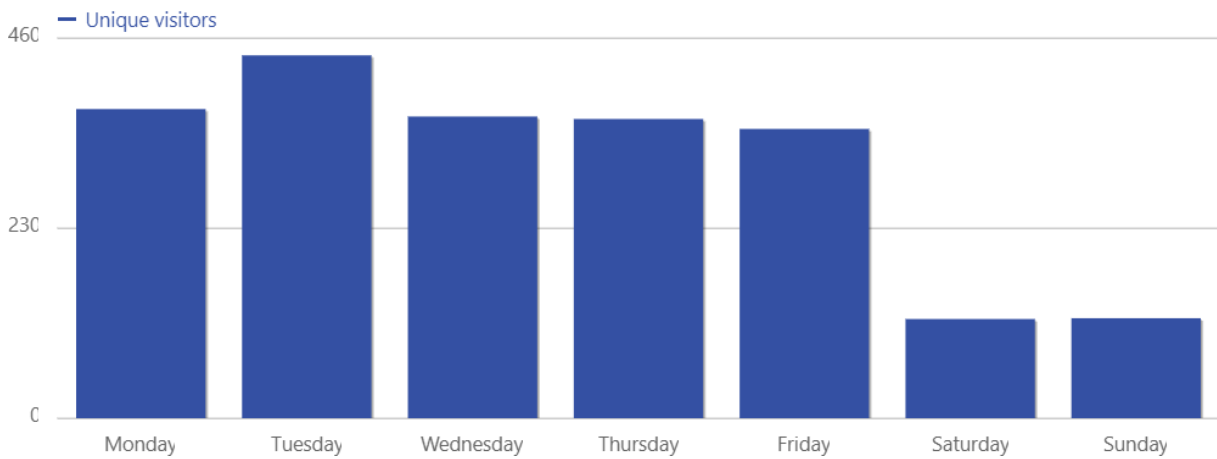


**Figure 7: The number of unique visitors, grouped by day of the week**

## 2.5   Visitor device data

Figure 8 shows which type of device the visitors use to access the eNOTICE website. Most users use desktops and some use smartphones with insignificant numbers for the other device types. This indicates that the development and testing should focus on desktop devices. Further analysis revealed that the number of visits from smartphones spikes during Joint Activities, which is logical as people mostly use their smartphone to communicate. Therefore, information that could be relevant for visitors during Joint Activities should be optimised for displaying on smartphones.
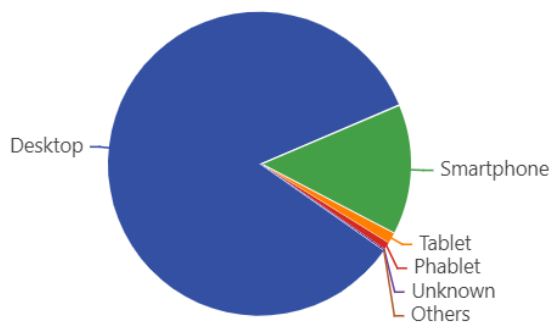
**Figure 8: The types of device visitors use to access the eNOTICE website**

The browsers used to access the website are shown in Figure 9. The numbers indicate that testing and optimisation of the website should be mainly performed for Chrome and Firefox, as these browsers and their rendering engines account for more than 80% of all traffic. Nevertheless, support for Internet Explorer should also be considered and tested.
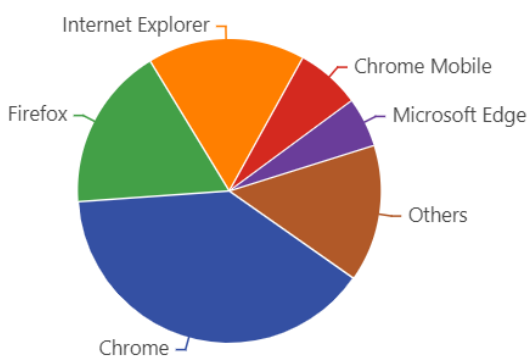


**Figure 9: The browsers used by the visitors**

## 2.6   Content data

Table 3 shows how often each file hosted on the public website was downloaded. Interestingly, both the deliverable on the roster of CBRN training centres and the needs and gaps analysis for the CBRN stakeholders show a high number of downloads, indicating a large interest in those files. The newsletter also has a high number of downloads although it was only published recently (December 2018), indicating that it is an effective dissemination tool which many people want to access.

| File | Downloads |
|---|---|
| eNOTICE D2.1 Roster Def_ 2018 05 30.pdf | 43 |
| eNOTICE-WP2-UCL-D2 3-Mapping and needs and gaps analysis of the CBRN stakeholders.pdf | 43 |
| eNOTICE_newsletter_1.pdf | 27 |
| D4.1 Vesta Def_2018_01_26.pdf | 25 |
| eNOTICE-WP2-VESTA-D2.4-Report on Key Performance Indicators for a successful CBRN network.pdf | 19 |
| eNOTICE-WP3-UCL-D3.1-Dissemination plan.pdf | 22 |
| eNOTICE-WP4-VESTA-D4.3-Joint activities planning Report 2.pdf | 16 |

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|---|---|
| eNOTICE-WP5-VESTA-D5.4-Progress Report 2.pdf | 16 |
| D4.2 Vesta Def_2018_01_26_pl_Annex.pdf | 16 |
| eNOTICE-WP5-VESTA-D5.2-Progress Report 1.pdf | 15 |
| eNOTICE-WP4-UCL-D4.8-Recommendations for CBRN R&D and CBRN policies Version 1.pdf | 14 |
| eNOTICE-WP3-UPB-D3.7-platform basic version V0.pdf | 11 |
| eNOTICE-WP3-UPB-D3.5-Project website.pdf | 11 |
| eNOTICE-WP3-UPB-D3.4-Report on project website.pdf | 10 |
| Poster A1.pdf | 10 |
| eNOTICE-WP3-UPB-D3.6-report on platform basic version.pdf | 9 |
| eNOTICE-WP5-UPB-D5.3-eNOTICE evaluation report on the functioning of the information and communication platform Y1.pdf | 9 |
| eNOTICE-WP2-SDIS77-D2.2 CBRN Training Capacity quality label.pdf | 8 |
| eNOTICE-WP2-UNITOV-D2.5-Framework and sustainability plan.pdf | 6 |

**Table 3: The most downloaded files**

## 2.7   Comparison with the previous monitoring period

A direct comparison with the previous monitoring period is not possible, as previously Google Analytics was used to monitor visitor data and the previous monitoring period covered a different timespan (November 2017 – April 2018). Nevertheless, some general indications can be seen when comparing the two monitoring periods.

One important difference is the increased reach: Previously only visitors from 49 countries accessed the website, now from 82 countries. The previous deliverable also expressed hope in increasing eNOTICE reach in Asia, Africa and South America. eNOTICE could greatly increase its profile in Asia and Africa, probably due to the successful DG DEVCO collaboration. However, coverage in South America has decreased. If desired, this could be combated by adding and advertising features that would be especially relevant for South Americans, for example an indicator on weather a training centre offers training in Spanish.

Interestingly, the number of visitors coming from Twitter and Facebook has inverted. This could be explained by the fact that the Facebook page was created after the Twitter page, shortly before the end of the last monitoring period.

The used browsers and device types have stayed roughly the same, indicating that the testing regarding these factors should continue as before.

## 2.8   Follow-up

The results of this deliverable will be considered especially in Task 3.2 for the development of the web-based platform. Relevant actionable results will be implemented, while results regarding the development process (e.g. browser usage) will be considered for the testing of the web-based platform.

The results regarding the geographic distribution of visitors, search engine terms and social networks provide valuable input for Task 3.1 (dissemination), as they highlight potential areas for improvement.

Going forward, figures on usage data will be presented in the semestrial reports on the use of the eNOTICE information and communication platform (D3.10-3.14), while the follow-ups to this deliverable will focus on the actual evaluation of the information and communication platform.

Data on the websites from which visitors are linked to the eNOTICE website and where they are linked to could be an important indicator for Task 3.4 (Integration of platforms and interfaces) to measure the success of potential collaborations in terms of visitor flows.

# 3   Summary and future work

This chapter presents a short summary of this deliverable and an outlook on future work.

## 3.1   Summary

As much of the groundwork on the evaluation was already covered in D5.3 and the evaluation cannot start yet, this deliverable focused on presenting and analysing intermediate monitoring results. Data on the geographic location of visitors, usage habits, visitor flows, user's devices and downloads of deliverables was presented and analysed. Whenever possible, recommendations on potential areas of improvement were given and will be considered by the relevant tasks.

While analysing the data for this report, we could also determine that the monitoring tool is able to provides valuable input for the future evaluation and is thus a suitable instrument.

## 3.2   Future work

The follow-up to this deliverable (D5.9, June 2020) will contain results on the evaluation of the ECC, based on the basic methodology described in D5.3.

Additionally, the results of this deliverable provide useful input for the development of the ECC and dissemination and will be processed accordingly.