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eNOTICE
European Network Of CBRN TraIning Centres

D3.12 Semestrial report 3 on the use of the eNOTICE information and communication platform

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Executive Summary

This deliverable is the third 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.

A slightly declining trend can be observed across all usage metrics in comparison to the first half of 2020, although the trend is still positive when comparing the current monitoring period to the second half of 2019. This trend can be attributed to the fact that no Joint Activities took place during the monitoring period and the overall participation and interest in training provided by Training Centers has decreased due to Covid-19 related restrictions. Despite the Covid-19 pandemic there were still 9.1 website visits per day

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

Table of Contents

Table of Figures

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 are 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[8]. The numbers are relatively consistent over the monitored period with noticeable drop-offs on the weekends and during the Christmas period. The spikes with the highest number of visits per day is between 19th of October and 22nd of October, due to the project Policy meeting on October 22 that was devoted to the network sustainability and attracted a lot of attention of stakeholders. Other spikes with a high number of visits per day are at the beginning of November (eNOTICE disseminated at a German firefighter event) and between 10th and 12th of December during the 2nd Scientific International Conference on CBRNe SICC Series 2020.

On average, the ECC had 9.1 visits per day, which is slightly less than in the first half of the year (11.9 per day).

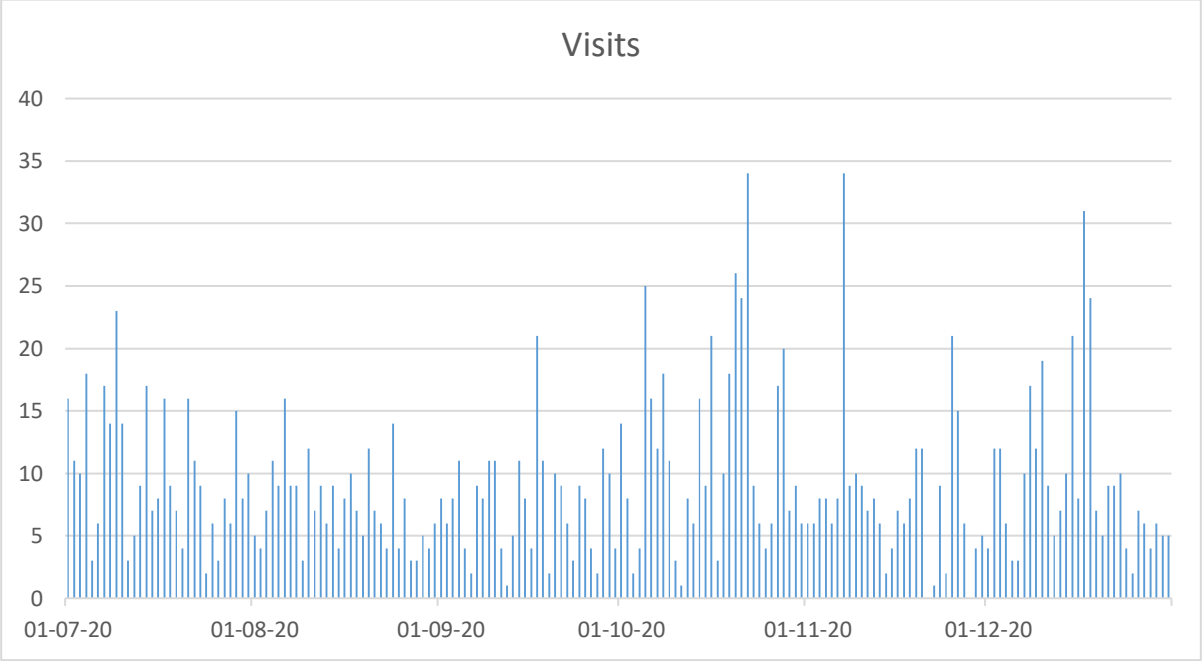

Figure 1: Visits per day

3.1.2 Comparison with the previous monitoring period

The average number of visits per day increased from 8.4 in the second half of 2019 to 11.9 in the first half of 2020 and then again, a decrease to 9.1 in the second half of 2020. This means that the visits per day decreased by 24% in the second half of 2020 compared to the first half

[8] 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.

of 2020. Nevertheless, there are still 8% more visits per day in the second half of 2020 than in the second half of 2019, even though no Joint Activities was organized in the monitoring timeframe (which previously always results in a spike in the number of visits), due to the Covid-19 pandemic.

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 US but there are also visitors from all other continents. Overall, visitors from 69 distinct countries visited the ECC.

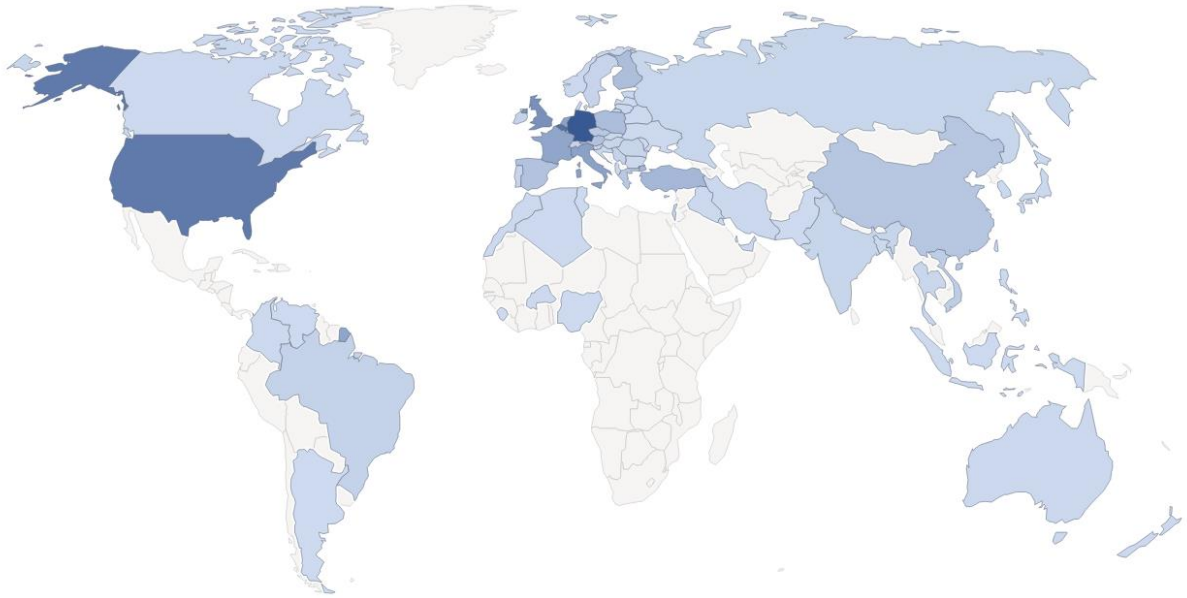

Figure 2: Map of visits 2020_2

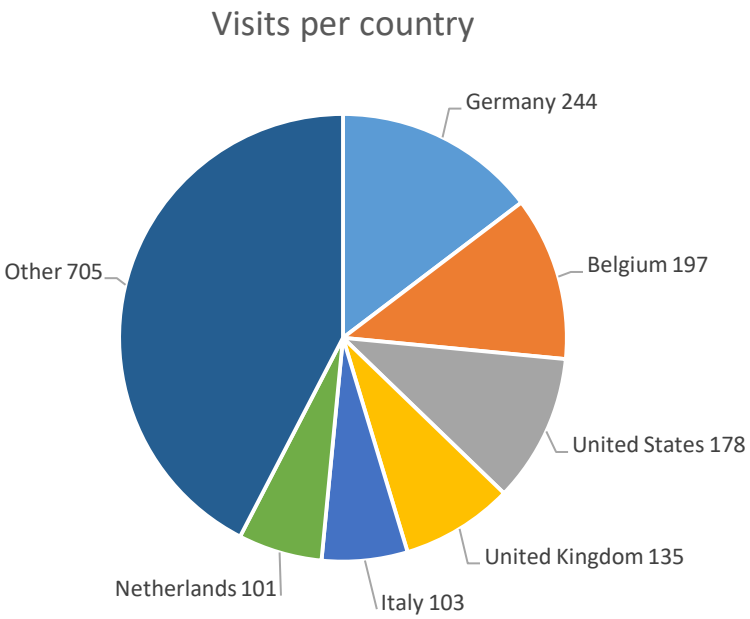

Figure 3: Distribution of visits per country

3.2.2 Comparison with the previous monitoring period

The overall number of distinct visitor countries did not change and stayed at 69, as in the first half of 2020. However, there are 15 countries from which no one visited the paged in the second half of 2020 but visited it in the first half. On the other hand, there have been 15 new countries from where no one visited the site in the first half of 2020. From these 15 countries all except for Vietnam have just visited the ECC less than five times. From Vietnam there where 22 visits in the second half of 2020.

A shift can also be observed in the distribution of visits per country: Germany is now the country with most visits, while Turkey does not appear anymore in the top six countries, while it had the third-most visits in the first half of 2020. This is likely because a Joint Activity took place in Turkey in the first half of 2020.

3.2.3 Proposals for improvement

Monitor the number of visits from distinct countries to assess whether there are any systematic shifts.

3.3 User acquisition data

3.3.1 Data for the current monitoring period

As shown in Figure 4, nearly the half of the users access the ECC directly. Many users (roughly 40%) 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, Facebook.

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

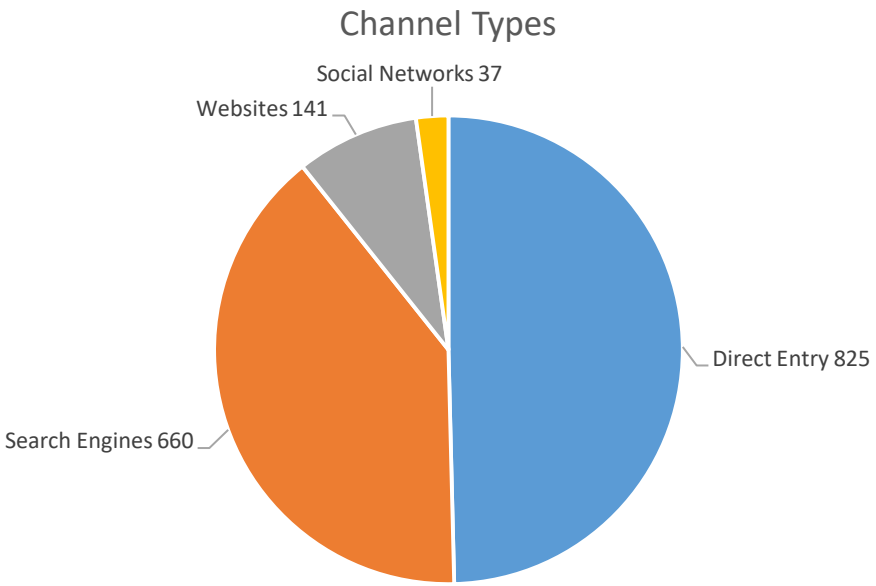

Figure 4: Overall user acquisition

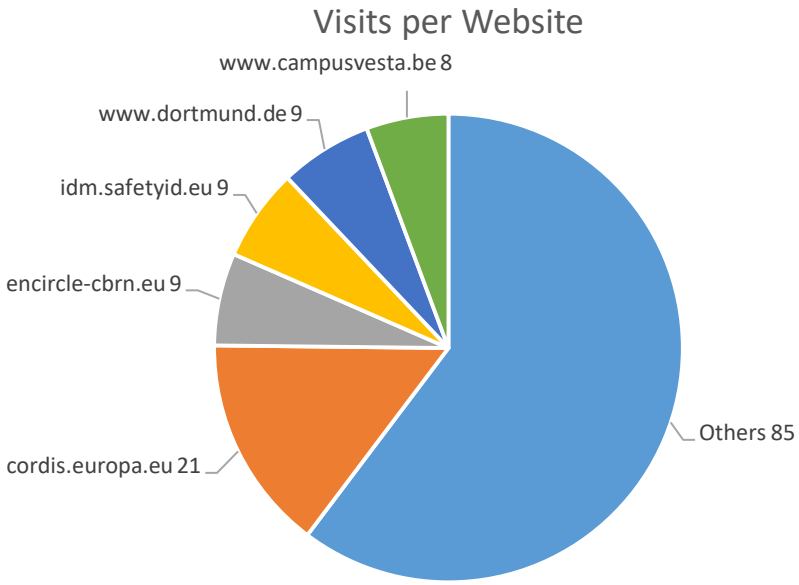

Figure 5: Traffic from websites

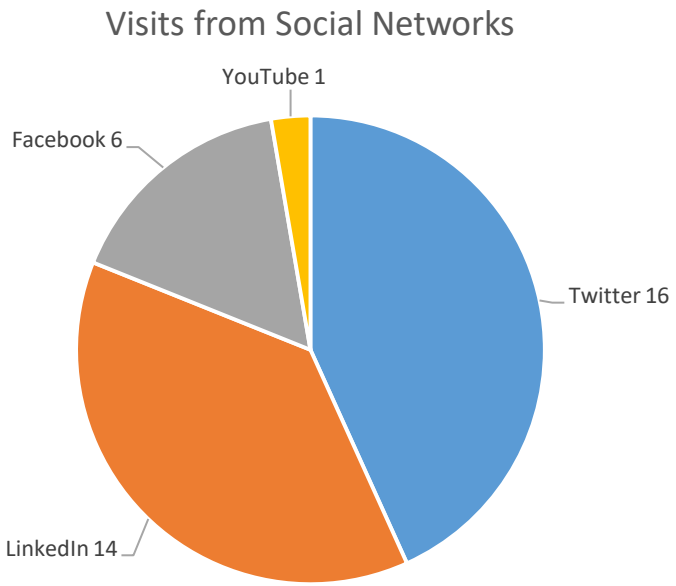

Figure 6: Traffic from Social Networks[9]

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 further decreased, and the relative share of LinkedIn increased. Note that there is no dedicated eNOTICE account on LinkedIn, the increasing share of the Visits from LinkedIn is due to mentions from individual partner accounts.

3.3.3 Proposals for improvement

Create a dedicated eNOTICE Account on LinkedIn to further increase the Number of Visits from Social Media.

3.4 User behavior data

3.4.1 Data for the current monitoring period

The ten most viewed pages are presented in Table 2. Naturally, the homepage is the most visited page, but the TC catalogue and general 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.

[9] 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
/	989
/static/catalogue.html	308
/static/project.html	235
/static/partner.html	232
/static/publications.html	214
/static/ja-catalogue.html	132
/static/profile.html?id=4 (TC Profile of WMP)	104
/static/profile.html?id=3 (TC Profile of FDDO)	60
/static/contact.html	35
/static/profile.html?id=15 (TC Profile of SDIS77)	29

Table 2: The 10 most visited pages

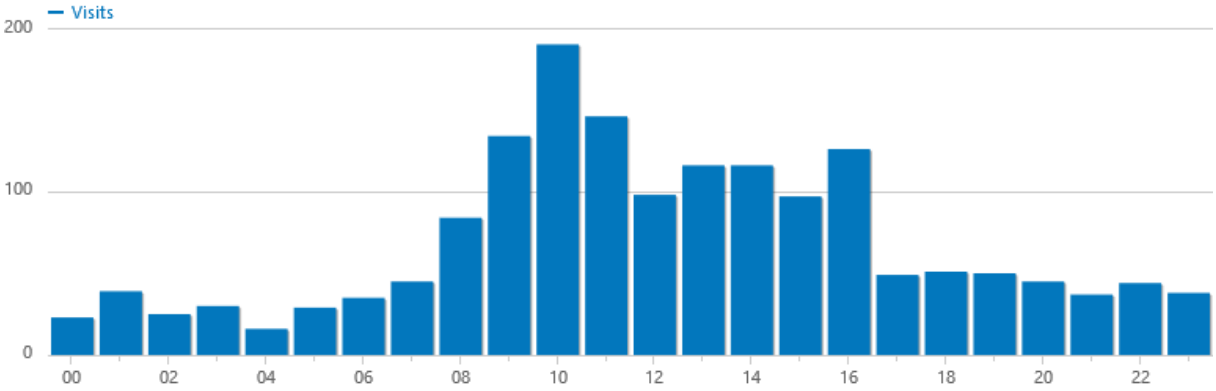

Figure 7: Visits by hour per local time

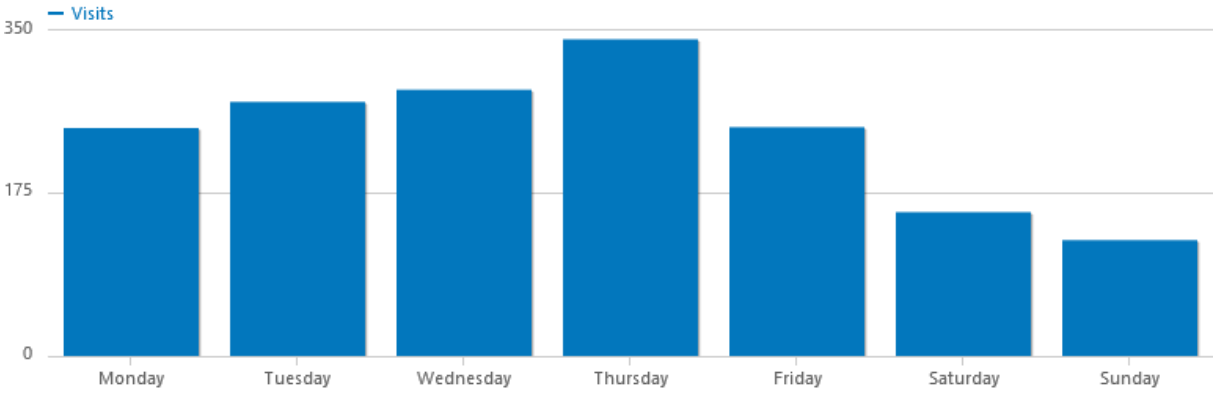

Figure 8: Visits by day of week

3.4.2 Comparison with the previous monitoring period

While the previous monitoring period included the profiles of two JAs in the 10 most visited pages, the current monitoring period included no JA profiles at all in the top 10. This is unsurprising as no Joint Activity was conducted during the analyzed timeframe because of Covid-19 pandemics restrictions.

Overall, the unique visits per page have decreased, as is to be expected based on the decline in overall visitors shown in Section 3.1.

3.4.3 Proposals for improvement

None.

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.

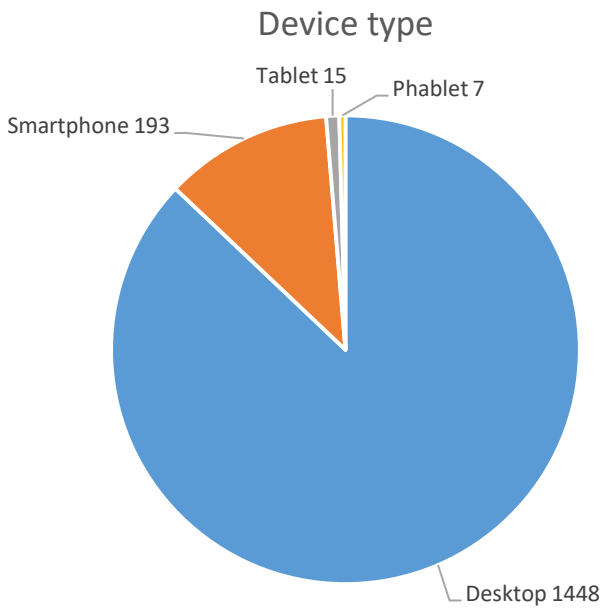

Figure 9: Most used device types

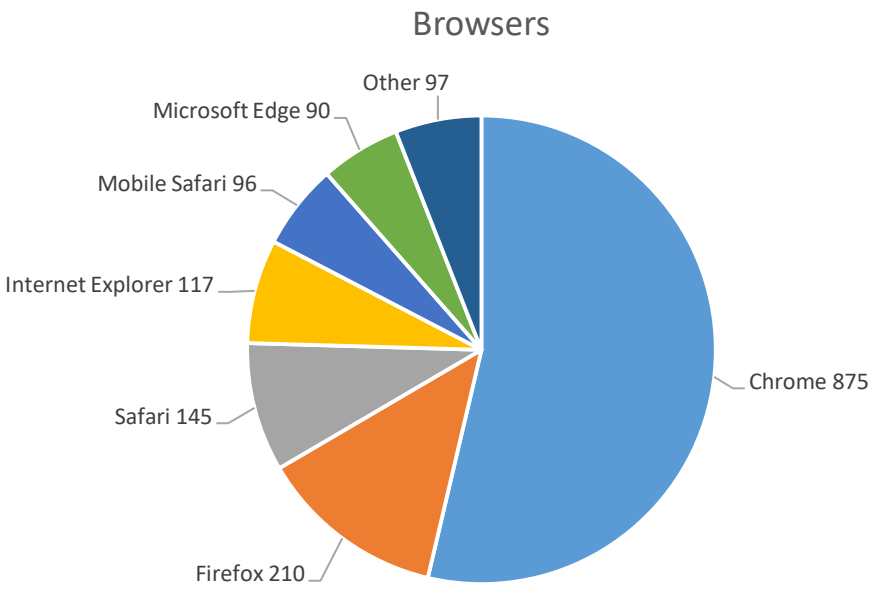

Figure 10: Most used Browsers

3.5.2 Comparison with the previous monitoring period

The usage of Internet Explorer has declined further.

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 promoted during events organized by or with eNOTICE (e.g. seminar on just-in-time-training) and the deliverables from WP2 and WP4, which will be most relevant for practitioners.

File	Unique Downloads
eNOTICE newsletter 3 May 2020 webinar on just-in-time-training.pdf	26
eNOTICE FIRE-IN NO-FEAR DAREnet MEDEA_JITT_publication_final.pdf	20
eNOTICE network Terms of Reference v2.pdf	16
EUCBRNRiskMitigationCoEInitiative.pdf	12
eNOTICE-WP4-VESTA-D4.1-eNOTICE exercise methodology.pdf	12
eNOTICE-WP2-UCL-D2.3-Mapping and needs and gaps analysis of the CBRN stakeholders.pdf	12
eNOTICE-WP2-VESTA-D2.1 Roster.pdf	10
eNOTICE-WP5-VESTA-D5.7-Fourth Progress Report.pdf	9
eNOTICE Newsletter 2 Jan 2020.pdf	9
eNOTICE-WP2-VESTA-D2.4-Report on Key Performance Indicators for a successful CBRN network.pdf	8

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

None.

3.7 Social media

3.7.1 Data for the current monitoring period

eNOTICE currently has 62 Likes on Facebook and 370 Followers on Twitter.

3.7.2 Comparison with the previous monitoring period

The number of Followers on Twitter (+13%) has increased, the number of Likes on Facebook is constant.

3.7.3 Proposals for improvement

Assess whether Facebook is still a relevant dissemination tool.

4 Conclusion and future work

4.1 Conclusion

A slightly negative trend can be observed across all usage metrics in comparison to the first half of 2020, although the trend is still positive when comparing the current monitoring period to the second half of 2019. This trend can be attributed to the fact that no Joint Activities took place during the monitoring period and the overall participation and interest in training provided by Training Centers has decreased due to Covid-19 related restrictions. eNOTICE is currently conducting activities to provided other added value to its members, e.g. though the organization of workshops and seminars.

4.2 Future Work

The follow-up to this deliverable, D3.13, 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.