eNOTICE
European Network Of CBRN TraIning Centres

D3.13 Semestrial report 4 on the use of the eNOTICE information and communication platform

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Executive Summary

This deliverable is the fourth 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.
The overall usage of the ECC continues to increase. It is visited by more than ten users per day and provides information to visitors from roughly 100 countries across all continents. Apart from the overall positive trend, no significant systematic shifts could be identified in the presented monitoring periods. 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
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 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 Task 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. Due to the extension of the eNOTICE project by one year, this deliverable covers three periods of six months each. This diversion from the usual approach will be explained in the following chapters.
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 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 Periods

This chapter presents the monitoring results per period.

3.1 Monitoring Period 1 (01.01.2021-30.06.2021)

Monitoring results are presented in this chapter.

3.1.1 Visitors data

3.1.1.1 Data for the current monitoring period

Figure 1 shows the number of visits per day[7]. The numbers are relatively consistent over the monitored period with noticeable drop-offs on the weekends. The spikes with the highest number of visits per day are 29th of April, 18th of May and 14th of June with each over 50 visits. These dates correspond with messages being sent out by eNOTICE partners via mail and via the eNOTICE Community Forum regarding the Joint Webinar with SHOTPROS on CBRN and Virtual Reality training, showing the value of such communications, and on June 14th, eNOTICE was presented at the Community Of European Research And Innovation For Security (CERIS). On average, the ECC had 10.6 visits per day, which is more than the second half of 2020 (9.1 visits per day) but slightly less than in the first half of 2020 (11.9 per day).

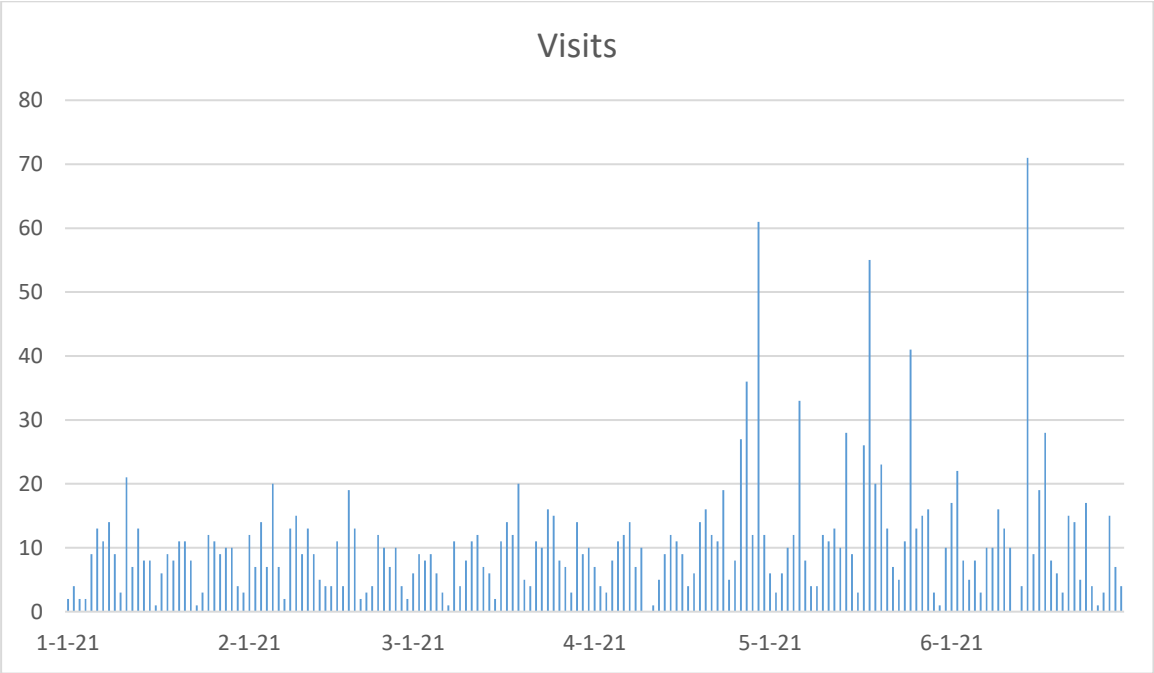

Figure 1: Visits per day

3.1.1.2 Comparison with the previous monitoring period

The development of the visits per day can be seen in Table 2. On average, there have been 10 visits per day over all four monitored time periods.

[7] 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.

Due to the ongoing Covid-19 pandemic and the resulting restrictions there are still no Joint Activities. This makes a comparison of the visits before and during the pandemic difficult, as the Joint Activities lead to an increased number of visitors. However, a slightly positive trend in comparison to the previous monitoring period can be identified.

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
Ø	10

Table 2: Average visits per day

3.1.1.3 Proposals for improvement

Use the Joint Activities currently planned for November 2021 for dissemination purposes and verify whether this leads to an increase of the number of visits.

3.1.2 Geographic data

3.1.2.1 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 North America, followed by Asia. Only a small number of visitors come from Africa, Oceania, Central and South America. Overall, visitors from 86 distinct countries visited the ECC.

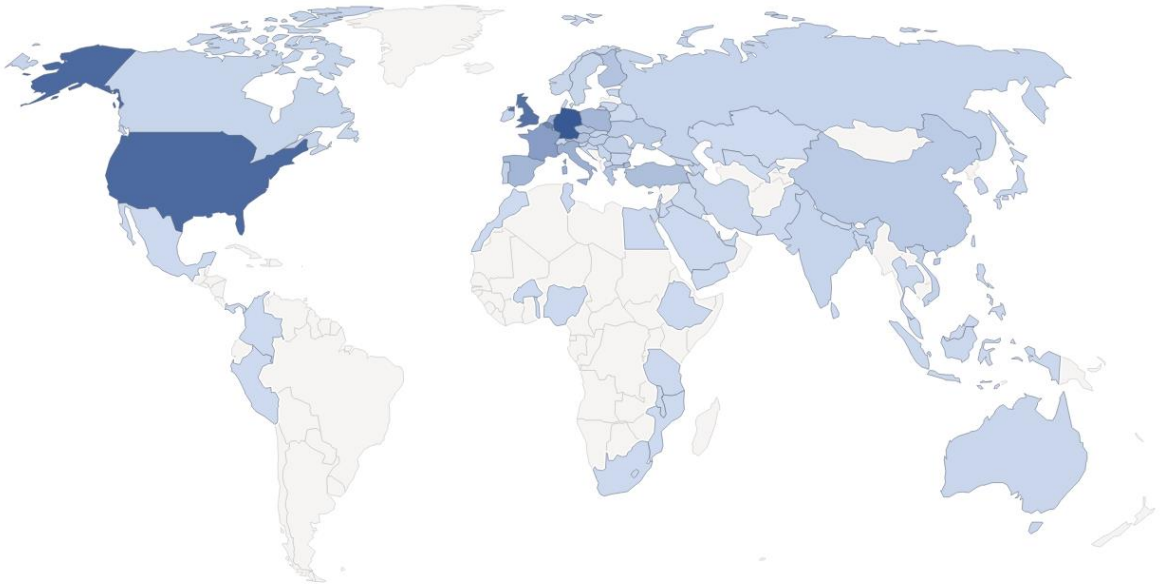

Figure 2: Map of Visits

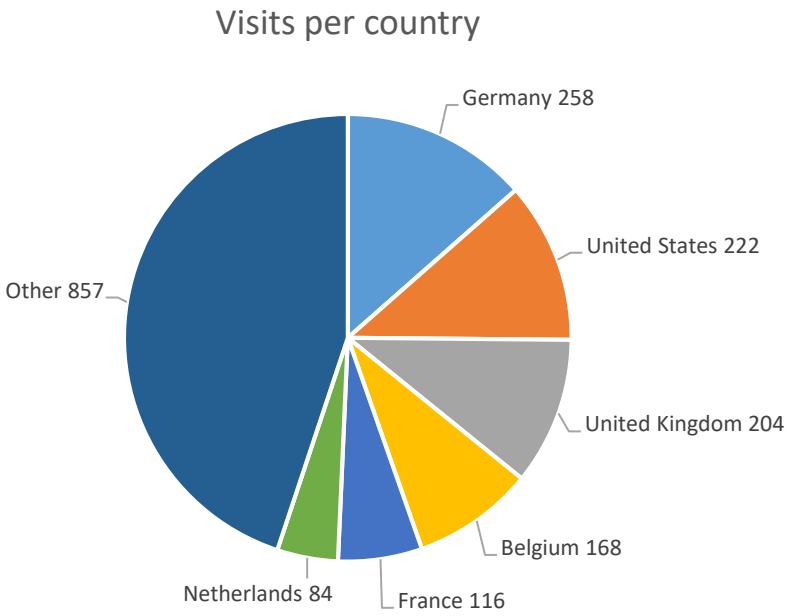

Figure 3: Distribution of visits per country

3.1.2.2 Comparison with the previous monitoring period

The overall number of distinct visitor countries increased from 69 in both halves of 2020 to 86 in the first half of 2021. The comparison of the countries shows that there are 10 countries from which no one visited the site in the first half of 2021 but visited it in the second half of 2020. On the other hand, there have been 27 new countries with visits in first half of 2021.

A shift can also be observed in the distribution of visits per country: Germany still is the country with most visits, while the number of visits from Belgium and Italy dropped. The overall number of visits in the first half of 2021 still is higher than the second half of 2020, as the number of visits from the United States and the United Kingdom have increased.

3.1.2.3 Proposals for improvement

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

3.1.3 User acquisition data

3.1.3.1 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 and Facebook.

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

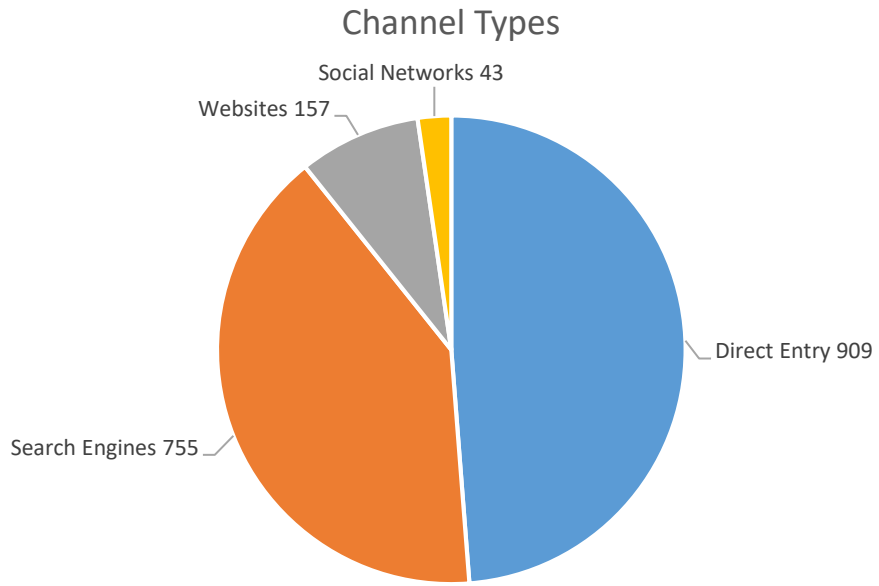

Figure 4: Overall user acquisition

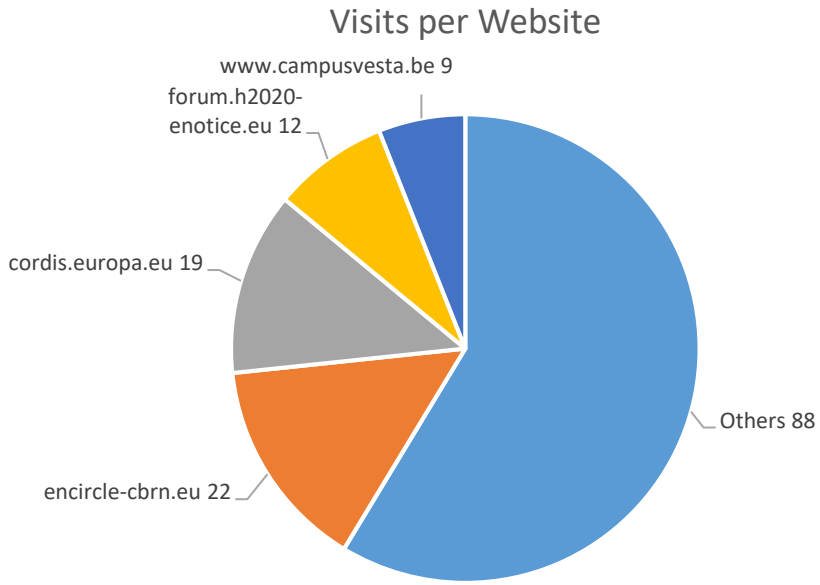

Figure 5: Traffic from websites

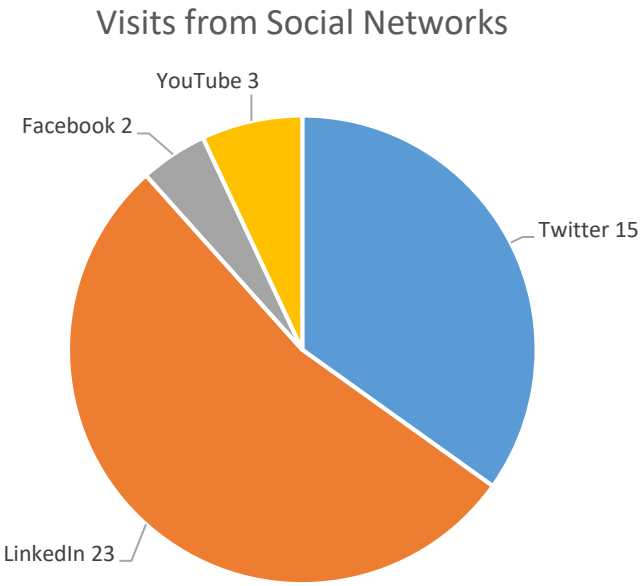

Figure 6: Traffic from Social Networks[8]

3.1.3.2 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. This development was also mentioned in the last report D3.12. 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. Creating a dedicated eNOTICE account on LinkedIn was evaluated but currently LinkedIn only supports accounts from individuals and companies. As eNOTICE is neither, the creation of a dedicated LinkedIn account has been postponed.

3.1.3.3 Proposals for improvement

Evaluate again whether it is feasible to create a project-specific account for eNOTICE on LinkedIn.

3.1.4 User behavior data

3.1.4.1 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 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.

Page	Unique Pageviews
/	987
/static/catalogue.html	483

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

/static/profile.html?id=4 (TC Profile of WMP)	193
/static/project.html	173
/static/partner.html	169
/static/publications.html	168
/static/ja-catalogue.html	108
/static/related-projects.html	86
/static/contact.html	50
/static/profile.html?id=3 (TC Profile of FDDO)	49

Table 3: The 10 most visited pages

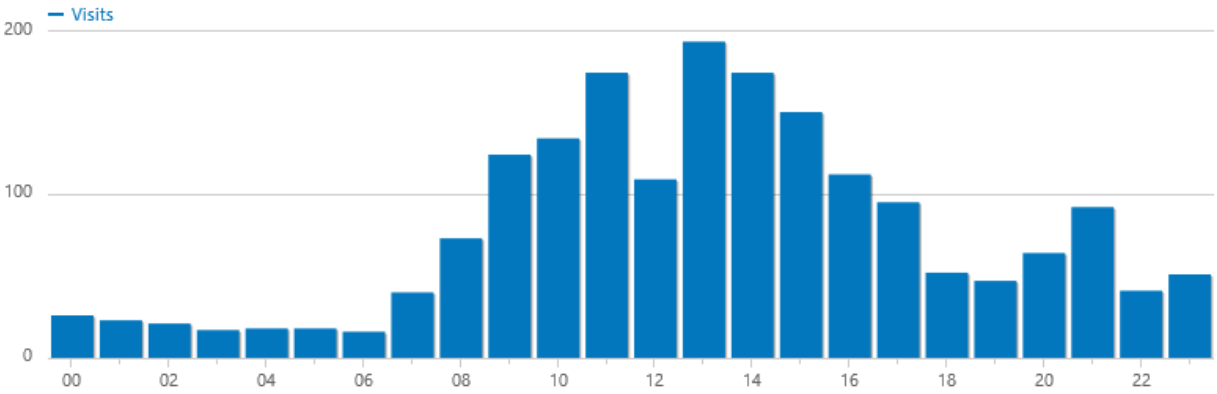

Figure 7: Visits by hour per local time

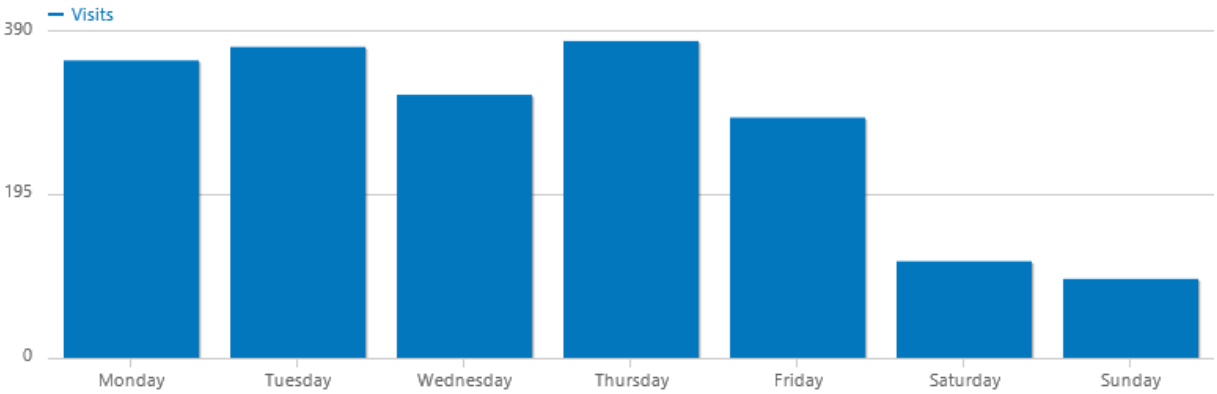

Figure 8: Visits by day of week

3.1.4.2 Comparison with the previous monitoring period

Overall, the number of pageviews per page increased, as is to be expected based on the increase in overall visitors shown in Section 3.1.1. Apart from that, there are no significant changes.

3.1.4.3 Proposals for improvement

None.

3.1.5 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.

3.1.5.1 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.

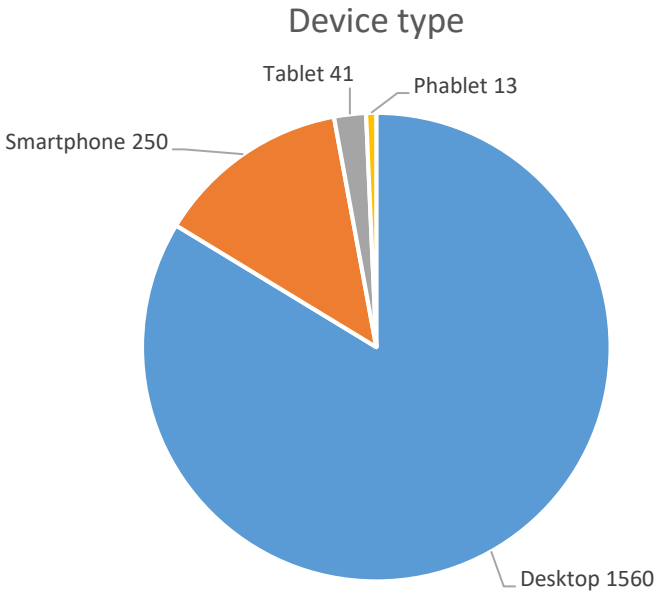

Figure 9: Most used device types

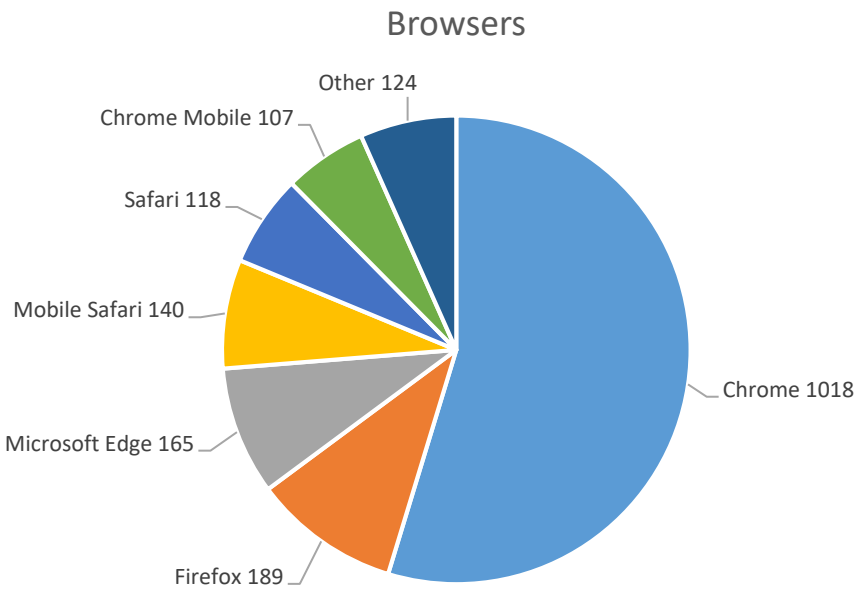

Figure 10: Most used Browsers

3.1.5.2 Comparison with the previous monitoring period

The usage of Internet Explorer has declined further as mentioned in D3.12. The relative share of visits from mobile devices, has increased and therefore the number of visits from mobile browsers has also grown.

3.1.5.3 Proposals for improvement

Verify that the website is usable from mobile devices.

3.1.6 Content data

3.1.6.1 Data for the current monitoring period

Table 4 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 WP5, which will be most relevant for practitioners. Articles and Newsletter also receive a high number of downloads.

File	Unique Downloads
eNOTICE FIRE-IN NO-FEAR DAREnet MEDEA_JITT_publication_final.pdf	25
eNOTICE calendar	22
eNOTICE-WP2-VESTA-D2.1 Roster.pdf	17
EUCBRNRiskMitigationCoEInitiative.pdf	14
eNOTICE newsletter 3 May 2020 webinar on just-in-time-training.pdf	14
eNOTICE-WP2-UCL-D2.3-Mapping and needs and gaps analysis of the CBRN stakeholders.pdf	13
eNOTICE network Terms of Reference v2.pdf	12
eNOTICE-WP5-VESTA-D5.7-Fourth Progress Report.pdf	10
eNOTICE ARTICLE_CBRN CivMil Cooperation.pdf	9
eNOTICE-WP2-SDIS77-D2.2-CBRN Training Capacity quality labels.pdf	9

Table 4: The 10 most downloaded files

3.1.6.2 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. Files from WP4 are no longer in the top 10, as no new deliverables were published from this WP in the current monitoring period.

3.1.6.3 Proposals for improvement

None.

3.1.7 Social media

3.1.7.1 Data for the current monitoring period

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

3.1.7.2 Comparison with the previous monitoring period

The number of Followers on Twitter (+7%) has increased, the number of Likes on Facebook is constant.

3.1.7.3 Proposals for improvement

Increase the activity on the eNOTICE Facebook page.

3.1.8 Conclusion

A slightly positive trend can be observed across all usage metrics in comparison to the second half of 2020 (D3.12). The restrictions of the pandemic still make it difficult to organize and conduct Joint Activities. As these events were planned as a part of the eNOTICE Project, a major feature of the ECC cannot be used currently. eNOTICE is currently conducting activities to provided other added value to its members, e.g., though the organization of workshops and

seminars. It should be monitored whether the resume of Joint Activities also leads to an increase in the usage of the ECC.
In addition, promotion of the ECC during events, workshops, seminars, and other platforms by participating eNOTICE Consortium members might raise the usage of the ECC.

3.2 Monitoring Period 2 (01.07.2021-31.12.2021)

Monitoring results are presented in this chapter.

3.2.1 Visitors data

3.2.1.1 Data for the current monitoring period

Figure 11 shows the number of visits per day. The numbers are relatively consistent over the monitored period with noticeable drop-offs on the weekends. The spikes with the highest number of visits per day are in November are consistent with the Joint Activities conducted during this period.

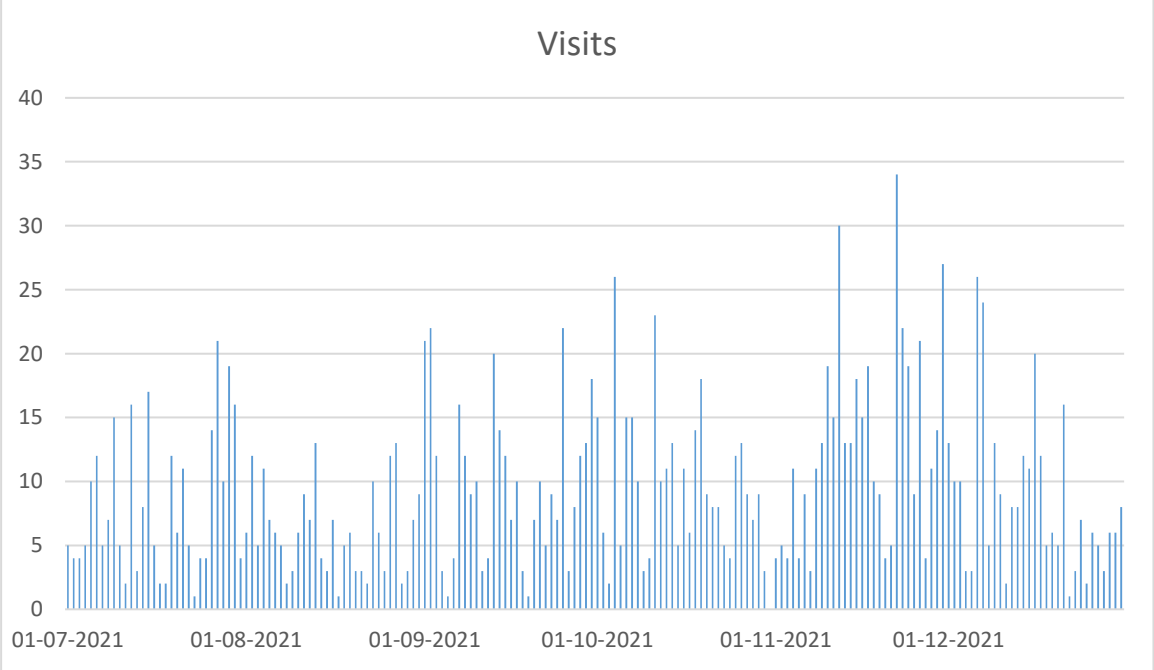

Figure 11: Visits per day

3.2.1.2 Comparison with the previous monitoring period

The development of the visits per day can be seen in Table 5. In comparison with the previous monitoring period, the number of average visits per day only changed marginally. However, the distribution across the period is more uniform. The Joint Activity led to an increase in visitors.

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
01.7.2021 – 31.12.2021 (D3.13.2)	9.3
Ø	9.9

Table 5: Average visits per day

3.2.1.3 Proposals for improvement

Use the next planned Joint Activities dissemination purposes and verify whether this leads to an increase of the number of visits.

3.2.2 Geographic Data

3.2.2.1 Data for the current monitoring period

A map showing the number of visitors per country is shown in Figure 12 and the countries with the most visitors are presented in Figure 13. Most visits to the ECC originate from the EU and North America, followed by Asia. Only a small number of visitors come from Africa, Oceania, Central and South America. Overall, visitors from 83 distinct countries visited the ECC during the monitoring period.

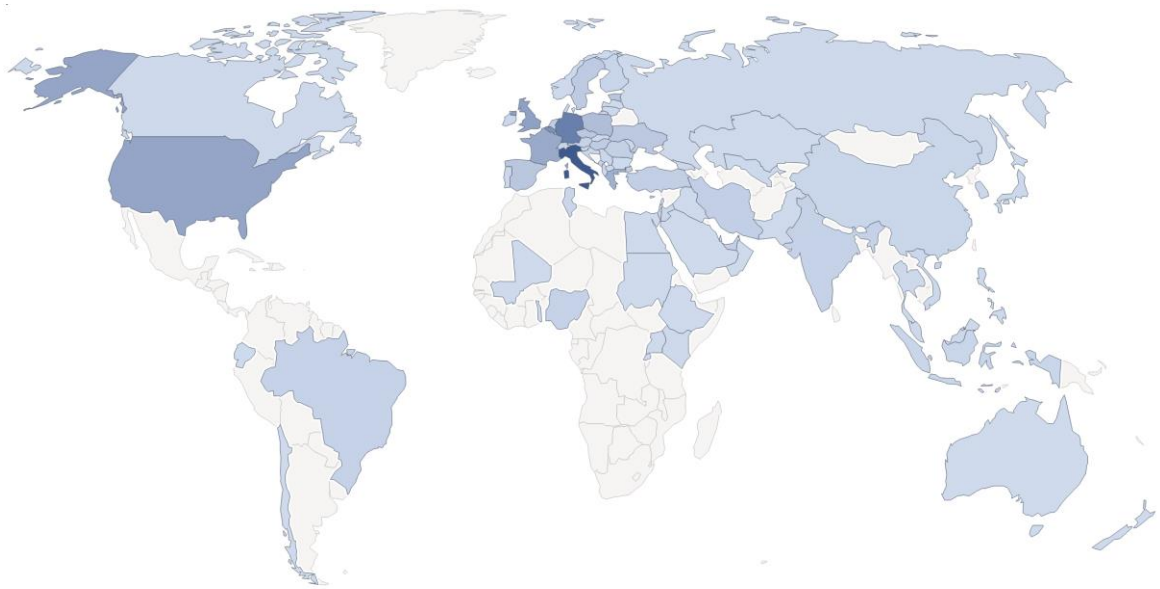

Figure 12: Map of Visitors

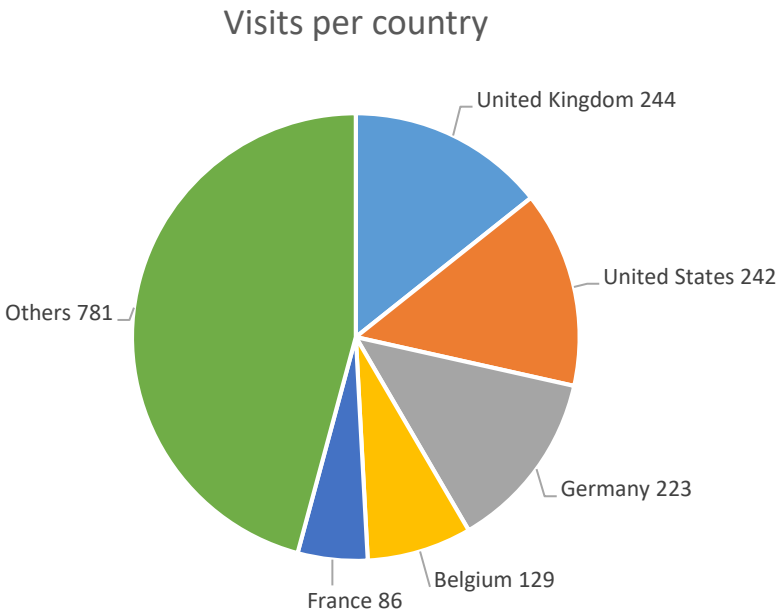

Figure 13: Distribution of visits per country

3.2.2.2 Comparison with the previous monitoring period

The overall distribution of visitor countries remains similar with no significant changes.

3.2.2.3 Proposals for improvement

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

3.2.3 User acquisition data

3.2.3.1 Data for the current monitoring period

As shown in Figure 14, nearly 42% of the users access the ECC directly. Many users (roughly 50%) 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 15 and Figure 16 detail the relative number of users arriving from other websites and social networks, respectively.

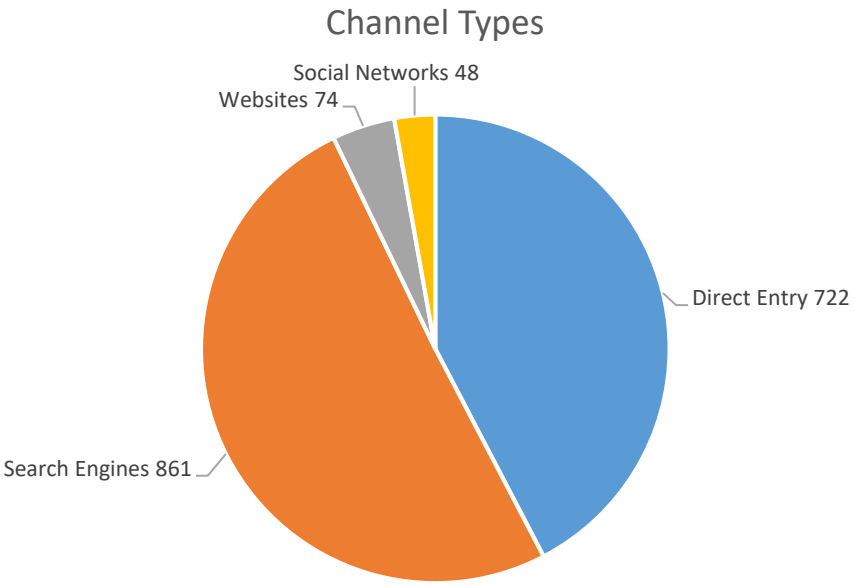

Figure 14: Overall user acquisition

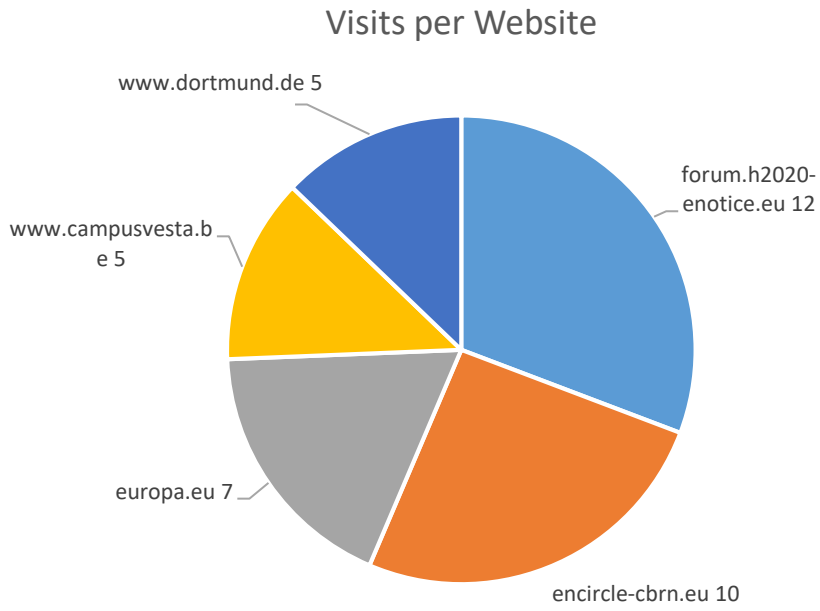

Figure 15: Traffic from websites

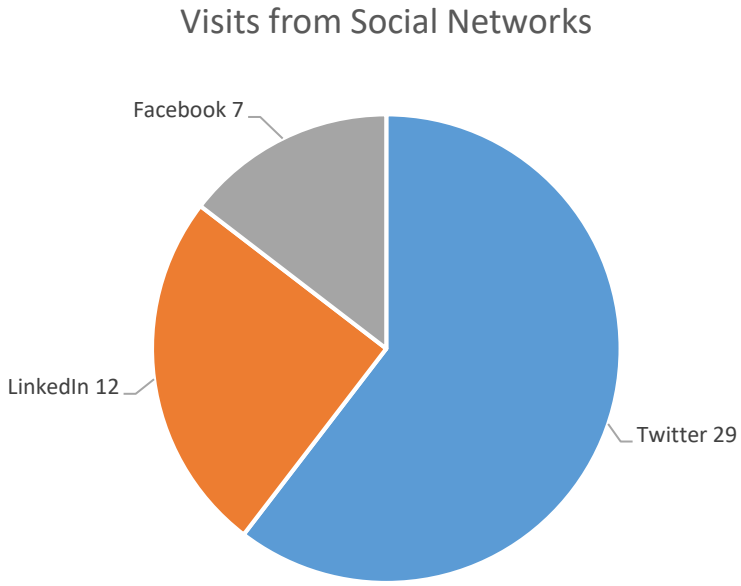

Figure 16: Traffic from Social Networks

3.2.3.2 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 Twitter has massively increased from 35% to 60%. In contrast, the relative share of LinkedIn has decreased.
In this period there have been no visits through YouTube.

3.2.3.3 Proposals for improvement

Evaluate whether it is possible to share videos from Joint Activities on YouTube to increase visibility. However, the substantial effort and cost of producing videos must be weighed against the potential benefits.

3.2.4 User behavior data

3.2.4.1 Data for the current monitoring period

The ten most viewed pages are presented in Table 6. Naturally, the homepage is the most visited page, but the TC catalogue and general project, partners and publications pages are also frequently accessed. Consistent with the country with most visitors being Great Britain, the TC Profile of WMP also receives the most unique pageviews.

Figure 17 and Figure 18 show that the ECC is mostly used between 8 and 16 o'clock from Monday to Friday.

Page	Unique Pageviews
/	869
/static/catalogue.html	313
/static/profile.html?id=4 (TC Profile of WMP)	217
/static/publications.html	187
/static/partner.html	152
/static/project.html	132
/static/ja-catalogue.html	121
/?redirect=0	78
/static/related-projects.html	65
/static/profile.html?id=14 (TC Profile of CBRN Defense, Safety and Environmental Protection School, Germany)	60

Table 6: The 10 most visited pages

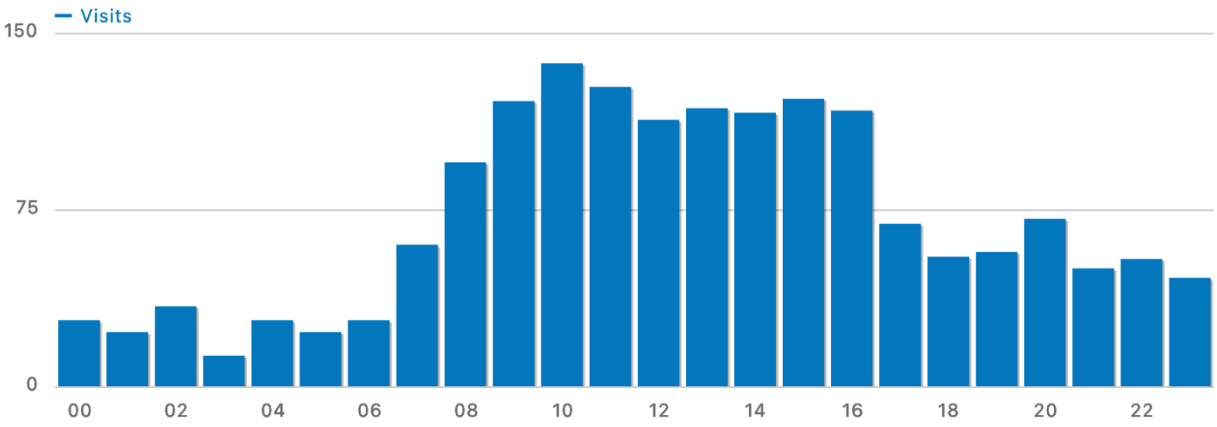

Figure 17: Visits by hour per local time

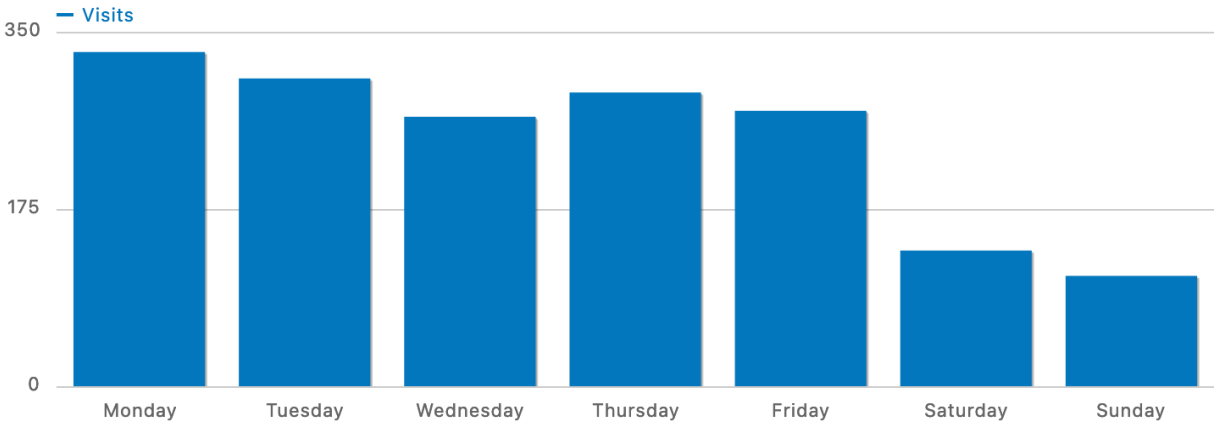

Figure 18: Visits by day of week

3.2.4.2 Comparison with the previous monitoring period

The findings show that there is no significant difference in usage times compared to the previous reporting period.

3.2.4.3 Proposals for improvement

None.

3.2.5 User device data

3.2.5.1 Data for the current monitoring period

As shown in Figure 19, most users access the ECC via a desktop computer, using the Chrome browser (Figure 20). As the newer versions of Microsoft Edge also use the same underlying rendering engine as Chrome, new features for the ECC should be primarily tested using these systems.

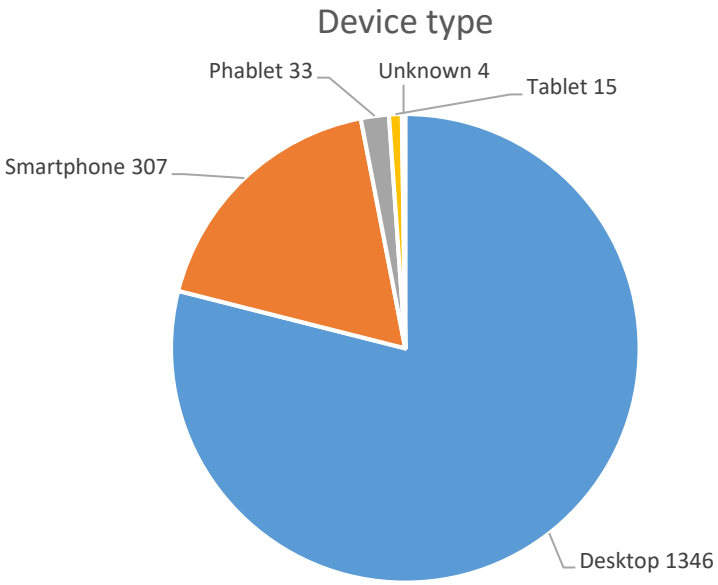

Figure 19: Most used device types

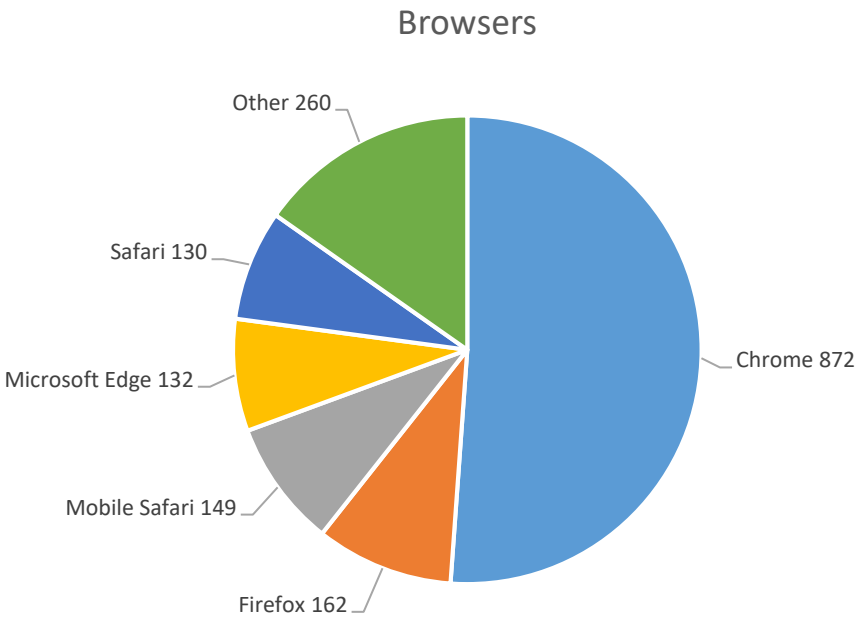

Figure 20: Most used Browsers

3.2.5.2 Comparison with the previous monitoring period

The relative share of visits from mobile devices has increased and therefore the number of visits from mobile browsers has also grown.

3.2.5.3 Proposals for improvement

Continue to ensure that the website is accessible for mobile users as well.

3.2.6 Content data

3.2.6.1 Data for the current monitoring period

Table 7 shows the 10 files with the most unique downloads. The file with most downloads overall is an article about the civil military cooperation between the EU and the NATO. Other relevant downloads were promoted during events organized by or with eNOTICE (e.g. seminar on just-in-time-training). Articles and Newsletter also receive a high number of downloads.

File	Unique Downloads
20210423 ARTICLE_CBRN CivMil Cooperation.pdf	31
eNOTICE FIRE-IN NO-FEAR DAREnet MEDEA_JITT_publication_final.pdf	18
eNOTICE calendar	14
eNOTICE newsletter 3 May 2020 webinar on just-in-time-training.pdf	13
eNOTICE-WP4-VESTA-D4.6.pdf	12
eNOTICE network Terms of Reference v2.pdf	11
EUCBRNRiskMitigationCoEInitiative.pdf	10
JABirminghamReport.pdf	9
eNOTICE-WP2-UNITOV-D2.5-Framework and sustainability plan.pdf	9
eNOTICE-WP5-SIC-D5.13-FINAL.pdf	8

Table 7: The 10 most downloaded files

3.2.6.2 Comparison with the previous monitoring period

Overall, the trend of specific articles being more interesting than deliverables for visitors of the ECC continues. This could be present an exploitable opportunity

3.2.6.3 Proposals for improvement

Continue producing specific articles on specific issues as these seem to be most interesting for visitors.

3.2.7 Social media

3.2.7.1 Data for the current monitoring period

eNOTICE currently has 66 Likes on Facebook and 398 Followers on Twitter.

3.2.7.2 Comparison with the previous monitoring period

In the reporting period eNOTICE gained 28 new followers (+7.6%) and two more likes on Facebook.

3.2.7.3 Proposals for improvement

Keep up the activity on social media.

3.2.8 Conclusion

The metrics for this reporting period show that the usage of the eNOTICE platform is similar to the previous monitoring period but more uniformly distributed. Overall, there was a slight decline in the number of visits, consistent with the observed trend of having less visits in the second half of each calendar year. The Joint Activities conducted in November led to an increase of activity in the ECC. Social Media activity, especially Twitter, is a relevant source for visitors.

As the next monitoring period contains two Joint Activities and as dissemination events (i.e. conferences) ramp up again, activity in the ECC is expected to increase during the next monitoring period.

3.3 Monitoring Period 3 (01.01.2022-30.06.2022)

Monitoring results are presented in this chapter.

3.3.1 Visitors data

3.3.1.1 Data for the current monitoring period

Figure 21 shows the number of visits per day. The numbers are relatively consistent over the monitored period with noticeable drop-offs on the weekends.

The highest spike with 45 visitors per day was on January 24th, 2022. This correlates with the announcement of the major update of the Training Center catalogue and its new features. Another spike with 44 visitors on February 3rd, 2022, correlates with the announcement of a feedback questionnaire for the Training centers in the catalogue. On February 25th, 2022, the public deliverable 4.11 Recommendations for CBRN RD and CBRN policies was released and sent to stakeholders. This deliverable contains the results of the recent policy meeting with the industry representatives, and further contributes to the network sustainability strategy, so it generated interest for the project.

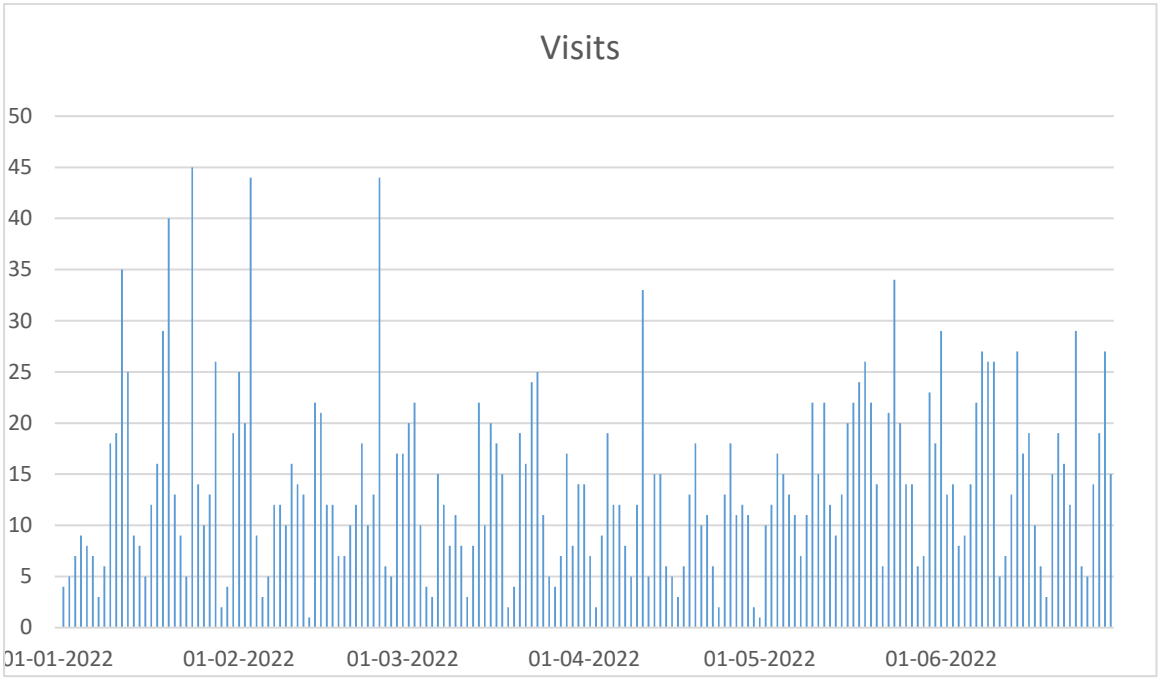

Figure 21: Visits per day

3.3.1.2 Comparison with the previous monitoring period

The development of the visits per day can be seen in Table 8. In comparison with the previous monitoring period, the number of average visits per day increased and is currently the highest it has ever been.

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
01.7.2021 – 31.12.2021 (D3.13.2)	9.3
01.01.2022 – 30.06.2022 (D3.13.3)	13.67
Ø	10.5

Table 8: Average visits per day

3.3.1.3 Proposals for improvement

Continue publishing news and announcements through the ECC and use the next planned Joint Activities for dissemination purposes, then verify whether this leads to an increase of the number of visits.

3.3.2 Geographic Data

3.3.2.1 Data for the current monitoring period

A map showing the number of visitors per country is shown in Figure 22 and the countries with the most visitors are presented in Figure 23. As is to be expected, most visits to the ECC originate from Europe and North America, followed by Asia. Only a small number of visitors come from Africa, Oceania, Central and South America. Overall, visitors from 91 distinct countries visited the ECC during the monitoring period.

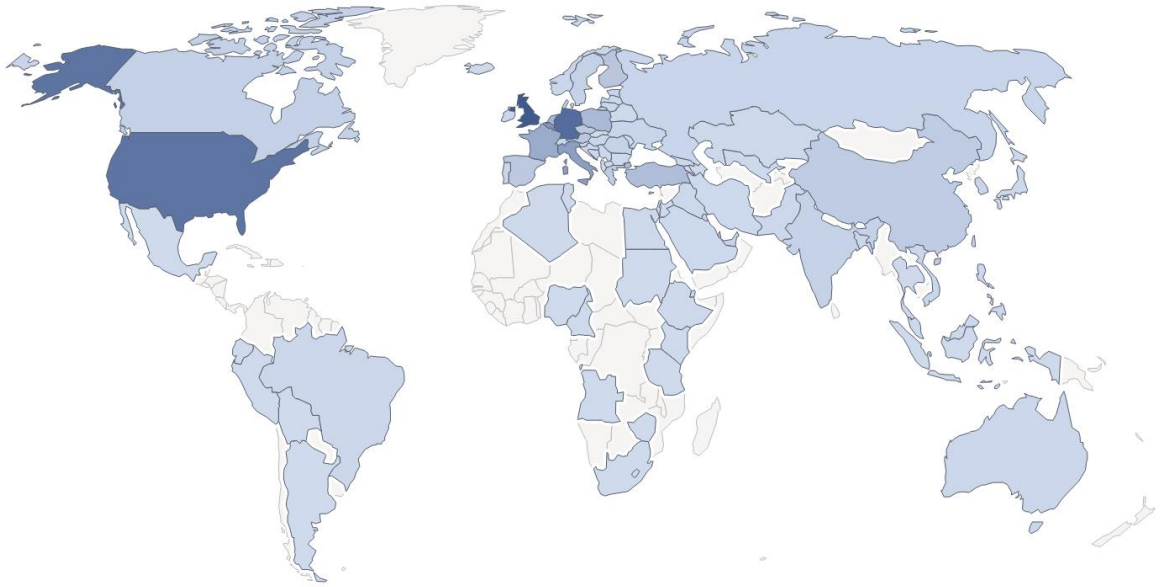

Figure 22: Map of visitors

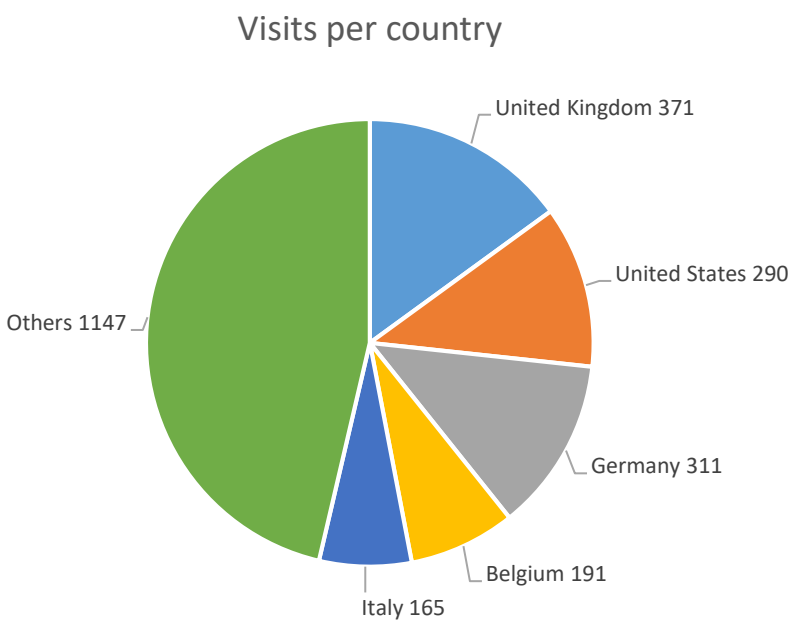

Figure 23: Distribution of visits per country

3.3.2.2 Comparison with the previous monitoring period

The distribution of the top 5 countries changed. France and Netherlands are no longer present; however, Italy entered the top 5 countries. This is in line with minor fluctuations often observed.

The overall number of distinct visitor countries increased from 83 in the second half of 2021 to 91 in the first half of 2022.

3.3.2.3 Proposals for improvement

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

3.3.3 User acquisition data

3.3.3.1 Data for the current monitoring period

As shown in Figure 24, nearly 44% of the users access the ECC directly. Many users (roughly 51%) 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 25 and Figure 26 detail the relative number of users arriving from other websites and social networks, respectively.

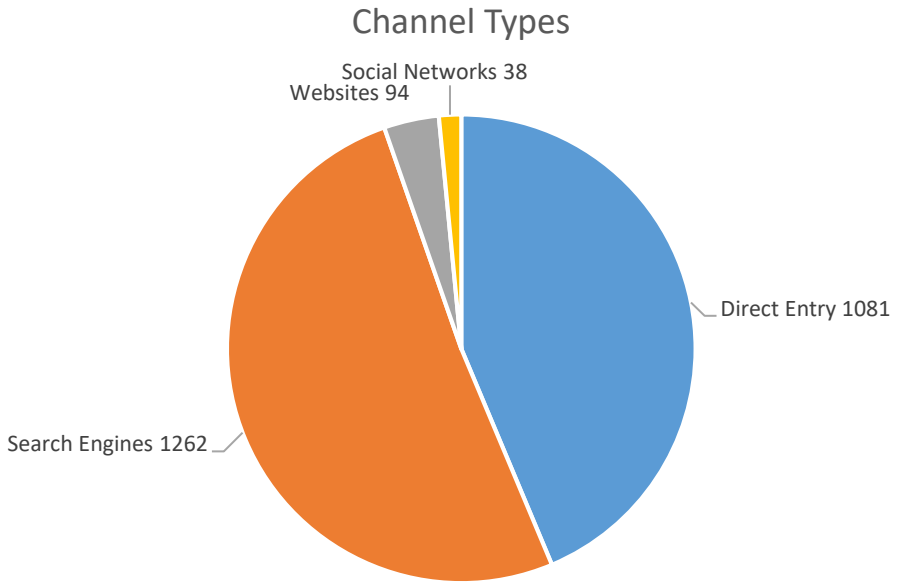

Figure 24: Overall user acquisition

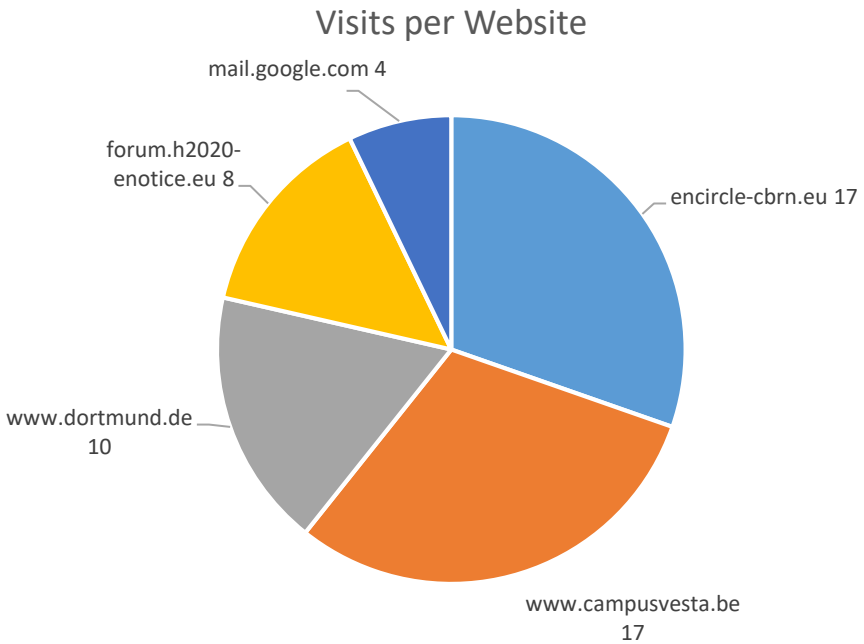

Figure 25: Traffic from websites

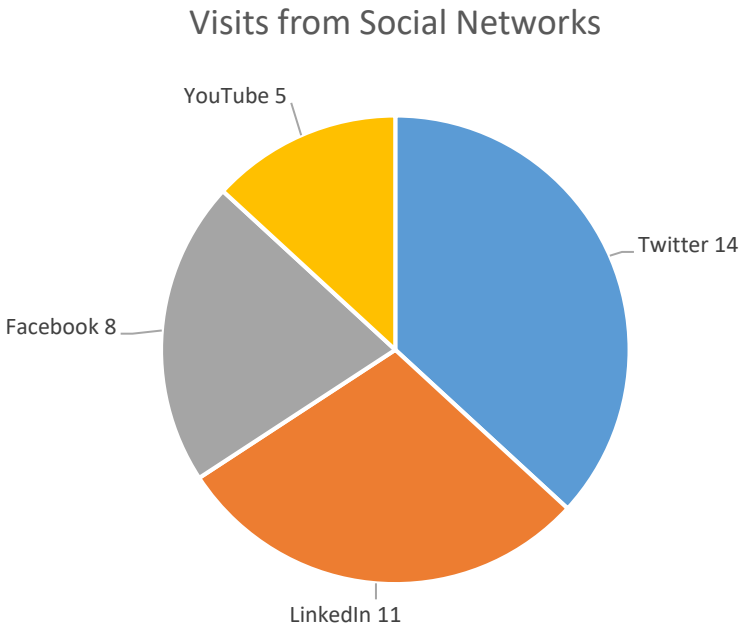

Figure 26: Traffic from Social Networks

3.3.3.2 Comparison with the previous monitoring period

The overall number of visitors from social networks decreased from 48 to 38. However, new visitors were acquired through YouTube in contrast to the second half of 2021.

3.3.3.3 Proposals for improvement

Increase acquisition through social media.

3.3.4 User behavior data

3.3.4.1 Data for the current monitoring period

The ten most viewed pages are presented in Table 9. Naturally, the homepage is the most visited page, but the TC catalogue and general project, partners and publications pages are also frequently accessed. Consistent with the country with most visitors being Great Britain, the TC Profile of WMP also received the most unique pageviews.

Figure 27 and Figure 28 show that the ECC is mostly used between 8 and 16 o'clock from Monday to Friday with a small drop during noon.

Page	**Unique Pageviews**
/	1,453
/static/catalogue.html	913
/static/profile.html?id=4 (TC Profile of WMP)	382
/static/publications.html	309
/static/partner.html	224
/static/project.html	205
/static/ja-catalogue.html	224
/static/related-projects.html	123
/?redirect=0	122

/static/profile.html?id=fa94b8062fd3ae96559c82d8c345fb165e61ab3050ae8a778d32bef0db55e868 (TC Profile of Defence CBRN centre, Netherlands)	90

Table 9: The 10 most visited pages

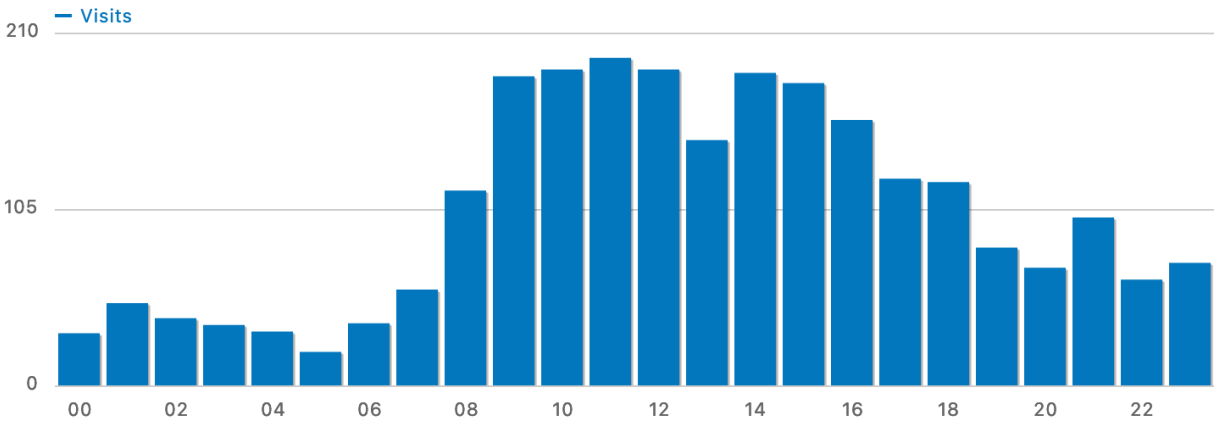

Figure 27: Visits by hour per local time

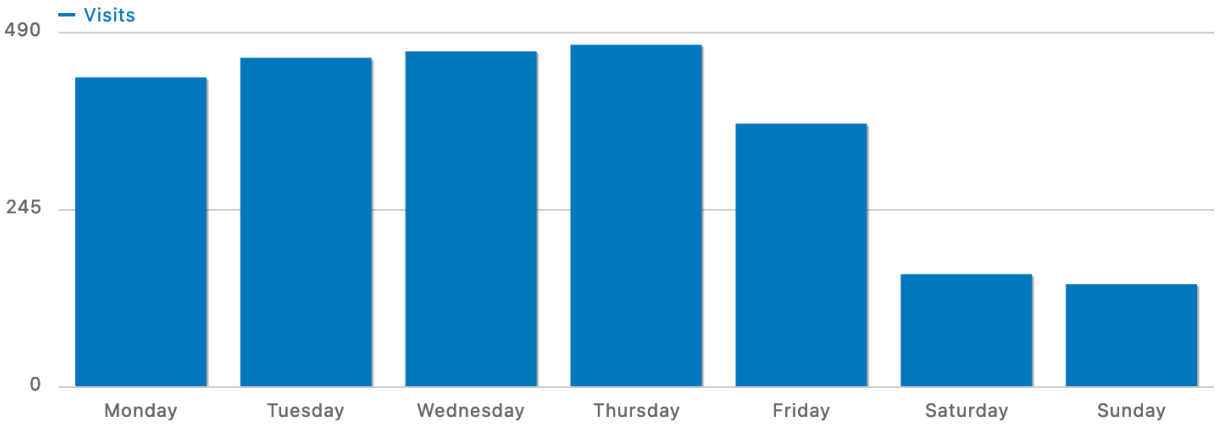

Figure 28: Visits by day of week

3.3.4.2 Comparison with the previous monitoring period

The findings show that there is no significant difference in usage times compared to the previous reporting period.

3.3.4.3 Proposals for improvement

None.

3.3.5 User device data

3.3.5.1 Data for the current monitoring period

As shown in Figure 29, most users access the ECC via a desktop computer, using the Chrome browser (Figure 30). As the newer versions of Microsoft Edge also use the same underlying rendering engine as Chrome, new features for the ECC should be primarily tested using these systems.

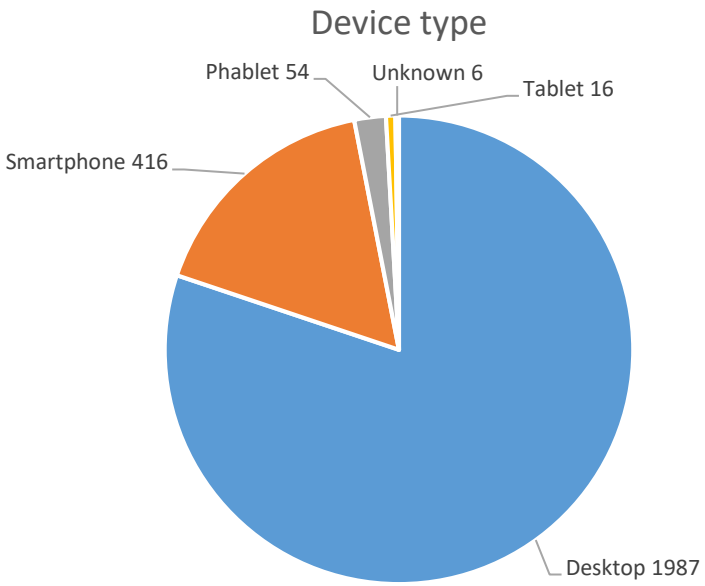

Figure 29: Most used device types

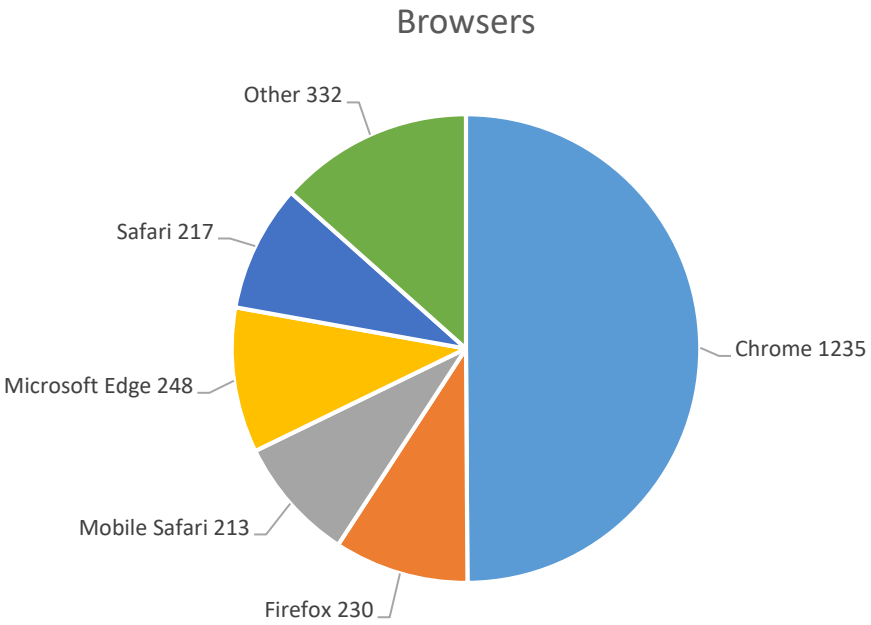

Figure 30: Most used Browsers

3.3.5.2 Comparison with the previous monitoring period

Overall, there have been no significant changes in mobile usage and tablet usage for accessing the website. Desktop devices remain the most important way to access the ECC.

3.3.5.3 Proposals for improvement

Continue to ensure that the website is usable with desktop and mobile devices.

3.3.6 Content data

3.3.6.1 Data for the current monitoring period

Table 10 shows the 10 files with the most unique downloads.

The file with most downloads overall is a report about the Joint Activity in Birmingham, followed by an article about the civil military cooperation between the EU and the NATO. The other top downloads are project deliverables.

File	Unique Downloads
eNOTICE calendar	26
JABirminghamReport.pdf	16
eNOTICE-WP5-VESTA-D5.16_Final.pdf	16
20210423 ARTICLE_CBRN CivMil Cooperation.pdf	15
eNOTICE-WP4-VESTA-D4.6.pdf	14
eNOTICE-WP4-VESTA-D4.1-eNOTICE exercise methodology.pdf	12
eNOTICE-WP3-SIC-D3.17-Links to other CBRN networks and platforms Y3-FINAL.pdf	12
eNOTICE-WP5-SIC-D5.13-FINAL.pdf	10
eNOTICE-WP2-VESTA-D2.1 Roster.pdf	10
eNOTICE-WP2-SDIS77-D2.2-CBRN Training Capacity quality label.pdf	8

Table 10: The 10 most downloaded files

3.3.6.2 Comparison with the previous monitoring period

Overall, the trend of specific articles or reports of Joint Activities being more interesting than deliverables for visitors of the ECC continues.

3.3.6.3 Proposals for improvement

Continue exploiting opportunities for dissemination by creating dedicated articles.

3.3.7 Social media

3.3.7.1 Data for the current monitoring period

eNOTICE currently has 65 Likes on Facebook and 454 Followers (+14,1%) on Twitter.

3.3.7.2 Comparison with the previous monitoring period

eNOTICE gained 56 new followers on Twitter.

3.3.7.3 Proposals for improvement

Continue to post messages on Twitter and other social networks

3.3.8 Conclusion

The metrics for this reporting period show that the usage of the eNOTICE platform increased in comparison to the previous monitoring period and that visits are more uniformly distributed. Newsletters and other announcements result in an increase of activity in the ECC. Twitter continues to be an important source for promoting eNOTICE as can be seen in the increased number of followers.

4 Overall conclusion and future work

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

4.1 Conclusion

The overall usage of the ECC continues to increase. It is visited by more than ten users per day and provides information to visitors from roughly 100 countries across all continents. Apart from the overall positive trend, no significant systematic shifts could be identified in the presented monitoring periods. 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.

4.2 Future Work

The follow-up to this Deliverable, D3.14, will be published in February 2023 and cover the monitoring period from 01.07.2022-31.12.2022. It will also be the final deliverable of the monitoring deliverable series. 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.