Cooperative Mobility Systems and Services for Energy Efficiency

D120.14(D1.4)	Website report

SubProject No.	SP1	SubProject Title	IP Coordination & Dissemination
Workpackage No.	WP1.2	Workpackage Title	Dissemination & Exploitation
Task No.	1.2.3	Task Title	Create and maintain project website
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Abstract	This report gives an overview of the project website including its design, content and visit statistics since its launch in September 2010 until the end of the project, i.e. January 2014.

Control sheet

Version history			
Version	**Date**	**Main author**	**Summary of changes**
0.1	04/05/2011	Julie Castermans	First draft
0.2	05/05/2011	Julie Castermans	Inclusion of statistics
1.1	25/06/2012	Julie Castermans	Update 2nd period
1.2	06/08/2013	Julie Castermans	Update 3rd period
2.0	31/01/2014	Julie Castermans	Update last period and summary full project duration
2.1	06/06/2014	Julie Castermans, Andrew Winder	Final Review comments
	Name		**Date**
Prepared	Julie Castermans		31/01/2014
Reviewed			
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Circulation			
Recipient	**Date of submission**		
Project partners	04/07/2014		
European Commission	04/07/2014		

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TERMS AND ABBREVIATIONS

Abbreviation	Definition
CMS	Content management system
CO	Confidential
CORDIS	Community Research and Development Information Service for Science, Research and Development (official source of information on the FP7 calls for proposals)
D	Deliverable
DG	Directorate General
EC	European Commission
ERTICO	European Road Transport Telematics Implementation Coordination Organisation
EU	European Union
FP7	Seventh Framework Programme for Research and Technological Development (EU's main funding instrument)
ICT	Information and Communication Technology
INFSO	Information Society and Media Directorate General of the European Commission
IP	Integrated Project
ITS	Intelligent Transport System
No	Number
PP	Programme participants
PU	Public
RE	Restricted
SP	Sub-project
WP	Workpackage

Executive summary

The eCoMove website is the central point of public information about the project. Not only is the website a communication tool in itself, but also an effective means of disseminating all other materials produced for dissemination. Related statistics also help the European Commission to assess the impact of the project dissemination activities.

This report gives an overview of the project website development, including its design, structure and statistics since its launch in September 2010 until the end of the project, i.e. January 2014.

Since its launch, the website has been gradually updated with more general information such as news, public deliverables, publications, related events, papers and presentations, videos, etc.

Once fully updated with the final (public) deliverables, the website/domain "www.ecomove-project.eu" will remain online as such for a duration of three years[1], hosted under the ERTICO server. After then, the content of the website, i.e. all downloadable documents, publications, deliverables, etc, will be available in the ERTICO network library.

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[1] This is our default proposal but it could be prolonged if required since it will be on ERTICO server and does not depend on external hosting services.

1. Introduction

1.1. Purpose of this document

It is an European Commission requirement that participants in EU funded projects effectively disseminate and exploit the results generated by the project. Indeed, not only are communication and dissemination activities crucial in raising awareness and understanding of the project's exploitable results, but effective dissemination may help participants in the subsequent market exploitation.

Among the various channels and tools used to achieve successful dissemination and reach the largest possible audience (e.g. brochures, press releases, participation in external conferences, articles in technical publications, etc.), the project website is by far the most important.

The Internet is now the most commonly used communication media and the public website is thus the first window of the project to publish and raise awareness of its progress and results. It also enables the project to reach the widest variety of audiences, from scientific stakeholders to the general public.

In addition, not only is the website a communication tool in itself, but also an effective method of disseminating all the other dissemination materials mentioned above.

The website meets the following dissemination objectives of eCoMove:

- Create awareness and understanding about the project and its specification area of work;

- Facilitate the exchange of information, optimise the potential impact and liaise with similar initiatives to increase the visibility of the project;

- Promote the project results and communicate the societal impact and benefits to the different target groups;

- Encourage exploitation and eventual market potential of these findings;

- Communicate how the project results can be exploited to advantage by other research undertakings and initiatives closely related to eCoMove;

- Communicate an integrated and consistent image of eCoMove both externally and internally:
    - o providing and promoting the use of an eCoMove identity that should be used by all partners and that is easily identifiable;
    - o channelling SP dissemination activities through a central IP communication outlet, thus creating synergies and unified content;

This report aims presents the website design, content and statistics, from its launch until the end of the project.

1.2. Intended audience of this document

This report is aimed at the following audiences and respectively at the fulfilment of the following objectives:

- European Commission: to communicate an overview of the activities;

- Consortium partners and project management entities: to provide an overview of activities and tools for dissemination in a harmonised way;

- General Public: to inform them about available materials and tools.

2. Website

2.1.1. Establishing the gateway to eCoMove

The eCoMove website is conceived as a key reference or "one-stop-shop" for anyone interested in the project and its results. As such it was the first communication channel set in place at the beginning of the project.

The website address is http://ecomove-project.eu/. It is advertised on all eCoMove dissemination material and registered with appropriate search engines.

By August 2010, the website was live and operational. Targeted at all audience groups, including the general public, it is written in English and in a user-friendly style for non-expert readers. Illustrations and graphics are also included.

2.1.1. Provider

Moona Consulting[2] has been selected after a call for tender carried out by ERTICO – ITS Europe to select a new supplier for their own corporate website and this provider was found the most competitive pricewise and their CMS, easy and flexible to work with.

2.1.2. Layout

All pages follow the same layout which is in line with the visual identity created for the project.

The top bar includes the project logo and search tool. The second bar is the main navigation menu of the website, while the bottom bar provides a disclaimer and links to the sitemap and contact details, as well as to DG CONNECT and Cordis FP7 portals.

The homepage wireframe contains a slide banner with some key messages in the centre, surrounded by smaller dedicated boxes for the latest news, upcoming related events, mailing list button to sign up for the eCoMove Forum (later replaced by a "focus" box for videos, demonstration at ITS Vienna 2012 or the final event) and consortium partners' logos (shuffling automatically).

N.B.: the "upcoming events" box being pointless at the end of the project, has been replaced by a placeholder media box linking to the page where all videos of the project are available.

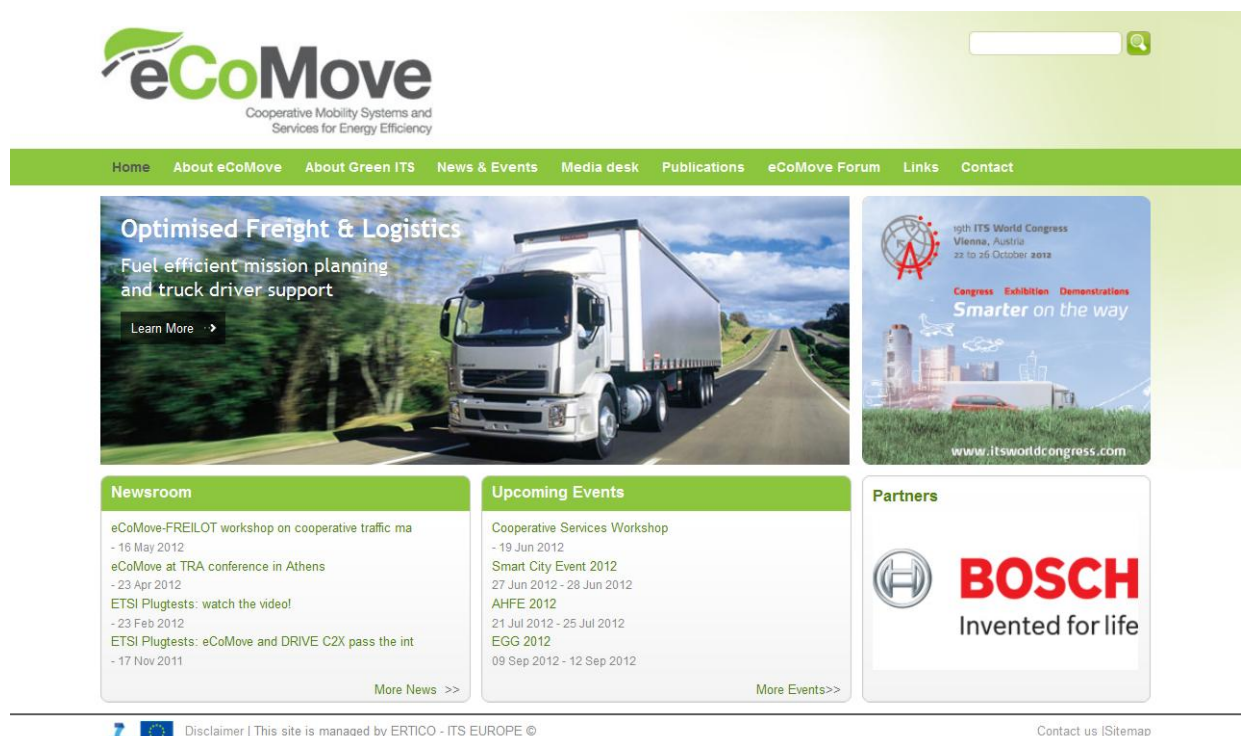[2] www.moonaconsulting.com

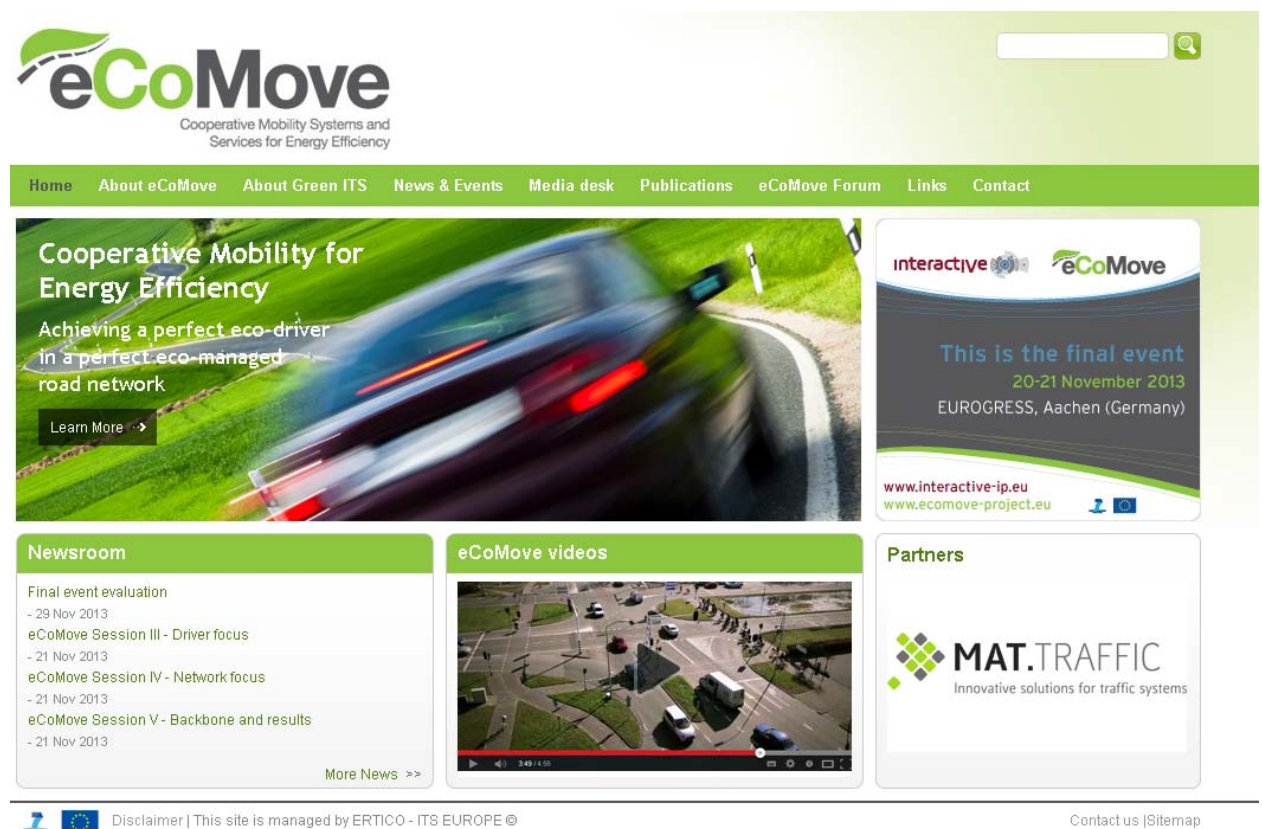**Figure 1: eCoMove website homepage in 2012**

Figure 2: eCoMove website homepage at the end of the project

2.1.1. Content

The information is organised in the main following sections:

- **About eCoMove**:
    - Short and comprehensive overview of the project's vision, objectives and expected results;
    - Short description of the technologies used and the applications developed in the project;
    - Basic information about the project structure, with a detailed description page per sub-project, and the consortium membership (with links to consortium members' websites);
- **About Green ITS:**
    - Background information on green cooperative systems as well as European energy-efficiency programmes, legislation, etc, and international cooperation activities;
- **News & Events:**
    - News section with current items and news archive;
    - Calendar of related events;
- **Media desk:** relevant information package for press, e.g. a press pack, the project standard presentation, links to the other publications, as well as published press releases, press clippings and video files;
- **Publications:** Links to public deliverables, presentations and other publications such as brochures and factsheet;
- **Forum:** sign-up form for external stakeholders to get involved in the project forum and get invited to events and workshops organised by the project[3];
- **Links** to related projects and initiatives;
- **Contact** information;
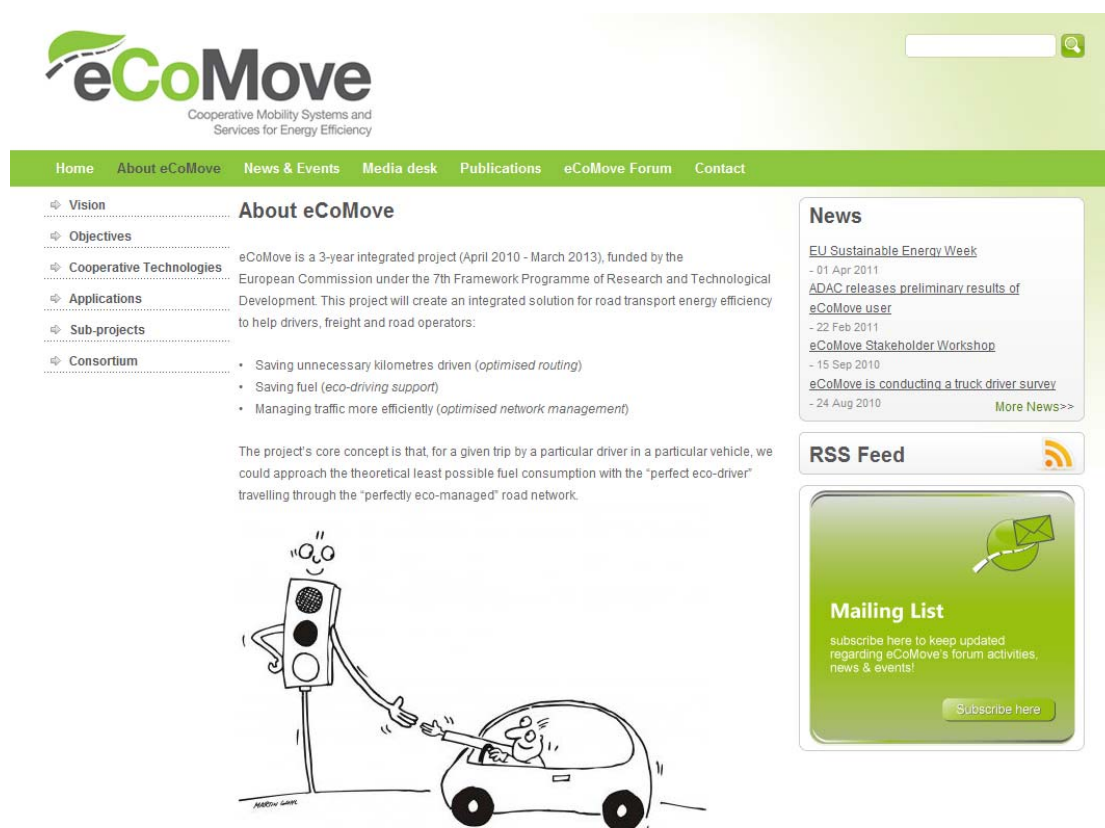- Search tool;
- Sitemap.

2.1.1.1. Section "About eCoMove"

On clicking on "About eCoMove", the visitor gets a short summary about the project main concept and objectives. It also states some basic information about the project, i.e. its duration and funding programme.

The layout for the first-level pages is divided in three columns, with the navigation menu on the left, the content in the middle and a repetition of the news and mailing list boxes on the right (the latter was replaced when relevant by a focus box, similarly to homepage).

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[3] The Forum will remain active while the website remains online, with clear indication that the registration is now linked to ecoMobility/green ITS activities, including eCoMove follower projects.
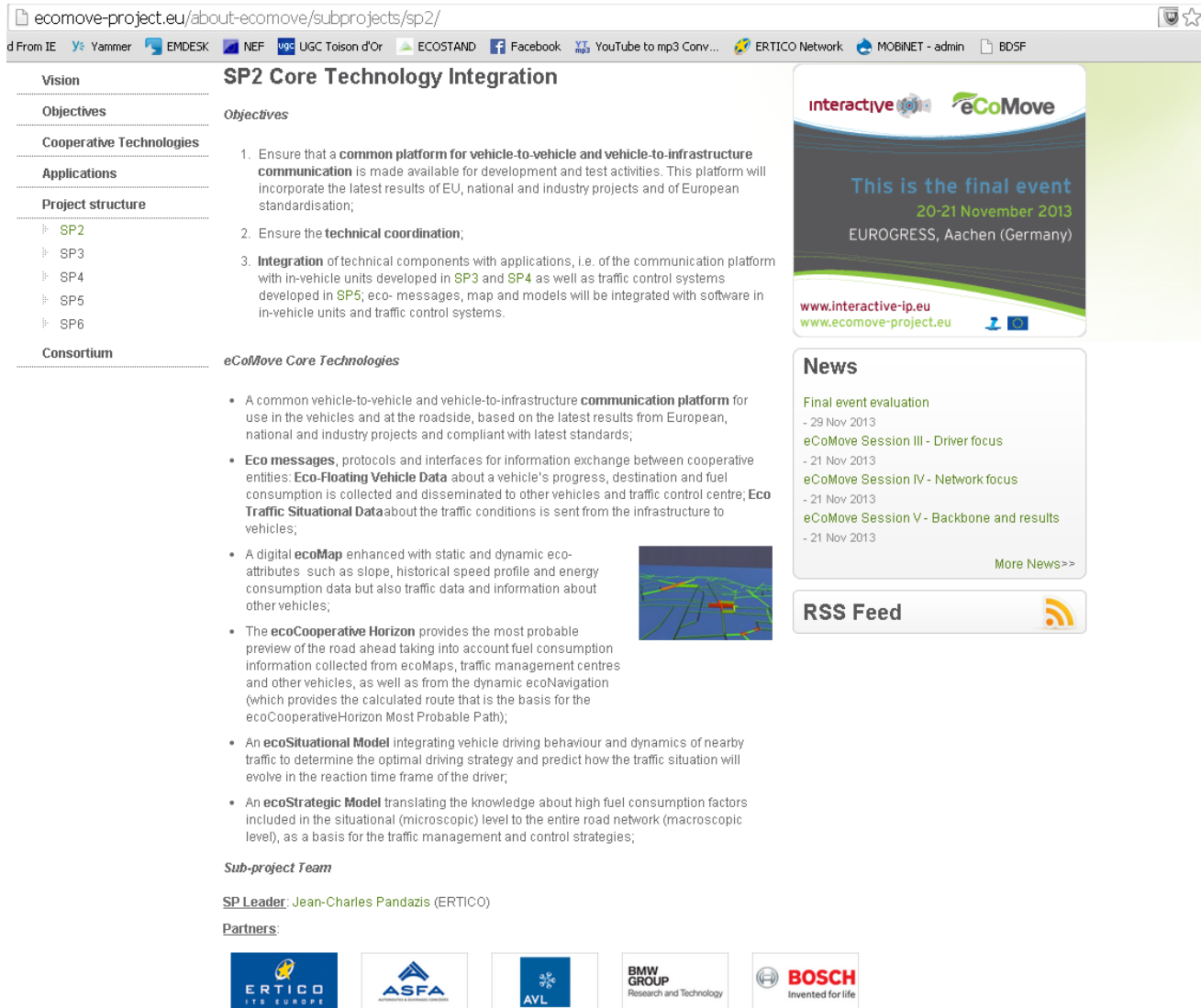
Figure 3: First-level page – About eCoMove

Vision	Introduction to eCoMove main innovation, i.e. the application of ICT and cooperative systems to environmental domain, in the context of statistical impact of road transport on pollutant emissions
Objectives	Explanation of the three causes of energy inefficiency that are the main targets of eCoMove, and related actors whom the project aims bringing solutions to
Cooperative Technologies	Definition of cooperative systems concept making the link to the core technologies and applications as developed in eCoMove
Applications	Short description of each application developed in eCoMove
Sub-projects	Introduction to organisation structure in the project and link to the detailed SP pages
Consortium	List of consortium partners including their logos, the main eCoMove contact person per organisation and their main tasks/role(s) in the project (where possible the logo links to the eCoMove-related page_where applicable_on the partner's corporate website)

2.1.1.2. SP pages

Each detailed information page per sub-project follows the same structure, i.e. first states the objectives of the sub-project, their main foreseen results, the contact details of the SP Leader and the logos of the consortium partners involved in that activity.

Figure 4: Sub-project 2 section

2.1.1.3. About Green ITS
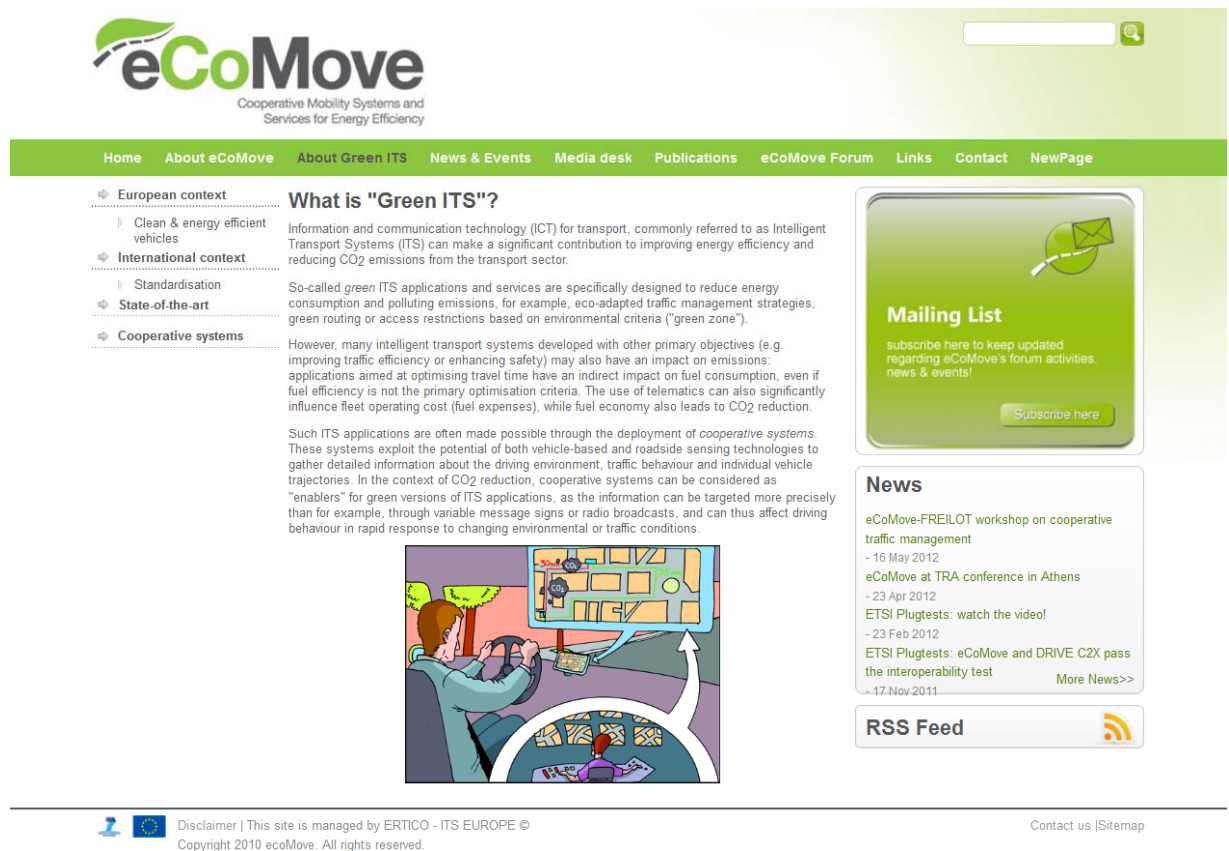
Figure 5: Green ITS section

European context	Information on European context and energy-efficiency-related programmes and initiatives that form the background of eCoMove
Clean and energy efficient vehicles	European strategy and legislation on the matter
International context	Ongoing initiatives on energy efficiency at international level
Standardisation	Information on eCoMove activities and role in standardisation bodies such as CEN, ETSI and ISO
State-of-the-art	Summary information on current state-of-the-art in main areas where eCoMove is innovating
Cooperative systems	Information about cooperative systems in general and specifically applied to the field of energy efficiency

2.1.1.4. +News & Events

A section on related **events** has been kept up-to-date, while past events with participation of eCoMove were moved to the "Presentations" section (under "Publications").

The News section includes newsflashes related to specific eCoMove activities or more generally related to the project areas of interest, e.g. green ITS, energy efficiency, standardisation process, etc.

The design of the News & Events first level page was updated in the second period:
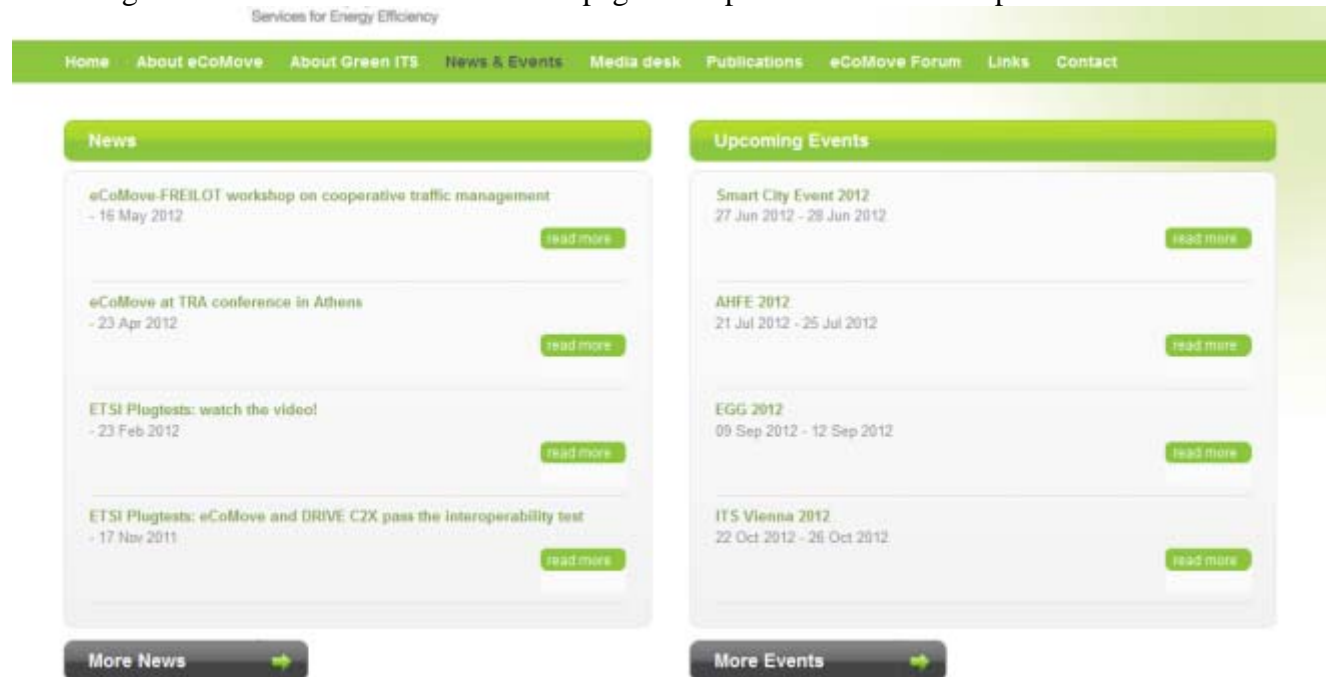
Figure 6: News & Events section as updated

2.1.1.5. Media desk

Electronic "press room" with all relevant information for the media, i.e. **links** to downloadable versions of the project press releases, background information (such as brochures, deliverables and presentations) and graphics & pictures (on request).

A press dossier (updated in the course of the project and for the final event) is also included.
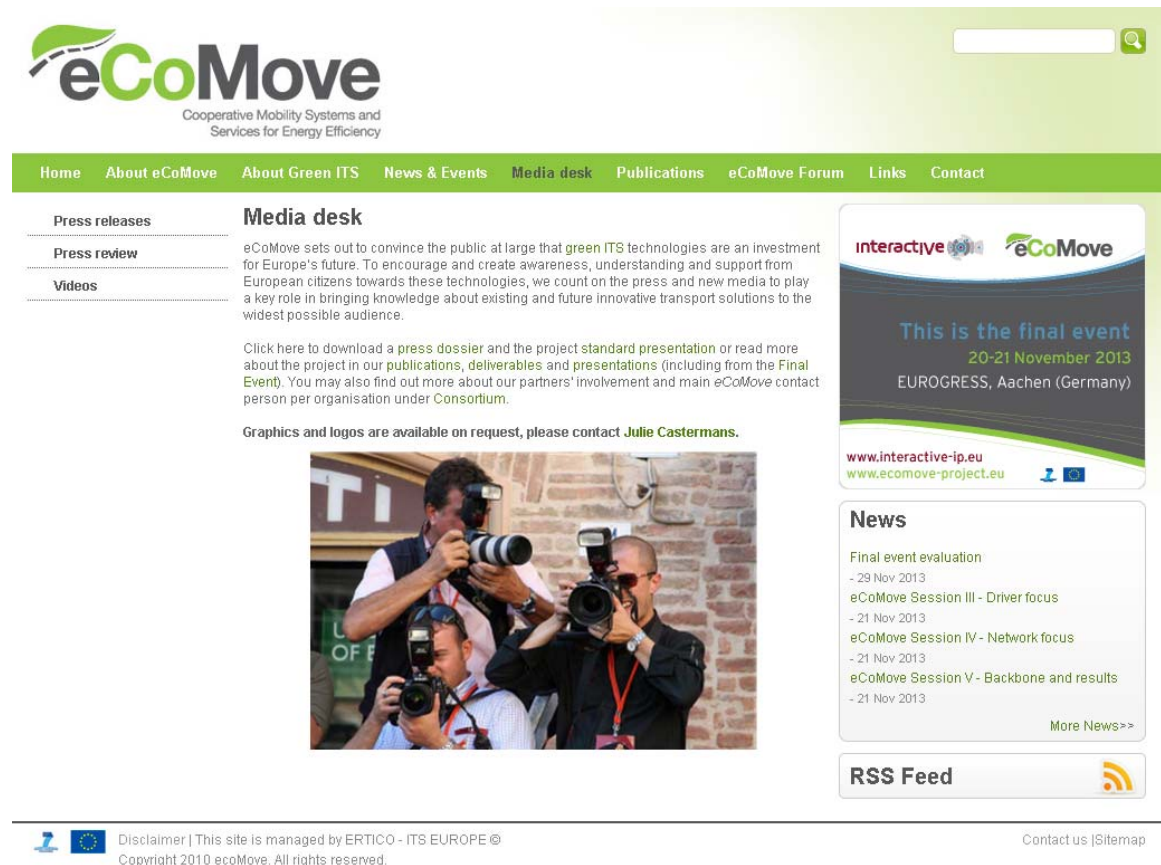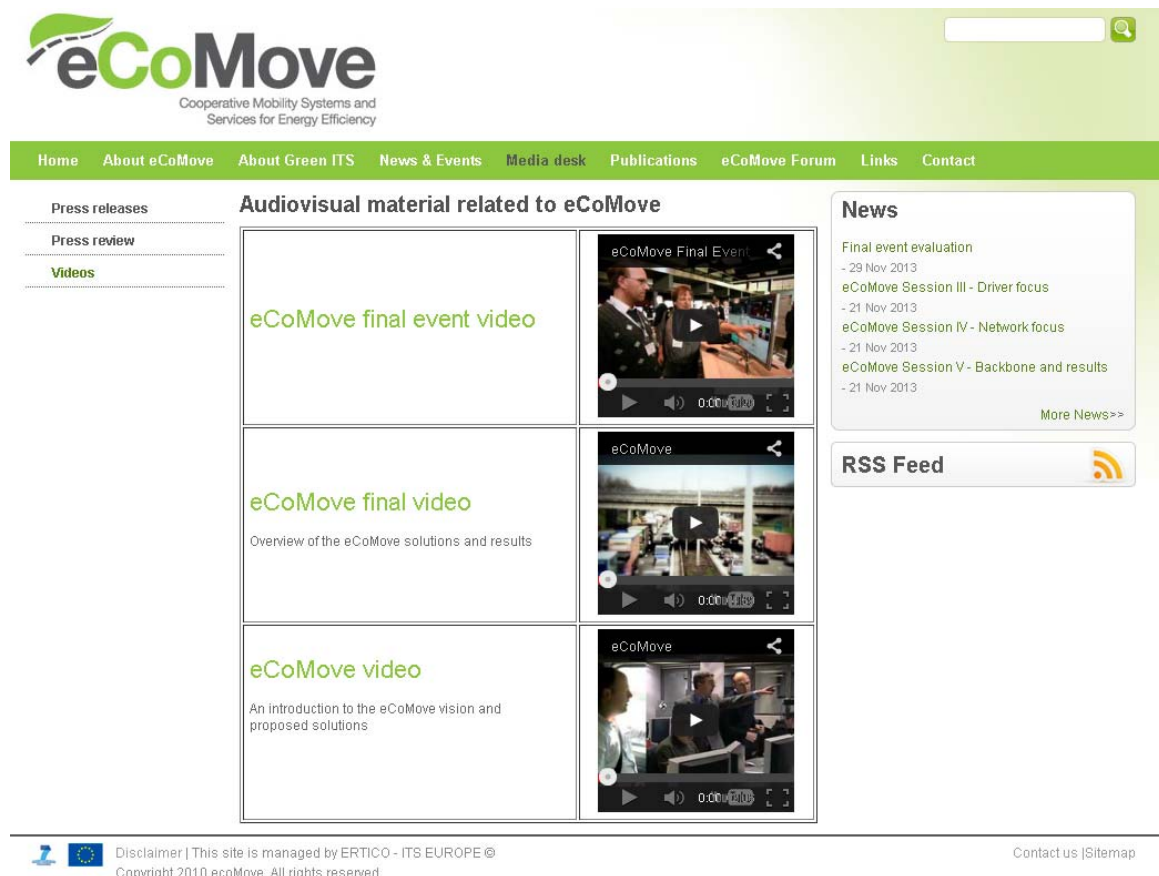
Figure 7: Media desk

The second-level "**Press review**" page includes a list of main clippings published on the project in technical magazines or online publications, with links to downloadable versions of the articles themselves.

A sub-page for eCoMove audiovisual material was also added after the first version of the project video was released.

Figure 8: Audiovisual material page under "Media desk"

2.1.1.6. Publications

Publications are any public document talking about eCoMove and reflecting the work done in the project, i.e. all public deliverables, brochures, flyers, conference papers and presentations of eCoMove (with the exception of magazine articles, which are listed in the "Press review" section).
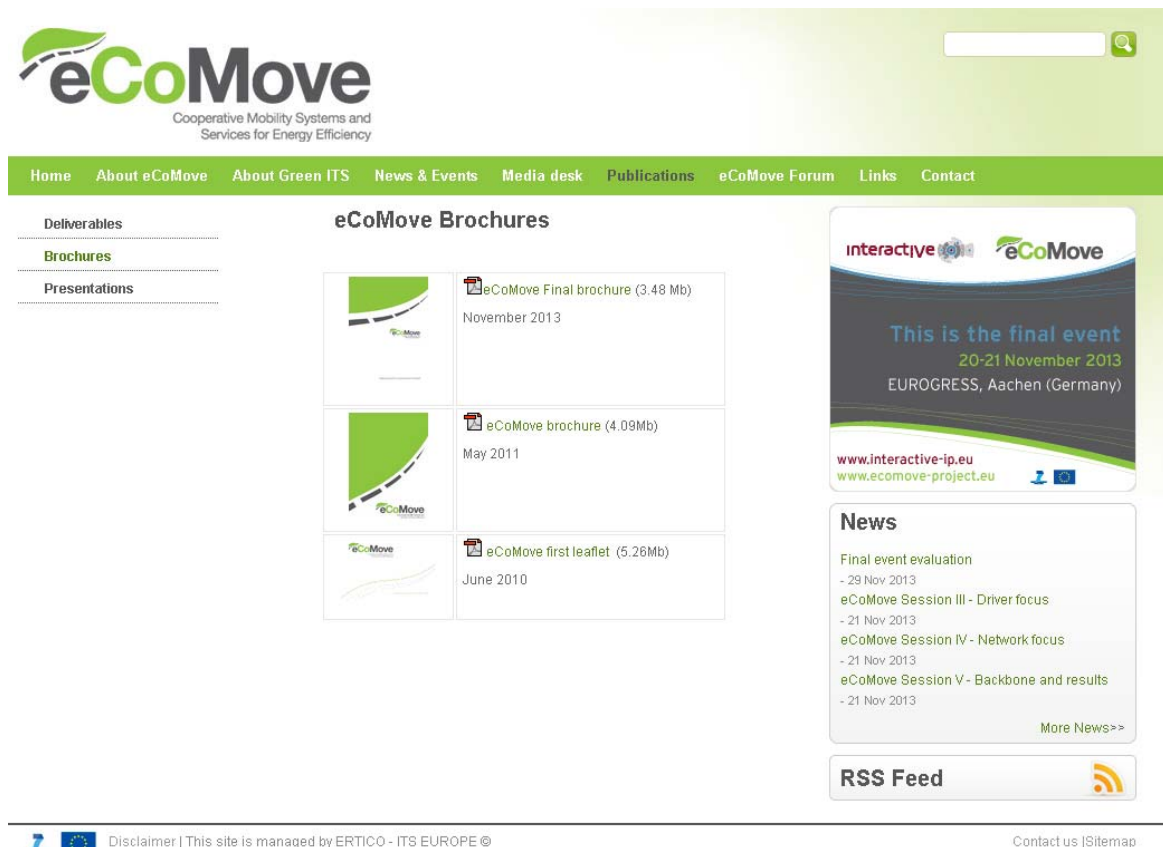
Figure 9: eCoMove brochures page (Publications section)

2.1.1.7. eCoMove Forum

The eCoMove Forum is open to all parties interested in entering in discussion with the Consortium about the project development and findings, in order to ensure the widest possible consensus on the proposed solutions and to facilitate their market take-up.

The forum subscription page contains a web-based subscription form to register one's interest in e.g. receiving posts on the work progress or invitations to events organised by the project.
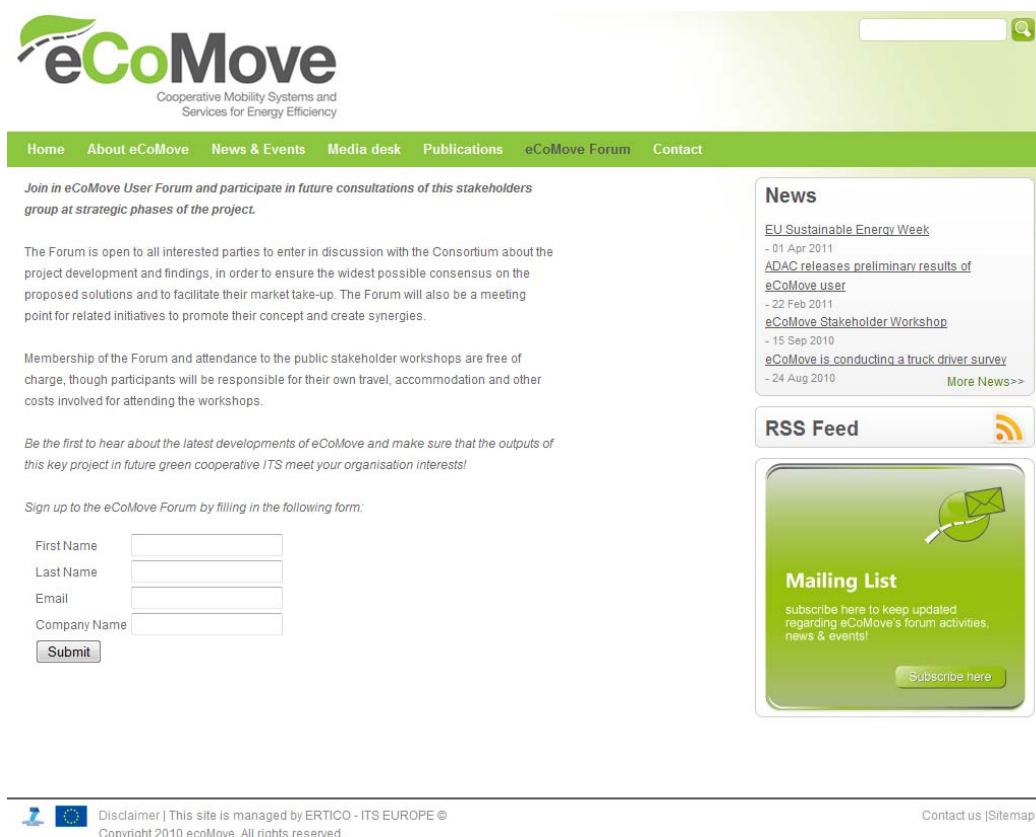
Figure 10: eCoMove Forum page

2.1.1.8. Links

This section contains a list of related European and international initiatives.
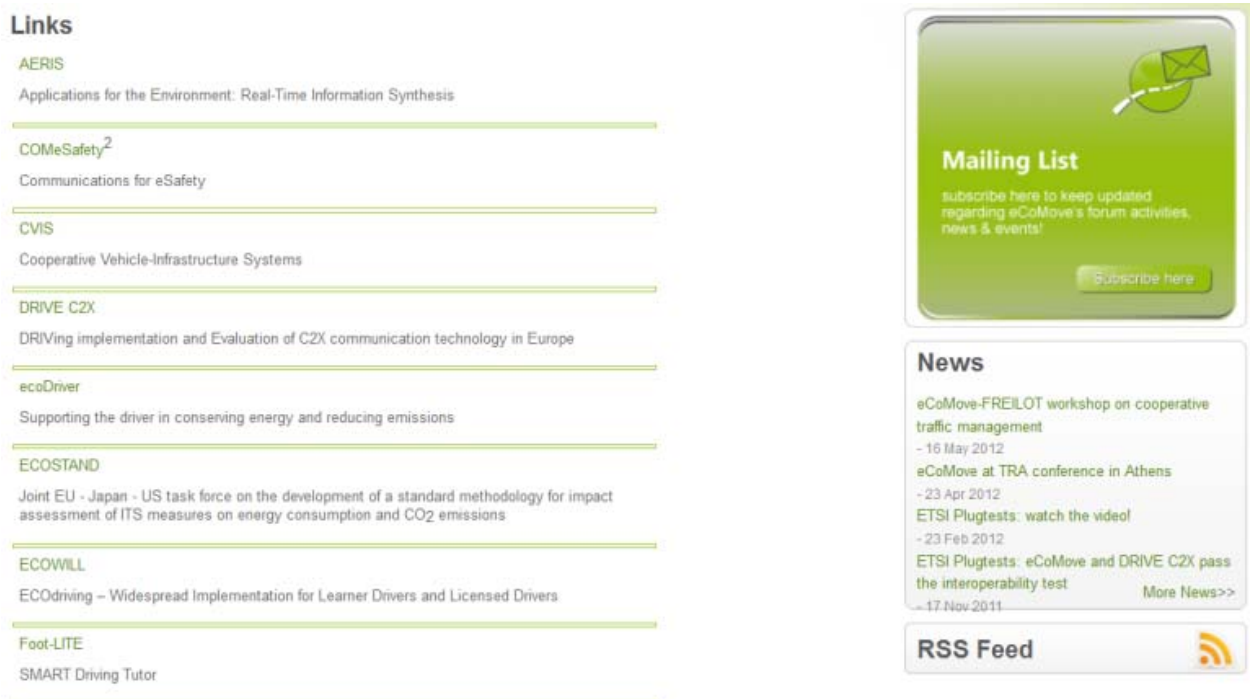
Figure 11: Links section

Each item in the list links to a more detailed page per project:
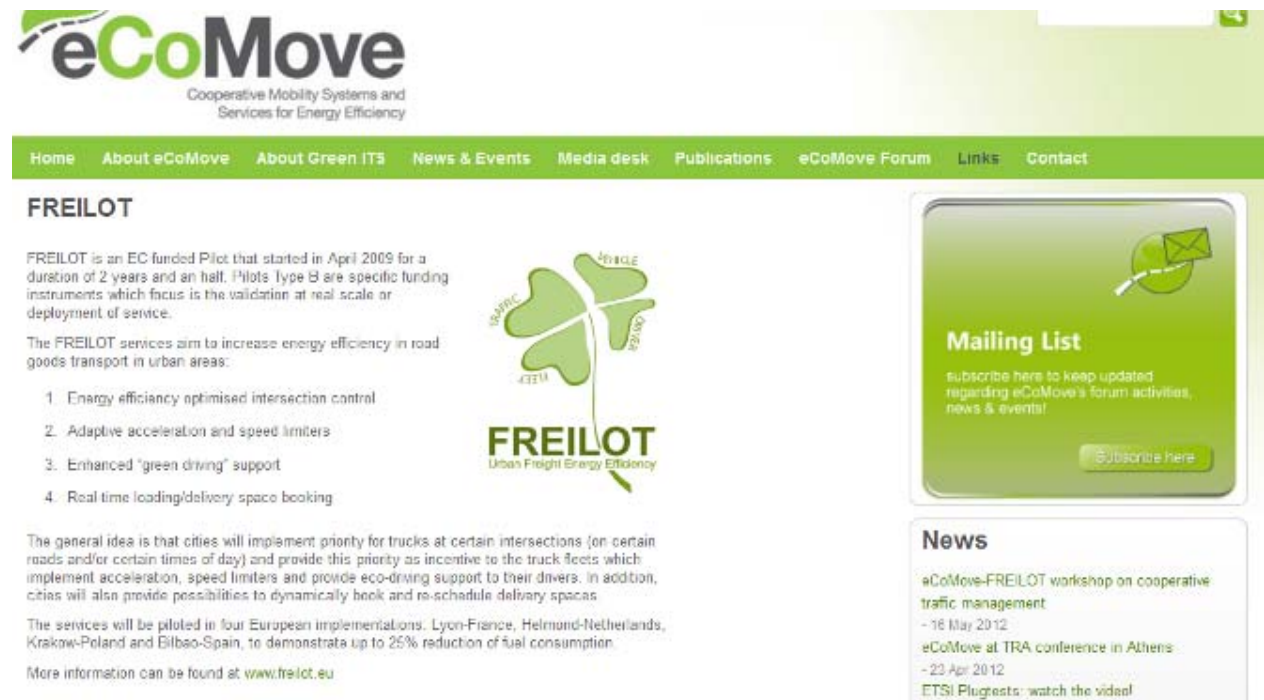
Figure 12: Example of FREILOT detailed page in the links section

2.1.1.9. Contact

Finally the contact page provides the Coordinator's contact information, but also links to the Consortium page, where to find the relevant contact details per organisation.

2.1.1.10.   Specific Final Event section

The website was also the central point for all final event-related information, as they became more defined, e.g. programme content, detailed schedule and registration.

A specific section was thus created for this purpose linking from the homepage Final Event button.

After the event, this section is where all final-event related material, i.e. the presentations (slides and video-recorded), posters and photos are published on the website.

Figure 13: eCoMove website Final Event section

3. Website statistics

Statistics are an easy way to measure the interest in a project. The statistics show the evolution of the website visits over the months and are a means for the European Commission to assess the impact of the dissemination work.

Website statistics are reported on a yearly basis, including information such as the number of connections to the website, the type of visitors (e.g. classifications per countries) and their interest, i.e. the most visited pages

Since the default statistic tool of the web Content Management System lacked flexibility and did not present information in the most practical way, the website was registered with Google Analytics from the second period.

3.1. Summary of statistics

3.1.1. 06/09/2010 (date of the first visit) to 31/03/2011

The number of visits steadily increased between the launch of the website in September 2010 and the end of the first period (31/03/2011), with a current average of 1150 visits/month, i.e. almost double the number of visits of the first month (without taking into account the traffic generated by automatic connections such as search engines or worms).

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2010	0	0	0	0	0
Feb 2010	0	0	0	0	0
Mar 2010	0	0	0	0	0
Apr 2010	0	0	0	0	0
May 2010	0	0	0	0	0
Jun 2010	0	0	0	0	0
Jul 2010	0	0	0	0	0
Aug 2010	0	0	0	0	0
Sep 2010	435	672	11139	67289	996.83 MB
Oct 2010	522	856	4613	30810	1.09 GB
Nov 2010	528	838	7057	34775	1.11 GB
Dec 2010	604	989	4250	27056	1.38 GB
Total	2089	3355	27059	159930	4.55 GB
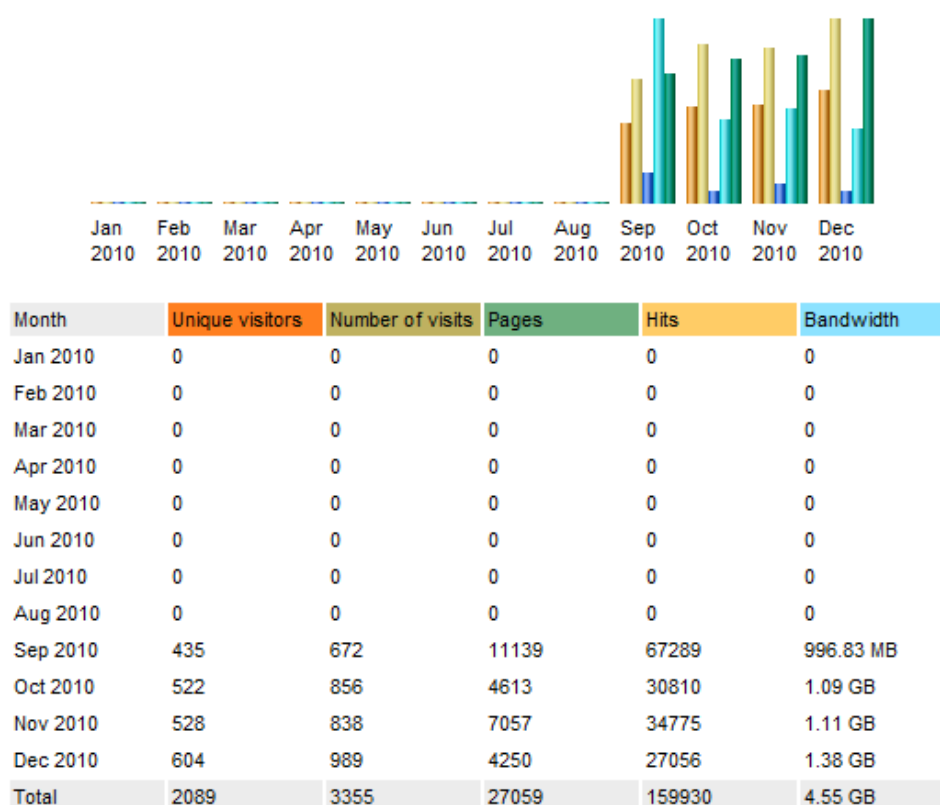
Figure 14: Website monthly history 2010

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2011	728	1163	3597	22234	1.56 GB
Feb 2011	632	1188	4199	25392	1.36 GB
Mar 2011	586	1184	4010	25883	980.58 MB
Apr 2011	534	1062	3460	22096	1.03 GB
May 2011	118	206	1201	6875	225.02 MB
Jun 2011	0	0	0	0	0
Jul 2011	0	0	0	0	0
Aug 2011	0	0	0	0	0
Sep 2011	0	0	0	0	0
Oct 2011	0	0	0	0	0
Nov 2011	0	0	0	0	0
Dec 2011	0	0	0	0	0
Total	2598	4803	16467	102480	5.13 GB

Figure 15: Website monthly history 2011

3.1.2. 01/04/2011 – 31/03/2012

The number of visitors remained stable during the second period, with a 64% new visitors and a 36% returning visitors.

The most visited sections are the overview summary of the project and the consortium page, followed by the news & events and publications.

Visitors originate mainly from the European countries in which most of eCoMove's partners are based, i.e. Germany, the Netherlands, Italy, Spain, but also, in 6th position, the United States and Japan in 10th position, reflecting the interest generated by our international cooperation activities.

Visitors Overview

% of visits : 100.00%

Overview

● Visits

200

100

Jul 2011   Oct 2011   Jan 2012
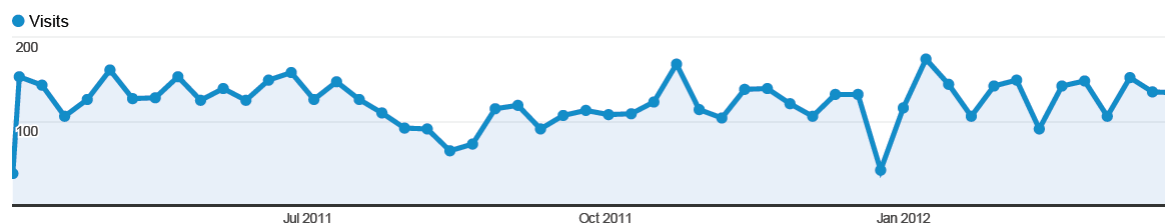
4,243 people visited this site

Visits: **6,481**

Unique Visitors: **4,243**

Pageviews: **15,632**

Pages/Visit: **2.41**

Avg. Visit Duration: **00:02:17**

Bounce Rate: **64.36%**

% New Visits: **63.89%**
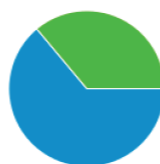
■ **63.91% New Visitor**
4,142 Visits

■ **36.09% Returning Visitor**
2,339 Visits

Figure 16: Google analytics summary report of website statistics for Period 2

3.1.3.   01/04/2012 – 31/03/2013

During the third period, the number of visitors increased compared with the previous period: with a 35.4% additional new visitors (unique visitors), an increase of 35.3% of search traffic (unique visitors) and a 13.1% increase of direct traffic (unique visitors).

The most visited sections are the News & Events and the Publications/Presentations, particularly the pages related to eCoMove participation in the 2012 ITS World Congress held in Vienna.

Visits still originate mainly from Germany, Italy, France, the Netherlands; however the United States now comes in 4th position while Japan has moved to the 9th (compared with 10th position last year).

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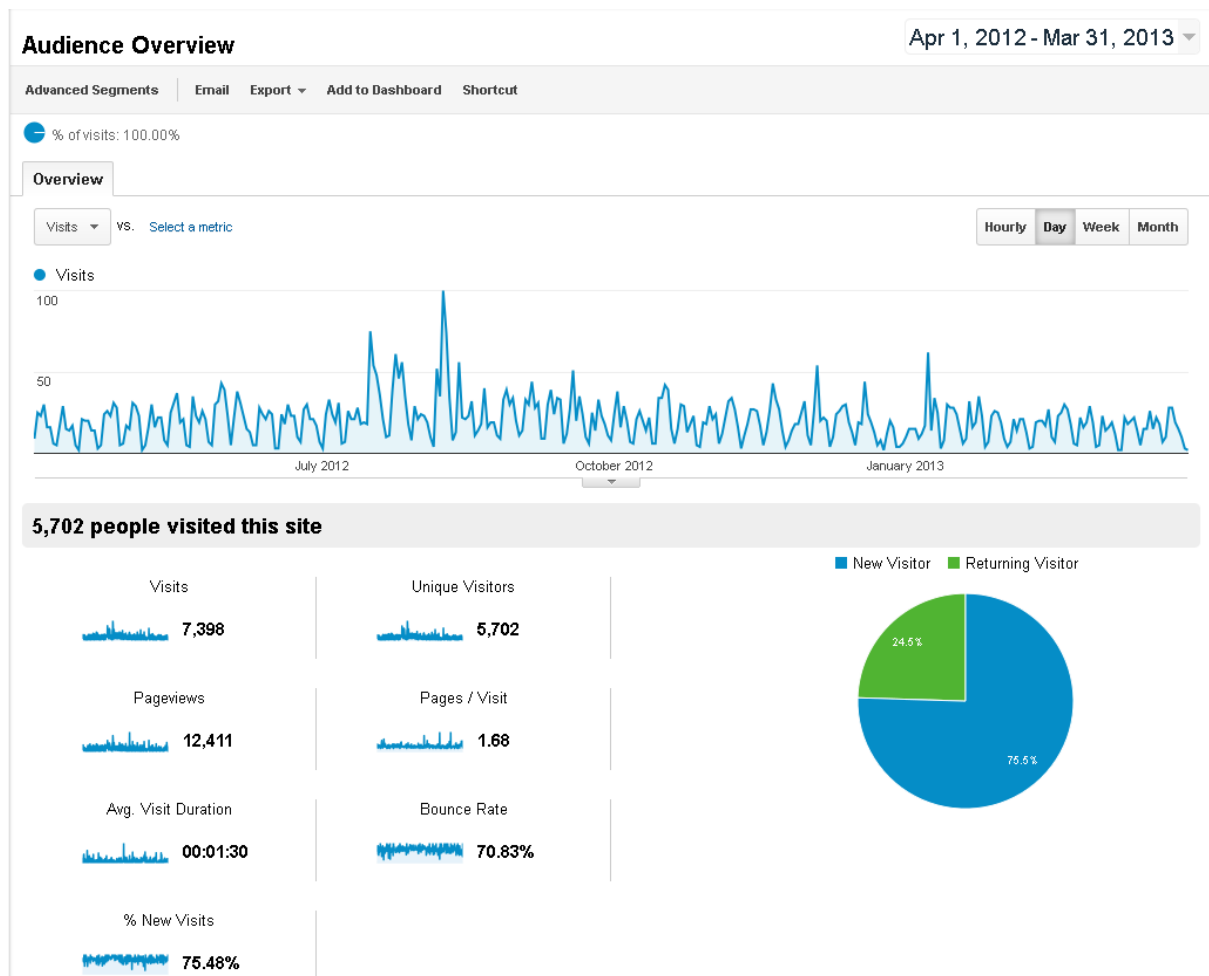
Figure 17: Google analytics summary report of website statistics for Period 3

In comparison with the previous period, there has been an increase in new visitors and a decrease in returning visitors (though not when taking "unique visitors" into account). Moreover there has been an increase in search traffic and a decrease in direct traffic (though again not when taking "unique visitors" into account).
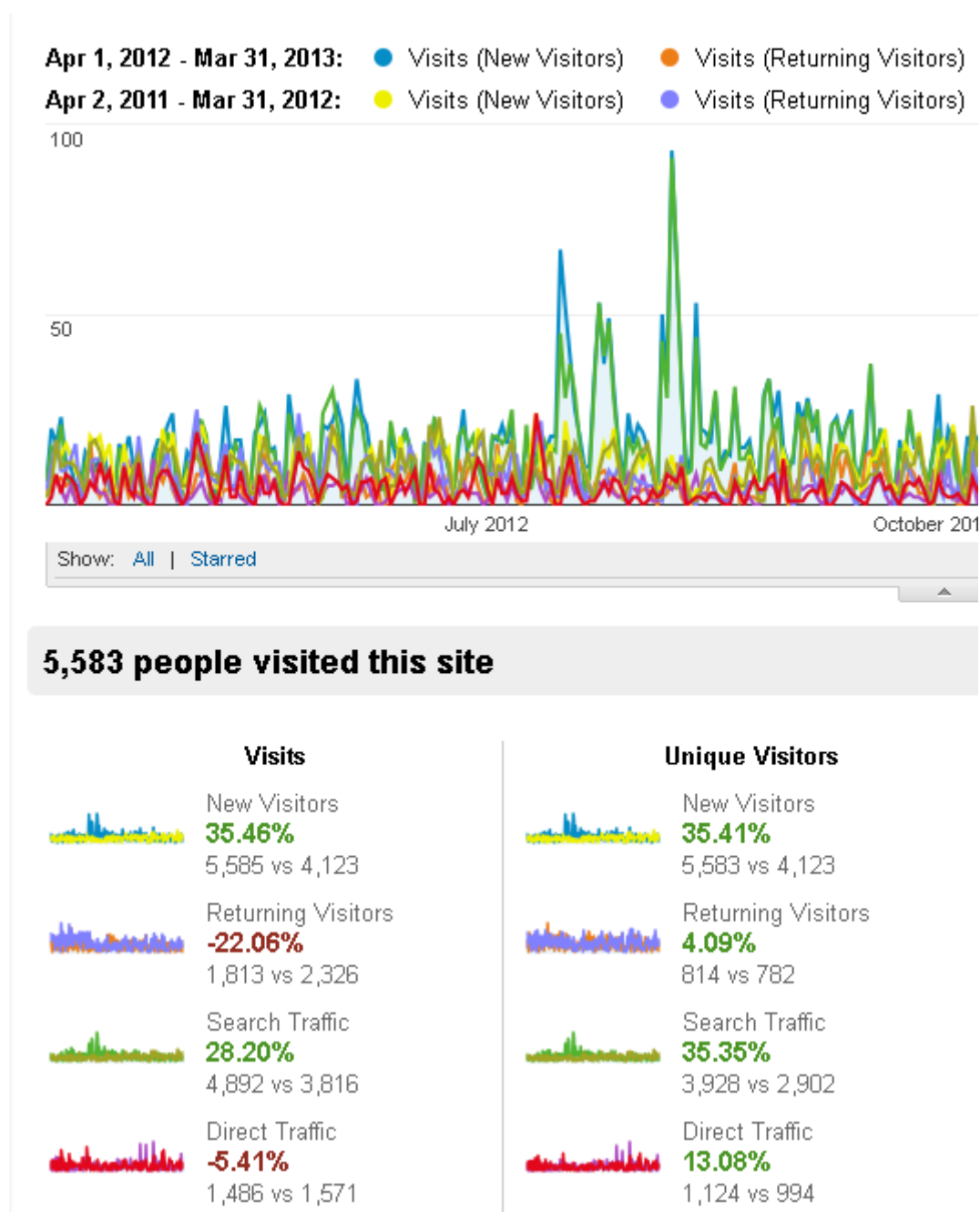
Figure 18: Google analytics summary report of website statistics comparison between Period 2 and Period 3

3.1.4. 01/04/2013 – 31/01/2014

During the last period, the number of visits increased by 8.5% compared with the previous period, with an increase by 26.4% of average visit duration, a 18.4% increase of page views (i.e. the total number of pages viewed), with a 9.1% increase of pages viewed per visit.

Unsurprisingly, during the last period, the most visited section is the Events with the Final Event and its presentations.

Visitors still originate mainly from Germany, France, the Netherlands; United States comes in 5th position.
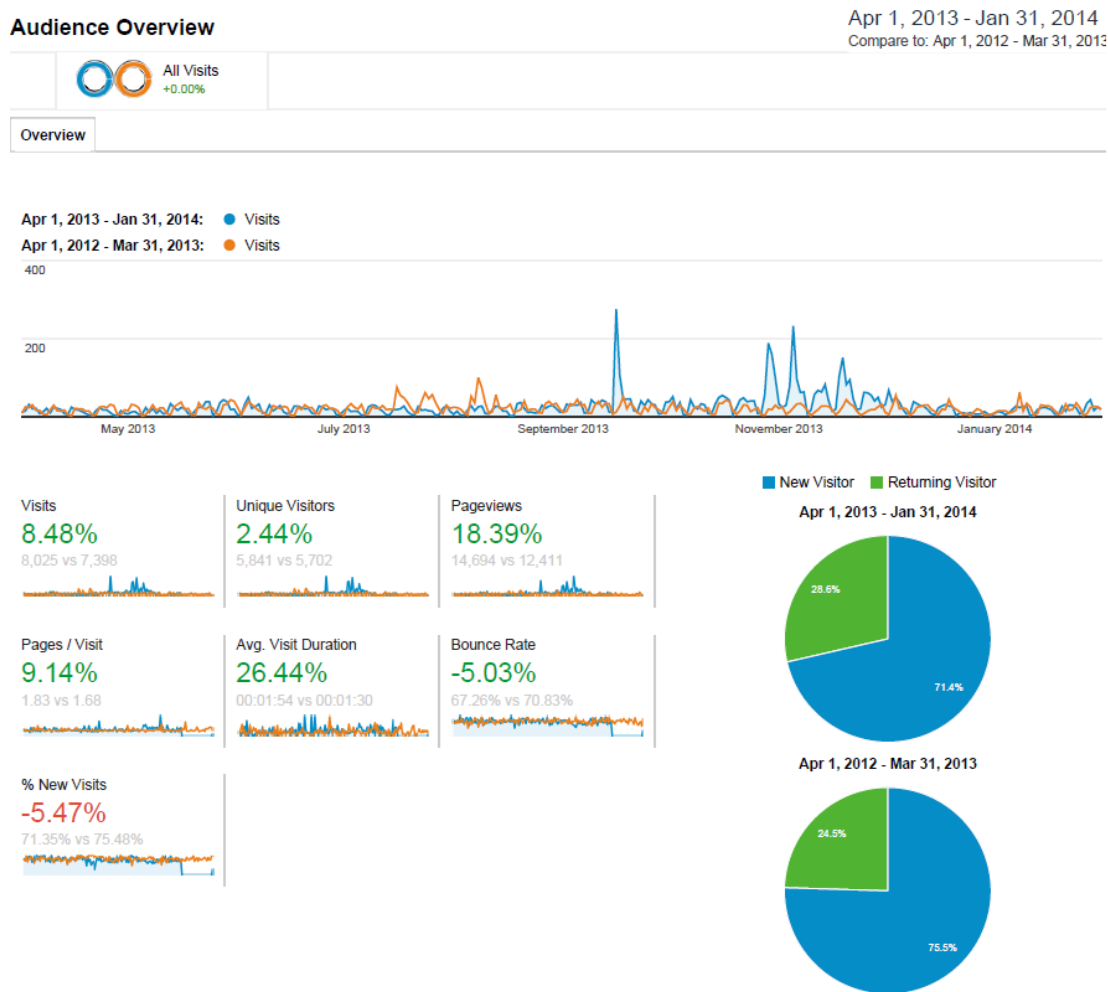
Figure 19: Google analytics summary report of website statistics comparison between Period 3 and Period 4

3.2. Visitors per country

Visits have originated mainly from Europe, in particular from Germany, France, the Netherlands and Italy[4]. The United States and Japan have also consistently been in the top ten, confirming the high profile of the project through cooperation with these regions, namely on a common validation and impact assessment methodology and in standardisation.

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[4] Belgium also ranks quite high but we fear this might be artificially due to ERTICO staff working on the website maintenance. The same is also true for India since this is where Moona Consulting subcontractor in charge of the website support is based.

Location   Sep 6, 2010 - Jan 31, 2014

All Visits
100.00%

Map Overlay

Summary

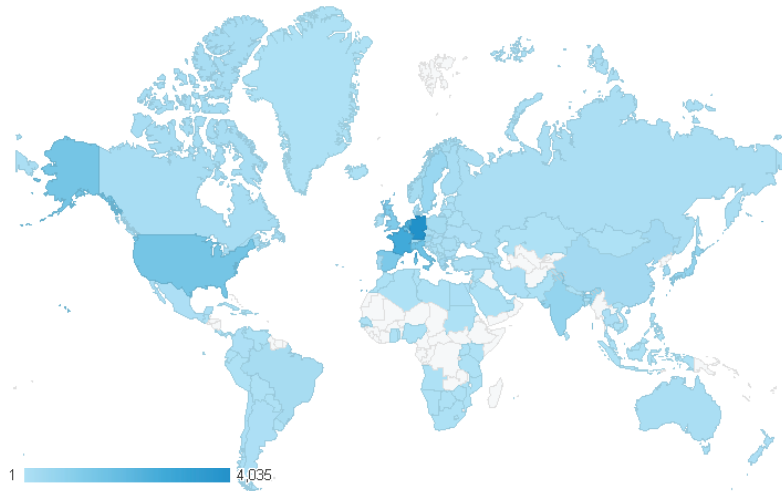| Country / Territory	Acquisition			Behavior			Conversions		
	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Goal Conversion Rate	Goal Completions	Goal Value
	23,233 % of Total: 100.00% (23,233)	69.98% Site Avg: 69.96% (0.04%)	16,259 % of Total: 100.04% (16,253)	66.98% Site Avg: 66.98% (0.00%)	2.01 Site Avg: 2.01 (0.00%)	00:01:56 Site Avg: 00:01:56 (0.00%)	0.00% Site Avg: 0.00% (0.00%)	0 % of Total: 0.00% (0)	$0.00 % of Total 0.00% ($0.00
1. Germany	4,035 (17.37%)	64.63%	2,608 (16.04%)	62.58%	2.13	00:02:01	0.00%	0 (0.00%)	$0.00 (0.00%
2. France	2,699 (11.62%)	84.77%	2,288 (14.07%)	71.40%	1.72	00:01:11	0.00%	0 (0.00%)	$0.00 (0.00%
3. Netherlands	2,505 (10.78%)	48.42%	1,213 (7.46%)	70.22%	1.86	00:01:36	0.00%	0 (0.00%)	$0.00 (0.00%
4. Belgium	1,775 (7.64%)	40.96%	727 (4.47%)	53.24%	2.73	00:03:57	0.00%	0 (0.00%)	$0.00 (0.00%
5. Italy	1,593 (6.86%)	79.16%	1,261 (7.76%)	69.99%	1.82	00:01:30	0.00%	0 (0.00%)	$0.00 (0.00%
6. United States	1,440 (6.20%)	88.33%	1,272 (7.82%)	77.15%	1.52	00:00:48	0.00%	0 (0.00%)	$0.00 (0.00%
7. Spain	1,229 (5.29%)	74.94%	921 (5.66%)	66.64%	1.91	00:01:50	0.00%	0 (0.00%)	$0.00 (0.00%
8. United Kingdom	1,118 (4.81%)	80.14%	896 (5.51%)	69.23%	1.91	00:01:39	0.00%	0 (0.00%)	$0.00 (0.00%
9. India	664 (2.86%)	63.55%	422 (2.60%)	56.78%	3.68	00:05:47	0.00%	0 (0.00%)	$0.00 (0.00%
10. Japan	627 (2.70%)	67.78%	425 (2.61%)	57.42%	3.13	00:03:44	0.00%	0 (0.00%)	$0.00 (0.00%

Figure 20: Country view of web statistics

3.3. Most visited pages

One of the most important information from the website statistics is the type of information accessed by the visitors.

Besides the homepage, which is logically the most visited throughout the project, during the first two periods, "Consortium", "Vision" and "Applications" were the next most visited pages, followed by the "Forum" and "Deliverables" pages.
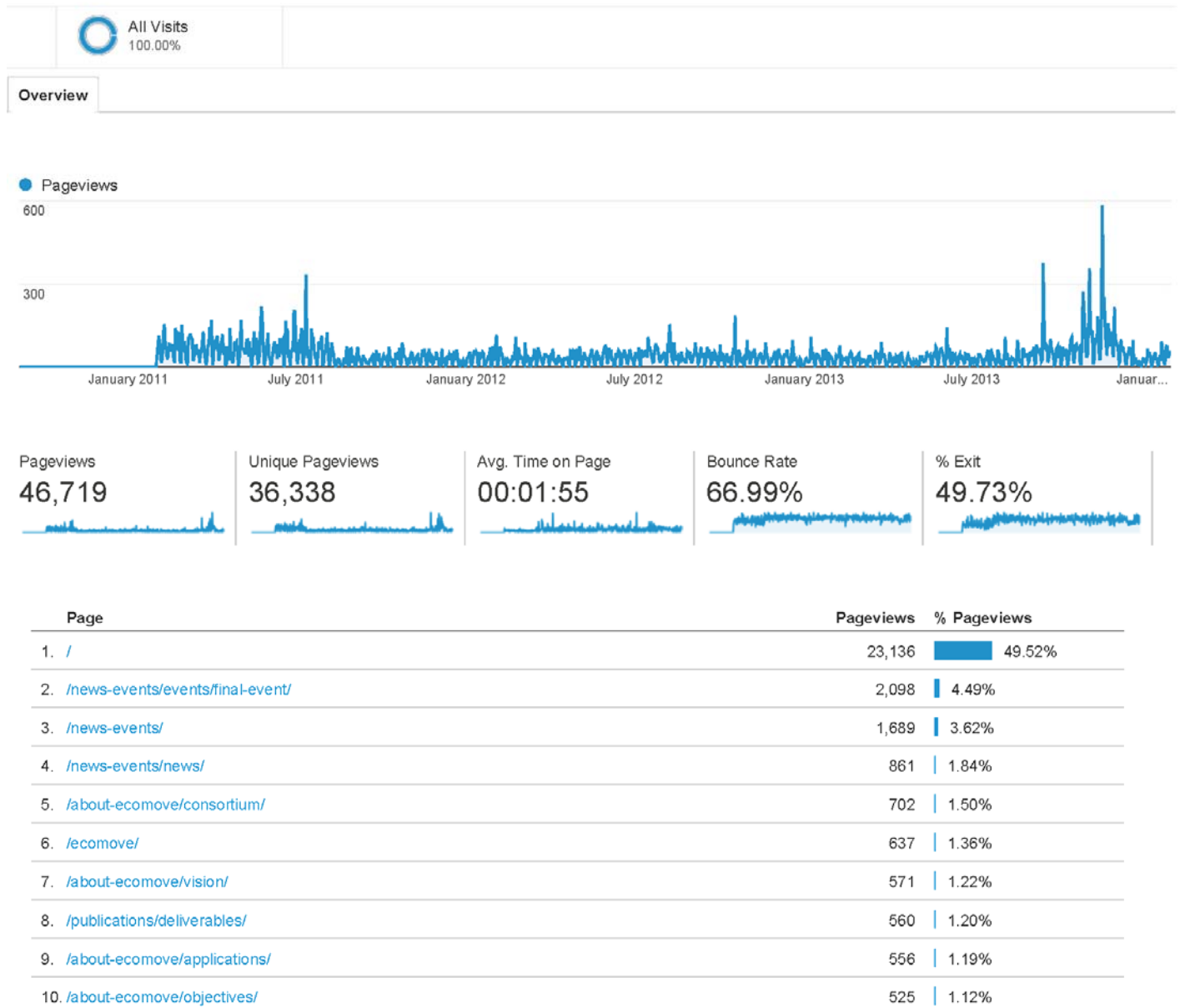
In the second period, though, the news & events appears in third place, as a result of more frequent news posts.

From the third period on, the most visited pages are no longer the general information about the project but rather the Events and Presentations pages, e.g. ITS Vienna, TRA 2012 and of course the Final Event, which proves that eCoMove has achieved visibility and raised its profile at these events.

The news related to these events (another example is the eCoMove workshop in Dublin in the last period) also appeared in the top-ten list.

Overview

Sep 6, 2010 - Jan 31, 2014

All Visits
100.00%

Overview

Pageviews

	Pageviews	% Pageviews
1. /	23,136	49.52%
2. /news-events/events/final-event/	2,098	4.49%
3. /news-events/	1,689	3.62%
4. /news-events/news/	861	1.84%
5. /about-ecomove/consortium/	702	1.50%
6. /ecomove/	637	1.36%
7. /about-ecomove/vision/	571	1.22%
8. /publications/deliverables/	560	1.20%
9. /about-ecomove/applications/	556	1.19%
10. /about-ecomove/objectives/	525	1.12%

Pageviews: 46,719
Unique Pageviews: 36,338
Avg. Time on Page: 00:01:55
Bounce Rate: 66.99%
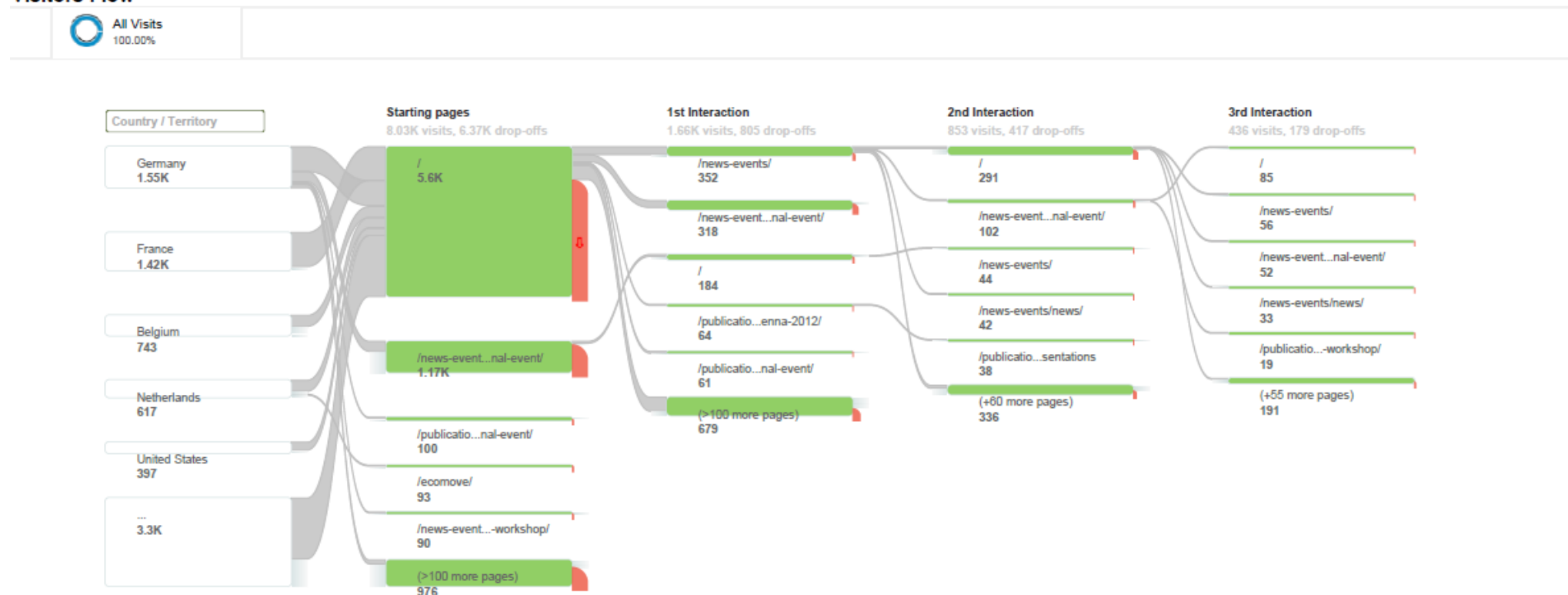% Exit: 49.73%

Figure 21: Pages view of web statistics

Figure 22: Visitors' flow (last period)

4. **Conclusions**

During the first year of a project, dissemination generally kicks off on an intense level of activity with the set up of many materials and tools, the main one being the website. The eCoMove project is no exception.

With the ambition of being THE reference point for all public information on the project, the website necessitates particular care and efforts to make it as accessible, lively, complete and up-to-date as possible.

The usage of the website steadily grew over the project first period, with an average number of visits between September 2010 and March 2011 that almost doubled.

The website was further developed over the next period with improvements to the content and layout. With the further progress of project results and their dissemination, the website was enriched with corresponding presentations, news articles, etc.

After remaining stable over the second period (compared with the first one), the average number of visits increased by a 35.4% over the third period (in comparison with the second period). With the project coming to its end, visitors were looking for presentations of the latest results and final-event related information, which generated traffic at a time when the project was publishing its final results.
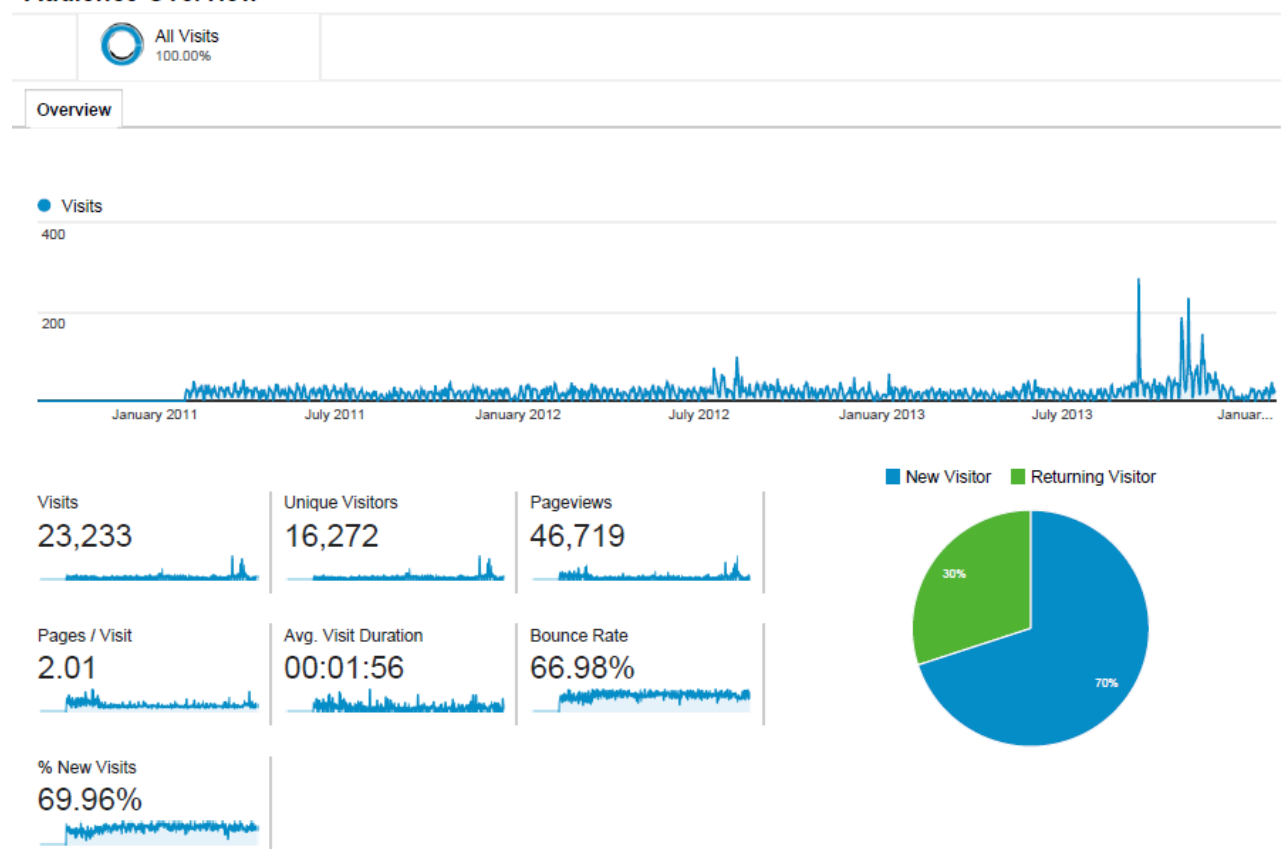
Figure 23: Summary statistics for the whole project duration

Overall the website received 23 000 visits (16 000 unique visitors) with 36.5% visits using a US English language browser and a total of 46 719 viewed pages.

It is clear that the website is a very powerful dissemination tool that helped the project to generate an effective flow of information and publicity and to enhance public awareness of eCoMove and green ITS in general, which is a positive indication for the project's exploitation prospects.