

INTERREG IVA 2 Seas Project 'Information System on the Eutrophication of our Coastal Areas ' (ISECA)

DCom1: The Web Information System (WIS) on Eutrophication Carolien Knockaert (VLIZ), 2014.



Executive summary : This report gives an overview of the history and web statistics of the ISECA Web Information System (short: WIS). Within the ISECA project one of the challenges was to build a portal that responds to the needs of two important target groups: scientists and the public at large. This was done by creating two different menu-items: science for experts which contains scientific publications and science for the public where the overall eutrophication phenomenon is shortly explained. The portal gives visitors access to the most important project results and deliverables (e.g. Information Search Tool, Web based Application Server (WAS)), official project reports, publications but also different communication tools such as project leaflets, newsletters and educational activities developed for a wider audience.

Design of the ISECA Web Information System (WIS) was a collaborative task in frame of the Communication and Dissemination activity within the ISECA project. Contributions of the ISECA partner institutes are listed below:

Institute	Person(s)	Contribution
VLIZ	Carolien Knockaert, Annelies Goffin	Website design and content Dutch and English translations
ADRINORD	Richard Santer	Website content French translations
Nausicaá	Elise Chiroutre, Anne Vernier, Manuel Cira	Website content French and English translations
CEMARE	Prem Wattage	Website content
University of Greenwich	Koulis Pericleous, Georgi Djambazov, Mayur Patel	Website content
PML	Steve Groom, Gavin Tilstone, Victor Martinez-Vicente	Website content
VITO	Jean-Luc De Kok, Sindy Sterckx	Website content

1. Introduction

The ISECA official web address is <http://www.iseca.eu/>



English homepage of the ISECA portal

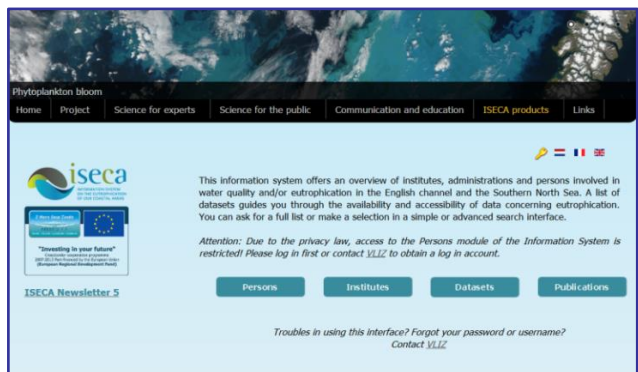
The most important project results with according web links are listed below:

- ISECA official project reports: <http://www.iseca.eu/en/results/deliverables>
- The Information Search Tool: <http://www.iseca.eu/en/results/information-system>
- Web based Application Server: <http://www.iseca.eu/en/results/web-based-application-server-was>
- Communication and education tools: <http://www.iseca.eu/en/communication>

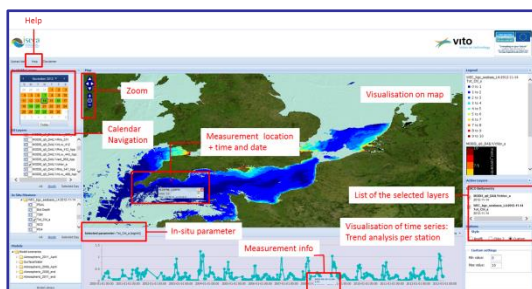
No.	Deliverable	Author(s)	Status*
D1.1	Inventory on eutrophication in the Zeas Area	Guffé A.	CS15
D1.2	Site requirements for the Real-time Sensing of Eutrophication in the Zeas coastal waters	Marina-Horita S., Tonne G., Green S.	CS15
D1.3	The Web-based Application Server: Correlating earth observation with in-situ data performance	de Klerk J., Doligez L., Poulakis G.	CS15
D1.4	Eutrophication problems, causes and potential solutions, and exchange of feasible model-based approaches for the real-time prediction of coastal eutrophication	de Klerk J., Doligez L., Poulakis G., van Baal L., Doligez L., Doligez L., Veldhuis A.	CS15

No.	Technical Report	Author(s)	Status*
T1.4	Soil economic analysis for the Suburbanisation in the Zeas area, UK	Wortlage P.	CS15
T2	Assessment of the aerosol Inherent Optical Properties: The new WOPAR processing chain	Amey G., Zepke P., Sarter R.	CS15
T3	The correction of the adjacency effects	Sarter R.	CS15
T4	Atmospheric correction and related issues	Sarter R., Amey G.	CS15
T5	SEMECOOL: OCEAN processing/RTS3	Sarter R., Sterdis S.	CS15
T6	Correction of Fresnel reflection of the sky dome according to the polarisation	Sarter R., Zepke P.	CS15
T7	ISECA protocols for the validation of Ocean Colour Satellite Data in Case 2 European waters	Herman G., Hurler-Herman V.	CS15
T8	A regional strategy of the aerosol for MERIS atmospheric correction: CAP	Zepke P., Amey G., Sarter R.	CS15
T9	The TACS processor to correct above water measurements for the sky-dome reflection	Zepke P., Sarter R.	CS15
T10	Atmospheric modelling	Stenstrom G., Pankov A., Pankov K.	CS15

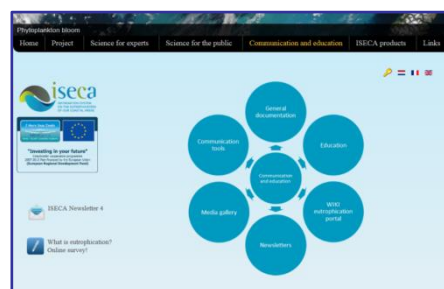
ISECA Official project deliverables and technical notes



The Information Search Tool



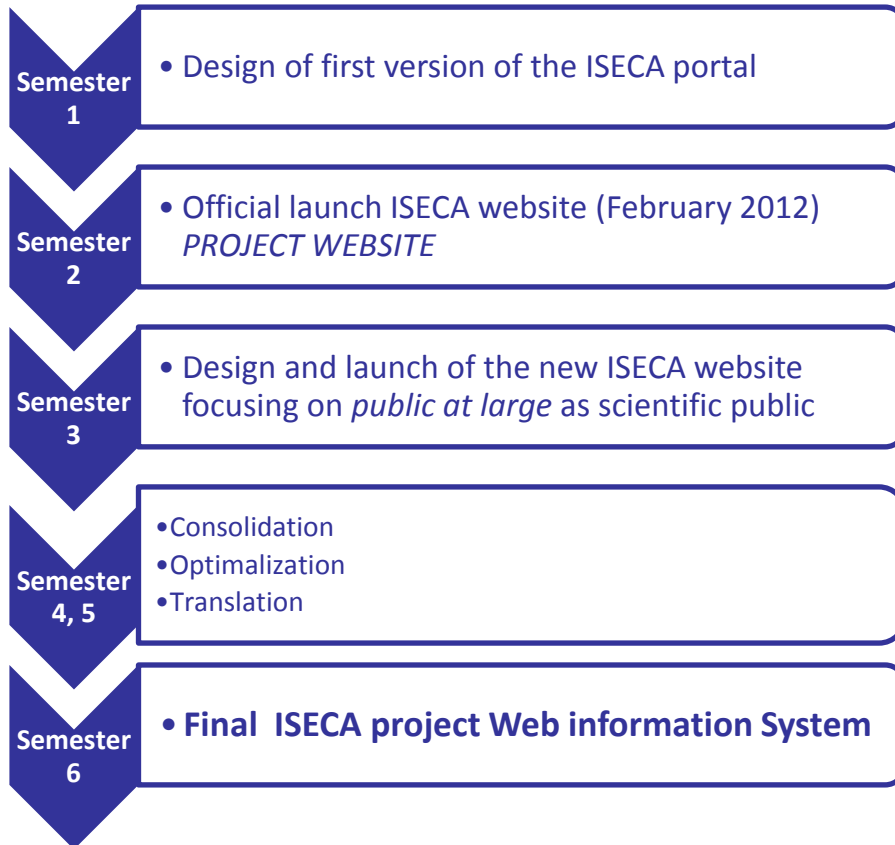
The Web based Application Server



Communication and education tools

2. Evolution of the Web Information System during the ISECA project

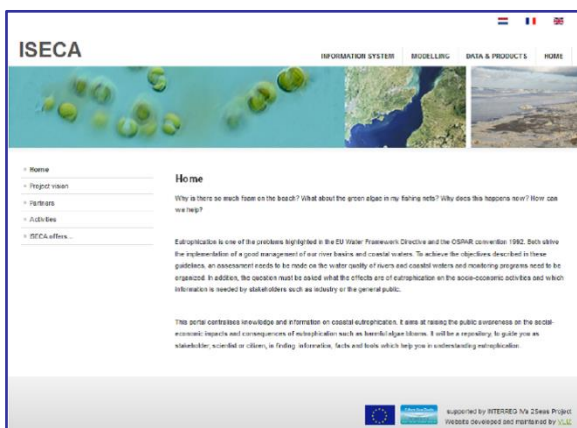
2.1 Timeline



2.2 Website development during the different semesters

Semester 1 (July – December 2011)

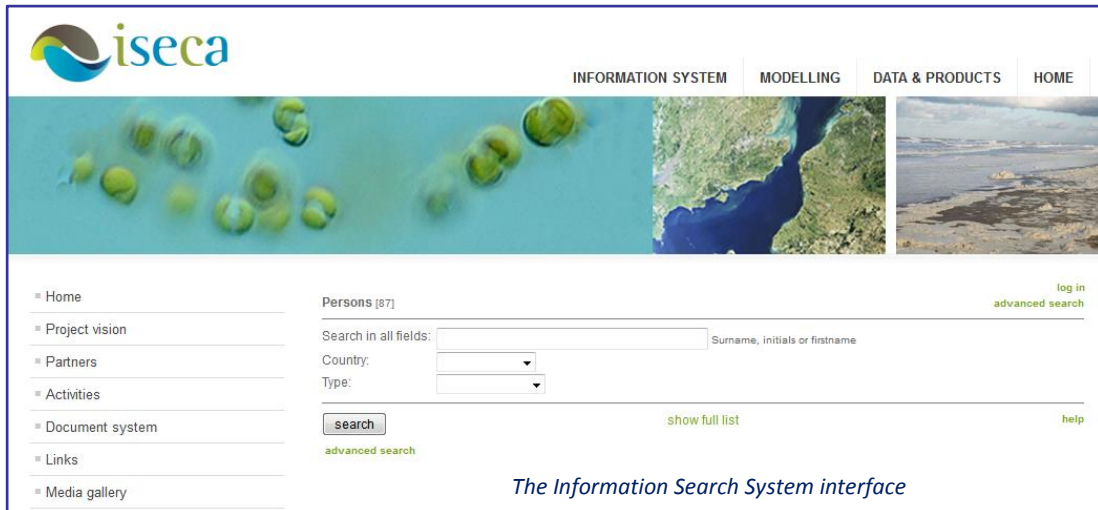
- Design of first version of the ISECA portal (FR /NL /UK)
- Content : Project information and demo of the IMIS (Integrated Marine Information System) search interface (datasets, institutes and persons)
- Lay out on hold until finalization of the ISECA logo



First design of the ISECA web portal

Semester 2 (January - June 2012)

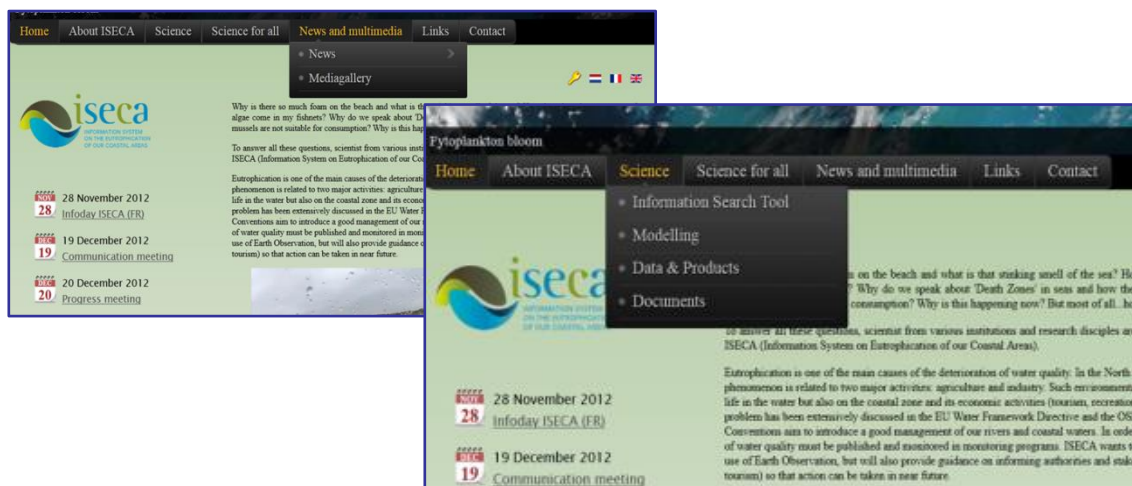
- January - February : Test version to be reviewed intern (by partners only)
- Official launch end of February 2012
- Content : Project information, IMIS Information System, document system, calendar and media gallery



ISSUE : The Web Information System functions as a project website! Information must be available for ISECA partners as well as for general public. There is also a need to provide customized information for scientists, stakeholders and the public at large.

Semester 3 (June - December 2012)

- Design of a new website : new architecture and content, focusing on expertized public as well as public at large
- End of November : Official launch of the new website
- Content : project information, media gallery, document system, online registration and subscription to ISECA newsletters, communication tools for general public (PDF), science for all



Semester 4 and 5 (January - December 2013)

- Consolidation
- Optimization
- Translation
- Added content : communication (newsletters, educational tools, project leaflets), Web based Application Server (WAS)
- Online tool for participation in survey on public perception on eutrophication updated with socio-economic issues
- First project deliverables

Semester 6 (January - July 2014)

- Translations finished : three lingual website (French, Dutch and English)
- Insertion of ISECA deliverables and products
- Information system updated with publications relevant to ISECA
- Focus on communication to final event

End of last semester / project : Final ISECA Web Information System

- Disclosure of all ISECA communication and scientific products and deliverables
- Disclosure of final reports

ISECA Web Information System

FOAM ON THE BEACH: A NATURAL PHENOMENON?

Home | Project | Science for experts | Science for the public | Communication and education | ISECA products | Links

iseca
INTEGRATED SYSTEM ON THE EUTROPHICATION OF OUR COASTAL AREAS

2 Seas Seas Zone
Investing in your future
Cross-border cooperation programme
2007-2013 Part-Approved by the European Union
(European Regional Development Fund)

ISECA Newsletter 5

The Interreg IV A 2 Seas ISECA Project (July 2011 - September 2014)
A cross discipline and cross border integrated project on coastal eutrophication offering information, education and science to stakeholders and the public at large in the Interreg 2 Seas Zone (Belgium, England, France and the Netherlands)

ISECA Project output

Target public

Scientists
Stakeholders
General public
Educators

PRODUCTS

- Information Search Tool
- Web Application Server
- Official Project Reports
- ISECA Final Conference
- Communication / Education

Click on the picture to access the product!

The ISECA Web Information System 08/2014 : homepage with entrance to all ISECA deliverables

3. ISECA Web Information System (WIS) : Statistics

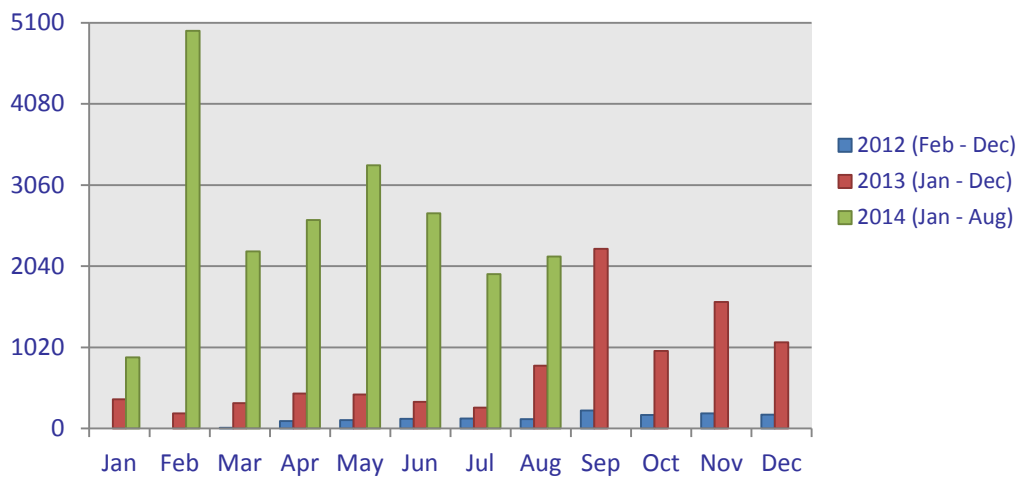
(Source: Awstats.org)

3.1 Unique visitors and numbers of visits for the WIS

3.1.1 Yearly numbers of unique visitors and website visits

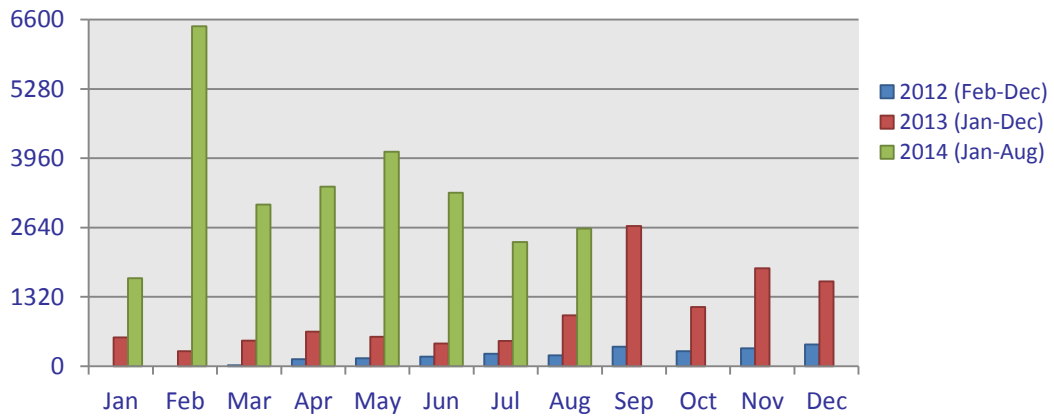


3.1.2 Monthly numbers on unique visitors



Year	Minimum	Maximum	Average / month
2012	8 (Mar)	227 (Sep)	134
2013	191 (Feb)	2258 (Sep)	753
2014	893 (Jan)	4999 (Feb)	2607

3.1.3 Monthly numbers of visits



Year	Minimum	Maximum	Average / month
2012	17 (Mar)	410 (Dec)	233
2013	282 (Feb)	2671 (Sep)	973
2014	1672 (Jan)	6474 (Feb)	3377

3.2 Detailed analysis on monthly web visits and unique visitors : link with ISECA communication events

a) 2012



The number of unique visitors increased more or less linearly during the first year the ISECA web portal was online. The year maximum was reached in September (227). During summer 2012 Nausicaá organized several times the Why does the sea foam? activity for public at large (many sessions in July and August) where the website was also promoted. In November the ISECA portal received 190 unique visitors and 342 visits with an average of 11 visits per day. The number of visits was highest on the 28th November (21) when the first info day of the ISECA project was organized in Nausicaá, Boulogne-Sur-Mer (France). After launching the second version of the ISECA website end of November, 410 visits (year maximum) were counted in December 2012.

b) 2013



The website visits of 2013 can be divided in two groups : semester 1 (January - July) and semester 2 (August - December) when the ISECA portal reached for the first time almost a 1000 visits. The ISECA project leaflets were distributed from May 2013 during all events where partners were involved and all time available in the National Sea Centre of Nausicaá. During the summer of 2013 (June - October) Sea Life Blankenberge provided project folders to their visitors.

January 2013

In January 544 visits were made with an average of 17 visits per day. The maximum per day was 98 on the 08th January. This was also the day that the first ISECA newsletter was spread to the whole ISECA contact list (white and yellow pages).

February 2013

Minimum website visits (282) and unique visitors (191) for 2013. No communication events or activities were organized this month.

April 2013

The maximum of the first semester of 2013 was reached with 654 visitors and 440 unique visitors. On the 17th of April an invitation for participation to the online questionnaire was send out to the whole ISECA contact list. The daily average visits of the ISECA portal for this month was 21. Outliers are 57

visits per day on the 17th, 36 on the 18th and 35 on the 19th of April i.e. shortly after the online invitations were spread.

June and July 2013

No communication activities or events organized in the frame of ISECA. This is reflected by a low number of visits and unique visitors for these two months.

August 2013

For the first time the ISECA portal reached almost 1000 visits per month (968). Outlier was the 22th with 479 visits while the monthly average was 31 visits per day. During this and previous month visitors of Nausicaá were challenged to participate in the Why does the sea foam? and plankton activities in the frame of ISECA.

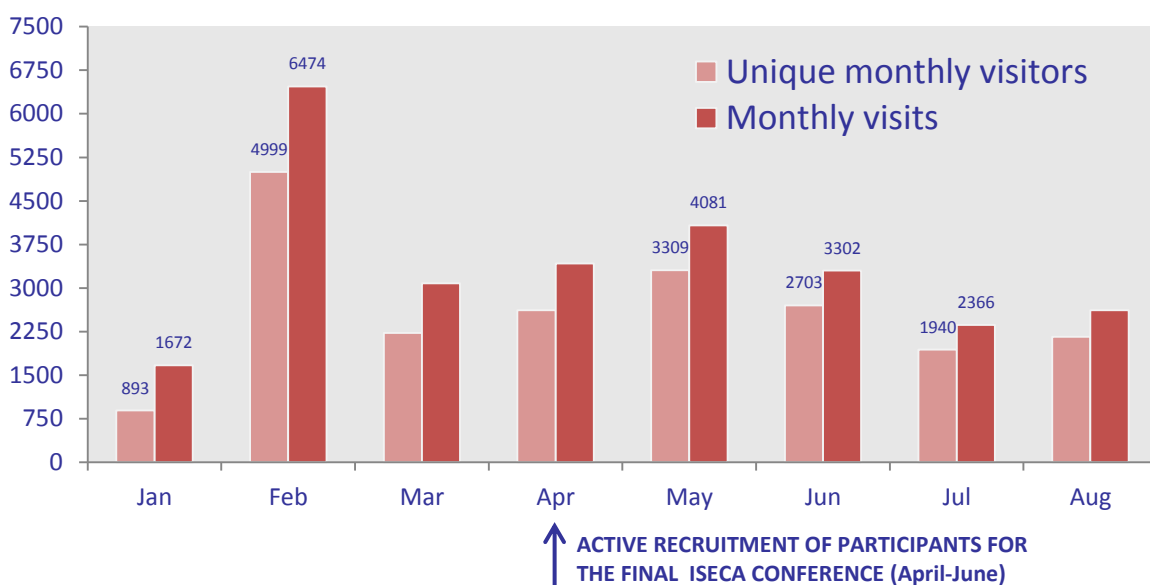
September 2013

This month the maximum amount of unique visitors (2258) and visits (2671) was reached (for the second semester as well for 2013). The daily average was 89 visits. Info days were organized in the UK (PML and Nausicaá (3-5 September)) and Belgium (VLIZ, 19th of September). This month had two spectacular outliers on the 12th (892) and on the 20th (1271). On the 12th and 26th of September VLIZ participated in the “Zee op de Korrel” event organized to educate coast guides and teachers (Beach Lab Tool demo).

December 2013

In December 1613 visits were counted with an average of 52 visits per day. On the 12th of December the VLIZ communication department placed another call (Facebook and website) for online participation to the ISECA survey. Nausicaá used several social media to gather more participants to the online questionnaire. On the 14th December VLIZ cooperated in the coastal guide seminar (140 participants). During this event the Beach Lab Tool was demonstrated. The maxima for these month were on the 12th (74), 17th (99) and 18th (82).

c) 2014



January 2014

Minimum amount of unique visitors (893) and visits (1672) in 2014. No communication activities organized this month.

February 2014

Maximum amount of unique visitors (4999) and visits (6474) in 2014 with an average of 231 visits per day. Nausicaá launched invitations to the 20th March public debate and during this month a very big effort was also done in inviting participants to the online questionnaire via social media as well as email contacts. The 2Seas Interreg IV A Joint Technical Secretariat (JTS) encouraged people to fill in the questionnaire via their website by launching a call on the 7th of February. Two major outliers for this month : 06th (1645 visits) and 07th (2945 visits).

March 2014

In March the ISECA portal counted 3079 visits with an average of 99 visits per day. The maxima per day were on the 19th (157) and 20th of March (143) when Nausicaá organized a public debate in the frame of World Water Day with special focus on eutrophication and ISECA.

April 2014

Speakers for the final ISECA conference were recruited and in the middle of this month a first round of invitations were spread to the whole ISECA contact list.

May 2014

The second monthly maximum of 2014 with 4081 visits and 3309 unique visitors. A second conference invitation email was spread to the ISECA contact list and other networks. VLIZ also published an article on eutrophication in the VLIZ Grote Rede, nr 38, hereby promoting the ISECA final conference.

June 2014

2703 unique visitors and 3302 visits were registered this month with an average of 110 visits per day. A last personal invitation call was done to a more expertized public on the 13th June. The 27th of June Nausicaá launched a press release to announce the ISECA final conference which was held the 30th June and 1st July 2014. The maxima of visits per day was on the 18th of June. This day the Marine and Coastal Policy Forum was organized at PML. On the first day of the final conference (30th June) 79 visits were made to the ISECA portal.

July 2014

On the second day of the final conference (01st July) 85 visits were made to the ISECA web portal. In July 2366 monthly visits were counted with an average of 76 visits per day. The amount of unique visitors decreased this month compared with June (1940).

August 2014

During this month there was a small increase again in unique visitors (2162) and amount of visits (2618).

3.3 WIS hits

Year	Total hits (1995528)	Minimum	Maximum	Average / month
2012 (Feb-Dec)	147370	3459 (Aug)	33010 (Nov)	14737
2013 (Jan-Dec)	645598	14744 (Jun)	123272 (Oct)	53800
2014 (Jan-Aug)	1202560	127920 (Jun)	213099 (Feb)	150320

3.4 Top 10 of WIS PDF downloads

1. ISECA Final Conference : Programme (60)
2. Newsletter 5 (43)
3. ISECA Final Conference : Practical Info (21)
4. Newsletter 4 (20)
5. What is ocean colour? (15)
6. Beach Lab Tool (14)
7. Modelling marine and coastal eutrophication (13)
8. Satellite and Ocean colour Activity (13)
9. *Phaeocystis* and foam on the beach (13)
10. Why does the sea foam activity (long version) (12)

3.5 Most popular WIS pages during the ISECA project

1. Information System (ISECA product)
<http://www.iseca.eu/en/results/information-system>
2. Newsletters and multimedia (Communication Product)
<http://www.iseca.eu/en/communication>
3. What do you know about eutrophication? Survey (Science for all)
<http://www.iseca.eu/en/science-for-all/what-do-you-know-about-eutrophication>
4. What is eutrophication ? (Science for all)
<http://www.iseca.eu/en/science-for-all/what-is-eutrophication>
5. Project Activities (General project information)
<http://www.iseca.eu/en/about/activities>

4. General conclusions

41017 visits were made during the period March 2012 until August 2014 so the Web Information System (WIS) was an important tool used for both internal as external communication. The ISECA consortium managed to build a portal that satisfies the needs to find the information suitable for public at large as well as for scientists. ISECA partners disseminated their expertise by translating it in an “easy to understand” way. Thanks to the development of communication and education tools a big effort was made to learn people more on eutrophication, its causes and consequences in a pleasant and easy way. This tools are also aimed at raising public awareness on the human impact on water quality in general. Access to the WIS will be maintained when the ISECA project is finished.