

# D4.11 : REPORT OF WEB SITE ACTIVITIES

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The overall objective of CASA, a Coordination and Support Action (CSA), is a **consolidated common agricultural and wider bioeconomy research agenda** within the European Research Area.

CASA will achieve this by bringing the Standing Committee on Agricultural Research (SCAR), which has already contributed significantly to this objective in the past, to the next level of performance as a research policy think tank. CASA will efficiently strengthen the strengths and compensate for the insufficiencies of SCAR and thus help it evolve further into “SCAR plus”.

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## ABBREVIATIONS

CMS	Content Management System
CWG	Collaborative Working Group
EC	European Commission
H2020	Horizon 2020
OOP	Object Oriented Programming
SCAR	Standing Committee on Agricultural Research
SCAR AKIS	SCAR-Strategic Working Group on Agriculture Knowledge and Innovation Systems
SG	Steering Group
SWG	Strategic Working Group
WGs	Working Groups-generic term including strategic and collaborative working groups
INIAV	Instituto Nacional de Investigação Agrária e Veterinária, I.P. (National Institute for Agrarian and Veterinary Research)



## EXECUTIVE SUMMARY

This document provides a summary of the structure and functionalities of the SCAR website developed by the CASA project. The details of the website development, web appearance, management system, the administration tools, the various links to the SCAR WGs and usage statistics are provided.

## INTRODUCTION

This report corresponds to the Deliverable D4.11 “Report of Website activities”

Within the task 4.2 “Communication with all dissemination products”, CASA has developed a website, which includes 2 components:

- A public site for CASA activities to serve as the main information dissemination platform, including newsletters
- A web repository for SCAR material and information. The hosted documents and information can be publicly accessible or restricted to specific users.

This website, which was supposed to be a light website as part of the dissemination strategy of the CASA project, has become, over time, the main SCAR website. The website now hosts most of the SCAR documents and serves as first source of information about SCAR for the general public, particularly with regards to activities, upcoming events and news that could be of interest of SCAR WGs public.

At the same time, the project website was planned as main document exchange point between CASA project partners and is the repository for all documentation generated in tasks and work packages such as deliverables reports.

In order to monitor and analyse the number and profile of visitors to the website the ‘Google Analytics’ and ‘Google Search Console’ tools were also included on the website.

At the time of preparing this report, the website is hosted by the CASA partner INIAV in Portugal and can be reached at <https://www.scar-europe.org>.

This report highlights the use of the website by the SCAR groups and presents an overview of some statistics describing the profile and the behaviour of the visitors.

## WEBSITE HISTORY

At the time of the start of the CASA CSA project, the EC hosted the SCAR website.

After consultation with the legal services of the EC and discussions with the EC representatives involved in SCAR activities, the decision to close the SCAR website was taken and the CASA CSA was requested to take over the task of renewing and maintaining a new SCAR website.

The domain of the website (<https://scar-europe.org/>) was decided in February 2017 and accepted by the EC.

A first draft of the site was presented in Brussels at the 76<sup>th</sup> SCAR Meeting on 31<sup>st</sup> March 2017 and on that same day the EC accepted that the site would be run and managed by INIAV.

A period of consultation between the Commission, SCAR members, SCAR WGs chairs and CASA partners ended in extensive changes to the original version of the site, including new menus, a very different disposition of the menus, new images, etc.

Later in May 2017, the rules about the uploading of files and images onto the website were set-up defining the rights of SCAR representatives to send material for uploading and how to do it and how the information flow should work. In June 2017, the rules for information flow document (Annex 1) were sent to the SCAR secretariat for revision.

The architecture of the site was set up and the site was ready to receive information and documents. SCAR representatives and CASA members could start requesting uploading of various items. CASA members encouraged the chairs of SCAR WGs to send useful information with a view to activating their respective homepages.

In February 2018, the website started to be tracked by Google using tools such as “Google Search Console” and “Google Analytics”. From this moment, onwards the number of documents uploaded increased exponentially and consequently so did the number of visits and hits on the website which is now a preferable and main source of information for those interested in SCAR issues.

## WEBSITES OF SCAR GROUPS HOSTED ON THE SCAR WEBPAGE

On the SCAR website, hosted by INIAV, each SCAR WG has a dedicated page which follows approximately the same structure to ease users' browsing experience.

However, due to historical reasons, some of the SCAR WGs have their homepage hosted somewhere else, mainly by an active member of the group. A link to these is provided on the SCAR website.

Table 1: Overview of the hosting of SCAR groups home page:

SCAR working groups	Hosting place
SWG AKIS	<a href="https://scar-europe.org">https://scar-europe.org</a>
SWG ARCH	<a href="https://www.ard-europe.org/arch/">https://www.ard-europe.org/arch/</a> <a href="https://scar-europe.org">https://scar-europe.org</a>
SWG BIOECONOMY	<a href="https://www.scar-swg-sbqb.eu">https://www.scar-swg-sbqb.eu</a>
SWG FISH	<a href="https://scar-europe.org">https://scar-europe.org</a>
SWG FOOD SYSTEMS	<a href="https://scar-europe.org">https://scar-europe.org</a>
SWG FOREST	<a href="https://scar-europe.org">https://scar-europe.org</a>
CWG SUSTAINABLE ANIMAL PRODUCTION	<a href="https://scar-europe.org">https://scar-europe.org</a>
CWG ANIMAL HEALTH AND WELFARE	<a href="https://www.scar-cwg-ahw.org">https://www.scar-cwg-ahw.org</a>

For these webpages, whilst encouraging the SCAR WGs to upload more material, CASA has not had any responsibility in keeping these pages up to date. Therefore, the activity of these is not reported here.

## WEBSITE TECHNICAL SPECIFICATIONS

This website is built in **Joomla**, which is a free and open-source Content Management System (CMS) for publishing web content. It is built on a model-view-controller web application framework that can be used independently of the CMS. Joomla is written in PHP language, uses object-oriented programming (OOP) techniques and software design patterns, stores data in MySQL, MS SQL and PostgreSQL database, and includes features such as page caching, RSS feeds, printable versions of pages, news flashes, search, and

support for language translation. It is a responsive site using CSS and HTML to resize, hide, shrink, enlarge, or move the content to make it friendly for any screen: desktops, tablets, and smartphones.

The SCAR website contains dynamic pages, uses PHP, Javascript, Html5, CSS. Contains multimedia files like videos, the PDF-files complies the accessibility rules, avoiding scanned documents and using Adobe Acrobat Professional to produce metadata.

Backups are regularly performed and can be easily transferred to any other hosting service at any time.

The site has Google's translation tool and its own search box facilitates the accessing of documents. It also provides a dedicated email box ([casa@scar-europe.org](mailto:casa@scar-europe.org)) so site visitors can send their questions. Messages received in this e-mail box are redirected to the CASA Management Group, which answers directly or forwards it to the appropriate SCAR WGs. This email address can be redirected or replaced by any other email address once the CASA CSA ends (i.e. [RTD-SCAR@ec.europa.eu](mailto:RTD-SCAR@ec.europa.eu))

## WEBSITE SECTIONS AND CONTENT

Currently, the website has distinct areas:

**Homepage** - presents a banner providing access to each SCAR WGs pages. In the case of the pages hosted elsewhere, the menu item provides a direct link to the external website.

The main page shows the scope and role of SCAR, as well as "FEATURED" and "LATEST" - an area for news, updates and important events.

The site has an event calendar app. This application shows for each SCAR WGs their own event calendar on their respective menu areas. On the SCAR homepage is the calendar of the current month with the events of all groups and upcoming events. By clicking on one of the highlighted days with a blue link, users have access to all SCAR WGs events registered on the site by an easily and quickly consulting, by year, month and day.

The main page contains also the direct access to the SCAR newsletter which is published every 6 months.

**SCAR menu** - presents the scope, organization, work, documents (European strategies documents), communication material, events (national events, conferences, calendar) and relevant information related with the CSA/CASA project.

**SCAR WGs menu** - in general presents the mission and aims, work-packages, documents, events, team, contact, restricted area. Some WGs have their specific homepage and in these cases the site incorporates the redirect link. In the case of FOOD Systems SWG the menu



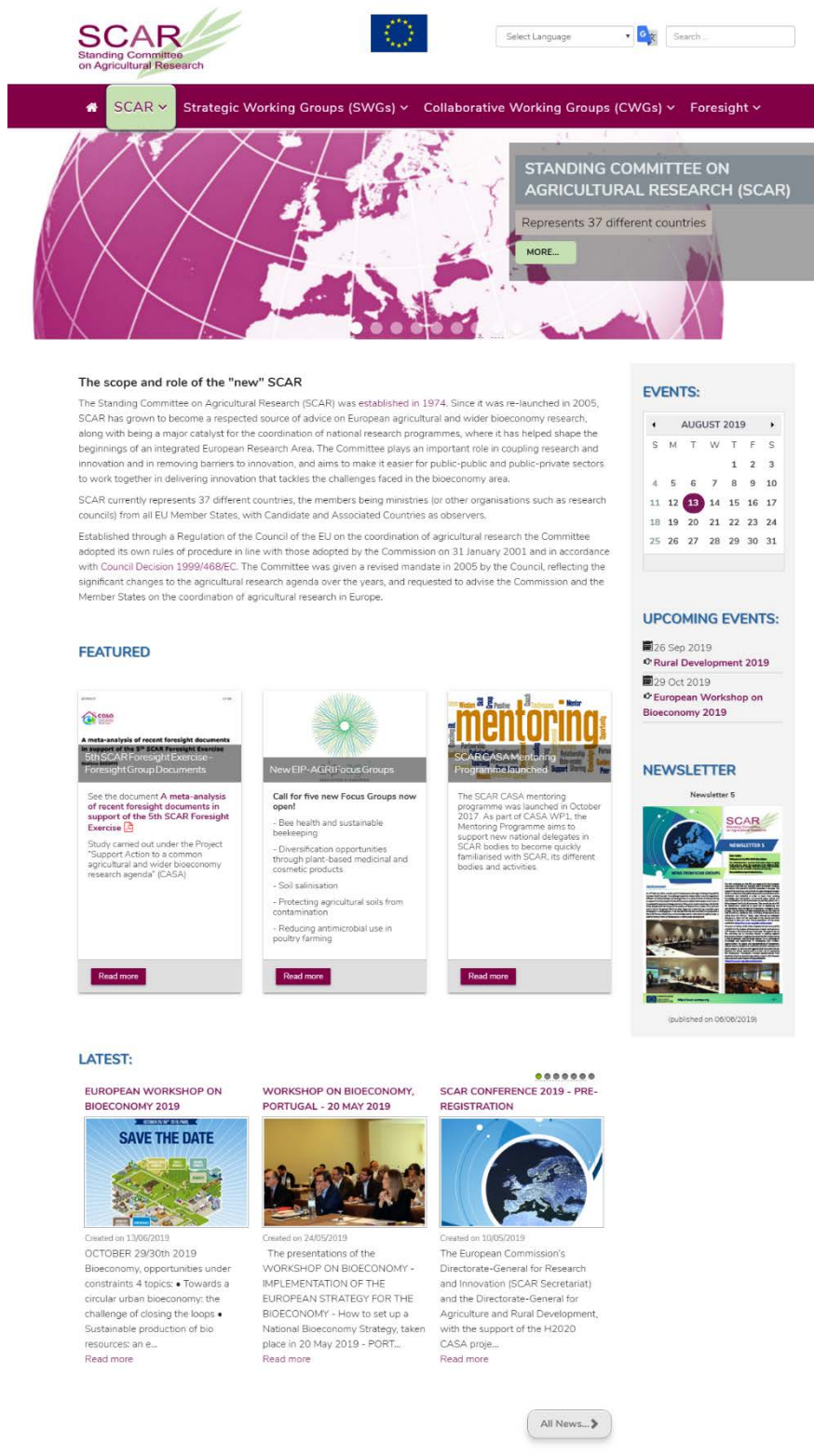
also includes the mission and aims, main actions, mapping exercise, FOOD systems study, FOOD systems diversity and deliverables.

**Foresight menu** - presents the documents generated in the last exercise.

Screenshots of the overall architecture of the website are presented in the following figure (Figure 1-5).


## WEBSITE IMAGES

Figure 1: Homepage



**SCAR**  
Standing Committee  
on Agricultural Research

European Union

Select Language  Search...

SCAR Strategic Working Groups (SWGs) Collaborative Working Groups (CWGs) Foresight

**STANDING COMMITTEE ON AGRICULTURAL RESEARCH (SCAR)**  
Represents 37 different countries  
[MORE...](#)

**The scope and role of the "new" SCAR**  
The Standing Committee on Agricultural Research (SCAR) was established in 1974. Since it was re-launched in 2005, SCAR has grown to become a respected source of advice on European agricultural and wider bioeconomy research, along with being a major catalyst for the coordination of national research programmes, where it has helped shape the beginnings of an integrated European Research Area. The Committee plays an important role in coupling research and innovation and in removing barriers to innovation, and aims to make it easier for public-public and public-private sectors to work together in delivering innovation that tackles the challenges faced in the bioeconomy area.  
SCAR currently represents 37 different countries, the members being ministries (or other organisations such as research councils) from all EU Member States, with Candidate and Associated Countries as observers.  
Established through a Regulation of the Council of the EU on the coordination of agricultural research the Committee adopted its own rules of procedure in line with those adopted by the Commission on 31 January 2001 and in accordance with Council Decision 1999/468/EC. The Committee was given a revised mandate in 2005 by the Council, reflecting the significant changes to the agricultural research agenda over the years, and requested to advise the Commission and the Member States on the coordination of agricultural research in Europe.

**FEATURED**

**A meta-analysis of recent foresight documents**  
in support of the 5th SCAR Foresight Exercise  
SCAR Foresight Exercise  
Foresight Group Documents

See the document **A meta-analysis of recent foresight documents in support of the 5th SCAR Foresight Exercise** [PDF]  
Study carried out under the Project "Support Action to a common agricultural and wider bioeconomy research agenda" (CASA)

[Read more](#)

**New EIP-AGRI Focus Groups**

**Call for five new Focus Groups now open!**

- Bee health and sustainable beekeeping
- Diversification opportunities through plant-based medicinal and cosmetic products
- Soil salinisation
- Protecting agricultural soils from contamination
- Reducing antimicrobial use in poultry farming

[Read more](#)

**SCAR CASA Mentoring Programme launched**

The SCAR CASA mentoring programme was launched in October 2017. As part of CASA WP1, the Mentoring Programme aims to support new national delegates in SCAR bodies to become quickly familiarised with SCAR, its different bodies and activities.

[Read more](#)

**EVENTS:**

← AUGUST 2019 →

S	M	T	W	T	F	S
					1	2
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

**UPCOMING EVENTS:**

- 26 Sep 2019  
Rural Development 2019
- 29 Oct 2019  
European Workshop on Bioeconomy 2019

**NEWSLETTER**

Newsletter 5

**SCAR**  
Standing Committee on Agricultural Research

[View Newsletter](#)

(published on 06/06/2019)

**LATEST:**

**EUROPEAN WORKSHOP ON BIOECONOMY 2019**

**SAVE THE DATE**

Created on 13/06/2019  
OCTOBER 29/30th 2019  
Bioeconomy, opportunities under constraints 4 topics: • Towards a circular urban bioeconomy; the challenge of closing the loops • Sustainable production of bio resources; an e...  
[Read more](#)

**WORKSHOP ON BIOECONOMY, PORTUGAL - 20 MAY 2019**

Created on 24/05/2019  
The presentations of the WORKSHOP ON BIOECONOMY - IMPLEMENTATION OF THE EUROPEAN STRATEGY FOR THE BIOECONOMY - How to set up a National Bioeconomy Strategy, taken place in 20 May 2019 - PORT...  
[Read more](#)

**SCAR CONFERENCE 2019 - PRE-REGISTRATION**

Created on 10/05/2019  
The European Commission's Directorate-General for Research and Innovation (SCAR Secretariat) and the Directorate-General for Agriculture and Rural Development, with the support of the H2020 CASA proje...  
[Read more](#)

[All News...](#)

Figure 2: SCAR menu:



Figure 3: Strategic Working Groups menu:

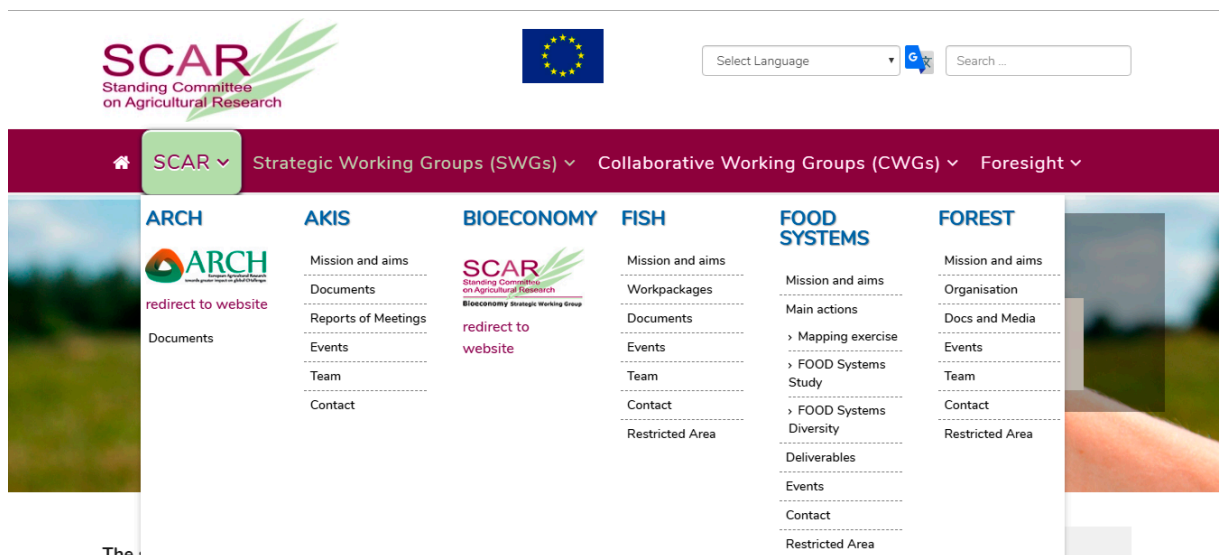
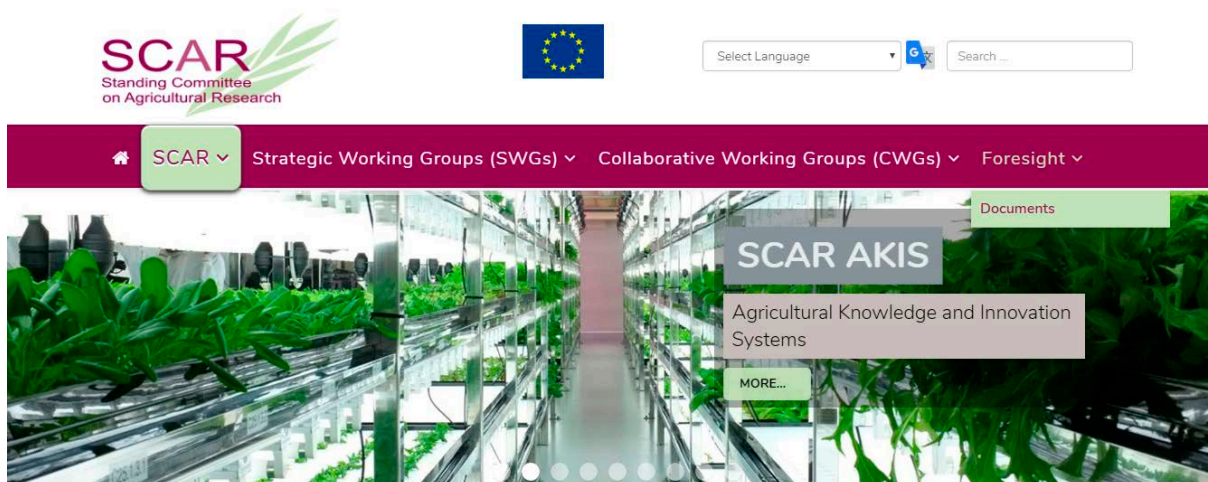


Figure 4: Collaborative Working Groups menu:



Figure 5: Foresight menu image:



## STATISTICS ON HOSTED DOCUMENTS FOR EACH GROUP

Table 2 shows the structure and the number of documents hosted by the website in each section: Homepage, SCAR, CASA CSA, each SCAR WGs and Foresight in the public and on the restricted areas, as on July the 31<sup>st</sup> 2019.

A total of 842 items: 166 articles, 304 PDFs documents, 362 images, 9 forms and 1 video.

Table 2: Documents hosted by the website on Homepage, SCAR, CSA/CASA, each SCAR WGs and Foresight

	Menu	Articles	.PDFs	Images	Forms	Videos	TOTAL
HOMEPAGE	TOTAL:	40	0	49	1	0	90
	Banners			9			
	Featured	14		14			
	Latest	21		21			
	Newsletters	5		5	1		
SCAR	TOTAL:	38	175	184	1	0	398
	Scope	1					
	Organization	1		1			
	Work	1	5	1			
	Documents	1					
	European Strategies Documents	1	11	10			
	SCAR communication material	1	16	16			
	SCAR/CASA Templates	1	4	3			
	Events	1					
	National SCAR events	1	1				
	Baltic workshop on SCAR and Bioeconomy Strategies	1	34	24			
	SCAR National Meeting in Poland	1	16	21			
	SCAR National Meeting in Italy	1	10	17			
	SCAR National Meeting in Greece	1	18	22			
	SCAR National Meeting in Hungary	1	20	19			
	SCAR National Meeting in Bulgaria	1	15	17			
	Conferences	1		1			
	SCAR conference 2017 – Estonia	1	25	27			
	SCAR conference 2019	1		4			
	Events Calendar	20					
	Contacts	1		1	1		
	CSA/CASA TOTAL:	19	51	71	2	0	143
	Mission and aims	1	4	2			
	Workpackages	1	10				
	Documents	1					
	CASA Deliverables	1	20	20			
	CASA Templates	1	4	3			
	Team	1		20			
	Events Calendar	9					
	SCAR /CASA meetings	1		3			
	Workshop Strategy for the Bioeconomy – Portugal	1	13	22	1		
	Contact	1			1		
	Restricted area	1		1			



	Menu	Articles	.PDFs	Images	Forms	Videos	TOTAL
<b>STRATEGIC WORKING GROUPS (SWGs)</b>							
	<b>ARCH (redirect to website)</b>	<b>5</b>	<b>4</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>13</b>
	Mission and aims	1		1			
	Documents		4	3			
	Events	4					
	<b>AKIS</b>	<b>19</b>	<b>22</b>	<b>24</b>	<b>1</b>	<b>0</b>	<b>66</b>
	Mission and aims	1	2	2			
	Documents	1	7	7			
	Reports of meetings	1	13	11			
	Events	14					
	Team	1		4			
	Contact	1			1		
	<b>BIOECONOMY (redirect to website)</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
	<b>FISH</b>	<b>5</b>	<b>2</b>	<b>5</b>	<b>1</b>	<b>0</b>	<b>13</b>
	Mission and aims	1		2			
	Workpackages	0					
	Documents	1	2	2			
	Events	0					
	Team	1					
	Contact	1			1		
	Restricted area	1		1			
	<b>FOOD SYSTEMS</b>	<b>22</b>	<b>37</b>	<b>10</b>	<b>1</b>	<b>0</b>	<b>70</b>
	Mission and aims	1	4	1			
	Main Actions						
	Mapping exercise	2	28	1			
	FOOD systems study	1	1	2			
	FOOD systems diversity	1		1			
	Deliverables	1	4	4			
	Events	14					
	Contact	1			1		
	Restricted area	1		1			
	<b>FOREST</b>	<b>11</b>	<b>10</b>	<b>12</b>	<b>1</b>	<b>1</b>	<b>35</b>
	Mission and aims	1		1			
	Organization	1					
	Docs and Media	1	4	4		1	
	Events	5					
	Team	1					
	Contact	1			1		
	Restricted area	1	6	7			
<b>COLLABORATIVE WORKING GROUPS (CWGs)</b>							
	<b>SUSTAINABLE ANIMAL PRODUCTION</b>	<b>6</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>11</b>
	Mission and aims	1		1			
	Workpackages	1					
	Documents	1	2	1			
	Events	1					
	Team	1					
	Contact	1			1		
	<b>ANIMAL HEALTH &amp; WELFARE RESEARCH (redirect to website)</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
	<b>FORESIGHT</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>3</b>
	Documents	1	1	1			
	<b>TOTAL:</b>	<b>166</b>	<b>304</b>	<b>362</b>	<b>9</b>	<b>1</b>	<b>842</b>

Some SCAR WGs manage a restricted area that would serve as a repository for internal communication. Although the creation of the restricted area for each SCAR WGs, several groups did not use this functionality. The use of a restricted area for each SCAR group is summarised in Table 3.

Table 3: Level of usage of website restricted area by SCAR, CSA/CASA and each SCAR WGs

SCAR working groups	Restricted area
SCAR	No restricted area
CSA/CASA	1 article
SWG AKIS	No restricted area
SWG ARCH	No restricted area
SWG BIOECONOMY	N/A
SWG FISH	1 article
SWG FOOD SYSTEMS	1 article
SWG FOREST	1 article, 6 documents
CWG SUSTAINABLE ANIMAL PRODUCTION	1 articles
CWG ANIMAL HEALTH AND WELFARE	N/A

## GOOGLE ANALYTICS REPORTS

To track activity since February 20, 2018 Google Analytics was embedded in the website.

Google Analytics is one of the most popular digital analytics software. This free service provides web traffic analysis and data on:

- the number of site visitors per day, week, month and year;
- demographic information of visitors (from which country, geography, etc.);
- which pages are more visit;
- how long the visitors stayed on the website and in which pages;
- what is the page load time for each page;
- what bounce rate (people who clicked but didn't reach the page and left);
- which browser and device visitors used;
- real time information (how many users are active at the moment, their geographic locations, which page they are visiting and the number of active users on each page).

Figures 6 to 8 show by months the most relevant statistical data by year and in total.

Figure 6: Audience Overview - since 20<sup>th</sup> February to 31<sup>st</sup> December 2018

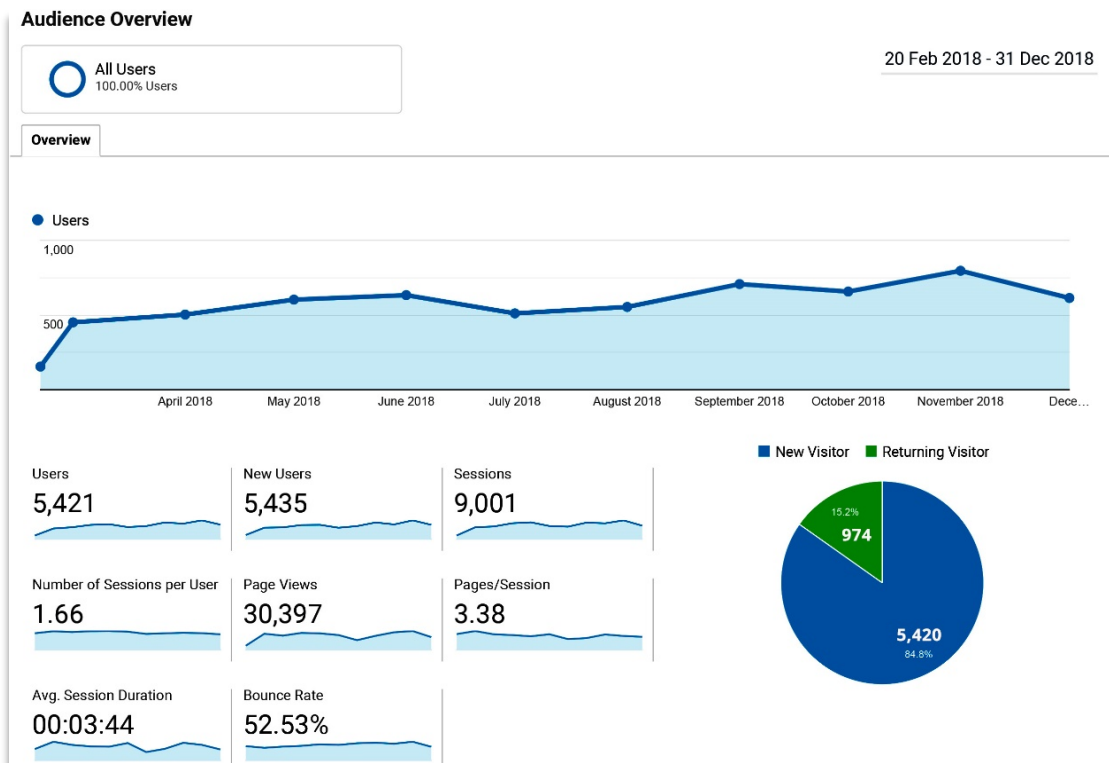


Figure 7: Audience Overview - since 1<sup>st</sup> January to 31<sup>st</sup> July 2019

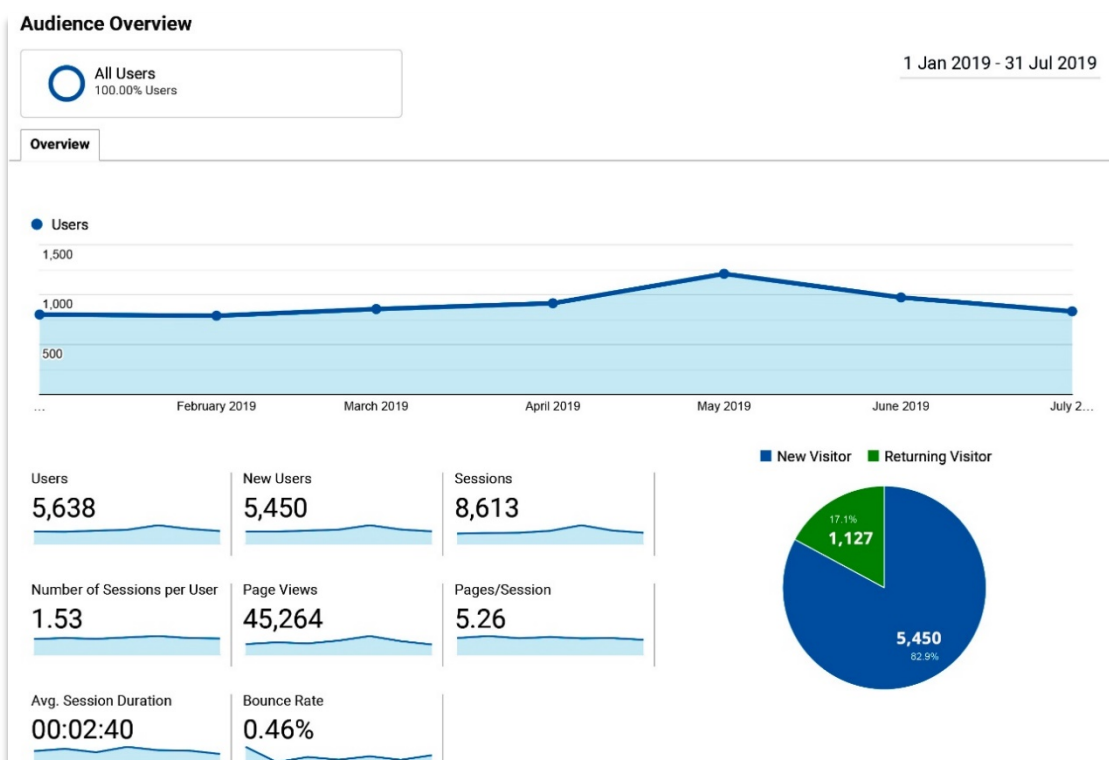
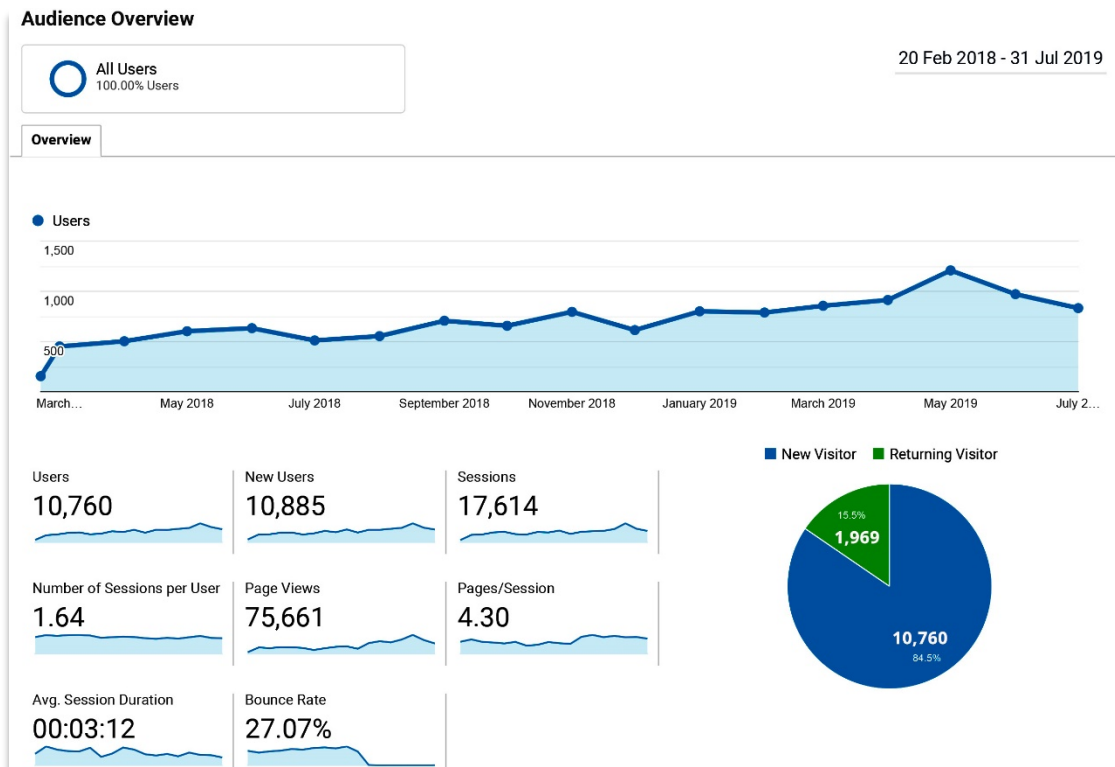


Figure 8: Audience Overview TOTAL - since 20<sup>th</sup> February 2018 to 31<sup>st</sup> July 2019



A total of 10.760 Users, 10.885 New Users, 1969 returning visitors, 17.614 Sessions, 75.661 Page Views.

Figure 9 shows the 25 most visited pages. From a total of 75,661 pages visited, most of the traffic came from the main page. This report has 1,433 rows.

This data highlights that the SCAR home page is the main entry point to the website.

Figure 9: The 25 most website visited pages from 20th February 2018 to 31st July 2019

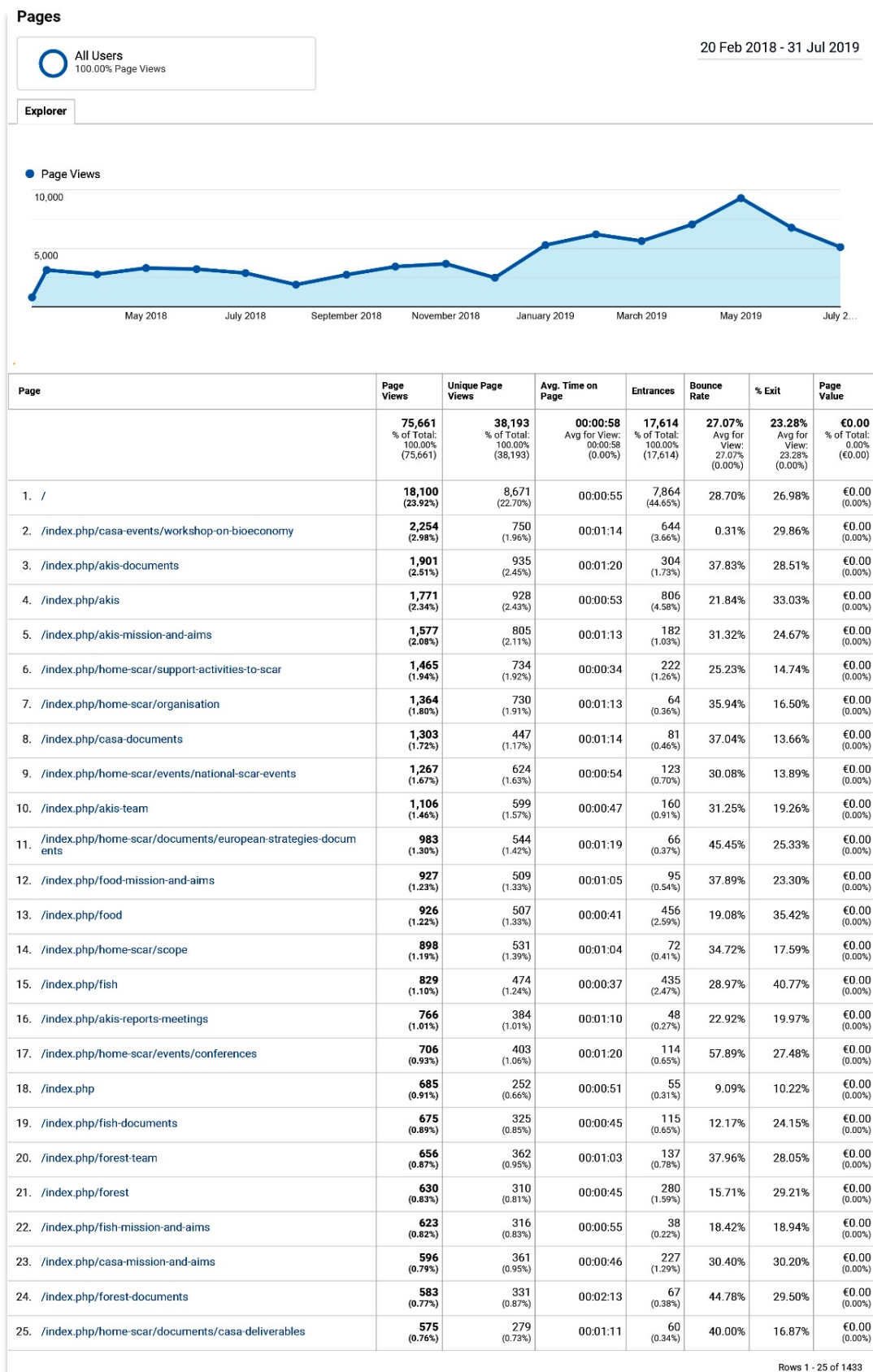
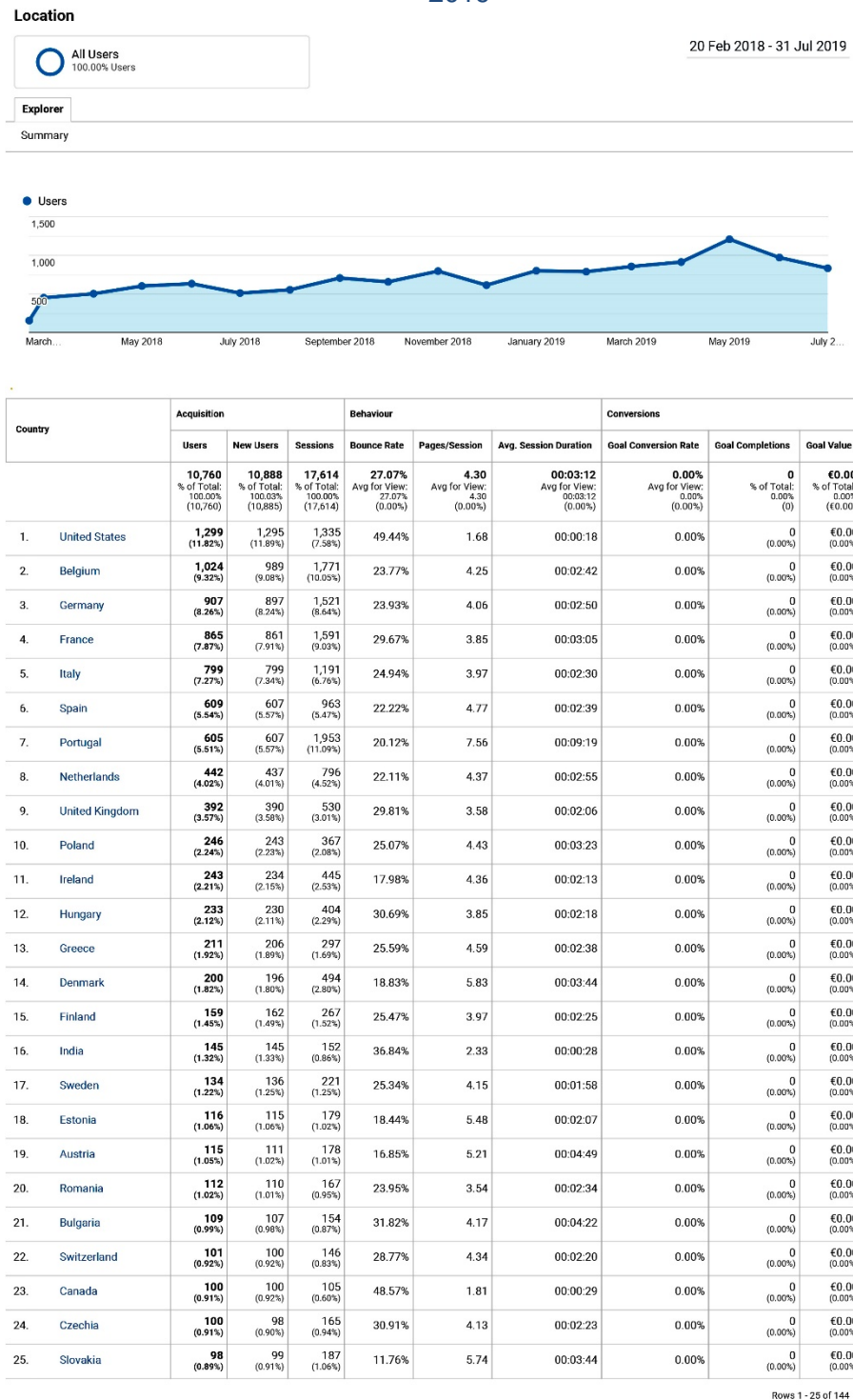




Figure 10 shows the geographic source of traffic.

In a total of 10.760 users, the statistics shows that traffic is not just European but worldwide and most visits of the SCAR website come from the USA. This result is related to search engine indexing robots (e.g. searches for key related words in Google, Bing, Yahoo, or Ask).

Figure 10: The 25 countries that most visit the website from 20<sup>th</sup> February 2018 to 31<sup>st</sup> July 2019



Most visitors from Europe are from Belgium, Germany, France, Italy and Spain. The fact that the visits cover many countries shows that the SCAR website is well identified as a source of information.

## GOOGLE SEARCH CONSOLE REPORTS:

Google Search Console was also incorporated in the website since February 20, 2018 and is a free service offered by Google that helps to monitor, maintain, and troubleshoot site presence in Google Search results.

Search Console provides tools and reports for the following actions:

- Confirm that Google can find and crawl the site.
- Fix indexing issues and request re-indexing of new or updated content.
- View Google Search traffic data for your site: How often your site appears on Google Search, which search queries show your site and how often users click on those queries.
- Receive alerts when Google encounters indexing, spam, or other issues on the site.
- Shows which sites are linked to the SCAR website.
- Troubleshoot AMP, mobile usability, and other search features.

The Google Search Console and Google Analytics tools are connected, so we can verify the queries or which keywords are most searched on Google.

Figure 11 shows the 20 most searched terms on Google and also the:

- "Impressions" - the number of times the SCAR website URLs appeared in search results viewed by one user
- "Clicks" - the number of clicks on SCAR website URLs from a search engine results page.
- "CTR" - the number of click through rate =  $\text{Clicks} / \text{Impressions} * 100$ .
- "Average position" - the average ranking of SCAR website URLs for the query or queries. For example, if SCAR site's URL appears at position 3 for one query and position 7 for another query, the average position would be 5  $(3+7/2)$ .

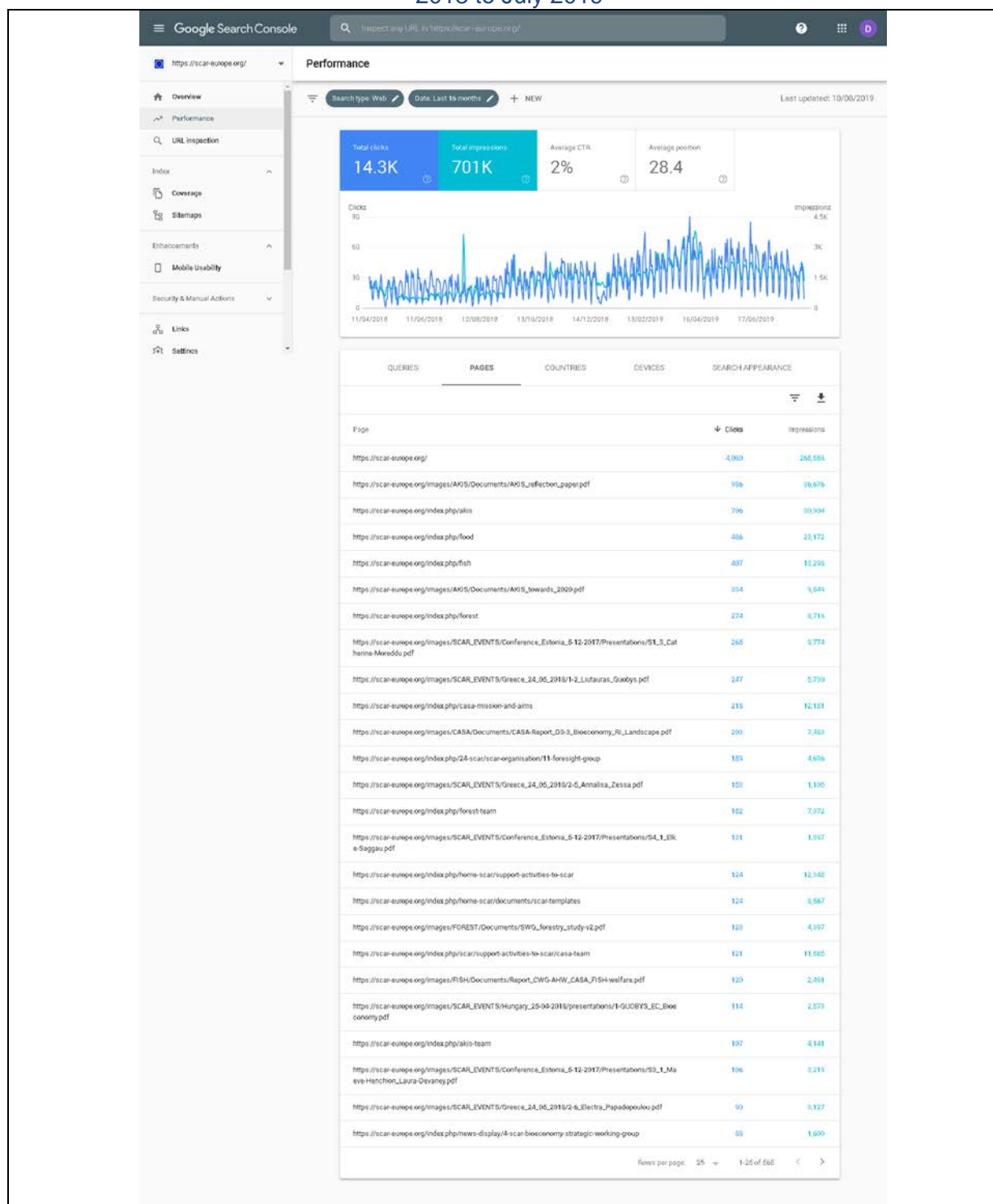
Figure 11: The 20 most searched terms and the number of clicks on SCAR website URLs from 20<sup>th</sup> February 2018 to 31<sup>st</sup> July 2019



Figure 12 shows the 25 most visited pages of the SCAR site after search engine.

This figure highlights that the main visited page remains the home webpage and that active SCAR groups are often hit after uploading important documents (i.e. the AKIS reflection paper). This also shows the importance of the website used as a public repository.

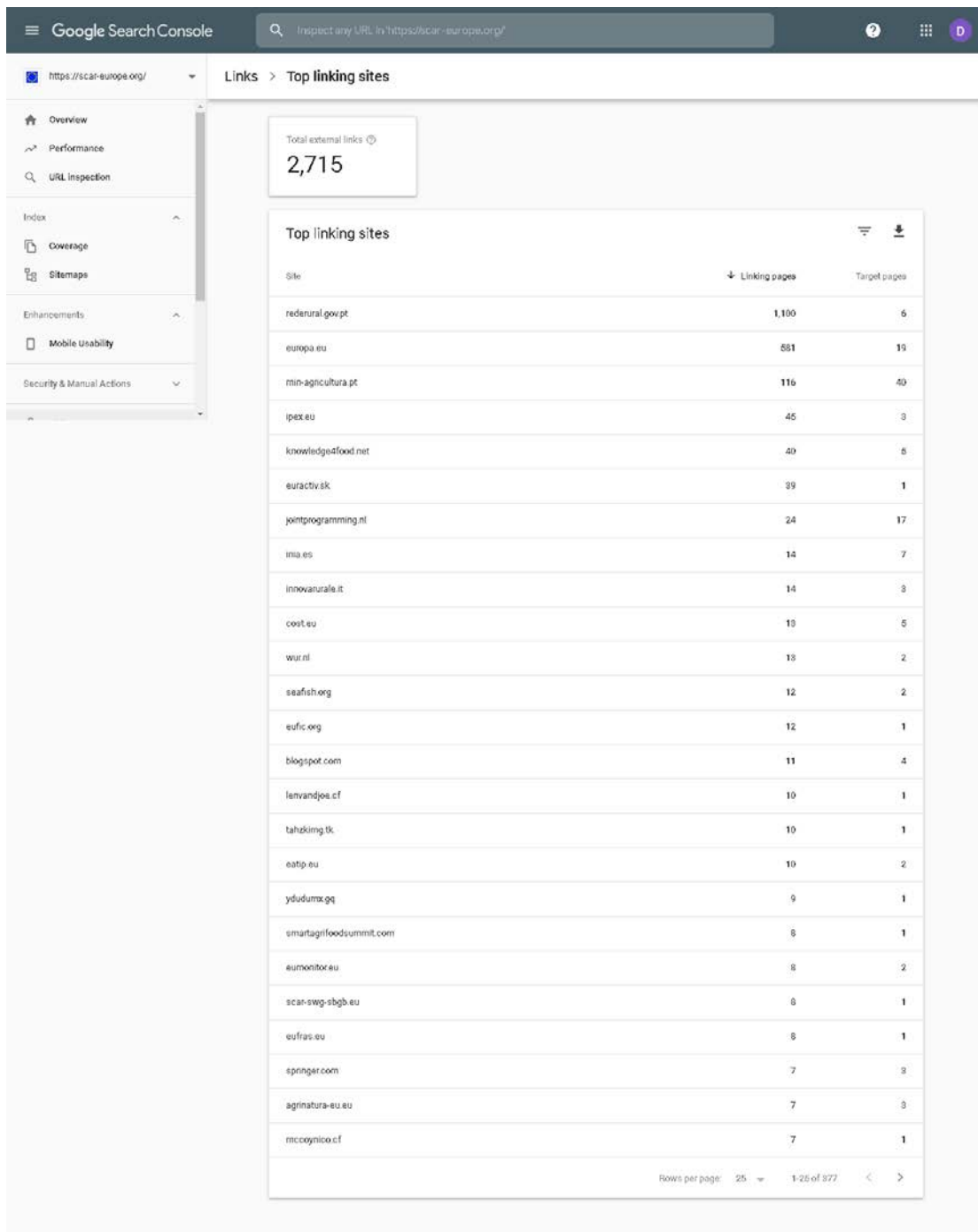
Figure 12: The 25 most visited pages of SCAR website after Google Search from January 2018 to July 2019



Other important statistical parameters are the linking and target pages. Search Console shows third-party websites that have linked to SCAR website in the 'Top linking sites' report. The "Linking pages" means how often they link to SCAR website and - "Target pages" means how many of SCAR web pages they link to.

Figure 13 shows a list of 25 rows (in a total of 377) from external websites linking to SCAR site. They show that several governmental institutional websites as well as event website are linking to it.

Figure 13: List of top linking sites to SCAR



Google Search Console

Inspect any URL in 'https://scar-europe.org/'

https://scar-europe.org/ Links > Top linking sites

Overview  
Performance  
URL Inspection

Index  
Coverage  
Sitemaps

Enhancements  
Mobile usability

Security & Manual Actions

Total external links 2,715

Top linking sites

Site	Linking pages	Target pages
redenrural.gov.pt	1,100	6
europa.eu	551	19
min-agricultura.pt	116	40
ipex.eu	45	3
knowledge4food.net	40	5
euractiv.sk	39	1
jointprogramming.nl	24	17
inia.es	14	7
innovanatura.it	14	3
cost.eu	13	5
wur.nl	13	2
seafish.org	12	2
eufic.org	12	1
blogspot.com	11	4
lenvandjos.cf	10	1
tahzking.tk	10	1
eatip.eu	10	2
ydudumx.gq	9	1
smartagrifoodsummit.com	8	1
eumonitor.eu	8	2
scar-swg-sbgb.eu	6	1
eufiras.eu	6	1
springer.com	7	3
agrinatura-eu.eu	7	3
mtcxynico.cf	7	1

Rows per page: 25 1-25 of 377



## DISCUSSION AND RECOMENDATIONS

The Website has been designed with a dynamic appearance and an easy way to navigate that allows users to learn about the SCAR activities, news, etc and also CASA project outputs.

After February 2018 the website was updated regularly to announce and report SCAR activities, and events and also CASA deliverables.

Google Analytics is used to monitor the traffic. By July 2019, over 17.614 sessions were recorded, by 10.760 users who, on average, spend 3:12 minutes of which 1.969 users are returning visitors. Over the last year, most sessions were recorded in Portugal (over 1953) and Belgium (over 1771). The users visited the site from over 144 countries around the globe, which shows the SCAR international awareness with a strong proportion of visitors (23%) also coming from non-EU countries such as the 1299 US users. However, the US users also reveals the highest bounce rate<sup>1</sup> (49,44%).

Most traffic to the website has come via search engines such as Google, direct visits or via referrals (links from another website, especially from rederural.pt and europa.eu).

From the lessons learnt the important recommendation for further maintenance and website development are:

- the adoption of referrals in official websites (European and National Ministries) is a effective way for increasing the visitors;
- for increasing the returning visitors the website should be continuously updated, should compile a vast set of strategic documents, relevant events and also be a deposit of the relevant information generated in the SCAR WGs;
- in addition to content, appearance and graphic design have required a lot of effort from CASA (INIAV), and are key factors to attracting the specific SCAR stakeholders and this aspect must also be addressed;
- a lot of time was used in defining the rules for flow of information, the SCAR website guidelines document approved and periodically reviewed by the SCAR Steering Group is crucial for the site management.

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<sup>1</sup> The bounce rate represents the **percentage** of visitors **who** enter the **site** and then leave ("**bounce**") rather than continuing to view other pages within the same **site**.



## ANNEX 1

### SCAR SITE: RULES FOR INFORMATION FLOW

# SCAR SITE: RULES FOR INFORMATION FLOW



Date: 07/04/2017

Author: José Matos

### **Introduction:**

The CASA project was requested to propose a new SCAR website in order to disseminate all the work and relevant news from both the SCAR and all the CWGs and SWGs. The main draft of the site is now ready under the address <http://www.scar-europe.org>.

Some adjustment will be made to the outline, but the general idea is as follows:

1 – This is a SCAR site, not a CASA project site. This is to say that the news within this site will be strictly the responsibility of the SCAR and its WGs. There will be space for information and contacts about CASA, but always under the information that CASA is a 3 year European project with the sole purpose of supporting SCAR.

2 – Each and every WG (and SCAR) will have their own homepage within the site, for their own news:

SCAR

AKIS

ANIMAL HEALTH AND WELFARE

ANIMAL SUSTAINABLE PRODUCTION

ARCH

BIOECONOMY

FISH

FOREST

FOOD SYSTEMS

FORESIGHT

(The CASA CSA Project will also have a separated homepage)

3 – All WGs can decide if:

- a) They want the SCAR site to simply redirect the viewer to their own existing WG site, or
- b) They want to send us the news to be published in the SCAR site, or
- c) A mixture of both (redirection to their site, but still they will send us specific information for the SCAR site every now and then).



4 – You can send us news (text), images (photos, diagrams, logos, etc.) or documents (for example PDF files with reports, Regulations, etc.). You should specify where you want them to be inserted (Documents, Events, General news, etc.)

5 – There will be a button for “Contacts” should the viewer want to write some comment or ask a question to those responsible for the WG (Example: “I am a Spanish fisherman and I would like to know who is the Spanish Delegate in SCAR Fish”. This question can be asked specifically in the SCAR FISH contact area).

6 – There will be a calendar for Events. Every event from SCAR and WGs should be here. If someone wants to know which Meetings, Congress, Conferences, Webinars and planned, they could get used to search for them in this website. The search can be done either by day/month/year, by Field (eg. events for ARCH, only) or in total.

7 – The main page of the site will show the latest news, but each field will show all the news, old and new.

8 – The right hand side will show the latest newsletter, as soon as CASA starts producing them (first newsletter is presently being prepared).

9 – The site will have a (very rough) translation tool from google translation.

10 – The site is designed to be easily seen on tablets and smartphones and soon news will be available via social networks (Facebook, Twitter and Google+).

## **2 - Who can send information to the site?**

This is one of the most important issues for a well-managed site.

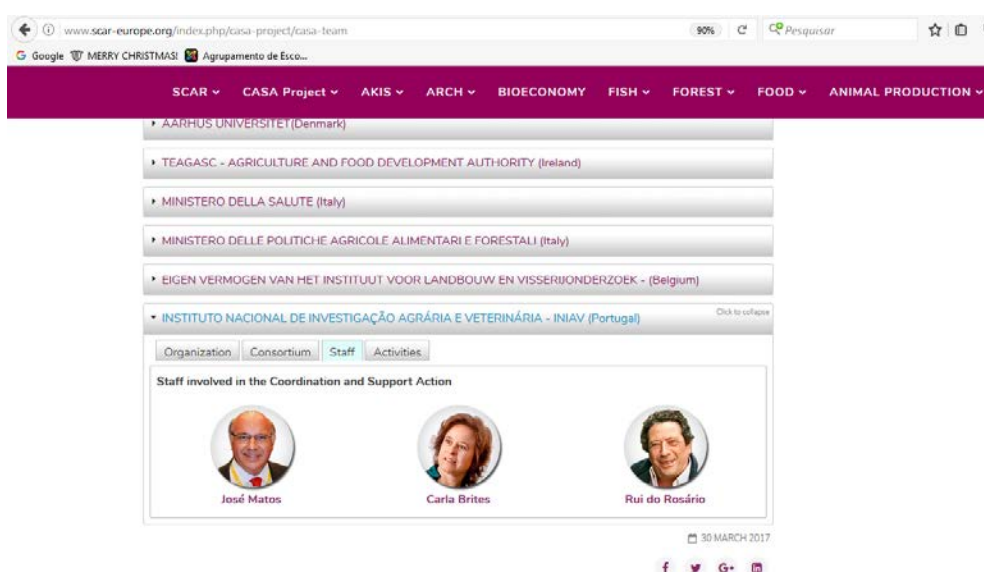
- We will accept and upload information from CASA, SCAR and CWGs/SWGs, but not from ANY/EVERY member. We will only accept the information sent by one, two or a maximum of 3 persons from the Steering Committees/Chair/Co-Chair of each group. And it's up to the chairs of the Groups to let us know the names and addresses of those entitled to send information for the site. (As an example, the chair from AKIS must tell us who, from AKIS (apart from him) will be entitled to send us information for uploading onto the site)
- Any member of SCAR/WGs/CASA who wants to send some information to the site, must first send it to the person(s) responsible within his/her WG who will then redirected it to us. We will not accept any information without a clear consent of the one responsible person within the WG.
- In the case of CASA, we will decide internally who may send information within every Work package.
- Of course, as this site is supporting SCAR and thereby the the Commission (although managed by CASA), the Commission may decide to insert any relevant information, which should be sent through the SCAR Secretary.

## **3 - What information must be sent?**

First of all we must know:

- a) Name and e-mail addresses of those who will send news
- b) E-mail for the contact person who will receive any comments or questions sent by those visiting the site
- c) Team: We have a link for the team (in the case of CASA)/Members (in the case of WGs and SCAR. Each WG must decide if they want to show ALL the members of the WG and which data (Name? E-mail? Short Description?)  
Example. For the INIAV team in CASA we will show the name and photo of the members:

And if we click on the photo of José Matos we can find something like:



He is the national delegate at SCAR/AKIS and President of the Portuguese Biologists Association. Coordinator of the Research Unit in Genetic Resources, Ecophysiology and Plant Breeding at INIAV. Involved in the WP4 of the CASA project. For contacts: [jose.matos@iniav.pt](mailto:jose.matos@iniav.pt).

Therefore, every group must decide which data they wish to send to us: Photo (or just a silhouette); very brief description (2 or 3 lines eventually with a link should one wants to show their detailed biography?; ) and e-mail contact (or other contact details).

- d) Mission and Aims of the WG
- e) Work packages (if applicable)
- f) Events
- g) General news
- h) Documents

#### 4 – How can the information be sent?

The text information may be sent as any type of editable document (word, excel for tables, etc.). We will remove the format and convert into the same site format.

Images can also be sent in any format. We will also convert and adjust.

Documents should be sent preferably as PDF files.

Information should be sent to: [jose.matos@iniav.pt](mailto:jose.matos@iniav.pt) AND [ana.alves@iniav.pt](mailto:ana.alves@iniav.pt). For attached files above 10 Mb please send the files using Wetransfer or any equivalent tool.

### **5 – When can I send information?**

From this day on you can send any information whenever you want. We will upload the information within a maximum of 48 hours as soon as the site is on “cruise speed”. In this initial phase it may take a bit longer, depending on the load of messages received.

### **6 – Can I propose changes to the site organization?**

Any proposal for changes concerning the general site must be sent through the Steering Group (SG) of SCAR.

Any proposal for changes within a specific WG must be sent by the chair of that group.

We will assume that any change proposed by the SG/Chair has the agreement of the members of such group.

