



## Bilateral Coordination of the Enhancement and Development of S&T Partnerships between the European Union and the United States of America

|                                              |                |
|----------------------------------------------|----------------|
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## Executive Summary

The deliverable “Web portal” (D5.1) is a report produced by BILAT USA 2.0 on the web portal of the project. On the one hand, it enlists and describes the portal and the structure and on the other hand, it makes the attempt of an assessment of the web portal and of the social media engaged by the project via the portal during the duration of the project. The web portal constitutes the backbone of Workpackage 5 “Communicating and disseminating information”. By the term Communicating and disseminating information we mean the tools used to transmit a message to the public without necessarily getting a direct feedback from the audience. Nonetheless, by making use of several indicators relevant to the respective dissemination means (ranging from users / visitors of websites as well as direct feedback at events or webinars), this deliverable will make an assessment of the impact of the web portal.



## 1 Introduction – Objective of this report

The overall objective of this report is to present the Web portal and how it has been used to ensure optimal dissemination of the project. The second section briefly presents the structure of the web portal, the hosting and compatibility with browsers. The third section describes the Public website structure, while the fourth section presents the Internal Files Area.

The fifth section provides the evaluation of the BILAT USA 2.0 website and its impact using the indicators recorded by using Google analytics. Last but not least, the sixth section provides a brief project's Social Media analysis and the seventh section the BILAT USA 2.0 Mobile Application.



## 2 Overview of the Web portal layout

### 2.1 About the web portal

The web-based portal is the main means of information dissemination that enables the target audience (U.S. and EU policy makers, researchers, programme owners, grant managers, innovation agencies, and wider audience) to access selected reports and outcomes of the project.

At the same time a dedicated website is designed in a user-friendly manner, regularly updated with contributions from all the consortium partners. The objective of the BILAT USA web portal is to act as the main information platform for various audiences. These include the EC, the stakeholders that come both from the EU and the U.S., for the project partners and last but not least for the wider public interested in the project activities.

The project consortium of BILAT USA 2.0 has decided to maintain the URL of the predecessor project BILAT USA because of the already successfully achieved brand name and in order to illustrate the continuation of the activities ([www.euussciencetechnology.eu](http://www.euussciencetechnology.eu)).

However, although the continuation element was put forward, the interactive and accessible project website has been re-vamped compared to the predecessor project in order to include several additional features and tools. Furthermore since its launch, the re-vamped portal of BILAT USA 2.0 has been consequently maintained, updated and completed.

|                                                                      |                                                                                         |
|----------------------------------------------------------------------|-----------------------------------------------------------------------------------------|
| <b>Date of official delivery of the website</b>                      | Release on end of January 2013                                                          |
| <b>Address of the site:</b>                                          | <a href="http://www.euussciencetechnology.eu/">http://www.euussciencetechnology.eu/</a> |
| <b>Layout</b><br>The figure below shows the homepage of the website: |                                                                                         |

**Figure 1: PORTAL'S HOME PAGE**

**Sitemap:**

- ALUMNI HOME
- News & Events
  - News
  - Events
- About
  - BILAT USA 2.0 Project
  - Documents and publications
  - Deliverables and Milestones
  - BILAT USA 2.0 Advisory Board
  - BILAT USA 2.0 Consortium
  - Archive
- Background & Setting
  - EU-U.S. S&T Agreement
  - Bilateral Cooperation Agreements
  - EU-U.S. Cooperation projects inventory
  - EU-U.S. cooperation within FP7
  - SFIC and the Pilot Joint Initiative USA
  - Destination Europe
  - EURAXESS
  - EURAXESS Links
  - ERAWATCH
- Funding
  - FP7 and Horizon 2020
  - Horizon 2020 Open Calls
  - Key Stakeholders Database
  - FAQ
- Forum
- Login

It must be noted that the web portal includes both a **public** and a **private restricted area (Internal Files Area)** for project members only.

## 2.2 Hosting

The hosting of the BILAT USA 2.0 website requires a suitable hosting infrastructure offering guaranties in terms of technical performances (server capacities and internet bandwidth), availability, security and cost. Selection of a hosting provider was largely driven by the project's predicted needs for the hosting environment. The project finally decided to host the whole platform at the premises of INTRASOFT in Greece.

The site is hosted on a virtualised environment. This infrastructure guarantees the 24/7 operation of the site as well as the capacity of handling high loads. It operates on a high-speed connection to the internet. The integrity of the site data, as well as the overall site operation and performance, are ensured by backups of the system which are undertaken on a standard daily basis in order for the system to be able to recover in case of failure.

More specifically, in terms of hardware, a redundant and reliable hosting service is provided by co-locating servers in separate and secure data centres to minimise downtime. INTRASOFT utilises servers from hardware manufacturers which consistently lead the industry in performance and reliability, while it overbuilds these machines to ensure that they perform exceptionally well, even during periods of intense server activity. These machines contain integrated RAID controllers, hot swappable hard drives and power supplies that prevent loss of service from a single drive or power supply failure. In the case of drive failure, the faulty drive is simply removed and replaced with another redundant drive without any loss of data or any loss of service. Power supplies automatically switch to failover so the server is never down. Website data are also backed up and monitored, while backups are routinely verified and tested.

Taking into account network capabilities, the network configuration that is used for the website thus offers: (a) superior performance, providing redundant high-bandwidth connectivity, (b) state-of-the-art security measures with multiple levels of access control, and (c) 24x7 monitoring and support of network connection and server availability.

Finally, the infrastructure utilizes also a reverse-proxy orientation in order to emphasize mainly on security elements. A reverse proxy is a server component that sits between the internet and the web servers. It accepts HTTP requests, provides various services, and forwards the requests to one or many servers. Having a point at which we can inspect, transform and route HTTP requests before they reach the web servers provides a whole host of benefits. Here are some: Load Balancing, Security, Authentication, SSL Termination, Serving Static Content, Caching, Compression, Centralized Logging and Auditing, URL Rewriting, etc.

Particularly regarding Security, the reverse proxy can hide the topology and characteristics of the back-end servers by removing the need for direct internet access to them. The reverse proxy is placed in an internet facing DMZ, but hide the web servers inside a non-public subnet.

## 2.3 Compatibility with browsers

The website offers high cross-browser compatibility covering most popular web browsers such as Microsoft Internet Explorer 9.0 or higher, Google Chrome 30.0 or higher, Mozilla Firefox 30.0 or higher, and Apple Safari 6.0 or higher.

In addition the page design defined for the site is responsive. This implies that it automatically adapts the layout of the key pages to the width of the user screen. This is particularly useful for users who are visiting the site from the mobile phone/mobile app or a tablet.

The theme utilised for the development of the portal portrays the following features: (a) Responsive, Mobile-Friendly Theme, (b) Color core module integration (with 2 extra Color Schemes), (c) 1-column and 2-columns layout support, (d) A total of 11 regions, (e) Mobile support (Smartphone, Tablet,

Android, iPad, iPhone, etc.), (f) Flexslider, (g) Simple and clean design, (h) Drupal standards compliant, (i) Multi-level drop-down menus, (j) Use of Google Web Fonts, (k) Nice Typography, and (l) HTML5 & super clean markup.

More specifically, in terms of modern web interoperability the portal has been scanned, tested and has passed thresholds against the following:

- **Render Mode:** no major issues with HTML markup on this page.
- **Same Markup:** site renders across many modern browsers with same or similar markup).
- **Legacy plug-ins and features:** portal is free of plug-ins and its contents should be available to the widest possible audience on the web across browsers and devices.
- **CSS Prefixes:** this webpage is using best practices for vendor-specific prefixes.

In terms of **cross-browser experience** the portal has been scanned, tested and has passed thresholds against the following:

- **Responsive Web Design:** the portal is using responsive web design practices to support many browsers and devices. These techniques help display content from this URL across browsers of different sizes like mobile devices and TVs.
- **HTML5 inputs:** the portal is using modern HTML5 input types for a more consistent browsing experience for users.
- **Compressed content:** The scan detected compressed content being delivered by this URL to help increase browser performance and decrease bandwidth use.
- **Aria Attributes:** The portal is using ARIA tags to make content more accessible.

Finally, based on all the above features, this portal has successfully passed the mobile-friendly test by Google Developers Tools (<https://www.google.com/webmasters/tools/mobile-friendly>).

### 3 Public website structure

This section aims to describe the public website structure which is structured as following:

On the top, on the left hand side there is the project logo, while on the right hand side we have the links to the project's Social Media channels (Twitter, Facebook, LinkedIn) as also the RSS feed icon indicating that a web feed is available on a webpage and allowing people to subscribe directly.

A navigation bar links to supporting information follows immediately after the abovementioned area. Specifically, the navigation bar is divided into the below categories, starting from the middle of the main screen:

(from left to right)

- *ALUMNI HOME*

In order to drive the attention of the user to this specific section, its title is located first on the left side of the menu bar and in the middle of the screen and is written in capitals.

The Alumni Home gives the possibility to researchers and other interested parties and especially to potential new applicants from the U.S. with no experience in EC research and innovation programs, to learn from the experiences of previous successful applicants and to exchange information and experiences. In particular, it constitutes a database of FP7 projects with U.S. participation, each of them including information such as Title, brief description, Project type, Priority area, Coordinating organisation, U.S. partner and Contact. Once the experience is shared for a specific project, the field Experiences also appear in a separate field. Projects in the database can be easily searched using filtering and sorting tools.

Project coordinators or participants of an FP7 project with U.S. participation can share their own experience on Alumni Home using simple and straightforward process:

STEP 1: Sign in to the BILAT USA 2.0 website

STEP 2: Once logged in, go to the Alumni webpage

STEP 3: Press on the "Share my experience" link and the respective form will open

STEP 4: Complete the required fields in the form

## Browse the projects

|                    |                           |                            |                          |
|--------------------|---------------------------|----------------------------|--------------------------|
| Title<br>- Any - ▼ | Project type<br>- Any - ▼ | Priority Area<br>- Any - ▼ | Sort by<br>Experiences ▼ |
| Order<br>Desc ▼    | Apply                     |                            |                          |

### PROGRESS

Delivering European Renewal relies heavily on the advancement of Responsible Research and Innovation (RRI) that is, research and innovation which is: - is ethically acceptable, - is sustainable by...

Experiences shared: 3  
[more](#)

### REDDSTAR

0 million diabetic EU citizens are using approved anti-diabetic agents to control their glycaemia. However, suboptimal glycemic control leads to 6 progressive diabetic complications, namely: nephro...

Experiences shared: 2  
[more](#)

A Google map of coordinating organisations is also provided:



Figure 2: GOOGLE MAP OF COORDINATING ORGANISATIONS

- *News & Events*

- *News*: This section provides relevant news articles.
- *Events*: This sub-section provides information about the events that took place or are in due course and are related to the project. The events directly related to the BILAT USA 2.0 project (e.g. organised by the project) are featured with the BILAT USA 2.0 logo in order to distinguish them from the rest of the events. An events calendar also displays the events running per date.

- *About*

This section provides information regarding the project and it is divided in the following sub-sections:

- *BILAT USA 2.0 Project*
- *Documents and publications*
- *Deliverables and Milestones*
- *BILAT USA 2.0 Advisory Board*
- *BILAT USA 2.0 Consortium*
- *Archive*

- *Background & Setting*

This section gathers all the relevant practical information on S&T cooperation between the EU and the U.S., its background and bases, presents the existing cooperation mechanisms, EU research framework and ways for U.S. participation, provides the inventory of EU-U.S. cooperation projects in the selected priority areas and links to other EU initiatives/forums in the area.

- *EU-U.S. S&T Agreement*
- *Bilateral Cooperation Agreements*
- *EU-U.S. Cooperation projects inventory*: A searchable inventory has been established and is constantly updated with the purpose of finding synergies with other existing cooperation projects and enhance each others' visibility
- *EU-U.S. cooperation within FP7*
- *SFIC and the Pilot Joint Initiative USA*
- *Destination Europe*
- *EURAXESS*
- *EURAXESS Links*
- *ERAWATCH*

- *Funding*

Being constantly updated, this section creates awareness on the current cooperation and funding opportunities for research in the EU (in the frames of the FP7 (previously) and Horizon 2020 (currently) framework programmes) aiming to encourage international cooperation and helps users seeking for cooperation with EU/U.S. partners in the EU research to easily get informed on the current opportunities and main players for future partnerships.

- *FP7 and Horizon 2020*: general information on the framework programme, the developments from FP7 to HORIZON 2020, the priorities, budget and International dimension
- *Horizon 2020 Open Calls*: a searchable and constantly updated database with an overview of the H2020 calls that aim to encourage international cooperation including links to the calls
- *Key Stakeholders Database*: a searchable database with the list of key stakeholders created with the aim to establish effective communication and coordination with key stakeholders in EU and in the U.S. in order to exchange information and reach out to larger communities dealing with science and technology
- *FAQ*
- *Forum*  
The Forum page was created with the aim to provide an online topic-specific communication and collaboration tool.
- *Login*

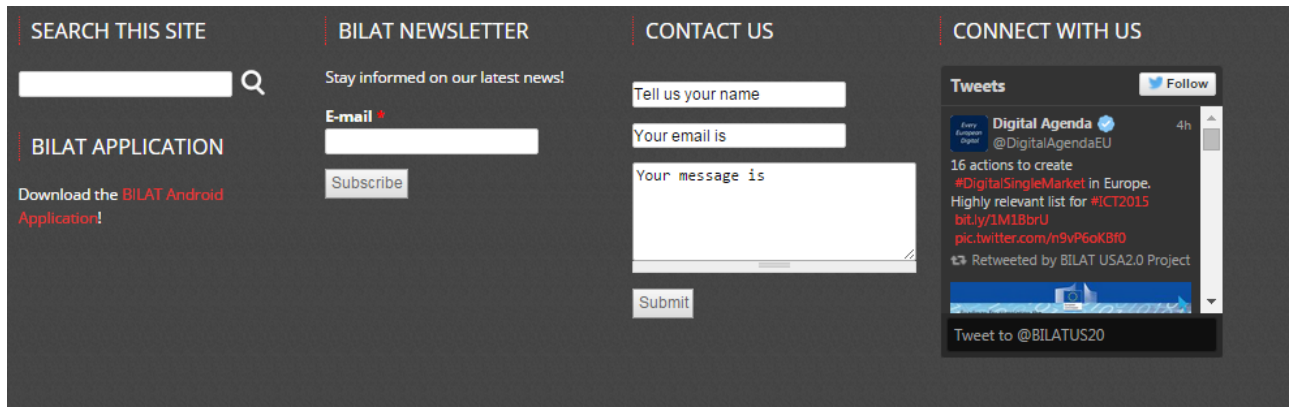
Below the menu bar and the slide-show eye-catching relevant images, the description of the project is presented.

On the right from the project description, the coloured buttons lead to the descriptions of the four priority thematic areas for transatlantic cooperation. These four main areas of cooperation have been jointly determined by high-level EU-U.S. Joint Consultative Group as being beneficial cooperation areas for both sides. Project Activities therefore primarily focused on : Health, Marine and Arctic Research, Transport as well as Nanosciences, nanotechnologies, materials and new production technologies (NMP).

Additionally, the web-portal home page also depicts the Upcoming events, the Latest Highlights and the Latest News.

The bottom section of each page includes a frame (footer) with the following tools:

- Search tool of the website: finding information through semantic keyword search (the results then can be further filtered making search process easier and more effective)
- Link to download the BILAT Android Application: downloadable from the web-portal providing information according to user preferences (news, calls etc.)
- User Menu (appearing for registered and logged-in users): links to the account information, to the Alumni tool for sharing the experience and Log-out link
- Newsletter subscription form
- Contact us form
- Access to the latest tweets from the BILAT USA 2.0 Twitter account



The footer is divided into four main sections: SEARCH THIS SITE, BILAT NEWSLETTER, CONTACT US, and CONNECT WITH US. The SEARCH THIS SITE section includes a search bar and a magnifying glass icon. The BILAT NEWSLETTER section features a headline 'Stay informed on our latest news!', an email input field with a red asterisk, and a 'Subscribe' button. The CONTACT US section contains three input fields: 'Tell us your name', 'Your email is', and 'Your message is', followed by a 'Submit' button. The CONNECT WITH US section displays a 'Tweets' widget from Digital Agenda (@DigitalAgendaEU) with a 'Follow' button and a tweet about the Digital Single Market. Below the tweets is a 'Tweet to @BILATUS20' button.

Figure 3: BILAT USA 2.0 HOMEPAGE FOOTER

In the case that a user visits a page different then home instead of the contact us form the New Forum Topics Category is displayed. This was a decision taken in order to further promote the use of the Forum.



## 4 Internal Files Area

Once a user has logged-in he/she can access via the tab My Account the BILAT USA 2.0 **Internal Files Area**, which among others serves as a common tool used by project partners for internal communication, workflow monitoring, uploading and downloading documents, and updating news and information produced by the different WPs and tasks while the publication of information follows common guidelines.

The Internal Files Area helps decentralise and simplify the management of the project in terms of planning, operation, deliverables and communications, and it will help to manage and process all the information collected and documents produced.

A comprehensive e-mail alert service enables registered users (both public and partners) to benefit from relevant new information at their earliest convenience, without needing to visit the site to look for it, which proactively maintains the contact between the project and its member countries, thus helping to maintain the momentum of their collective activities.

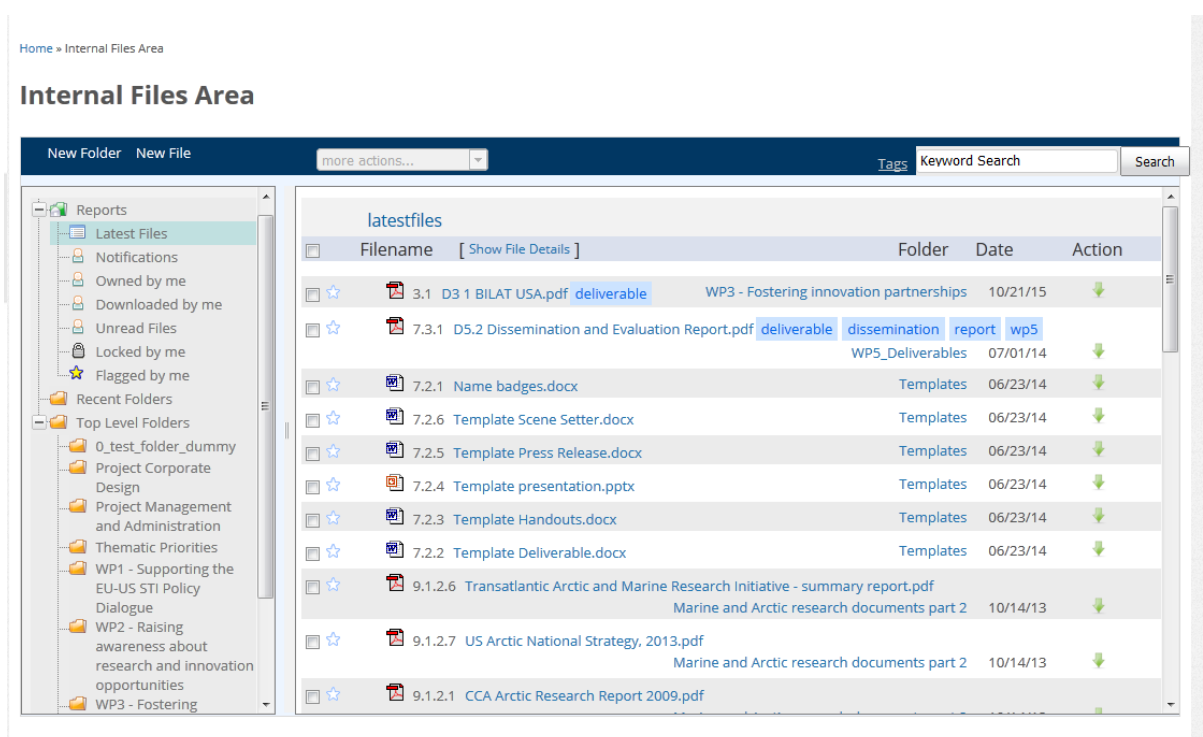


Figure 4: BILAT USA 2.0 INTERNAL FILES AREA

Registered users (depending on their access rights) are able to create content which can have the form of new articles, events, latest news, front page news etc. Furthermore, registered users of the website can comment on articles as also have the ability to share them through social engines.

## 5 Web portal Evaluation

Although there are some indicators that can measure the “success” of a website, it is a difficult task to measure the concrete impact of a project’s website. In order to evaluate the BILAT USA 2.0 website, the following indicators are being used:

- Overall number of sessions on the website
- Number of bounce rates
- Average duration on the website
- Percentage of new and returning visitors
- Number of sessions per country.

The graphs below, present these BILAT USA 2.0 web portal indicators. These indicators have been recorded by using Google analytics since the beginning of 2014.

The overall number of sessions at the BILAT USA 2.0 website since January 2014 has been 42,172, whereas the page visits are 86,253. As one can observe underneath (figure 5), there has been a good interaction on the website.

In the same time the bounce rate which is the percentage of single-page sessions, e.g. sessions of visitors in which that person left the website from the entrance page without interacting with the page is 68.72 %. There are a number of reasons that contribute to the bounce rates, e.g. users may leave the site because they are not interested in the project’s topic. They may also not be captured by the website design and the appearance of the portal or have usability issues. Alternatively, users might further leave the site after viewing a single page if they have found the information they need on that one page, and did not need or were not interested in going to other pages. In our case in a later figure (figure 9) we will illustrate that this high bounce rate was due to the fact that certain pages and especially the ones more promoted via social media and therefore also more frequently visited were leading either to specific news elements or registration pages, which de facto leads to higher bounce rates.

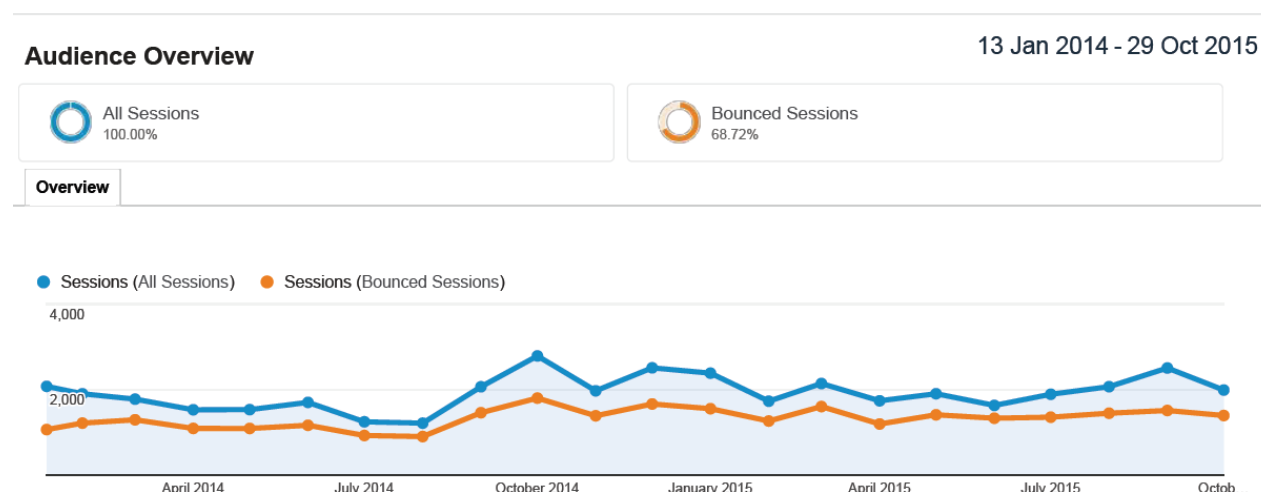


Figure 5: OVERVIEW OF ALL SESSIONS AND BOUNCED SESSIONS (GOOGLE ANALYTICS)

According to Google analytics a session is a group of interactions that take place in a website and may contain screen or page views, events and social interactions. A single user can open multiple sessions. Those sessions can occur on the same day, or over several days, weeks, or months. As soon as one session ends, there is then an opportunity to start a new session. A session is considered to have ended either because time has expired (e.g. after 30 minutes of inactivity; at midnight of the same day) or because there was a campaign change (i.e. different source of information concerning the portal: if a user arrives via one campaign, leaves and then returns via a different campaign). Furthermore, as a bounce rate we define the single interaction with a website followed by an exit. In the case of BILAT USA 2.0 with an average of 1:53 minutes the average session duration can be considered to be normal and good

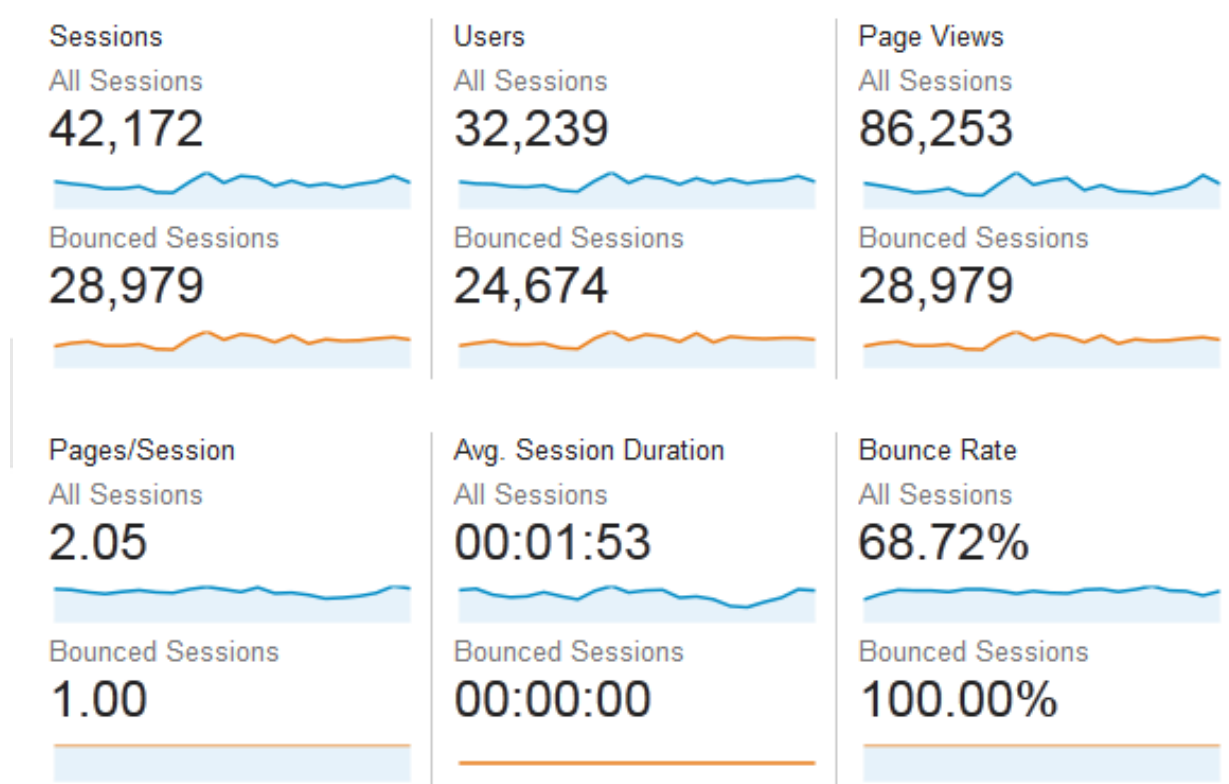


Figure 6: OVERVIEW OF DIFFERENT CATEGORIES OF VISITORS (GOOGLE ANALYTICS)

The indicator of new and returning visitors (figure 7) is another one to assess the effectiveness of a website. The project's website has had 76.4 % new visitors and 23.6% returning visitors with regard to sessions. This means that about 1 quarter of visitors came back in order to find further information, news on events etc. The reason for the smaller number of returning visitors could be that they either found the information they were looking for directly.

However, one can also look at it from another angle and saying that "only" 24% of the visitors came back for further information which would mean that the usability of the website could be improved.

Of the total new visitors, 81.6% had bounced sessions while the respective rate for returning visitors was 18.4%. This makes sense, as returning visitors already have an idea of the website content and return to look for specific information, thus the rate of bounced sessions is much smaller than the one for new visitors.

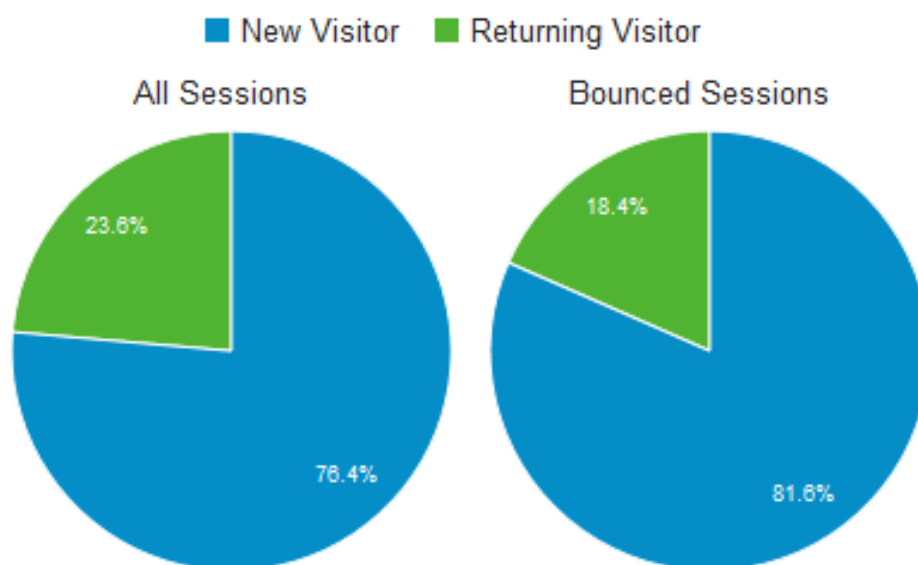


Figure 7: NEW AND RETURNING VISITORS ON THE WEBSITE (GOOGLE ANALYTICS)

Figure 8 shows an overview of the sessions and bounce rates as well as the respective percentage per country. It can be observed that the number of sessions as well as bounce rates is the highest from the U.S. meaning that quite a lot of U.S. users took notice of the portal and sought information here. On the EU side, users from Germany, Italy, Belgium, the United Kingdom, Greece as well as Spain were the most active users in the portal.

The figure below is illustrative of the fact that U.S. is more active with regards to looking for information on international/ transnational collaboration on S&T.

| Country ?                                                                                             | Acquisition                               |                                           |                                           | Behaviour                                   |                                      |                                               |
|-------------------------------------------------------------------------------------------------------|-------------------------------------------|-------------------------------------------|-------------------------------------------|---------------------------------------------|--------------------------------------|-----------------------------------------------|
|                                                                                                       | Sessions ? ↓                              | % New Sessions ?                          | New Users ?                               | Bounce Rate ?                               | Pages/Session ?                      | Avg. Session Duration ?                       |
| All Sessions                                                                                          | 42,172<br>% of Total: 100.00%<br>(42,172) | 76.38%<br>Avg for View: 76.38%<br>(0.00%) | 32,212<br>% of Total: 100.00%<br>(32,212) | 68.72%<br>Avg for View: 68.72% (0.00%)      | 2.05<br>Avg for View: 2.05 (0.00%)   | 00:01:53<br>Avg for View: 00:01:53 (0.00%)    |
| Bounced Sessions                                                                                      | 28,979<br>% of Total: 68.72%<br>(42,172)  | 81.58%<br>Avg for View: 76.38%<br>(6.80%) | 23,640<br>% of Total: 73.39%<br>(32,212)  | 100.00%<br>Avg for View: 68.72%<br>(45.53%) | 1.00<br>Avg for View: 2.05 (-51.11%) | 00:00:00<br>Avg for View: 00:01:53 (-100.00%) |
| 1.  United States    |                                           |                                           |                                           |                                             |                                      |                                               |
| All Sessions                                                                                          | 9,085 (21.54%)                            | 73.19%                                    | 6,649 (20.64%)                            | 65.81%                                      | 2.04                                 | 00:01:56                                      |
| Bounced Sessions                                                                                      | 5,979 (20.63%)                            | 77.39%                                    | 4,627 (19.57%)                            | 100.00%                                     | 1.00                                 | 00:00:00                                      |
| 2.  Germany          |                                           |                                           |                                           |                                             |                                      |                                               |
| All Sessions                                                                                          | 3,532 (8.38%)                             | 67.27%                                    | 2,376 (7.38%)                             | 56.37%                                      | 2.78                                 | 00:03:10                                      |
| Bounced Sessions                                                                                      | 1,991 (6.87%)                             | 74.99%                                    | 1,493 (6.32%)                             | 100.00%                                     | 1.00                                 | 00:00:00                                      |
| 3.  Italy            |                                           |                                           |                                           |                                             |                                      |                                               |
| All Sessions                                                                                          | 2,689 (6.38%)                             | 73.08%                                    | 1,965 (6.10%)                             | 63.33%                                      | 2.35                                 | 00:02:01                                      |
| Bounced Sessions                                                                                      | 1,703 (5.88%)                             | 72.64%                                    | 1,237 (5.23%)                             | 100.00%                                     | 1.00                                 | 00:00:00                                      |
| 4.  Belgium          |                                           |                                           |                                           |                                             |                                      |                                               |
| All Sessions                                                                                          | 2,288 (5.43%)                             | 71.72%                                    | 1,641 (5.09%)                             | 60.62%                                      | 2.33                                 | 00:02:21                                      |
| Bounced Sessions                                                                                      | 1,387 (4.79%)                             | 76.42%                                    | 1,060 (4.48%)                             | 100.00%                                     | 1.00                                 | 00:00:00                                      |
| 5.  United Kingdom |                                           |                                           |                                           |                                             |                                      |                                               |
| All Sessions                                                                                          | 2,237 (5.30%)                             | 83.82%                                    | 1,875 (5.82%)                             | 76.22%                                      | 1.73                                 | 00:01:03                                      |
| Bounced Sessions                                                                                      | 1,705 (5.88%)                             | 86.04%                                    | 1,467 (6.21%)                             | 100.00%                                     | 1.00                                 | 00:00:00                                      |
| 6.  Greece         |                                           |                                           |                                           |                                             |                                      |                                               |
| All Sessions                                                                                          | 1,878 (4.45%)                             | 64.86%                                    | 1,218 (3.78%)                             | 63.84%                                      | 3.05                                 | 00:04:00                                      |
| Bounced Sessions                                                                                      | 1,199 (4.14%)                             | 77.06%                                    | 924 (3.91%)                               | 100.00%                                     | 1.00                                 | 00:00:00                                      |
| 7.  Spain          |                                           |                                           |                                           |                                             |                                      |                                               |
| All Sessions                                                                                          | 1,831 (4.34%)                             | 75.86%                                    | 1,389 (4.31%)                             | 68.00%                                      | 2.11                                 | 00:01:52                                      |
| Bounced Sessions                                                                                      | 1,245 (4.30%)                             | 81.69%                                    | 1,017 (4.30%)                             | 100.00%                                     | 1.00                                 | 00:00:00                                      |
| 8.  Poland         |                                           |                                           |                                           |                                             |                                      |                                               |
| All Sessions                                                                                          | 1,489 (3.53%)                             | 65.75%                                    | 979 (3.04%)                               | 61.99%                                      | 2.13                                 | 00:02:14                                      |
| Bounced Sessions                                                                                      | 923 (3.19%)                               | 66.85%                                    | 617 (2.61%)                               | 100.00%                                     | 1.00                                 | 00:00:00                                      |
| 9.  France         |                                           |                                           |                                           |                                             |                                      |                                               |
| All Sessions                                                                                          | 1,454 (3.45%)                             | 68.23%                                    | 992 (3.08%)                               | 62.79%                                      | 2.34                                 | 00:02:42                                      |
| Bounced Sessions                                                                                      | 913 (3.15%)                               | 79.08%                                    | 722 (3.05%)                               | 100.00%                                     | 1.00                                 | 00:00:00                                      |
| 10.  Austria       |                                           |                                           |                                           |                                             |                                      |                                               |
| All Sessions                                                                                          | 1,066 (2.53%)                             | 64.17%                                    | 684 (2.12%)                               | 53.28%                                      | 2.96                                 | 00:03:06                                      |
| Bounced Sessions                                                                                      | 568 (1.96%)                               | 77.46%                                    | 440 (1.86%)                               | 100.00%                                     | 1.00                                 | 00:00:00                                      |

Figure 8: SESSIONS AND BOUNCED SESSION ON BILAT USA 2.0 PER COUNTRY (GOOGLE ANALYTICS)

As mentioned earlier in the case of BILAT USA 2.0 and based on the initial data analysis it seemed that the project portal was suffering from high bounce rate of almost 68.7%. However, when examining the data in more detail the picture that emerges is that this high bounce rate is due to the fact that certain pages, and especially the ones more promoted via social media and therefore also more frequently visited, are leading to specific news elements or registration pages. These pages by their nature lead to higher bounce rates. As the figure below illustrates the bounce rate of the home page is 51%, whereas in pages that are more specific in their nature like for example the H2020 open calls the bounce rate is 78.79%. The same story is true also for the pages with specific content, whereas in other more generic pages like for example for events in general, the bounce rate is very low (less than 20%)

| Page                                                                                                   | Page Views                                          | Unique Page Views                                   | Avg. Time on Page                                          | Entrances                                           | Bounce Rate                                           | % Exit                                                 |
|--------------------------------------------------------------------------------------------------------|-----------------------------------------------------|-----------------------------------------------------|------------------------------------------------------------|-----------------------------------------------------|-------------------------------------------------------|--------------------------------------------------------|
| <b>All Sessions</b>                                                                                    | <b>86,253</b><br>% of Total:<br>100.00%<br>(86,253) | <b>68,029</b><br>% of Total:<br>100.00%<br>(68,029) | <b>00:01:48</b><br>Avg for View:<br>00:01:48<br>(0.00%)    | <b>42,057</b><br>% of Total:<br>100.00%<br>(42,057) | <b>68.72%</b><br>Avg for View:<br>68.72% (0.00%)      | <b>48.76%</b><br>Avg for View:<br>48.76% (0.00%)       |
| <b>Bounced Sessions</b>                                                                                | <b>28,979</b><br>% of Total:<br>33.60% (86,253)     | <b>28,979</b><br>% of Total:<br>42.60% (68,029)     | <b>00:00:00</b><br>Avg for View:<br>00:01:48<br>(-100.00%) | <b>28,979</b><br>% of Total:<br>68.90% (42,057)     | <b>100.00%</b><br>Avg for View:<br>68.72%<br>(45.53%) | <b>100.00%</b><br>Avg for View:<br>48.76%<br>(105.09%) |
| 1. /                                                                                                   |                                                     |                                                     |                                                            |                                                     |                                                       |                                                        |
| All Sessions                                                                                           | 18,513 (21.46%)                                     | 14,291 (21.01%)                                     | 00:01:39                                                   | 12,310 (29.27%)                                     | 51.12%                                                | 44.86%                                                 |
| Bounced Sessions                                                                                       | 6,340 (21.88%)                                      | 6,340 (21.88%)                                      | 00:00:00                                                   | 6,340 (21.88%)                                      | 100.00%                                               | 100.00%                                                |
| 2. /content/horizon-2020-open-calls                                                                    |                                                     |                                                     |                                                            |                                                     |                                                       |                                                        |
| All Sessions                                                                                           | 3,870 (4.49%)                                       | 2,803 (4.12%)                                       | 00:02:19                                                   | 1,721 (4.09%)                                       | 78.79%                                                | 55.40%                                                 |
| Bounced Sessions                                                                                       | 1,356 (4.68%)                                       | 1,356 (4.68%)                                       | 00:00:00                                                   | 1,356 (4.68%)                                       | 100.00%                                               | 100.00%                                                |
| 3. /content/fp7-and-horizon-2020                                                                       |                                                     |                                                     |                                                            |                                                     |                                                       |                                                        |
| All Sessions                                                                                           | 3,259 (3.78%)                                       | 2,713 (3.99%)                                       | 00:02:17                                                   | 2,009 (4.78%)                                       | 74.02%                                                | 59.71%                                                 |
| Bounced Sessions                                                                                       | 1,487 (5.13%)                                       | 1,487 (5.13%)                                       | 00:00:00                                                   | 1,487 (5.13%)                                       | 100.00%                                               | 100.00%                                                |
| 4. /content/bilat-usa-20-cordially-invites-you-eu-us-innovation-conference-14-15-january-2015-brussels |                                                     |                                                     |                                                            |                                                     |                                                       |                                                        |
| All Sessions                                                                                           | 3,014 (3.49%)                                       | 2,118 (3.11%)                                       | 00:03:09                                                   | 1,588 (3.78%)                                       | 71.03%                                                | 58.76%                                                 |
| Bounced Sessions                                                                                       | 1,128 (3.89%)                                       | 1,128 (3.89%)                                       | 00:00:00                                                   | 1,128 (3.89%)                                       | 100.00%                                               | 100.00%                                                |
| 5. /content/official-horizon-2020-draft-work-programmes-201415-published                               |                                                     |                                                     |                                                            |                                                     |                                                       |                                                        |
| All Sessions                                                                                           | 1,432 (1.66%)                                       | 1,181 (1.74%)                                       | 00:02:01                                                   | 1,178 (2.80%)                                       | 77.78%                                                | 81.08%                                                 |
| Bounced Sessions                                                                                       | 917 (3.16%)                                         | 917 (3.16%)                                         | 00:00:00                                                   | 917 (3.16%)                                         | 100.00%                                               | 100.00%                                                |
| 6. /content/bilat-usa-20-project-includes-work-packages                                                |                                                     |                                                     |                                                            |                                                     |                                                       |                                                        |
| All Sessions                                                                                           | 1,320 (1.53%)                                       | 1,054 (1.55%)                                       | 00:01:34                                                   | 188 (0.45%)                                         | 36.17%                                                | 25.08%                                                 |
| Bounced Sessions                                                                                       | 68 (0.23%)                                          | 68 (0.23%)                                          | 00:00:00                                                   | 68 (0.23%)                                          | 100.00%                                               | 100.00%                                                |

|                                                                                                                     |               |             |          |             |         |         |
|---------------------------------------------------------------------------------------------------------------------|---------------|-------------|----------|-------------|---------|---------|
| 7. <a href="#">/content/save-date-workshops-us-research-funding-opportunities-eu-researchers-warsaw-rome-lisbon</a> |               |             |          |             |         |         |
| All Sessions                                                                                                        | 1,290 (1.50%) | 843 (1.24%) | 00:02:27 | 453 (1.08%) | 73.29%  | 54.19%  |
| Bounced Sessions                                                                                                    | 332 (1.15%)   | 332 (1.15%) | 00:00:00 | 332 (1.15%) | 100.00% | 100.00% |
| 8. <a href="#">/display-events</a>                                                                                  |               |             |          |             |         |         |
| All Sessions                                                                                                        | 1,183 (1.37%) | 909 (1.34%) | 00:00:47 | 80 (0.19%)  | 18.75%  | 12.76%  |
| Bounced Sessions                                                                                                    | 15 (0.05%)    | 15 (0.05%)  | 00:00:00 | 15 (0.05%)  | 100.00% | 100.00% |
| 9. <a href="#">/content/webinar-funding-opportunities-us-researchers-horizon-2020</a>                               |               |             |          |             |         |         |
| All Sessions                                                                                                        | 1,170 (1.36%) | 839 (1.23%) | 00:02:14 | 665 (1.58%) | 46.74%  | 55.81%  |
| Bounced Sessions                                                                                                    | 315 (1.09%)   | 315 (1.09%) | 00:00:00 | 315 (1.09%) | 100.00% | 100.00% |
| 10. <a href="#">/content/eu-us-st-agreement</a>                                                                     |               |             |          |             |         |         |
| All Sessions                                                                                                        | 1,122 (1.30%) | 638 (0.94%) | 00:01:39 | 339 (0.81%) | 44.84%  | 30.84%  |
| Bounced Sessions                                                                                                    | 152 (0.52%)   | 152 (0.52%) | 00:00:00 | 152 (0.52%) | 100.00% | 100.00% |

Figure 9: SESSIONS AND BOUNCED SESSION ON BILAT USA 2.0 PER PAGE VISITED (GOOGLE ANALYTICS)



## 6 BILAT USA 2.0 & Social media

Social media are digital media technologies that enable users to create media content, engage in conversations and inform audiences. Via these channels content can be mutually exchanged and shared with the public. BILAT USA 2.0 makes use of the different social media channels (namely, Facebook, LinkedIn, Twitter) in order to increase its visibility and reach of audience. A moderation of the content posted has been guaranteed throughout the past 36 months (IISA, DLR, DMI). Buttons to access all social media presences of BILAT USA 2.0 are placed on the BILAT USA 2.0 website on the upper left (see figure 1).

### 6.1 Twitter

“Tweeting” has become a vital method to quickly spread information on different issues and notifications both in the United States, but also in the EU in the last years. Diplomats, Delegations, Science Counsellors, high-level policy makers and other stakeholders make use of twitter as an efficient way to engage people into discussions, keep them informed on news and events, and / or have them react to certain questions.

To leverage this platform, BILAT USA 2.0 has created a twitter account “@BILATUSA20” displaying the logo and a short explanation of the project

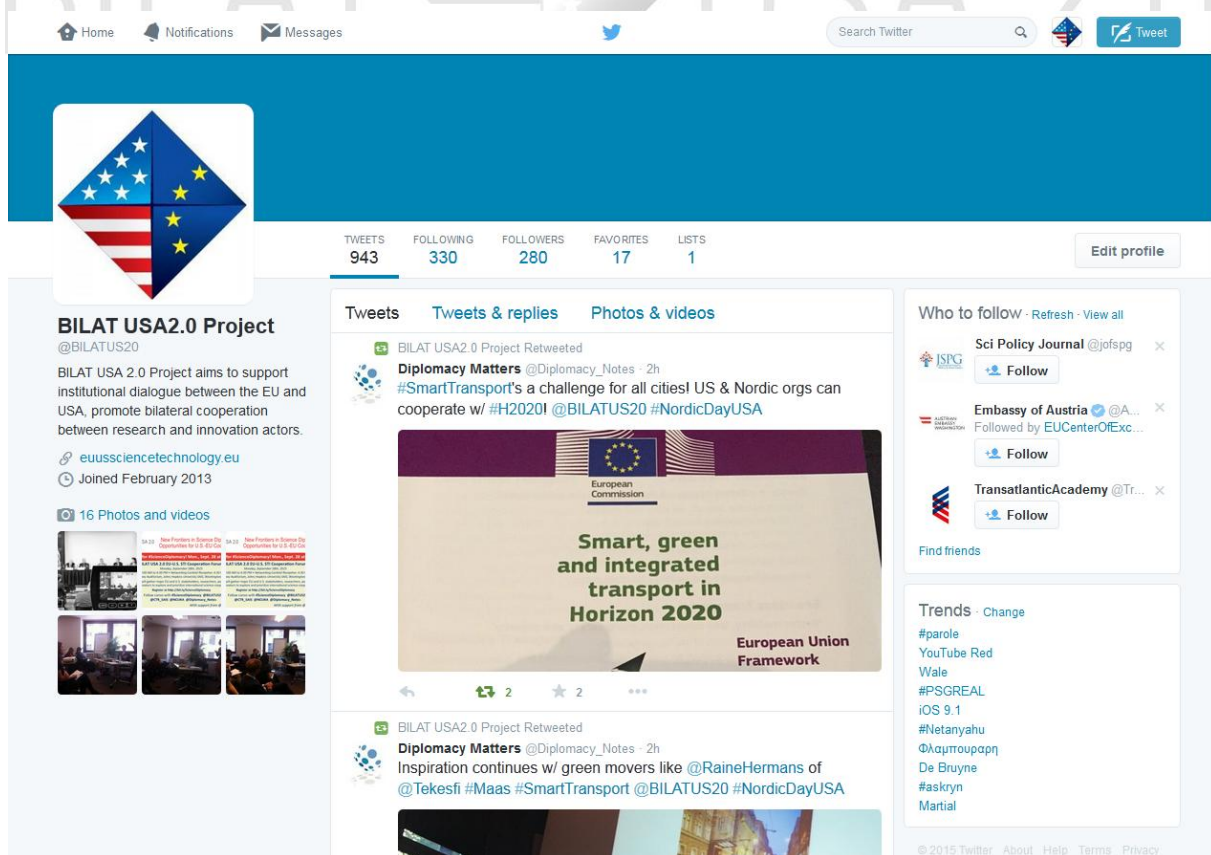


Figure 10: BILAT USA2.0 TWITTER

By making use of the dedicated twitter account, the consortium has the possibility to post different items, pictures, short announcements and news. This has been very useful when tweeting on webinars and, as importantly, it has proven to be a very effective tool when promoting events, increasing audience participation, allowing the follow up of events in real-time and raising the visibility of Horizon 2020 and its benefit.

### 6.1.1 Twitter – Evaluation

A basic measurement of twitter is the:

- Number of followers
- Number of tweets.

However a more important factor is that of influence and engagement which takes into account the number of Re-Tweets (RTs) and the level of influence of your followers. BILAT USA 2.0 follows 336 accounts and itself has 287 followers on twitter, meaning that each time the project tweets 287 followers are directly informed about this particular tweet. Nonetheless, this number is multiplied when this tweet is “re-tweeted” by consortium partners. One of the BILAT USA 2.0 partners that are very active in social media and especially in Twitter is Diplomacy Matters Institute (DMI). DMI’s Twitter account has 4649 followers (stand 29 October) and thus is a very good multiplier for the project activities. Furthermore, it should be here noted that DMI’s Twitter account is followed by most EU Member States Delegations in the U.S.

As of October 30 2015, the number of tweets that were sent out from @BILATUSA20 was 958. These tweets informed the followers and the public about BILAT USA 2.0 events, related conferences, news on Horizon 2020 etc. Thus, Twitter – being a kind of “micro-blogging” has proven to be an effective tool for BILAT USA 2.0 to spread its information.

| Month        | Profile visits | Mentions   | Tweet impressions |
|--------------|----------------|------------|-------------------|
| Sep 14       | 59             | 6          |                   |
| Okt 14       | 239            | 48         | 1237              |
| Nov 14       | 172            | 40         | 1451              |
| Dez 14       | 187            | 16         | 1942              |
| Jan 15       | 602            | 46         | 1223              |
| Feb 15       | 241            | 51         | 417               |
| Mrz 15       | 138            | 27         | 312               |
| Apr 15       | 293            | 47         | 443               |
| Mai 15       | 196            | 64         | 270               |
| Jun 15       | 201            | 39         | 582               |
| Jul 15       | 210            | 75         | 824               |
| Aug 15       | 231            | 53         | 1636              |
| Sep 15       | 993            | 227        | 1840              |
| Okt 15       | 450            | 132        | 2,273             |
| <b>Total</b> | <b>4212</b>    | <b>871</b> | <b>14450</b>      |

Figure 11: BILAT USA2.0 TWITTER ANALYSIS IN THE LAST YEAR

## 6.2 Facebook

Facebook is a further strong social media platform with the highest number of users worldwide. An official [BILAT USA 2.0 Facebook page](#) has been created and inter-connected with partners and other accounts. Official BILAT USA 2.0 events and announcements have been posted frequently. Website visitors and other stakeholders have the opportunity to “like” either the page or its postings and comment on each entry which is done under moderation.



Figure 12: BILAT USA2.0 FACEBOOK

### 6.2.1 Facebook - Evaluation

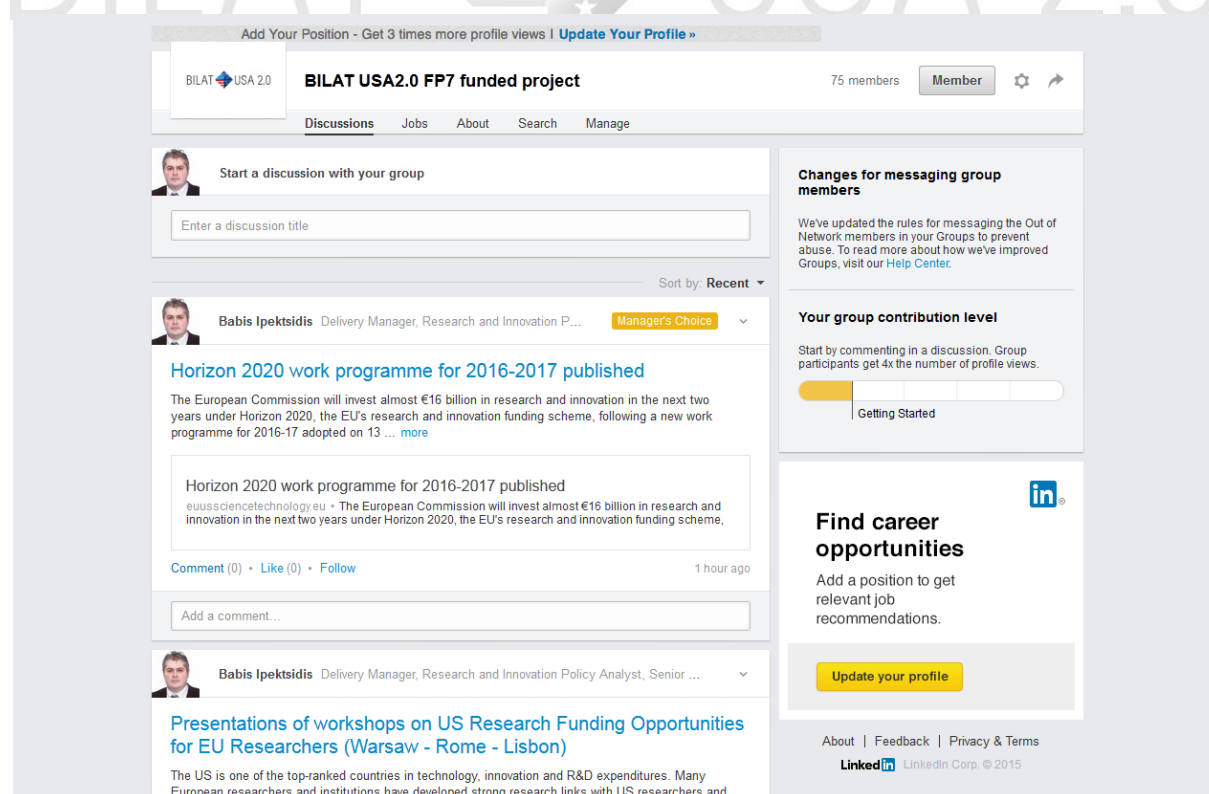
BILAT USA 2.0 project page on Facebook is “liked” and “followed” by 238 people. This is an indication of people following the content of the Facebook page and the various posts included within. In respect to the Engaged Users meaning the number of people who are engaged with BILAT USA 2.0 project page on Facebook this was as of 30 October 2015 710 Unique Users. In respect to the Total Reach meaning the number of people (Unique Users) who have seen any content associated with our Page this was 6305 (stand 30 October 2015) and finally the total Impressions meaning the Total Count of the number of impressions seen of any content associated with our Page this was 22619.

| Metric                                      | Explanation of Metric                                                                                           | Indicator |
|---------------------------------------------|-----------------------------------------------------------------------------------------------------------------|-----------|
| <b>Total Likes since October 2013</b>       | The total number of people who have liked our Page                                                              | 238       |
| <b>Engaged Users since October 2013</b>     | The number of people who engaged with your Page. Engagement includes any click or story created. (Unique Users) | 710       |
| <b>Total Reach since October 2013</b>       | The number of people who have seen any content associated with your Page. (Unique Users)                        | 6305      |
| <b>Total Impressions since October 2013</b> | The number of impressions seen of any content associated with your Page. (Total Count)                          | 22619     |

Figure 13: BILAT USA2.0 FACEBOOK ANALYSIS

### 6.3 LinkedIn

LinkedIn is another very strong social media platform worldwide and especially in the USA being highly frequented by professionals, experts and relevant stakeholders. A BILAT USA 2.0 group has been set up, informing about upcoming events, information on funding opportunities as well as other project related information. Discussions have been led and were moderated by the respective partner.

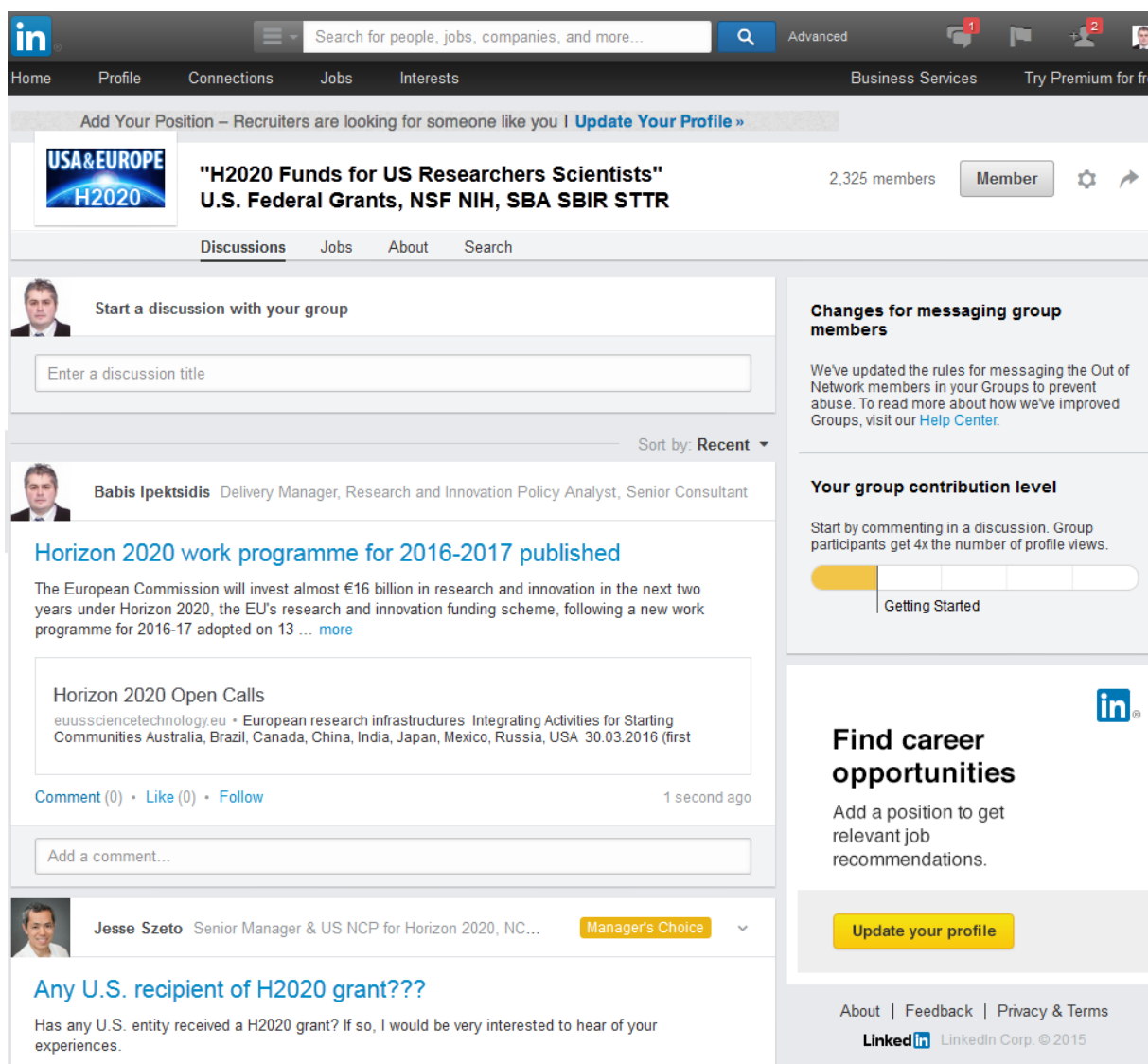


The screenshot displays the LinkedIn group interface for 'BILAT USA2.0 FP7 funded project'. The group has 75 members. A post by Babis Ipektsidis, a Delivery Manager at Research and Innovation P..., is featured. The post title is 'Horizon 2020 work programme for 2016-2017 published'. The content mentions that the European Commission will invest almost €16 billion in research and innovation in the next two years under Horizon 2020. The post includes a link to 'eu.sciencetechnology.eu' and has 0 comments and 0 likes. The right sidebar contains sections for 'Changes for messaging group members', 'Your group contribution level', and 'Find career opportunities'.

Figure 14: BILAT USA2.0 LINKED-IN

### 6.3.1 LinkedIn – Evaluation

With 75 group members the LinkedIn presence of BILAT USA 2.0 could have been better. However, 54 discussions were published and reactions of users / visitors show that the discussions that evolved in the portal helped to disseminate information and discuss open issues / questions as e.g. some related to Horizon 2020 and possibilities for U.S. researchers. In the same time on the initiative of BILAT USA 2.0 a U.S. subgroup of the larger H2020 group was created. This U.S. subgroup has 2,328 members and has been a good means of communication for our purposes.



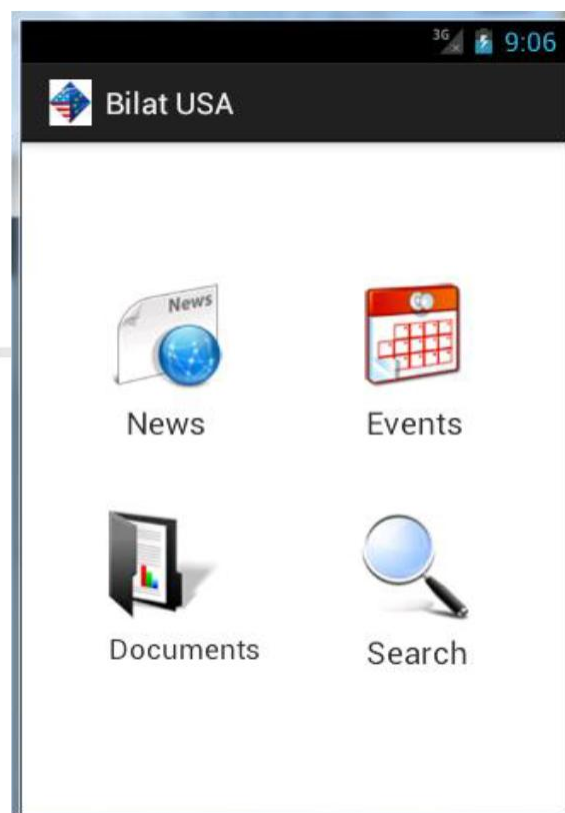
The screenshot displays a LinkedIn group page for "H2020 Funds for US Researchers Scientists" with 2,325 members. The group is managed by Babis Ipektsidis, a Delivery Manager at Research and Innovation Policy Analyst, Senior Consultant. The main content area shows a discussion post titled "Horizon 2020 work programme for 2016-2017 published" by Babis Ipektsidis. The post text states: "The European Commission will invest almost €16 billion in research and innovation in the next two years under Horizon 2020, the EU's research and innovation funding scheme, following a new work programme for 2016-17 adopted on 13 ... more". Below the post, there is a section for "Horizon 2020 Open Calls" with a link to eu.sciencetechnology.eu and a list of countries: Australia, Brazil, Canada, China, India, Japan, Mexico, Russia, USA. The post has 0 comments, 0 likes, and 0 follows, and was posted 1 second ago. The sidebar on the right contains several sections: "Changes for messaging group members" with a link to the Help Center, "Your group contribution level" with a progress bar showing "Getting Started", and "Find career opportunities" with a link to "Update your profile". The footer of the page includes links for "About", "Feedback", "Privacy & Terms", and the LinkedIn logo with "© 2015".

Figure 15: U.S. SUBGROUP OF THE LARGER H2020 GROUP CREATED ON THE INITIATIVE OF BILAT USA2.0

## 7 BILAT USA 2.0 Mobile Application

During the early stages of the project, a mobile application has been developed for smartphones and tablets based on the Android Mobile Operating System. The mobile application is primarily informative, offering a set of information services based on the content stored within the portal (i.e. lists and info regarding news, events, etc. that might be of an interest to the user). The application has been developed using the Android SDK platform and Eclipse IDE. Furthermore, existing API libraries from Javadoc have been utilized in order to integrate the application with DRUPAL which is the main framework of BILAT USA 2.0 portal.

The mobile application offers four distinct sections: news, services, documents and searching capabilities derived from BILAT USA 2.0 portal. Below there is a figure portraying the screenshot of the main entry point of the application.



**Figure 16: BILAT USA 2.0 Mobile Application Home Screen**

Within News, the application displays a list of all the news available from the portal emphasizing on the title of each entry plus a small portion from the beginning from the news item. The user is able to refresh this list since the latest list is stored within the cache of the mobile device. The user is able to select a news item and consequently can read in detail the entire news item and its details. Finally, each news item can be shared to the other relevant applications which allow this functionality within the specific mobile device.

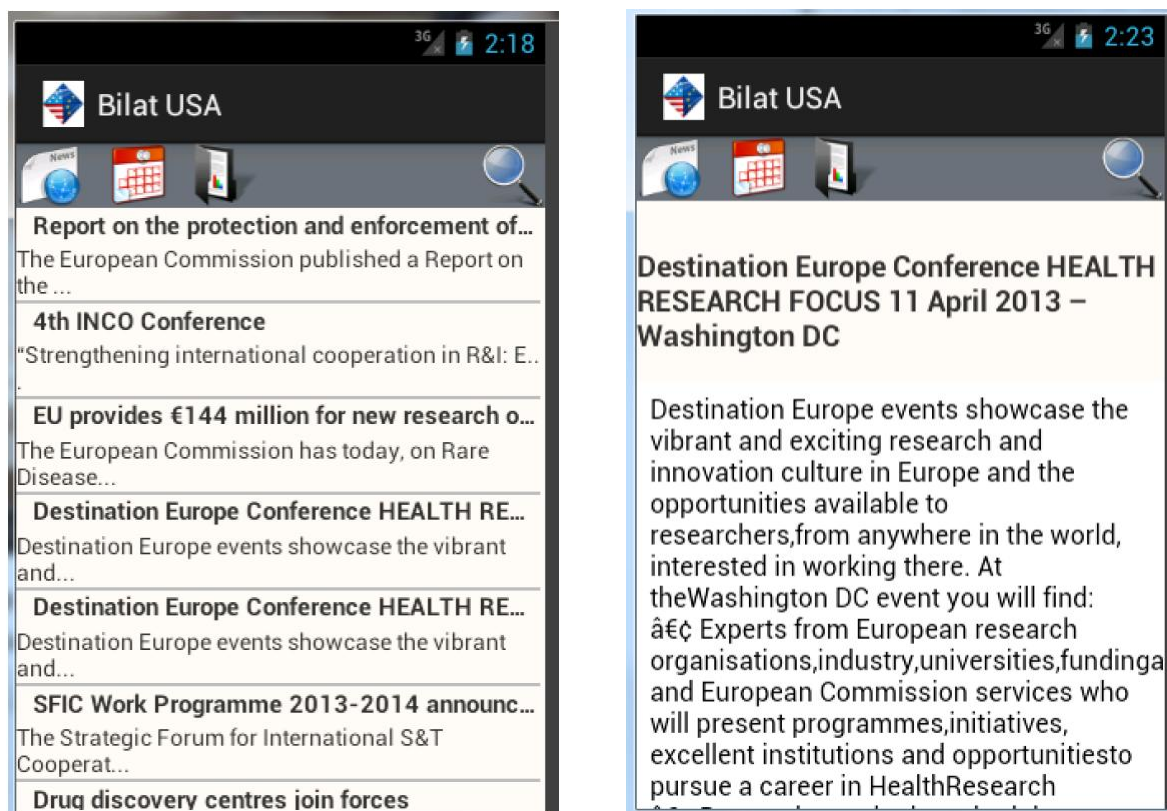


Figure 17: BILAT USA 2.0 Mobile News Functionality

Similarly to News, Events option presents a list of events which are stored within the cache of the mobile device. The user can check this list and most importantly refresh and update the list with the latest events posted within the portal. The user can select and view the details of a specific event as well as publish and share this event in another application which supports this functionality from within the mobile device. Finally, if an event also has coordinates for longitude and latitude stored within the information of an event, the user can view the map location of the specific event via the appropriate application installed within the mobile device.

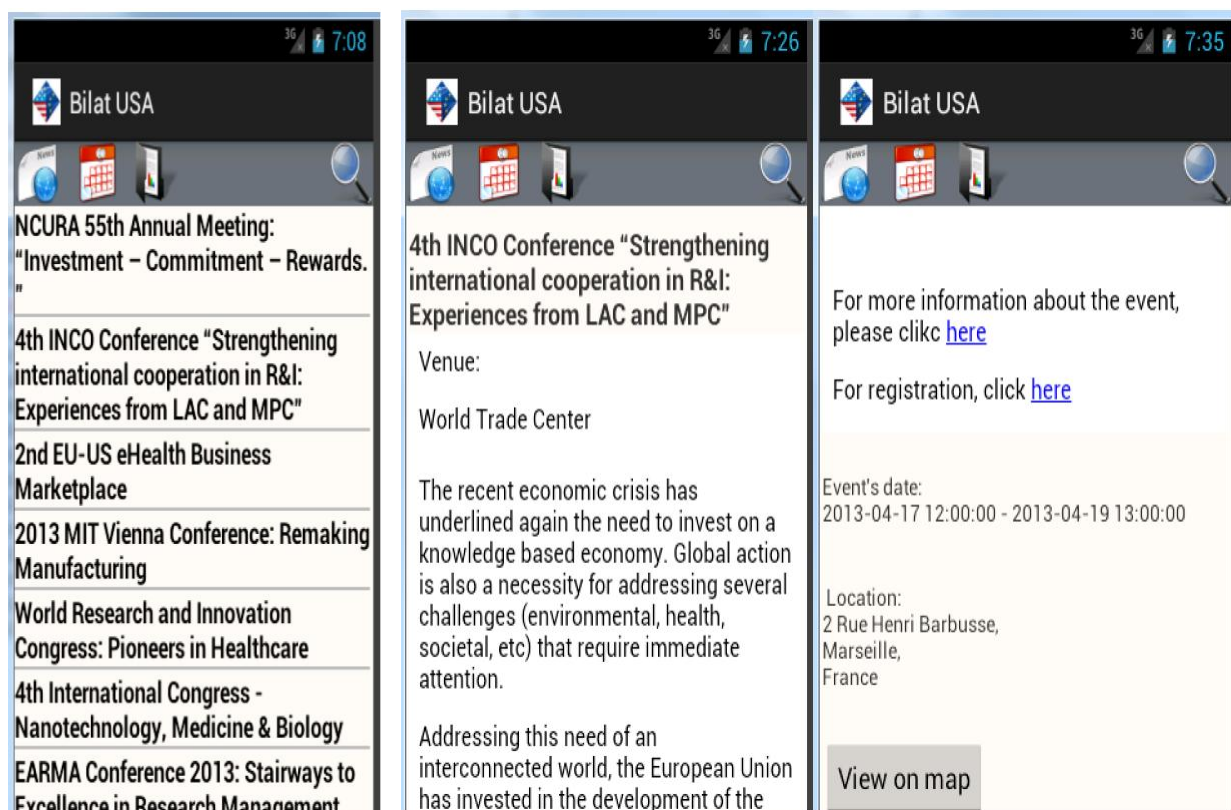


Figure 18: BILAT USA 2.0 Mobile Events Functionality

Finally, the mobile applications offers a searching functionality via which the user can search for a phrase or word that exists within the title or main body of a news item or an event item stored within the mobile application. The application displays a result list to the user based on the matching of the criteria.

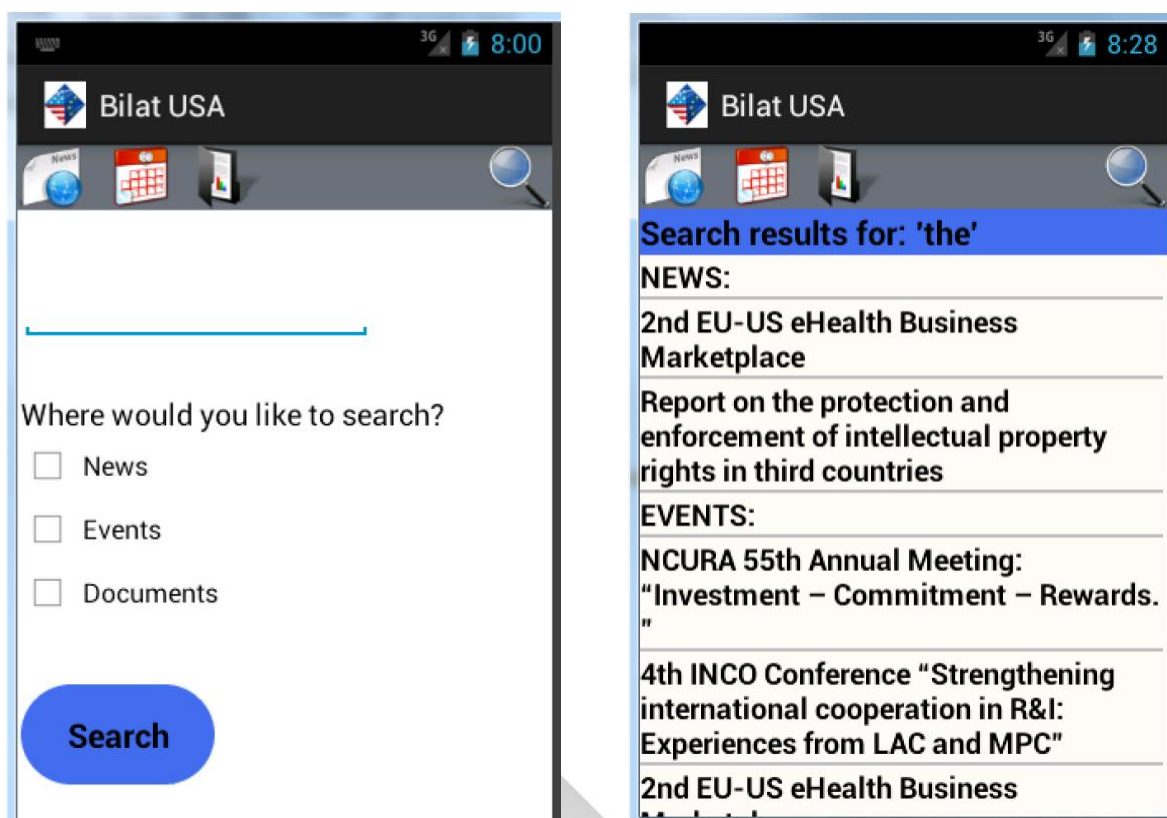


Figure 19: BILAT USA 2.0 Mobile Searching Functionality

The documentation functionality operates in a similar way by presenting to the user the documents recently uploaded within the portal of BILAT USA 2.0. Retrieves the document should the user requests to do so and displays the document to the user as long as the appropriate application for viewing the document is installed within the mobile device.

The mobile application of BILAT USA 2.0 can be found on the following location:  
<http://www.euussciencetechnology.eu/content/bilat-android-application>.

## 8 Conclusions

This report made an assessment of the webportal of the BILATUSA 2.0 project. The promotion of project goals, benefits as well as the dissemination of funding opportunities and of events have among others been promoted via the dedicated project portal and social media.

The expected impact of these activities is a general rising of awareness of existing possibilities on both sides of the Atlantic – the EU and the USA. The project website in addition to the social media engaged offer to the users a hands-on experience and updates on both the activities of the project but also of the EC in respect to international cooperation with the U.S.

In terms of social media engagement the project has had a good visibility. The social media mainly used were Twitter and Facebook. In respect to Tweeter the project has tweeted or retweeted 958 messages and has 287 followers. The tweet impressions in the time (September 2014 – October 2015) have been 14450. In relation to Facebook we have had 710 engaged users, whereas the total reach (unique users) was 6305. Thus, using social media as multipliers of our activities has been successful and allowed also new users to learn the activities of the project.

What can be said from a project implementing perspective is that BILAT USA 2.0 is perceived as an important source of information on STI related topics and funding opportunities relevant for U.S.-Americans as well as Europeans. After our webinars as well as excellently conducted BILAT USA 2.0 project events, we have received positive feedback, follow-up questions as well as the request of users to receive further information. Furthermore, the increased usage of our social media has yield positive experiences and has spread the word and impact of the BILAT USA 2.0 project on both sides of the Atlantic, constituting it a focal point on the place to find relevant information in respect to international cooperation.