



# EU Atlas of the Seas

ICAN, Ostend, 1 September 2011

Anne-France WOESTYN, EC - MARE.C1

Eric HONORE, EC – MARE.F3/IT



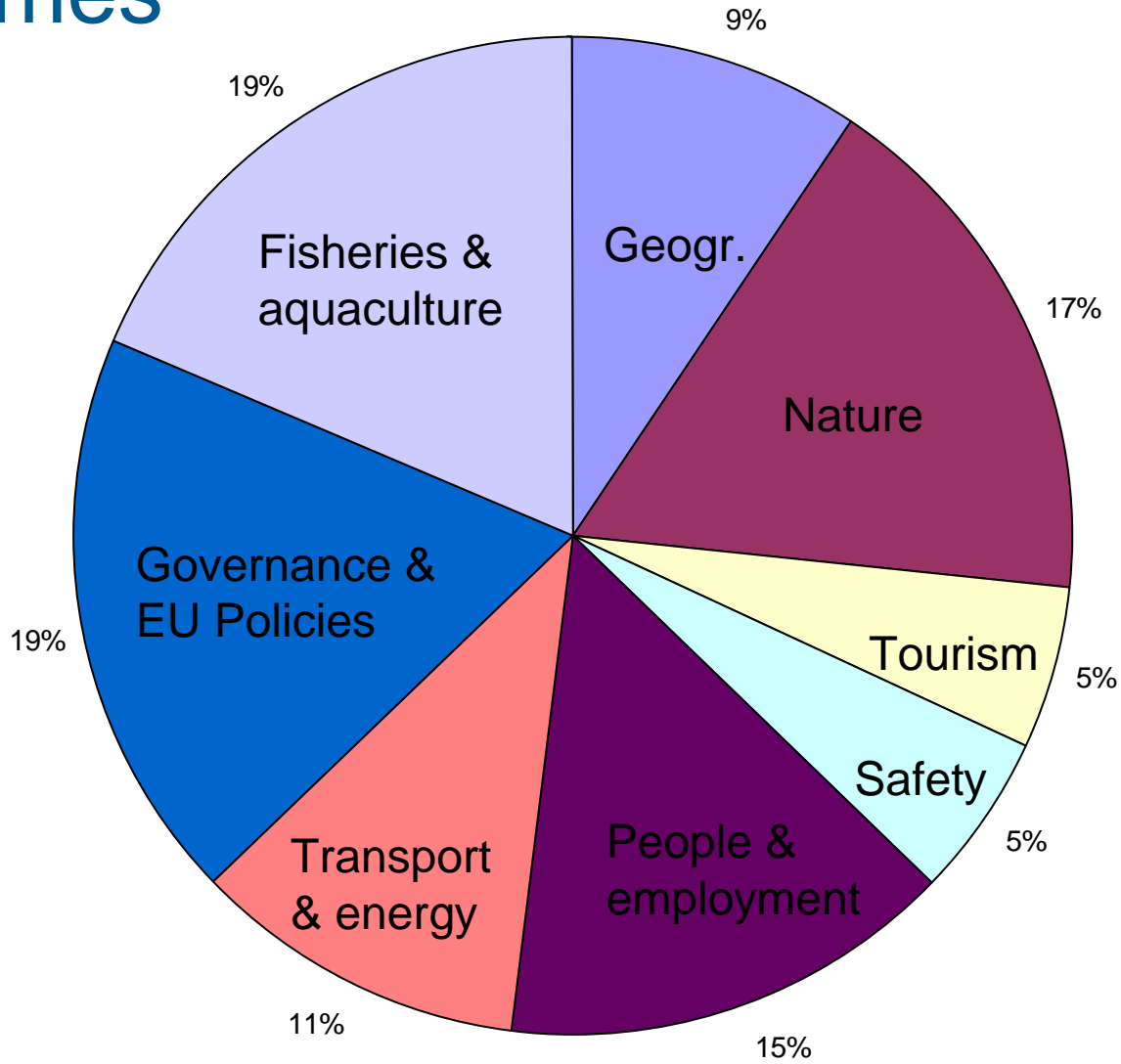
**European  
Commission**  
Maritime Affairs  
and Fisheries

# What is the EU Atlas of the Seas?

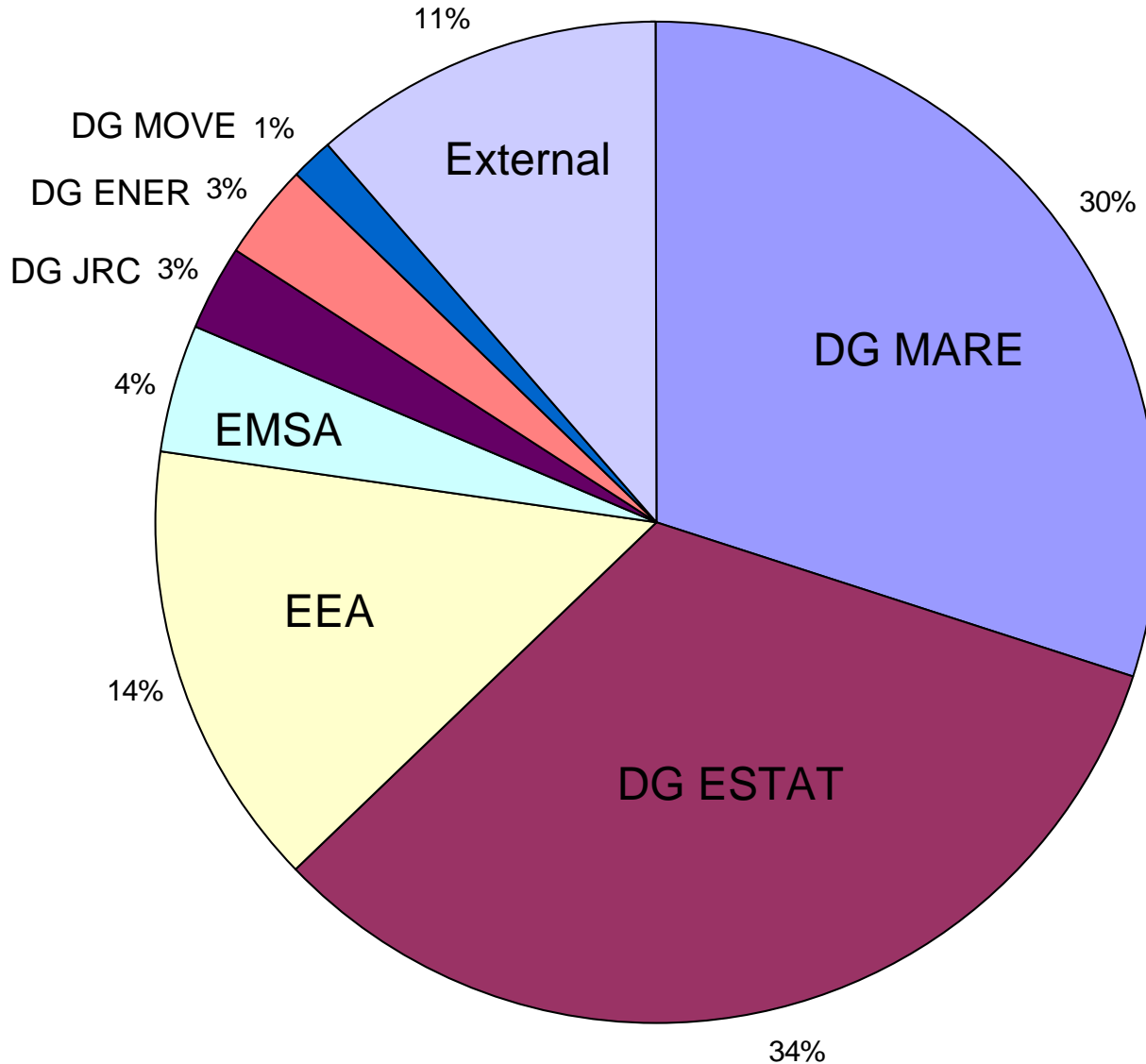
- Origin:
  - Integrated Maritime Policy (IMP) Blue Book and Action Plan (2007)
- Aims:
  - 'One map is worth a thousand words'
  - To promote seas & coasts and EU related projects and policies
  - Visualisation tool to facilitate access to EU information
- Target:
  - Broad public
  - MS, local authorities
  - Stakeholders, students
- Features:
  - 3 languages (EN, DE, FR)
  - ~70 maps
  - Updates 3-4 times/year



# Themes



# Source of data



# Relationship atlas developers & users

TIME	ATLAS STAGE	CONSULTATION TOOLS
2007	IMP Green Paper (incl. Atlas)	Public consultation: 488 IMP contributions (incl. Atlas)
2009	Design stage	Bilateral meetings Expert meetings
May 2010	Public Beta Version	Public survey User testing Functional mailbox
April 2011	Version 1	Functional mailbox Meetings Workshops
2012	Version 2	Idem + Improved atlas statistics



# Public survey

- **Set up:**
  - + Objective: To get quantitative feed back on the atlas
  - + Period: Summer 2010
  - + Method: IPM (Interactive Policy Making) – mainly multiple choice questions
- **Results:**
  - + 132 responses, from various profile and origin
  - + Atlas considered as useful, instructive and user-friendly
  - + Satisfaction on existing features, performance, structure and data
  - + Fine with geographical scope and available languages
  - Support for more varied and more detailed information, and regular updates
  - If possible better speed, visual quality and more text
  - Wishes to combine and export maps and data
- **Deliverables:**
  - + 1p Consultation results on DG MARE public website & wiki  
[http://ec.europa.eu/fisheries/partners/consultations/atlas/index\\_en.htm](http://ec.europa.eu/fisheries/partners/consultations/atlas/index_en.htm)
  - + Detailed working report



# Users testing

- **Set up:**
  - + Objective: To get qualitative feed back on specific issues of the atlas
  - + Period: Summer 2010
  - + Tool: 12 users performing specific tasks and face-to-face exchange
- **Results:**
  - + Users very positive
  - + Useful tool
  - Potential improvements: navigation, map displays & content of boxes
- **Deliverable:**
  - + Final report contractor, with recommendations



# Functional mailbox

- **Address**
  - [mare-atlas@ec.europa.eu](mailto:mare-atlas@ec.europa.eu)
- **Activity:**
  - 2-3 mails/week
- **Feed back:**
  - Interest for cooperation
  - New ideas for content
  - Remarks, updates links, ...



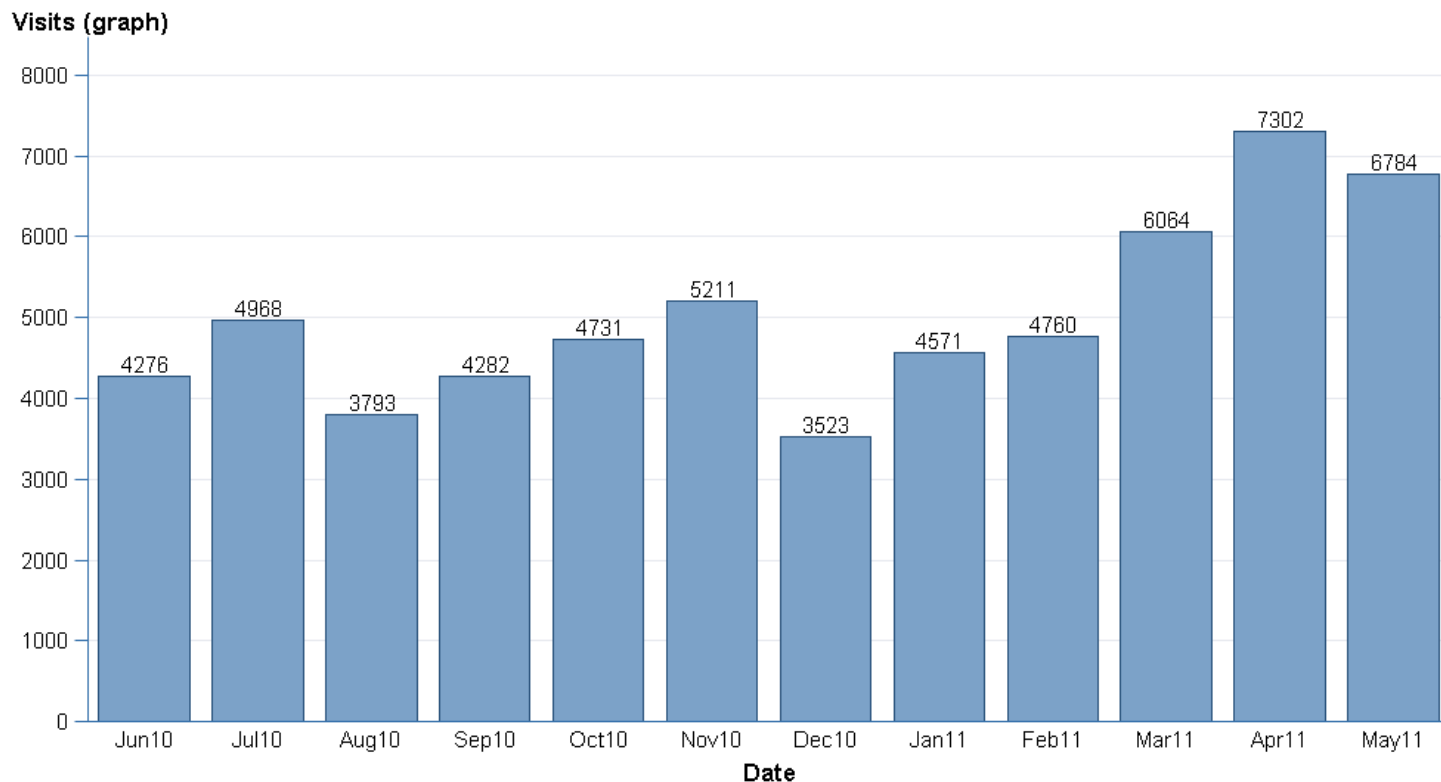
# Others:

- **Inside DG MARE**
  - Steering Committee within DG MARE
  - DG MARE Lunchtime conference
  - Newcomers seminar
- **Inside the Commission:**
  - Inter-Service Group (various DGs and agencies)
  - GIS Groups
- **Groups outside de Commission:**
  - MS Expert group
  - MODEG expert group
  - EMODNET
  - ...
- **Open events**
  - EU Maritime Day
  - Sea Food expo
  - ...



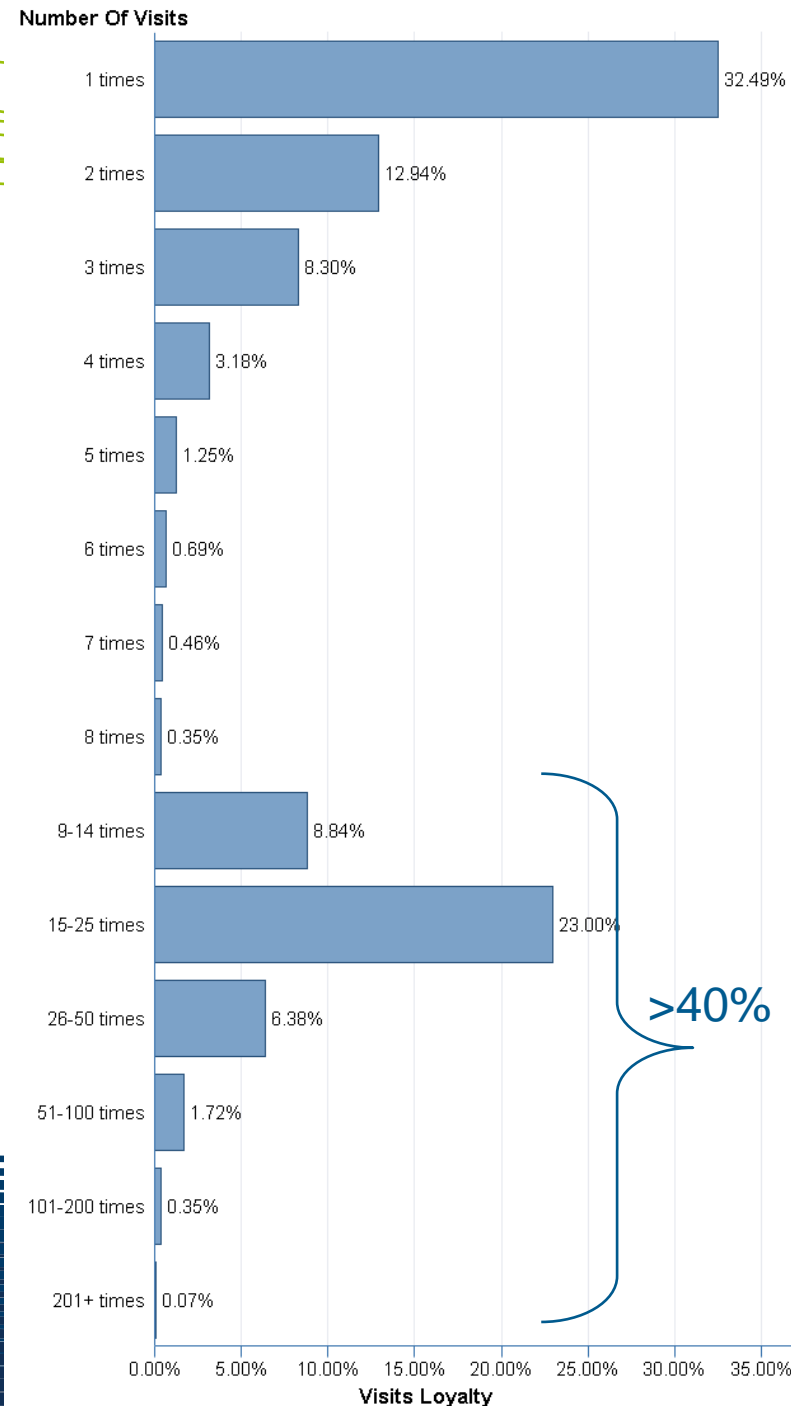
# Website statistics (1)

- **Web-site popularity: Number of visits aggregated per month**  
A visit is defined as a series of page requests from the same uniquely identified client.



# Website statistics (2)

- **Visits loyalty: >40% 9+ times.** Visitor loyalty is how many times visitors visit the site within a specified date range. See graph → → → → → →
- **Bounce rate: 4%.** The percentage of visits where the visitor enters and exits at the same page without visiting any other pages on the site in between.
- **Back links: 633.** BL are incoming links to a website or web page. The number of back links is one indication of the popularity or importance of that website or page.
- **Page rank: 6.** PR is one of the methods Google uses to determine a page's relevance or importance. Important pages receive a higher PageRank and are more likely to appear at the top of the search results. Google PageRank (PR) is a measure from 0 -10.



# Thank you for your attention!

More information:

On-line version:

<http://ec.europa.eu/maritimeatlas/>

Contact:

[mare-atlas@ec.europa.eu](mailto:mare-atlas@ec.europa.eu)

[anne-france.woestyn@ec.europa.eu](mailto:anne-france.woestyn@ec.europa.eu)

[Eric.honore@ec.europa.eu](mailto:Eric.honore@ec.europa.eu)

