



EMODnet Thematic Lot n° 7 - Human Activities

13th Bi-monthly Report

Reporting Period: 03/11/2015 – 11/01/2016

Date: 11/01/2016

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1. Highlights in this reporting period

- Draft guidelines for data updating and transmission have been established. These guidelines aim to harmonize the various dataset schemas used in EMODnet Human Activities as much as possible, as well as to streamline the update process of thematic datasets.
- SEO strategy - title, descriptions and keyword tags were added to all main pages and dataset description pages.

2. Meetings held since last report

- EMODnet Italian Info Day: Rome, 25 November 2015
- 3rd EMODnet-MSFD Coordination Meeting: Brussels, 8-9 December 2015
- 5th Steering Committee: Brussels, 9-10 December 2015

3. Work package updates

WP 2 – Development of the portal and maintenance

Progress:

- SEO – Stage 1: Tagging
 - Title, descriptions and keyword tags were added to all main pages and dataset description pages. These were optimised, and included results from keyword research (via Google Ad Words) where applicable. Image tags were also added to the several images available on the main pages.
 - A sitemap XML was generated and submitted to Google Search Console for indexing
 - Over December, Google indexed 69 out of the 71 pages (https://www.google.co.uk/?gws_rd=ssl#q=site:www.emodnet-humanactivities.eu)
 - Not all pages are yet appearing in Google search results (ranking should improve over time).
- Dredge spoil dumping dataset updated, based on a comment from OSPAR.
- Questionnaire embedded into main site

Next Steps:

- SEO Stage 1: Tagging
 - Ongoing review of indexed and ranked pages (description and keyword tags can be updated via database).
- SEO Stage 2: Implement Blog
 - Implement WordPress.
 - Migrate and optimise current news articles.
 - Start process of planning, writing and optimising blog articles.
- Implementation of new datasets as they become available

WP 3 – Data collection (All)

In this reporting period, draft guidelines for data updating and transmission have been created. These guidelines aim to harmonize the various dataset schemas used in EMODnet Human Activities as much as possible, as well as to streamline the update process of thematic datasets.

Should in the future be possible to collect and upload data using WFS/WMS, we will need to further discuss this point. In a few months Cogea will circulate a draft Memorandum of Understanding among partners that will be used to dataset schemas and methods of data transmission with sources.

Cultural heritage

Considering that current dataset on lighthouses includes insufficiently accurate coordinates (ARLH source), two alternative sources have been contacted again : Marine Traffic and SHOM

- **Marine Traffic:**

Marine Traffic (provides free real-time information to the public, about ship movements and ports, mainly across the coast-lines of many countries around the world) has been contacted again about the possibility to use their lighthouses database.

They confirmed they can provide the following parameters for each lighthouse :

- NAME
- LON
- LAT
- LOCATION
- COUNTRY
- STRUCTURE
- STRUCTURE_COLOR
- DESCRIPTION
- YEAR_BUILT
- YEAR_INACTIVE
- OPERATIONAL (yes/no)
- HEIGHT_TOWER
- HEIGHT_FOCAL
- POWER
- FLASHING
- NUMBER_FLASHES
- INTERVAL
- RANGE
- ADMIRALTY

We selected the following data and asked them for a data sample in order to examine the content of each parameter :

- Name
- Longitude
- Latitude
- Country
- Year_Built
- Year_Inactive
- Height_Tower
- Location
- Structure
- Structure_color
- Description

Answer is still pending.

Marine Traffic's database of lighthouses is collected from several different sources and continuously built upon, so we asked them what are their sources and if we can have access to the updates, answer is still pending.

Before providing the data, they wanted to confirm how this data is intended to be used and if we will be looking at reselling the data. We have answered and provide them with the link of the portal.

- **SHOM:**

The SHOM (French Navy's Hydrographic and Oceanographic Department) has been contacted about their lighthouses database, they can provide us, firstly, with a sample of the database but they need some time to edit the extraction of the data, answer is scheduled for the end of January.

Mariculture

A new contact has been established with the French authority in charge of the sanitary register in order to obtain coordinates for marine farms and hatcheries (Director: Didier Gueriaux).

Considering they need to devote time for selecting marine aquaculture sites within their database (which also includes inland aquaculture sites), we asked them to provide the whole dataset. Answer is still pending.

WP 8 – Monitoring of effectiveness in addressing users' needs

During the coming week the questionnaire will be sent to stakeholders. We'll be gathering users' feedback till the end of February.

Questionnaires' results will be analysed by our experts, and submitted to DG MARE, in order to identify possible modifications to improve the portal.

4. Outreach and communication activities

Date	Media	Title	Short description and/or link to the activity
From 17 to 20 November 2015	Poster	Annual meeting of MareFrame project	A dissemination poster of Human Activities lot of EMODnet was presented during the Annual meeting of MareFrame project (link) and the final event of the Perseus project.
December 2015	Eurofish Magazine	Making marine data widely and easily available	http://issuu.com/eurofish/docs/eurofish_magazine_6_2015/16?e=1376257/31856692

5. Updates on Progress Indicators

Indicator 4 - Volume of each type of data and of each data product downloaded from the portal

1st November 2015 to 31st December 2015

Included are instances of downloads and initial requests for WFS links. Statistics exclude Human Activities and Central Portal partners.

Wind Farms	13
Offshore Installations	10
Telecommunication Cables (actual)	9
CDDA	8
Dredge Spoil Dumping	7
Natura2000	6
Shellfish Production	6
Main Ports	5
Fish Catches	4
Hydrocarbon Extraction Boreholes	4
Telecommunication Cables (schematic)	4
Aggregate Extraction	3
Dumped Munitions	3
Finfish Production	3
Hydrocarbon Extraction Active Licenses	3
Lighthouses	3
ICES Statistical Areas	2
Maritime Boundaries	2
Ocean Energy Facilities	2
Telecommunication Landing Stations	2
Dredging	1
State of Bathing Waters	1
Advisory Councils	0
Barcelona Convention	0
Bucharest Convention	0
FAO Fishery Statistical Areas	0
HELCOM Maritime Area	0
OSPAR Maritime Area	0

Indicator 5 - Organisations that have downloaded each data type

1st November 2015 to 31st December 2015

- AECOM (Environment), UK
- Aristotle University of Thessaloniki (Research), GR
- CNR-ISMAR - The Institute of Marine Sciences / National Research Council of Italy (Research), IT
- DLTM - Liguria District of Marine Technology (Environment), IT
- EuroGOOS (Environment), BE
- HELCOM (Environment), FI
- MARUM - Centre for Marine Environmental Sciences (Research), DE
- Plymouth University (Research), UK
- SERTIT - University of Strasbourg (Research), FR
- SHOM - Naval Hydrographic and Oceanographic Service (Other), FR
- Teleplan Globe (Other), NO
- TPG (Mining), US
- University Ca' Foscari of Venice (Environment), IT
- University of Glasgow (Research), UK
- University of the Azores (Research), PT

Indicator 6 - Using user statistics to determine the main pages utilised and to identify preferred user navigations routes

1st November 2015 to 31st December 2015

Statistics include all visitors including partners.

View Data

Month	Unique Page Views	Avg. Time on Page (mm:ss)	Page Views	New Visitors	% New Visitors
Nov-15	242	02:17	367	129	53.31%
Dec-15	224	03:30	327	125	55.80%

Home

Month	Unique Page Views	Avg. Time on Page (mm:ss)	Page Views	New Visitors	% New Visitors
Nov-15	253	04:44	290	63	24.90%
Dec-15	193	03:55	246	52	26.94%

Search Data

Month	Unique Page Views	Avg. Time on Page (mm:ss)	Page Views	New Visitors	% New Visitors
Nov-15	101	01:41	243	54	53.47%
Dec-15	233	01:30	374	33	14.16%

Indicator 7 - List of what the downloaded data has been used for (divided into categories e.g. Government planning, pollution assessment and (commercial) environmental assessment, etc.)

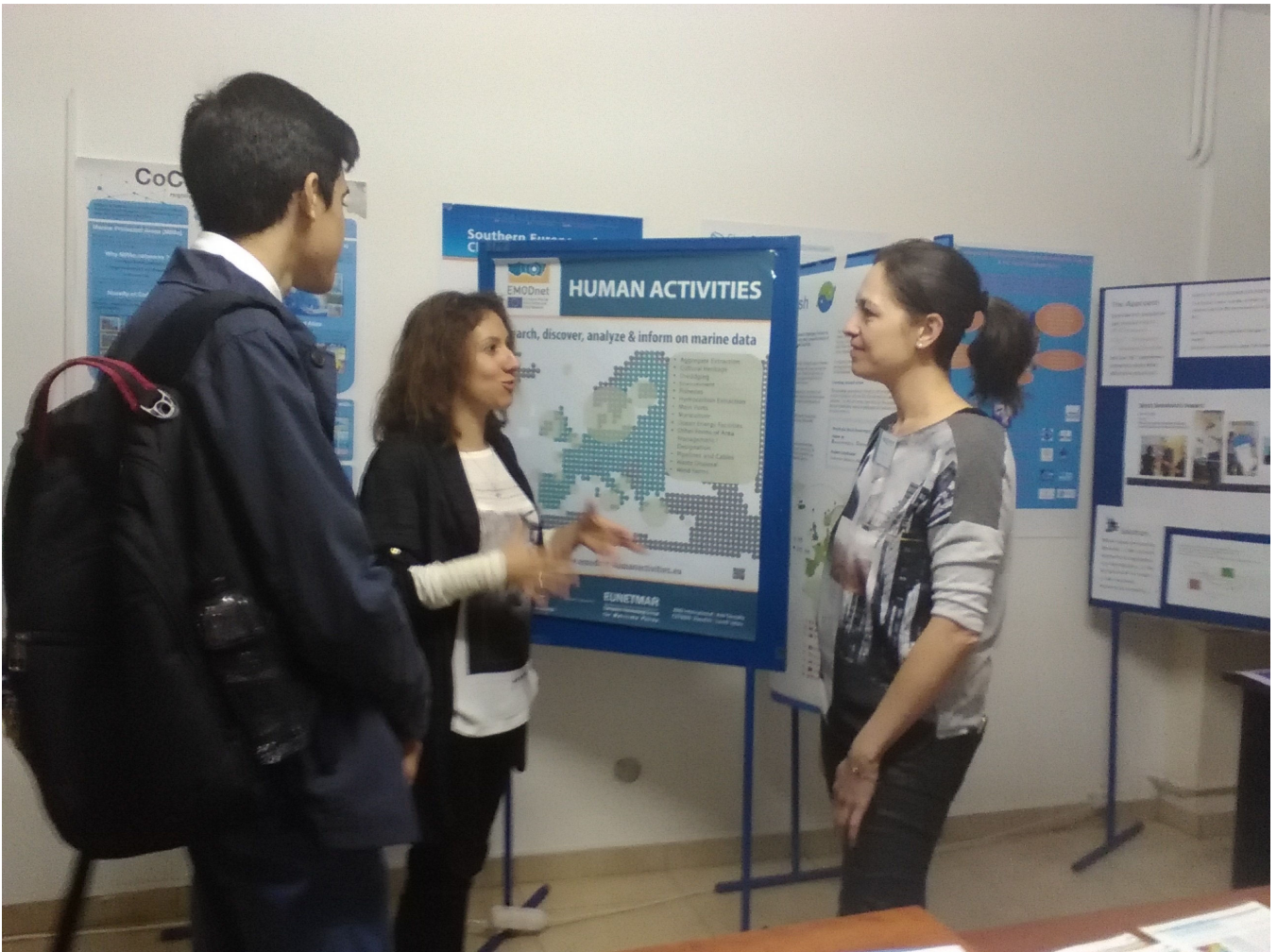
1st November 2015 to 31st December 2015

Statistics exclude Human Activities and Central Portal partners

1	Environment	56.56%
2	Research	17.21%
3	Other	13.93%
4	Energy	4.10%
5	Education	3.28%
6	Fisheries and agriculture	2.46%
7	Demography	0.82%
=	Mining	0.82%
=	Transport	0.82%

Indicator 11 - EMODnet visibility and citations (academic journals, scientific press, mainstream media, websites)

A dissemination poster of Human Activities lot of EMODnet was presented during the Annual meeting of [MareFrame project](#) and the final event of the [Perseus project](#). In this meeting, over 90 researchers from several countries of Europe shared their main findings and were interested in the EMODnet initiative.



Picture of Poster session during MareFrame and Perseus meeting in Constanta (Romania)