



EUROPA

Towards more effective web communication
February 2012

EUROPA today: confusion, duplication, contradiction





LOST

Facts and figures

- More than 460 websites on Europa
- 2.8 million web pages to manage (7.8 million including EUR-Lex)
- To update each of these 2.8 million pages once per year would cost €47.6 million
- More than 50 sites outside the EU official domain - exposing Commission to IT security, reputational and financial risks
- Mushrooming - DGs create on average more than 3 new websites each month

Key findings of the statistical report

Concentration of pages, visits and sites

- 25 sites (5%) account for 80% of all web pages
- 6 DGs manage 50% of all sites

Infrequent updates

- 53% of Europa sites are rarely updated

Not enough user feedback

- Sites that collect feedback from users receive on average more than twice as much traffic as those that collect no feedback
- But 54% of Europa sites collect no feedback from users

Key findings of the statistical report

Duplication and fragmentation

- Content on certain topics
 - may be distributed across many sites without coordination or cross-references and/or
 - managed by different DGs
- Some themes of general interest (e.g. travellers' rights, education) are dealt with by 9 or more different sites managed by 4 or more different DGs



Denied boarding? Cancellation? Long delay? Lost luggage? Reduced mobility?

Over the last thirty years, there has been a boom in mobility in Europe. For millions of citizens travel has become a reality, indeed a right.

Passengers need a common set of principles, so that they can be easily aware of their rights if something goes wrong with their trip regardless of the mode of transport they use or whether a journey takes place wholly within a single Member State or goes through an intra-Community or external frontier.

In the light of this, the EU has committed itself to placing users at the heart of transport policy.

- Home
- Air
- Rail
- Maritime and

Travelling in Europe 2011-12

Travelling in Europe is the European Union's official website for people travelling in the 27 countries of the EU. Whether you are on holiday or on business, you will find practical advice and helpful tips on a wealth of subjects, from what documents you need, to getting healthcare and using your mobile phone. There is so much for the traveller to discover and all this has been made much easier thanks to the European Union. You can cross many borders within the EU without being checked and the euro makes it easier to shop around for bargains. So take advantage of all that is on offer and explore.

• [Travelling in Europe as a colour leaflet](#)

- Documents you will need
You can move freely in Europe. Find out here what you need to know about [passports](#), [identity cards](#) and [visas](#). [Read more](#)
- Money
- Shopping
- Getting there
- Staying healthy
- Communicating
- Things to do

Travel

- Documents you need
 - EU nationals
 - Non-EU family members
- Passenger rights
 - Travellers with reduced mobility
 - Rail passenger rights
 - Air passenger rights
 - Air security
- Animals and plants
 - Pets
 - Animals or plants
- Allowed items
 - Animal products
 - Alcohol, tobacco, cash

Information for consumers

Are you unsure about your safety and rights when making purchases from another EU country? Lost when it comes to getting the best deal on the goods on offer? What if you decide to buy a new TV on the internet from a neighbouring country? Will it be delivered on time and in one piece? Will insurance cover any eventual damages? Will the seller give you a refund in case of problems?

While national authorities and organisations can provide you with specific advice on consumer issues in your own country, this website gives you an overview of how the European Commission is working to ensure that your rights are protected at EU level.

Concerned about product safety?

MY SAFETY

- Children's toys
- Domestic appliances
- International consumer advice
- Chemicals
- Children's playing environment
- General safety

Interested in your rights as a consumer?

MY RIGHTS

- Product guarantees
- Financial services
- Consumer credit
- Online commercial practices
- Energy
- Air travel
- Redress and advice

Making a purchase?

MY SHOPPING

- International situations
- e-shoppers
- WTO
- Consumer advice

Going on holiday?

MY HOLIDAYS

- Packaged holidays
- Complaints
- Air travel
- Deals with animals
- Be.wise.smart.this.summer!

See also

- FAQs
- National contacts

European Commission
Your Europe

European Commission > Your Europe > Citizens > Education & Youth

Home Travel Work **Vehicles** Residence Education & Youth Health

Education & Youth

Share

School

[School systems in the EU](#)
[Starting school in a new country](#)
[Partnering with schools abroad](#)

University

[Access and fees](#)
[Financial help](#)
[Recognition of academic diplomas](#)
[Student exchanges](#)
[Healthcare](#)

Researchers

[Grants and jobs](#)
[Taxation](#)
[Healthcare](#)

Volunteering

[Where to start](#)
[Next steps after finding your project](#)

European Commission > **PLOTEUS**

Important legal notice English (en)

European Commission > **Ploteus** > Home

Feedback Search on EUROPA

Home About Sitemap Links FAQ

Welcome to **PLOTEUS** (Portal on Learning Opportunities throughout the European Space).

PLOTEUS aims to help students, job seekers, workers, parents, guidance counsellors and teachers to find out information about studying in Europe.

Learning Opportunities



Learning opportunities and training possibilities available throughout the European Union. This section contains a lot of links to web sites of universities and higher education institutions, databases of schools and vocational training and adult education courses. >

Exchange & Grants

Exchange programmes and grants (Comenius, Erasmus, Leonardo da Vinci, Grundtvig, Youth in Action) available in European countries. Who to contact, how to apply for grants, etc. >

Education Systems

Education and training systems: descriptions and explanations about the different education systems of

Moving to a country

Everything you need to know when moving abroad to another European country: cost of living, tuition fees,

Contact

Do you need further information? Here you may find relevant guidance contacts. >

European Commission
Education & Training

European Commission > Education & Training > External Programmes and Policies > Study In Europe

Study in Europe

Why study in Europe? Courses and Programmes European Higher Education Application Guide Living in Europe

Welcome to Study in Europe

Welcome to Study in Europe

There are more than four thousand higher education institutions in Europe, from top-level research establishments to small, teaching-focused colleges. Europe itself is no less diverse, extending from the Arctic Circle to the coast of Africa.

Study in Europe provides up-to-date information on [thirty-two European countries](#), their universities and what it takes to live and study in them.



EVENTS

SCHOLARSHIPS

TESTIMONIALS

"This has been a chance to participate in a programme I wish to Europe all the countries possible."

- Khalid (Horecco), studied in Denmark, France and Italy

GLOSSARY

European Commission > **Eurypedia**

European Encyclopedia on National Education Systems

EURYPEDIA > European commission > EACEA > Eurypedia

Home Topics Countries Tools About Eurypedia Contacts

More than 5000 articles



Click and select a country

News Topics Countries

SINAPSE

EUROPA > SINAPSE

Order the network:

- Enter as a member
- ECAS identification
- Enter as a guest

[Sinapse Communities](#)
[Sinapse web search](#)
[Sinapse calendar](#)

SINAPSE is a web communication platform offering tools to promote policy making and governance (networking of advisory bodies, support consultants and e-debates, etc.). SINAPSE is a **free public service** of the European Commission.

[Become a member](#)

European Commission

CORDIS

European Commission > CORDIS > Home

Home News Funding Results Partners Co-local

Welcome to the **CORDIS Website**

The gateway to European research

Do not miss

Read the latest Research Results feature stories from EU funded projects

Research Funding

CORDIS / ICTweb / ICT Results / Home Page

European Commission

EURAXESS

European Commission > EURAXESS > Jobs

Job vacancies Fellowship Programmes

2588 Jobs available

By Free Text Search

By directory

Country: [Research field](#)

Organisation: [Marie Curie vacancies](#)

Career Stage: [Research Profile](#)

14910 Jobs

12/12/2011

P90 Water transport through polymeric coatings into wood

[How to Publish Job Vacancies in 4 steps](#)

News and Events

16th EUROPEAN CAREER FAIR @ MIT

Boston (USA) January 21, 2012

Participant Portal

Research & Innovation - Participants

European Commission > Research & Innovation > Participant Portal

Home My Organisations FP7 Calls Support

LOGIN

Login

Authentication and security help is available [here](#)

NOTICE

The FP7 Calls tab will be unavailable due to maintenance activities on 14th December between 08.00 and 18.00. We are sorry for the inconvenience.

WELCOME

Welcome to the Participant Portal

The Participant Portal is your entry point for electronic administration of EU-funded research and innovation projects, and hosts the services for managing your proposals and projects throughout their lifecycle. Currently the portal covers mainly actions under the 7th EU Framework Programme for Research and Technological Development (FP7). In the future, its coverage will be extended to other programmes in the area of research and innovation.

What does it offer today?

- You can search for FP7 calls for proposals and submit your proposals.
- Depending on your role in projects and organisation, you can register your organisation or provide updates of your organisation's data.
- You can search for the unique identifier of your organisation or provide updates of your organisation's data.

NEED HELP?

- See the [online user manual](#)
- You can consult [FAQs](#)
- Watch the demonstration of the Participant Portal - [introduction](#)
- If you cannot find an answer there, then submit your question via the [eFP7 service desk](#)

[read more](#)

ICT Results ... Results that lead the way

Relevant ICT Links

ICT Results

Welcome to ICT Results

ICT Results is an editorial service created for the European Commission to showcase EU-funded ICT research and activities

[Features & Publications](#)
[Press Desk](#)
[Investors Room](#)
[Help & Links](#)
[ICT Results for You](#)

High-impact ICT research

[Learn more](#)

Robot, object, actor!
 Robotic demonstrators developed by European researchers produce compelling evidence that "thinking-by-doin'g" is the machine themselves in the process.
 29 Oct 2010 - [Read more](#)

Robots "think" with their hands
 Action-centred cognition is a groundbreaking concept in robotics where robots learn to "think" in terms of what actions they can perform.
 18 Oct 2010 - [Read more](#)

Cancer screenings made simple
 Current cervical cancer screening is time consuming and expensive, but now new breakthrough technology developed by European researchers allows non-medical personnel with almost immediate results and at a much lower cost.
 6 Oct 2010 - [Read more](#)

Computers to read your body language?
 Can a computer read your body language? A consortium of European researchers thinks so, and has developed a range of innovative tools.
 4 Oct 2010 - [Read more](#)

Island dreams to become virtual reality
 Three-dimensional versions of Mediterranean islands will be updated virtually automatically with current information from a range of sources.
 22 Sep 2010 - [Read more](#)

Access to data of the past - and the future
 Tools to understand data from out-of-date systems will help rapid integration of data from newly developed systems.
 13 Sep 2010 - [Read more](#)

[browse our back catalogue](#)

Political imperative to act!

- Crisis context of scarce resources
- IT rationalisation process (SEC(2010)1182) and mandate provided by College at its meeting of 30/11/11.
- Commission's new visual identity

The others did it > Therefore: **Yes, we can (as well)**

- **France**
 - Number of websites cut by a factor of 10
- **UK**
 - 77% of websites have been closed so far
 - Second step: moving to a single government domain
- **NL**
 - 16 ministry sites merged into one single government portal

A tough job, for tough people, working together

- 2011 – **Inventory** and **analysis** of all Commission websites
- 2012 – **Rationalisation** and **strategic review** of Commission's web presence
- 2013 – **Implementation** of recommendations



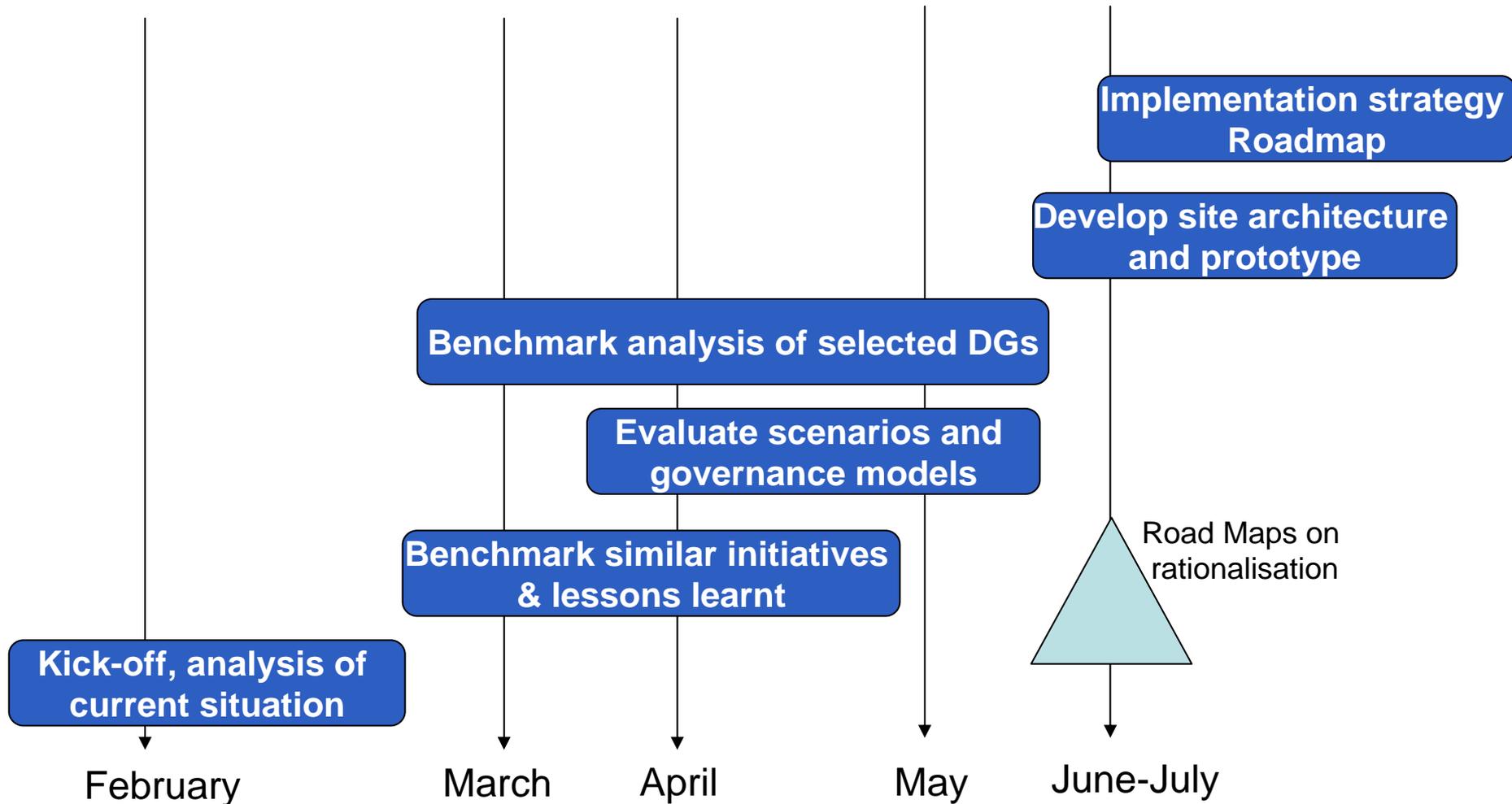
Website rationalisation project – Key questions

Main Considerations

- For the institution – Policy and communication objectives
- For users, expecting one EUROPA:
 - Proliferation of websites (currently appr. 500 websites under EUROPA)
 - Focus on organisations instead of users and tasks
 - Strong differences in quality and quantity
- Internal coordination problems resulting in suboptimal websites at high cost:
 - Websites are managed in a decentralised manner
 - No clear responsibilities assigned for overall coordination
 - Organisational and technical limitations
 - Usage of many different tools
 - Inefficiency and lack of knowledge
 - No coherent performance measurement

- **Objective:**
 - To have a coherent Commission web presence by the end of 2013
 - Achieve rationalisation goals
- **Meaning:**
 - a coherent, easier and faster access to information
 - be a task oriented and user centric website
 - increase public understanding of EU policies and improve the image of the European Union and its institutions amongst European citizens
- **Project scope:**
 - all the Commission sites included in the inventory of EUROPA websites
 - clear focus on the European Commission's Web presence under ec.europa.eu
 - taking into account the inter-institutional level

The Roadmap 2012



The next steps

- February
 - DGs stop investments in new websites
 - ECN members are the contact by default for the Web Rationalisation.
 - Interviews with various stakeholders including DGs managing the portals “Your Europe”, “eJustice” and “Youth on the move”
- February – March: Interviews with 11 pilot DGs
- April - June
 - Interviews with central services, Forum Europa, Internet Editors
 - Explore web governance practices with 11 pilot DGs
 - Discuss governance scenarios with stakeholders
 - Analyse and benchmark current situation with 11 pilot DGs (website usability reviews, user research, etc)
- June - July
 - DGs propose rationalisation plans on the basis of guidance from DG COMM