STAR | Skills Training and Re-Skilling for Carers of People with Dementia

D7.1 – Public Project Website

Version: Interim Report after Month 18

Education and Culture DG

Lifelong Learning Programme

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Proposal no.: 510 364

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1. Summary

This report documents the current status of deliverable 7.1 Public Project Website and serves as a placeholder in order to showcase some of the different sections of the STAR project website that is found on http://www.startraining.eu

The website has been online from the first few months of the project and has been continuously updated in order to reflect the current state of the project. The website is multilingual and is already available in:

- English
- Dutch
- Italian
- Romanian

The following is a high level sitemap with the main sections explained. The following chapters will illustrate screenshots from some of the major section and establish the raison d'etre of each

- Home Page (including choice of language)
    - Project – gives general information about the STAR project
    - Process – explains the various stages of the project
    - European Workshop – highlights the high level event held in Stafford in May 2012
    - Dementia Communities – Provides a discussion place during pilots (from 2013)
    - Contact – helps users to contact the consortium
    - News – the latest information on what's happening in the project
    - Press Room – downloadable printed materials for the project

Web usage statistics are provided in an Annexe, showing that we have had more than 800 unique visitors and that the stay on the site on average three and a half minute, proving that the site is useful to them.

2. Homepage & language choice

The homepage of the STAR website is a welcoming location from which users can immediately read a synopsis of the project, and choose what other information they want to access and in which language. The top bar contains the 5 main sections of the website, and the bottom part has shortcuts to latest news and printed materials.

Homepage in English

http://startraining.eu/index.php/en/

Homepage in Italian at http://startraining.eu/index.php/it/

Homepage in Romanian at http://startraining.eu/index.php/ro/

3. Project section

The section 'Project' is split in 3 main sections:

- **Overview** – An introduction to the project
- **Objectives** – What are the objectives of the project
- **Partners** – Information about all the STAR project partners

The list of Project partners at http://startraining.eu/index.php/en/home/partners

4. Process section

The section 'Process is split into:

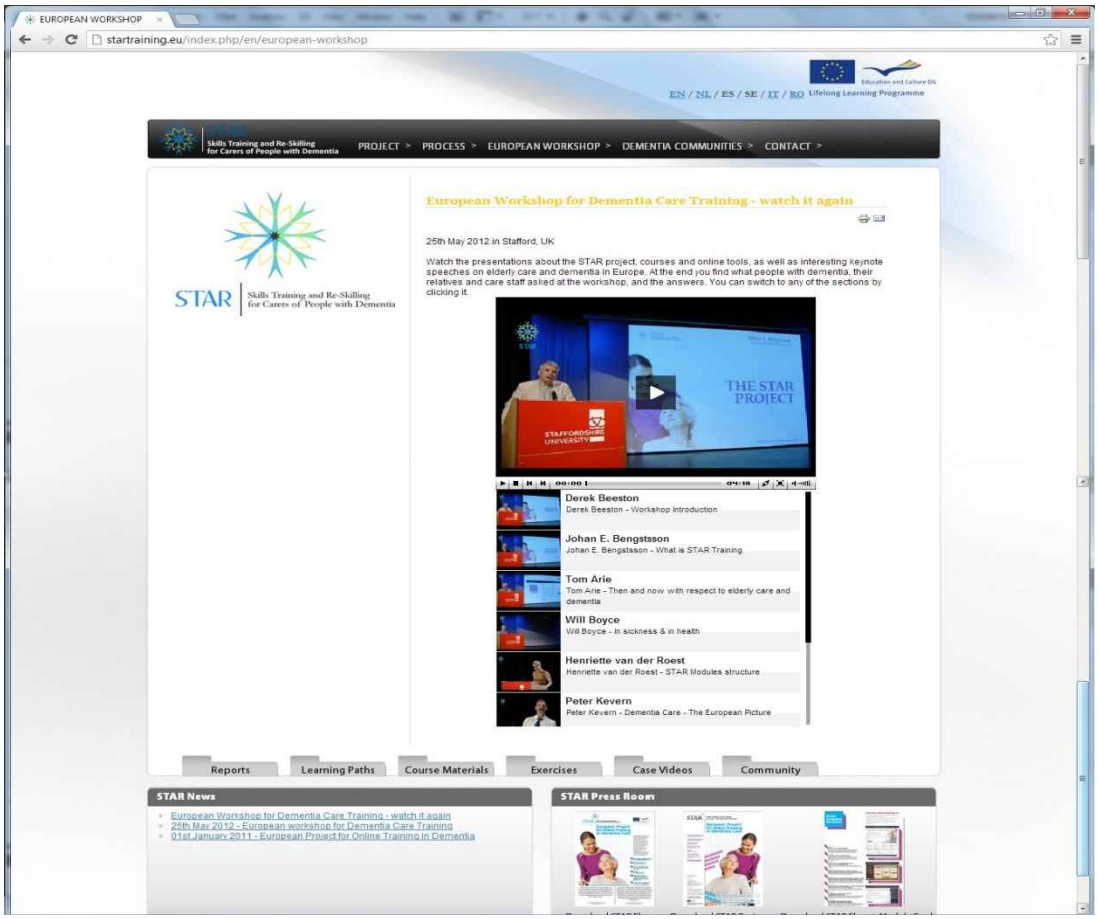
- **Timeline** – An overall list of important dates in the project lifetime
- **Calendar** – A public Google calendar listing project meetings and events
- **Getting Involved** – Ways of contributing to the STAR project

Calendar of Events at http://startraining.eu/index.php/en/process/public-calendar

5. European Workshop section

Held on the 25th May 2012 in Stafford, UK, the European workshop was a success and this section brings it back again to life thanks to the video footage from the day. The videos are split into the different speakers and include:

- **Derek Beeston** – Workshop Introduction
- **Johan E. Bengtsson** – The STAR Project
- **Tom Arie** – Elderly Care and Dementia
- **Will Boyce** – In sickness and in health
- **Henriette van der Roest** – STAR Modules Structure
- **Peter Kevern** – Dementia Care – The European Picture
- **Angele Giuliano** – The STAR eLearning platform
- **Questions and Answers** from the Audience

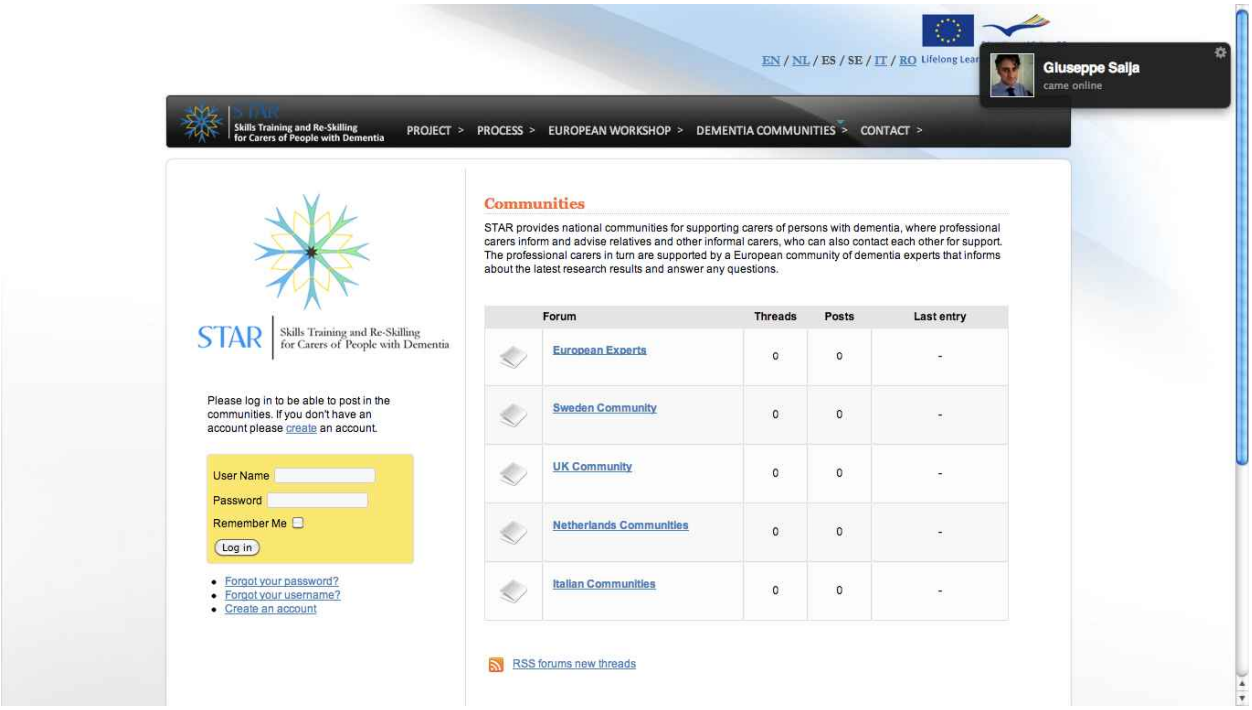


List of videos at http://startraining.eu/index.php/en/european-workshop

6. Dementia Communities

This section is currently a placeholder and will become more alive once the pilots start in 2013. It will be the location where experts, participants of the pilot and general public will share experiences, ask questions and animate the online community. It will be split as follows:

- European Experts
- Sweden Community
- UK Community
- Netherlands Community
- Italian Community



List of online communities at http://startraining.eu/index.php/en/community2/

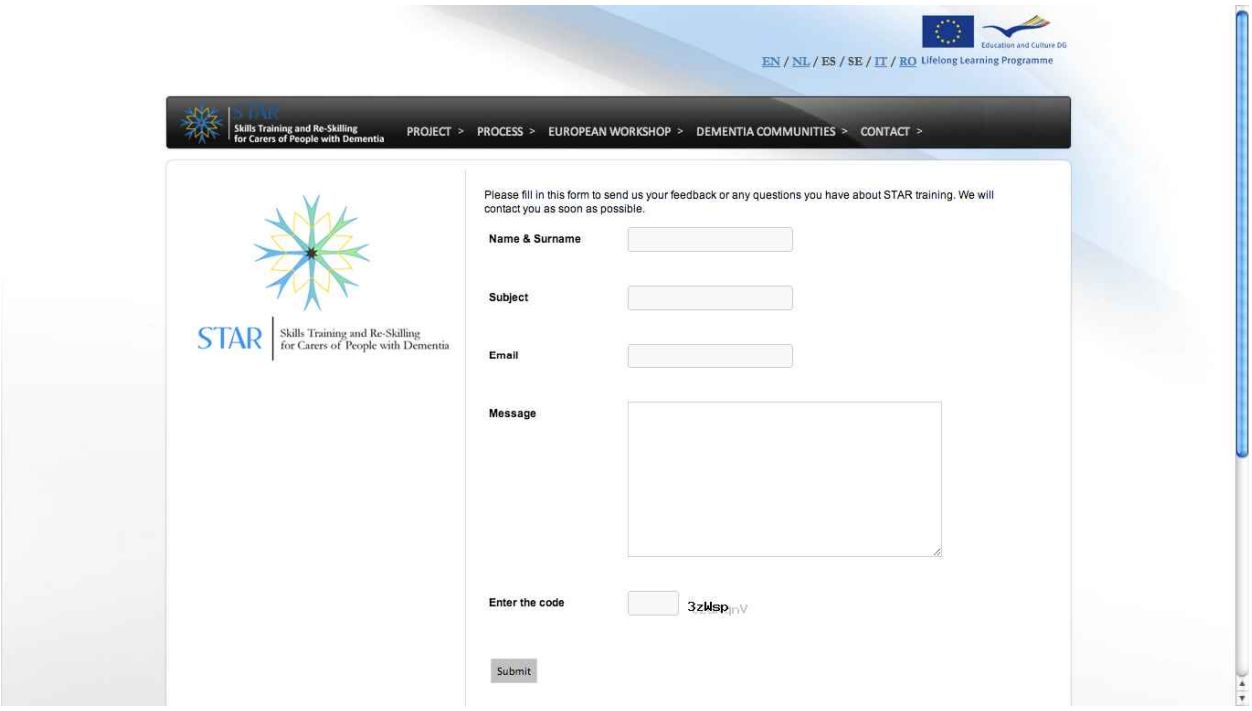
7. Contact, News & Press Room

The Contact page gives a simple form through which the users of the website can get in touch with the consortium.

The Star News are found at the bottom of every page on the left hand side and include latest information on public events and outreach to the general European public

The STAR Press Room, found at the bottom of every page on the left contains three important public downloads in PDF formats:

- The **STAR Flyer** with a generic overview of the project
- The **STAR Poster**
- The **Module Cards** with detailed information on the content of each of the 8 modules



Contact Form at http://startraining.eu/index.php/en/contact/

8. Usage Statistics

This is the usage statistics for www.startraining.eu, until 6th November 2012. It shows that the site receives many visits from all over the world, but in particular from the UK and Sweden.

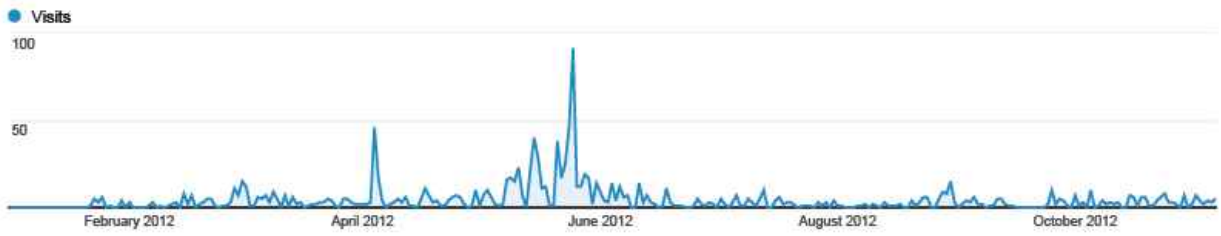
Google Analytics

StarTraining.eu - http://www.startrain...
StarTraining.eu [DEFAULT]

Audience Overview Jan 1, 2012 - Nov 6, 2012

% of visits: 100.00%

Overview



822 people visited this site

- Visits: 1,345
- Unique Visitors: 822
- Pageviews: 5,419
- Pages / Visit: 4.03
- Avg. Visit Duration: 00:03:35
- Bounce Rate: 42.53%
- % New Visits: 61.12%

Language	Visits	% Visits
1. en-us	709	52.71%
2. en-gb	130	9.67%
3. es	97	7.21%
4. nl	68	5.06%
5. sv	51	3.79%
6. nl-nl	45	3.35%
7. de-de	35	2.60%
8. de	34	2.53%
9. es-es	23	1.71%

Google Analytics

StarTraining.eu - http://www.startrain...
StarTraining.eu [DEFAULT]

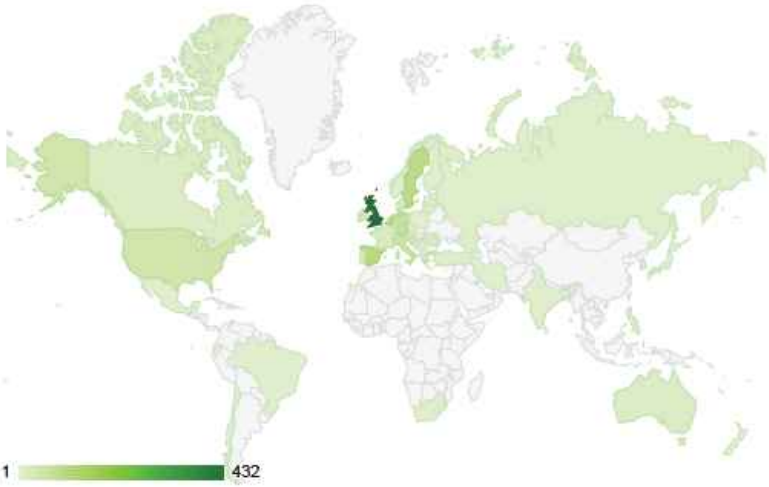
Location

Jan 1, 2012 - Nov 6, 2012

% of visits: 100.00%

Map Overlay

Site Usage



Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1,345	4.03	00:03:35	61.12%	42.53%
% of Total: 100.00% (1,345)	Site Avg: 4.03 (0.00%)	Site Avg: 00:03:35 (0.00%)	Site Avg: 61.12% (0.00%)	Site Avg: 42.53% (0.00%)

	Country / Territory	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1.	United Kingdom	432	3.60	00:03:14	66.44%	34.03%
2.	Malta	190	7.12	00:09:09	31.58%	38.42%
3.	Spain	101	2.28	00:02:33	64.36%	41.58%
4.	Sweden	90	2.82	00:03:13	44.44%	42.22%
5.	Netherlands	89	3.38	00:01:35	51.69%	58.43%
6.	Germany	65	4.09	00:02:44	75.38%	56.92%
7.	Italy	48	4.25	00:01:47	64.58%	52.08%
8.	United States	44	2.86	00:01:01	88.64%	54.55%
9.	Belgium	43	4.84	00:02:46	55.81%	34.88%
10.	Ireland	25	4.04	00:01:27	80.00%	48.00%