HUGE HUB Metrics Report

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27.05.2022

Abstract

The HUGE HUB was created to promote the project with stakeholders and end-users interested in hydrogen technologies. It aims to raise awareness and increase the reach of the project across the NPA area and beyond.

The HUB was made up of three interconnected sections:

- Website
- Workshops and webinars
- Social media channels

The report presents the evaluation of the HUGE HUB metrics obtained during the project; the data showed that with a combination of continuous promotion of the project in social media channels and during the webinars and workshop, HUGE not only reached the projected numbers but also surpassed them by far. As a result, it was observed a continuous increase in the webpage traffic, which is the host of the tools and the case studies developed during the project.

Website metrics

The HUGE website (https://huge-project.eu/) was created as a friendly virtual interface for the project partners, stakeholders and end-users. On the website, it can be found the tools and deliverables developed by the work packages of the project. Also, the application of the technical tools in six different case studies, each representing a region of the NPA area, can be found.

The information is well-organized in more than 50 webpages, including informative tools, best practice examples, hydrogen news in the NPA, hydrogen courses, and searchable databases, among others.

In total, the website was visited more than 8000 times during the project's lifetime. The number of visitors was constantly growing, with an average of 270 visitors per month and spikes reaching almost 450 visitors when new tools, videos, deliverables or presentations were made available (Figure 1). The data showed that the advertisement of the project on social media, on partners' networks, and during the workshops and webinars were crucial to attracting attention to the website.

Figure 1. HUGE website visitors per month.

Visitors' IP addresses

The HUGE project aimed to reach isolated communities across the NPA area, knowing the visitors' IP addresses is an important metric to know where the information is reaching and where more efforts should be done. The top-three countries' IP addresses were the United Kingdom, Ireland and Finland showing that the tools developed in the project reached the NPA area.

In Figure 2, it can be observed that the most active countries are based where a HUGE partner is located. Small numbers were obtained from the Faroes Islands and Iceland that were attributed not to an absence of promotion but a difference in population.
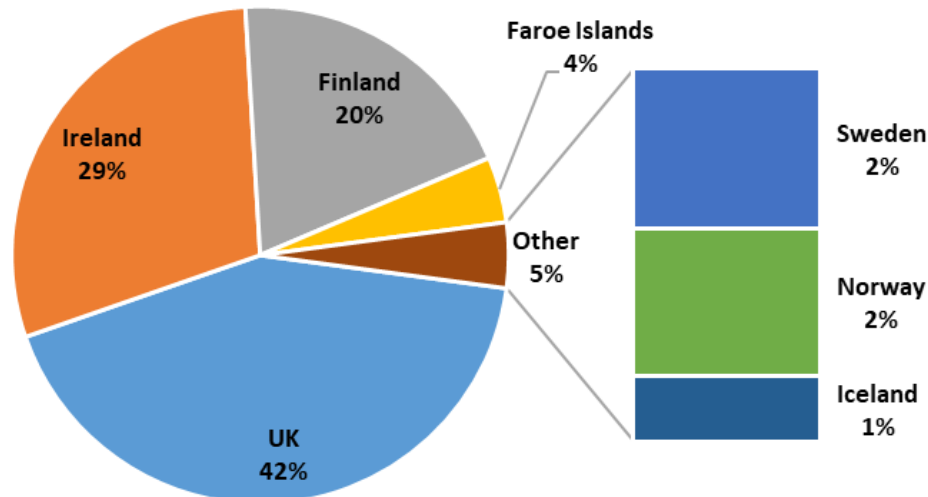

Figure 2. Visitors' IP addresses by country across the NPA area.

The HUGE project was designed specifically to raise awareness in the communities of the NPA area, however, the information developed during the project provoked expectations in different regions of Europe, Asia, North America, South America, and even Australia. In Figure 3, it can be observed the real reach of the project across the globe.
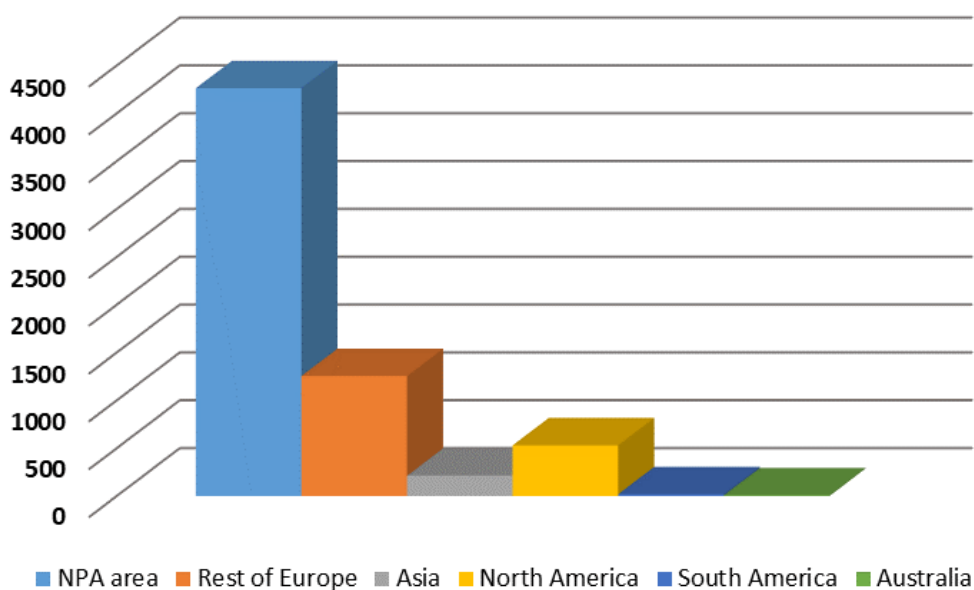

Figure 3. Visitors' IP addresses by global area.

Website traffic

To understand if all the parts of the HUGE HUB are interconnected, it is necessary to analyse how the stakeholders and end-users arrived at the webpage. Previously, we noticed that the spikes observed in more than 400 visits were due to the presentation of a webinar. Hence, the website was attracting direct attention from the attendees of the event. Meanwhile, indirect traffic was represented by social media channels or referrals (partners and associated websites).

The analysis of the indirect traffic provided crucial information for maintaining or increasing the traffic on the website and observing if the HUGE HUB was well-interconnected. More than 50% of the indirect traffic was coming throughout social media channels, showing their importance nowadays. On the other hand, the associated and partners' websites represented almost 40% (Figure 4).
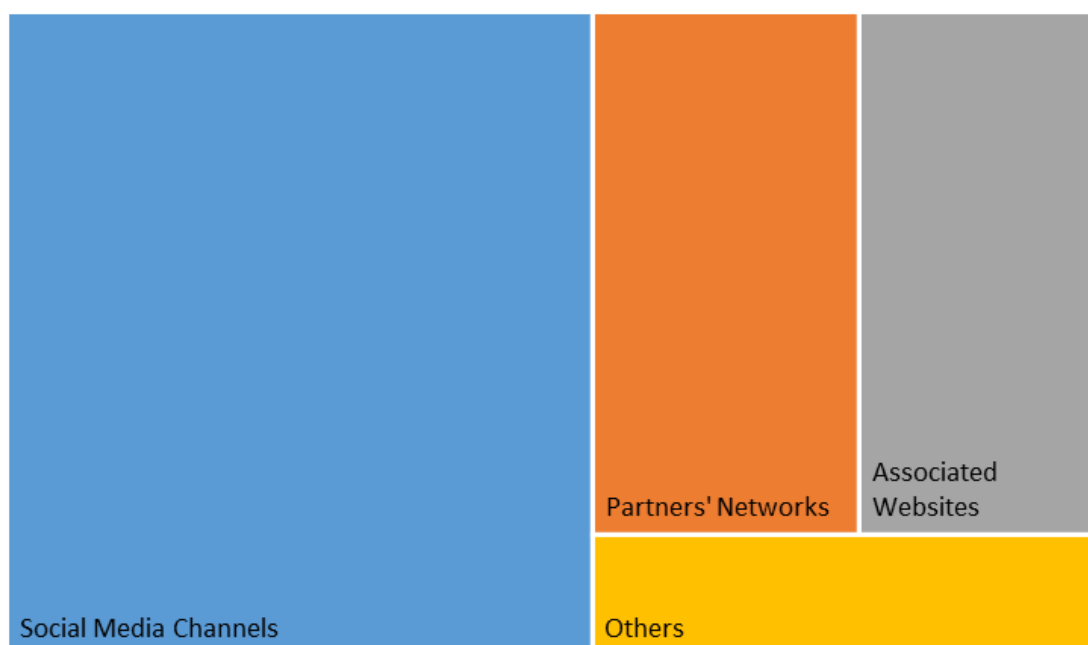

Figure 4. Indirect HUGE website traffic.

The interpretation of the results indicated that being more active in social media was the best option. An analysis of social traffic showed that Facebook was generating more traffic than Twitter and LinkedIn (Figure 5). Nevertheless, it is worth noticing that the combination of the three is necessary to reach the project goals.
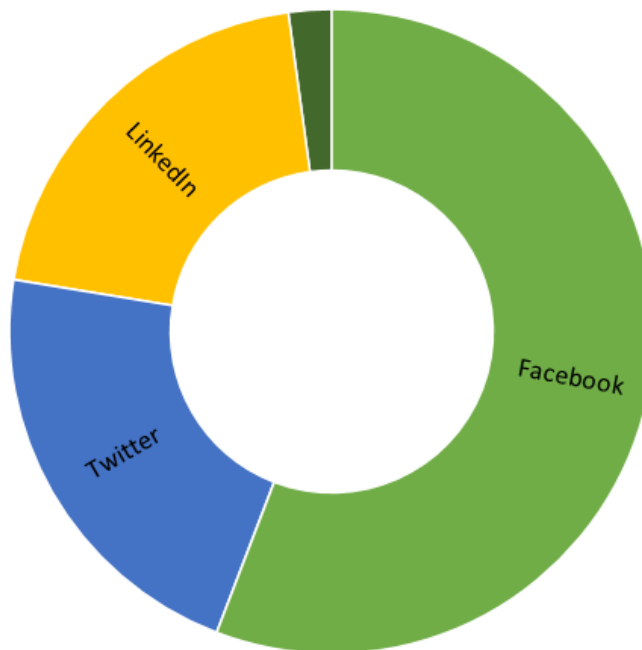
Figure 5. Social traffic of the HUGE project.

Workshops and Webinars

It was planned that each HUGE partner should host a workshop involving stakeholders and end-users of the region with different hydrogen experts, however, due to the COVID-19 pandemic, it was not possible. Webinars emerged as an alternative to approach the population interested in these technologies. We observed that this is a very powerful tool to reach the communities, therefore, at the end of the project, we did not realize only in-person meetings but hybrid workshops.

In the project, two in-person and one hybrid workshop were held in Galway, Lappeenranta and Inverness respectively, reaching 140 stakeholders and end-users. Also, the HUGE project hosted info-gathering workshops for each region to inform about the project. In summary, more than 200 hydrogen actors were reached during these events.

From mid-2020 until early 2022, we hosted six webinars related to the case studies developed in the HUGE project. The webinars mainly were about the marine and in-land sectors, going through hydrogen buses, trucks, vessels, etc. In these events, we reached a total of 1400 attendees, surpassing the goals of the project.

The workshops and webinars were recorded, and the videos and slides have been made available on the website and the HUGE YouTube Channel, increasing, even more, the number of people reached (Table 1).

Table 1. Persons reached during the webinars (live and YouTube).

Webinar	Date	Live	YouTube	Total
Boosting the Economy in Remote Communities via Hydrogen Technologies	Jun-20	77	128	**205**
Building an Ecosystem to Accelerate Maritime	Sep-20	65	132	**197**
How Can Renewables Sustain Resilient Communities?	Feb-21	238		**238**
Hydrogen Trucks: An Opportunity for Heavy Vehicles Decarbonisation	Jun-21	290	2664	**2954**
Hydrogen, Towards a Zero-Emission Fleet	Oct-21	548	61	**609**
Scotland – Transitioning from Oil and Gas Industry: The Case for Green Hydrogen	Jan-22	170	211	**381**

These webinars allow us to reach more than 4500 persons, fulfilling our objectives and reaching the communities from the NPA area, Europe and beyond.

HUGE promotional videos

During the HUGE project, three promotional videos were created. They were used at the start of the webinars, seminars, and on the webpage. The videos, HUGE explainer, HTA introduction, HUGE storytelling, are still available in the HUGE YouTube channel.

The videos allowed to explain the project, promote it, and generate more traffic to the website. Thanks to these videos, more than 600 people were reached (Table 2) and informed about the project and the activities developed on it.

Table 2. Total views of the HUGE promotional videos

HTA introduction	122
HUGE explainer	452
HUGE storytelling	50
Total	624

The goals of the project were surpassed due to the great expectations that the project generated in the NPA region. The number of views between webinars and HUGE promotional videos was more than 5000, a very impressive number showing the reach of the project outputs.

Social media Channels

Four social media channels were created for the project: Facebook, Twitter, LinkedIn, and YouTube. They aimed to be used as direct channels for project news releases and to promote webinars and workshops.

Initially, there was a low quantity of followers, but with the active participation of the project partners, an organic community was created, and then they grew by themselves. In total, more than 1500 people followed us during the project and still do.

Facebook

Isolated communities were the target of the HUGE project, and it was possible to reach them by using this channel. We were able to make the first approach with the end-user from these communities and invite them to join us in our webinars and workshops.

We started with a good number of followers, 130, and we finished the project with 180 (Figure 6).
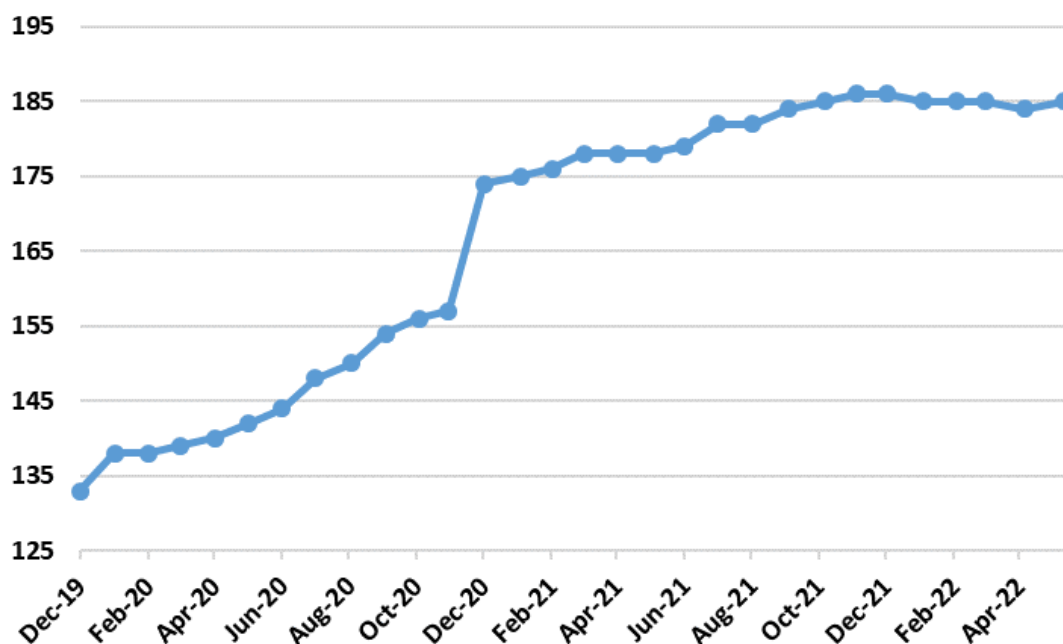

Figure 6. Followers of the HUGE Facebook page per month.

Twitter

The constant promotion of the HUGE webpage and the material developed during the project were possible through social networks. It was the principal strategy to create a community interested in the development of hydrogen technologies. Twitter was an excellent tool to create this community and reach the HUGE project goals.

As with Facebook, we started with a base of 160 followers, which was increased by more than 150% at the end of the project, where we had 426 followers on Twitter (Figure 7). The combination of Twitter and Facebook allow us to reach a wider audience with different backgrounds and put the basis of hydrogen in those isolated communities of the NPA area.
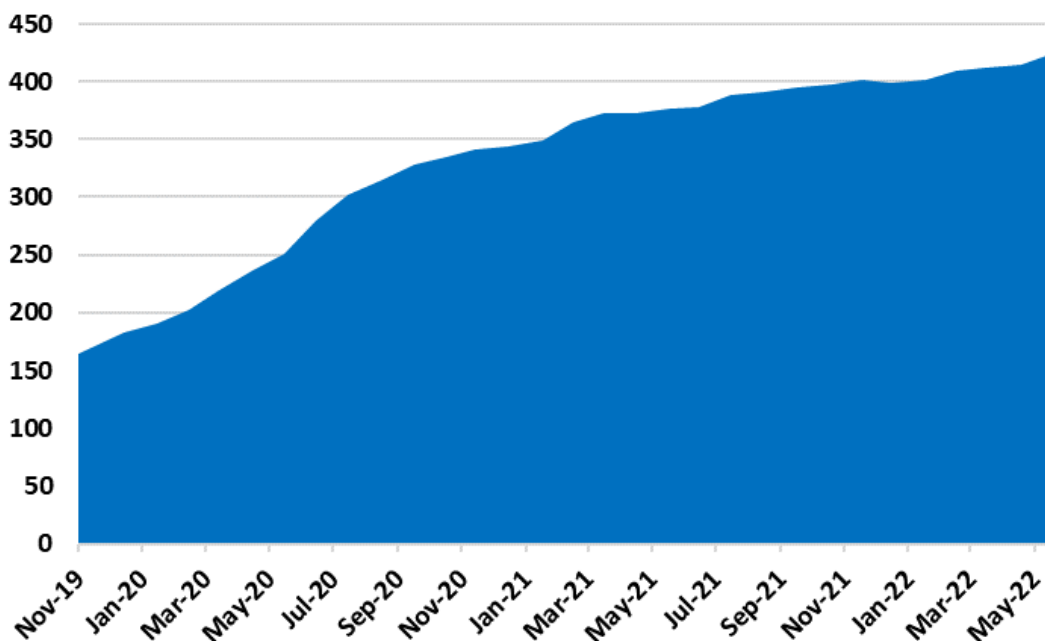
Figure 7. Followers of the HUGE Twitter page per month.

LinkedIn

The end-users were reached mainly with Twitter and Facebook, but also we wanted to approach the stakeholders, which have a more professional profile. Those were reached with very good results with LinkedIn. In this case, we started with a small basis of only 12 followers, but thanks to the promotion of our events, the numbers increased massively until they reach a continuous linear increase per month (Figure 8). At the end of the project, we have 892 followers and still increasing.
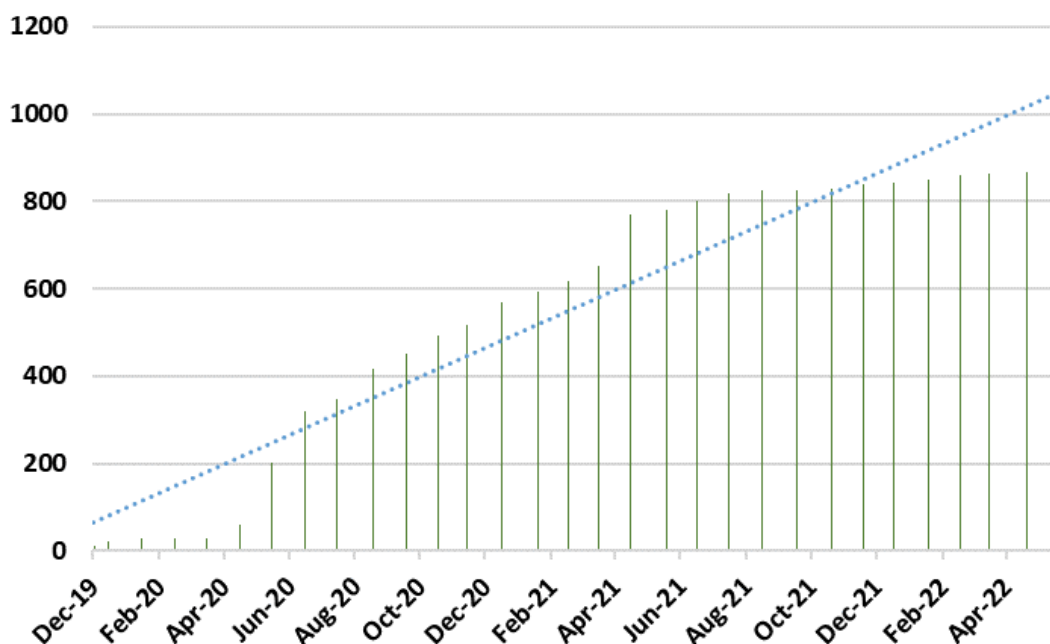

Figure 8. Followers of the HUGE LinkedIn page per month

10

YouTube

The platform allowed not only to promote the events but also it was used as a host of the different videos produced during the project, webinars, live events, etc. The channel, which had non-followers at the beginning, has now more than 55 followers. In the channel are more than 50 different videos available for people interested in hydrogen technologies.

The number of followers could seem to be low in comparison with the other social networks, but the important part for us is the number of views of those videos. We obtained almost 5000 views, meaning that the dissemination of the HUGE project was a success.

Conclusion

The HUGE project has as objective the dissemination of hydrogen technologies across the NPA area. To achieve this goal, the first strategy was to create the website and bring traffic to it in the different in-person workshops. However, this was not possible due to the global problem of COVID-19. Instead, we organised and delivered a good amount of webinars that allow us to promote the hydrogen technologies, reach the end-users and stakeholders and create the HUGE community. The expectations created by the project were increasing and rewarded with the presence of more attendees to our webinars and a continuous increase of followers on social media.

The webinars and social media were used as a combined strategy to increase the traffic to our website, bringing end-users and stakeholders to use the tools available on the website and to take a look at the case studies.

Overall, during the project lifetime the website was visited more than 8000 times, the webinars were listened by more than 4500 people, and the videos were seen by almost 5000 users. The numbers indicate that the goals of the project were fulfilled and even surpassed.