



# Task Performance Measurement

## **Class: Strategy**

### Baseline test (June 2016)

### Analysis

Date: 07/11/2016

Doc. Version: FINAL for VALIDATION

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<b>Doc. Version</b>	FINAL for VALIDATION
<b>Date</b>	07/11/2016

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NOTE: All approvers are required. Records of each approver must be maintained. All reviewers in the list are considered required unless explicitly listed as Optional.

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	TPI expert analysis team	Review	

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The Document Author is authorized to make the following types of changes to the document without requiring that the document be re-approved:

- Editorial, formatting, and spelling
- Clarification

To request a change to this document, contact the Document Author or Owner.

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Revision	Date	Created by	Short Description of Changes
0.11	21/10/2016 – 28/10/2016	Kristin Dom, Nina Thompson-Williams	Review
0.10	28/09/2016	Nina Thompson-Williams	Alignment with updated template
0.9	19/08/2016 - 05/09/2016	Toon Lowette, Kristin Dom, Nina Thompson-Williams	Content review
0.8	11/08/2016	Brian Lamb and Kristin Dom	Content review
0.7	05/08/2016	Kristin Dom	Content review
0.6	02/08/2016	Nina Thompson-Williams	Linguistic review
0.5	27/07/2016	Helen Titchen Beeth	Linguistic review
0.4	26/07/2016	Brian Lamb	Update based on feedback KD
0.3	15/07/2016	Kristin Dom	Content review
0.2	12/07/2016	Kristin Dom	New layout
0.1	Dd/mm/yyyy	Brian Lamb	First observations

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The latest version of this document is stored in the relevant class folder on Z:\1NEW Folder Structure\TPI

## Table of Contents

<b>I. BACKGROUND</b>	4
Task performance measurement	5
The class Strategy	6
Test dates and starting page	7
<b>II. DETAILED RESULTS AND CHARTS</b>	8
A. Overall results for the class	8
Performance (success, failure, task completion time)	8
Overview of test instructions and results	9
Overall findings	10
B. Results by task instruction	12
<b>Instruction 1:</b> How many infrastructure and innovation projects were approved as of May 2016 under the European Fund for Strategic Investments? ...	12
<b>Instruction 2:</b> The EU strategy on adaptation to climate change is being implemented through eight actions. What is action number 1? .....	21
<b>Instruction 3:</b> The Lisbon Treaty sets out the founding values and aims of the EU. What is the EU's first aim as set out in the Treaty? .....	28
<b>Instruction 4:</b> Find the main objectives of the EU health strategy .....	35
<b>Instruction 5:</b> Which EU collaboration scheme enables national authorities to work together to protect people in the event of a natural disaster? .....	40
<b>Instruction 6:</b> Find the official 2015 document on the strategy for the EU to admit new member countries from the Western Balkans .....	47
<b>Instruction 7:</b> What kind of tests were carried out all over Europe as part of the EU energy security strategy? .....	52
<b>Instruction 8:</b> What is the EU trying to ensure by regulating fishing activity across the Union? .....	56
<b>III. ANNEXES</b>	61
Annex 1: EC-wide top task poll results, 2014	61
Annex 2: 'EU strategy, political priorities' top task poll results, 2015	63
Annex 3: Test user profiles	64
Annex 4: Stability of results	66

## I. Background

A central element in the creation of the Commission's new web presence is the building of a **common, task<sup>1</sup>-based information architecture**. To ensure that such a common architecture would be accepted and actually implemented throughout the institution, a rigorous and inclusive process (starting in 2014) of user research and testing was conducted, involving both the DGs and the people using our websites. This process led to the establishment of a top-level architecture (highest level of menu labels), consisting of **15 classes<sup>2</sup>** giving access to the **77 Commission-wide user tasks** collectively identified by all DGs and ranked through an online user poll<sup>3</sup>.

The poll results revealed 6 user tasks as being the most important for respondents, irrespective of where they work and where they live. It also revealed in precise, statistical terms the main audiences interacting with the European Commission online.



Further polls have since been conducted to establish the most important subtasks underneath certain classes and tasks.

<sup>1</sup> A task is what people come to do on our website. Examples include applying for a research grant, finding details on a new legislative proposal, finding people (eg contacting a Commissioner), or looking for information about recruiting staff abroad.

<sup>2</sup> Executive summary on building the information architecture: [http://www.cc.cec/home/europa-info/documents/digital\\_transformation/report\\_on\\_common\\_architecture\\_level\\_1\\_-\\_executive\\_summary.pdf](http://www.cc.cec/home/europa-info/documents/digital_transformation/report_on_common_architecture_level_1_-_executive_summary.pdf)

<sup>3</sup> Carried out in 24 languages with 106,792 valid responses. Factsheet on the May 2014 top tasks poll: [http://www.cc.cec/home/europa-info/documents/digital\\_transformation/factsheet\\_digital\\_transformation\\_user\\_survey\\_final.pdf](http://www.cc.cec/home/europa-info/documents/digital_transformation/factsheet_digital_transformation_user_survey_final.pdf)



## Task performance measurement

A rigorous, task-based approach to the management of the new web presence requires continuous (iterative) testing and improvement, based on sound metrics that **measure how easily and quickly our audiences can complete their tasks on the Commission's websites**. These metrics are provided through task performance measurement tests resulting in an indicator known as the task performance indicator (TPI). Task performance measurement tests (per **class**) were launched in 2016. The first round of testing sets the baseline against which future performance of each class will be measured.

The testing process involves recording and analysing 15-20 one-on-one remote sessions (about 60 minutes) observing and measuring how well representative users<sup>4</sup> can complete a prioritised<sup>5</sup> set of task instructions. The instructions are real task scenarios based on a validated, ranked task list and developed together with DG stakeholders (see overview p. 9). Analysing the results of the tests reveals **patterns in people's behaviour** as they seek to complete the tasks. These patterns allow us to make sense of the data. Testing with 15-20 people is required to get reliable and stable patterns<sup>6</sup>.

Each participant starts the test from the same page. During the introduction, it is made clear to them that although the test starts from this page, they are free to use the internet as they would usually do (Google, Bing, etc.). To keep results comparable over iterations, the starting page needs to be repeatable. In the Commission, the agreed starting page is the Commission homepage: ([ec.europa.eu/index\\_en.htm](http://ec.europa.eu/index_en.htm)).

Using task performance measurement as a continuous-improvement management model offers clear benefits, including:

- **easily-understood indicators** of success, failure and time on task completion.
- **insight into both the current situation and how to improve it**. For example, where testing shows that a particular task has a success rate of 60%, the data will also show what caused the 40% of failures. Addressing and fixing the causes of failure should result in a clear improvement in the success rate when the task is tested again.
- **evidence-based action plan**. Between iterations, and based on the findings of the tests, an action plan can be made to improve content, usability and navigation, focusing on the most urgent issues first.

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<sup>4</sup> See Annex 3: Test user profiles

<sup>5</sup> Prioritisation is based on evidence of user needs, balanced against the organisation's goals.

<sup>6</sup> See Annex 4: Stability of results

## The class Strategy

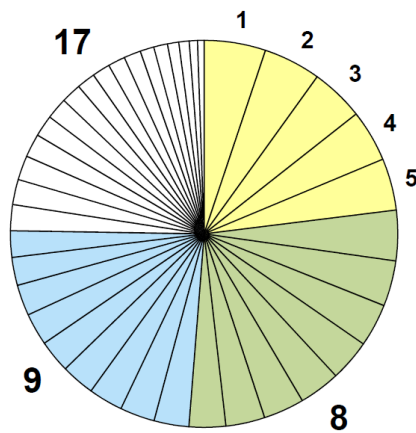
Two sets of data were used to develop the test instructions for task performance measurement:

### 1. Data from work on the top-level architecture for the EC new web presence<sup>7</sup>

The class Strategy contained the following tasks:

Class	Strategy	
Task #	Tasks	Total Vote
5	EU strategy, political priorities	2.8%
36	Relations with non-EU countries, international organisations (diplomacy, cooperation agreements)	1.1%
57	Security, defence (terrorism, sanctions, critical infrastructure)	0.6%
63	Accession of new countries to the EU, enlargement	0.5%
69	Resource security (oil, gas, raw materials)	0.4%
71	Emergencies, disasters, civil protection	0.4%

### 2. Data from the 2015 top task poll on the task "EU strategy, political priorities":<sup>8</sup>



#### 5 Top tasks

1. Financing the implementation of a strategy (European funds)
2. Strategy implementation (initiatives, measures, programmes, action plans etc.)
3. Overall goals of the EU
4. Objectives, goals, aims of a strategy
5. Cooperation between EU institutions and EU countries on a strategy

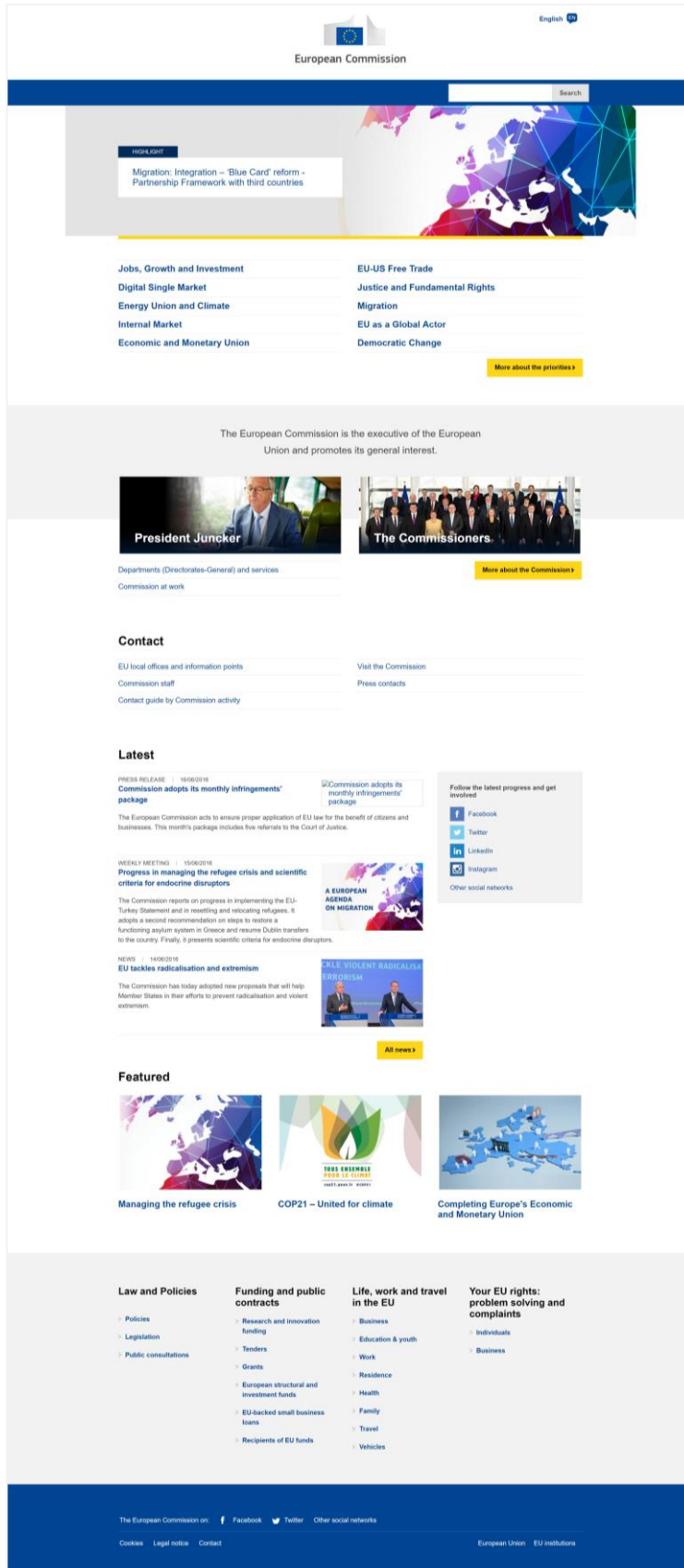
<sup>7</sup> Executive summary on building the information architecture:  
[http://ec.europa.eu/ipg/docs/digital\\_transformation/report\\_on\\_common\\_architecture\\_level\\_1\\_-\\_executive\\_summary.pdf](http://ec.europa.eu/ipg/docs/digital_transformation/report_on_common_architecture_level_1_-_executive_summary.pdf)

<sup>8</sup> Factsheet on "EU strategy, political priorities":  
[http://ec.europa.eu/ipg/docs/digital\\_transformation/factsheet\\_eu\\_strategy\\_user\\_survey\\_150324.pdf](http://ec.europa.eu/ipg/docs/digital_transformation/factsheet_eu_strategy_user_survey_150324.pdf)

## Test dates and starting page

The test took place between 6 - 23 June 2016.

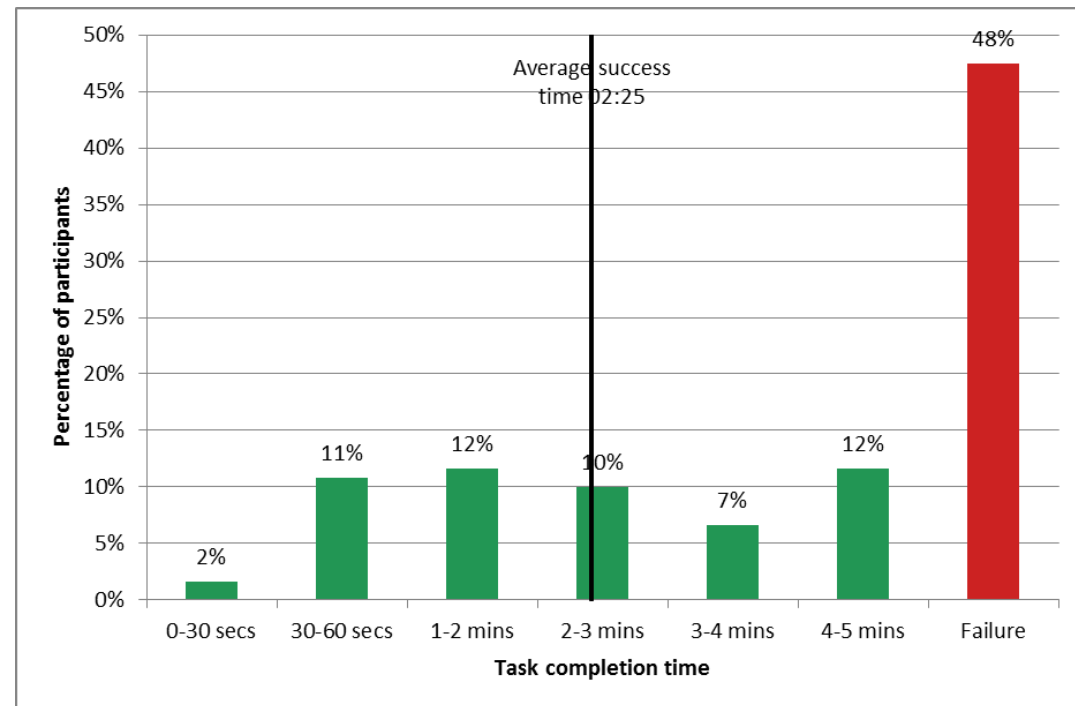
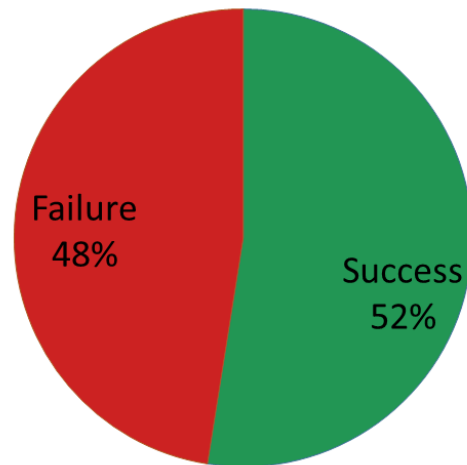
Below is a screenshot of the Commission homepage at the time of testing:



## II. Detailed results and charts

### A. Overall results for the class

Performance (success, failure, task completion time)



## Overview of test instructions and results

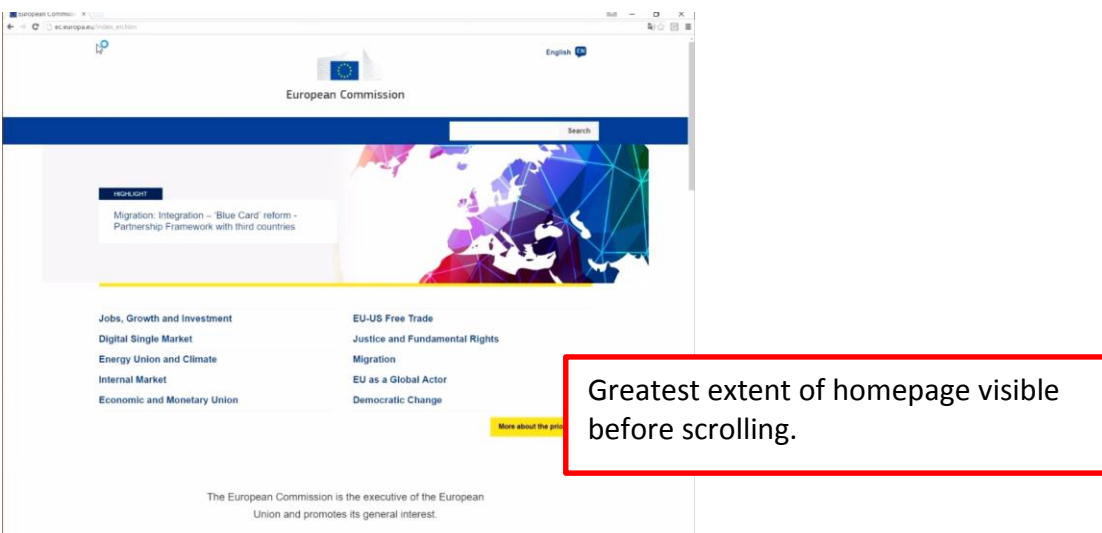
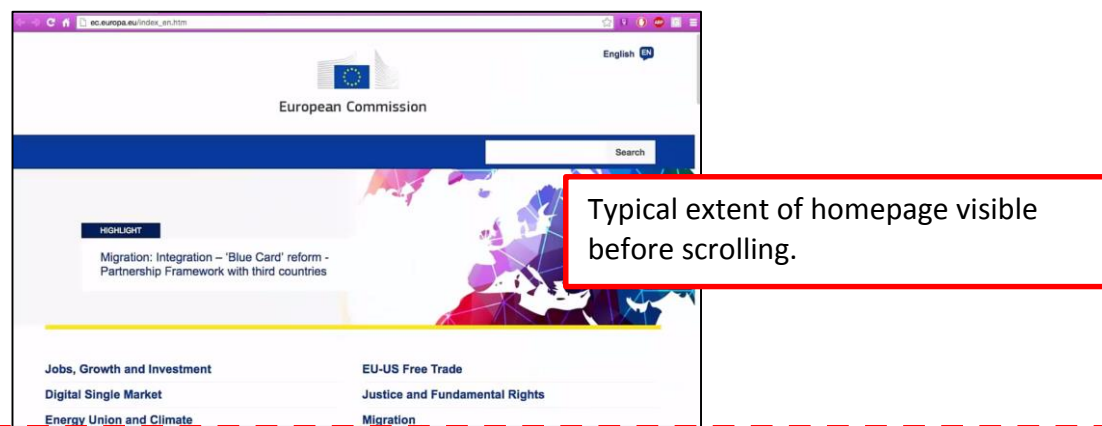
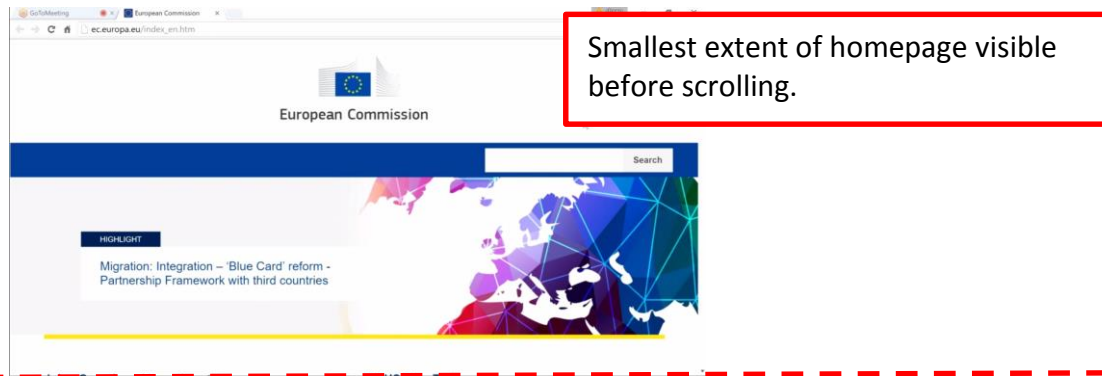
Test instructions were validated on 27 May 2016 by DGs EAC, ECFIN, EMPL, ENV, ENER, GROW, RTD, SANTE, SG, ECHO, COMM.

	Instruction	Success	Average success time (seconds)
1	How many infrastructure and innovation projects were approved as of January 2016 under the European Fund for Strategic Investments?	20%	151
2	The EU strategy on adaptation to climate change is being implemented through eight actions. What is action number 1?	53%	167
3	The Lisbon Treaty sets out the founding values and aims of the EU. What is the EU's first aim as set out in the Treaty?	33%	181
4	Find the main objectives of the EU health strategy	53%	73
5	Which EU collaboration scheme enables national authorities to work together to protect people in the event of a natural disaster?	47%	146
6	Find the official 2015 document on the strategy for the EU to admit new member countries from the Western Balkans	53%	212
7	What kind of tests were carried out all over Europe as part of the EU energy security strategy?	100%	136
8	What is the EU trying to ensure by regulating fishing activity across the Union?	60%	121

## Overall findings

1. The first set of links visible on the homepage (the political priorities) is often assumed to be the main navigation. However the political priorities rarely offer onward paths to solve the tasks being tested. Navigation is therefore often abandoned in favour of search.
2. EC search returns poor results for the following reasons:
  - titles appearing in search results are poor – using numbers, jargon and starting with general instead of specific information
  - titles often too broad and vague
  - many titles appear to be exact duplicates, but may link to different pages.
  - the search box is too small to see the full search string and correct any spelling mistakes
  - results are clogged with press releases, blog posts, irrelevant or old content, and events
  - no landing/overview/summary pages for top tasks appear in results.
3. Google search returns better results but the absence of landing/summary pages still made solving tasks difficult.
4. Many destination pages on DG websites caused problems for people solving tasks, or slowed task completion times, due to:
  - confusing menus and links
  - blocks of text not broken up with subheadings, bullets, etc., making them difficult to scan
  - onward links to solve tasks often appear in blocks of text so are difficult to spot
  - people have to adapt to many different page layouts, with different designs for navigation and search, requiring more effort.

5. EU home page navigation links are often “below the fold” (indicated by red line below):



## B. Results by task instruction

**Instruction 1:** *How many infrastructure and innovation projects were approved as of May 2016 under the European Fund for Strategic Investments?*

### 1.1. Task reference

- Top task 5 from EC-wide poll 2014 ( EU strategy, political priorities)
- Top task 1 from 'Strategy' poll 2015 (Financing the implementation of a strategy (European funds))

### 1.2. Correct answer and target page

Download the pdf at: [http://ec.europa.eu/priorities/sites/beta-political/files/ip-stateofplay-may2016\\_en.pdf](http://ec.europa.eu/priorities/sites/beta-political/files/ip-stateofplay-may2016_en.pdf)

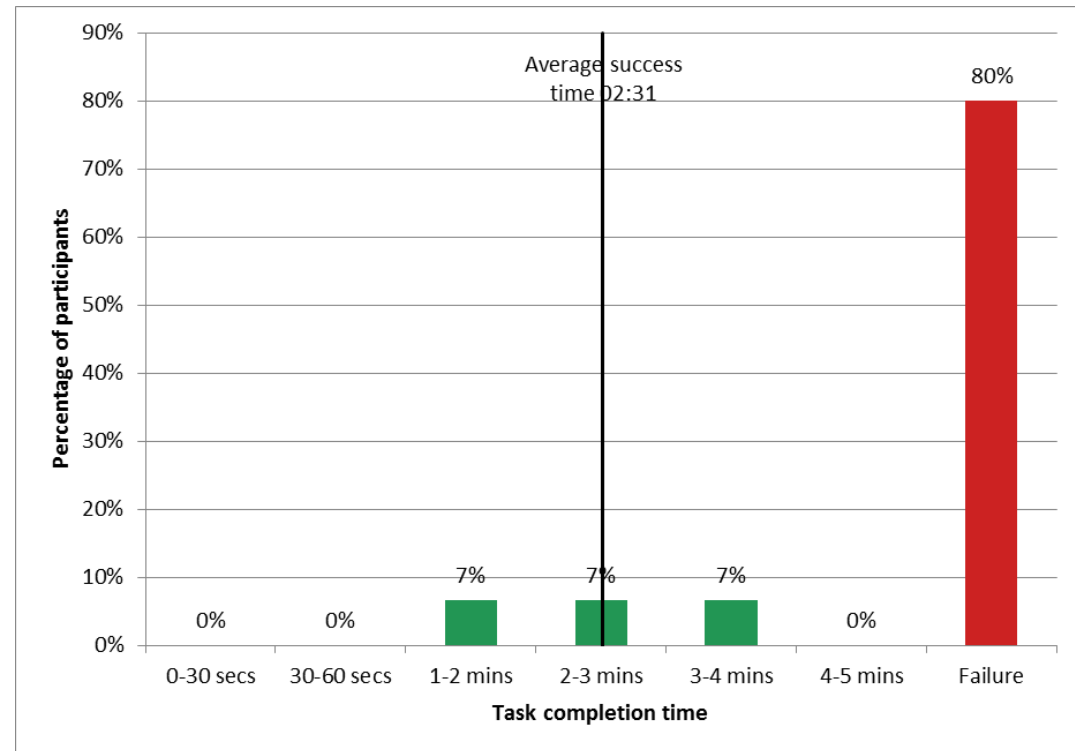
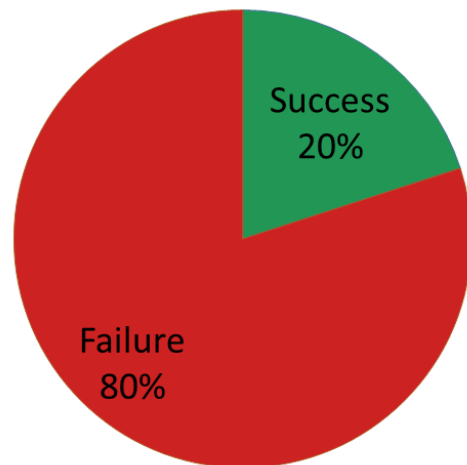
Answer = 64





### 1.3. Performance

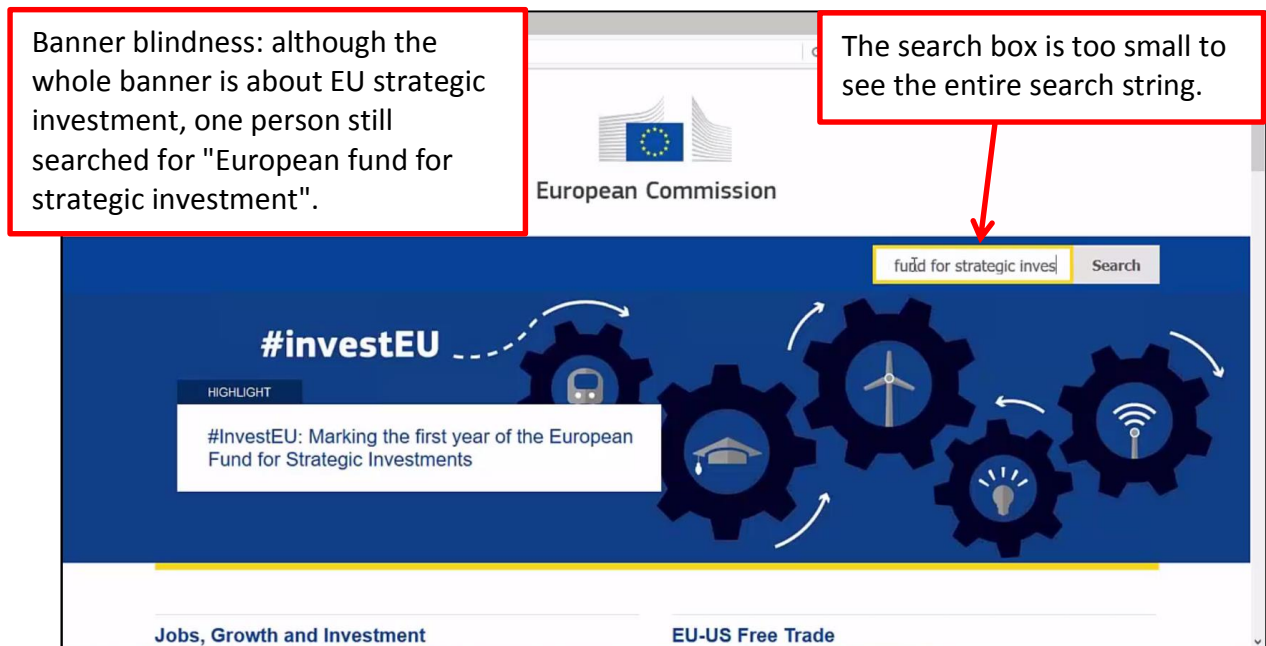
*Instruction 1: How many infrastructure and innovation projects were approved as of May 2016 under the European Fund for Strategic Investments?*



## 1.4. Findings

- Homepage main navigation (Political priorities) not often used
- Investment plan pages: confusing menus and links
- EC search returns poor results
- European Investment Bank pages do not provide onward paths to solve this task

1. **Homepage main navigation not often used.** The dominant banner about the European Fund for Strategic Investments was disregarded as a navigation item. Only two people clicked on a political priority (Jobs, Growth and Investment) but were unable to complete the task as the onward links were missed.



## 2. Investment plan pages: confusing menus and links.

The labels of the links which lead to the answer for this task were not recognised as being relevant.

European Commission > Priorities > Jobs, Growth and Investment >

# Investment Plan

Priority  
Vice-President

Jobs, Growth and Investment  
Jyrki Katainen

The Investment Plan focuses on removing obstacles to investment, providing visibility and technical assistance to investment projects and making smarter use of new and existing financial resources. To achieve these goals, the plan is active in three areas:

- mobilising investments of at least €315 billion in three years
- supporting investment in the real economy
- creating an investment friendly environment.

[Results so far >](#)

Close  
Piwik Analytics(2)  
Disable notifications until tomorrow

European Commission > Priorities >

English EN

fund 1 di 2

nd for Strategic Investments Search

COLLECTION

## Investment Plan - results so far

First published on: 23 May 2016

The Investment Plan is already showing results. Below you will find the updated state of play, including a break-down by sector and by country.


### Documents

1 JUNE 2016

[Investment Plan - EU-wide state of play May 2016](#)



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 **EUROPEAN COMMISSION**

European Commission > Search

## Search

infrastructure and innovation projects European Fund for Strategic Investments

Search options

Date: All

**WEB** **European Fund for Strategic Investments (EFSI) | Digital Single...**  
[ec.europa.eu/.../european-fund-strategic-investments-efsi](http://ec.europa.eu/digital-single-market/en/content/european-fund-strategic-investments-efsi)  
**25 Jun 2016** - ICT4Society Students at ICT 2015 Discussion Forums **European Fund for Strategic Investments (EFSI) Discussion** Published by Rapolas Lakavicius on 12/10/2015 Groups audience:


The search string “infrastructure and innovation projects European Fund for Strategic Investments” produces these results. The title of the first result begins with the general area “European Fund for Strategic Investment...” (EFSI) but leads to a very specific discussion page relating to the Broadband Aggregation Group.

There is no overview page with high-level facts and figures for the EFSI and logical onward links for more detail.

[ec.europa.eu/digital-single-market/en/content/european-fund-strategic-investments-efsi](http://ec.europa.eu/digital-single-market/en/content/european-fund-strategic-investments-efsi)

WeTransfer | Welcome to InterCall | Garmin Connect | IFenergy lab | TK Dealer's Portal | Fleet logistics online | Thermoking.com | Proxyclick - Manage F | Google | Suggested Sites

Create An ECAS Account | ECAS Login | About | Contact | Legal notice | Search | English (en)

 **DIGITAL SINGLE MARKET**  
Digital Economy & Society

European Commission > European Fund for Strategic Investments (EFSI)

The strategy | Economy | Society | Access & connectivity | Research & Innovation | **DG CONNECT**

**DG CONNECT**

Who we are  
Advisors  
Events  
Funding Opportunities  
Newsletters  
Consultations  
Blog  
Discussions


CoP for Better self- and co-regulation

Broadband Europe

Broadband Aggregation Group

Broadband Aggregation Group library

ICT4Society  
Students at ICT 2015  
Discussion Forums

 **European Fund for Strategic Investments (EFSI)**

Published by [lakavra](#) on 12/10/2015

Please share your knowledge and experience on European Fund for Strategic Investments (EFSI). Your comments, questions and remarks are very much appreciated.

We already have some questions about EFSI to start discussion:

- What is the relationship between an EFSI funding and possible co-financing? Is it possible to combine a co-financing (i.e. through the European Structural and Investment Funds) with the EFSI in order to aggregate projects?

It is possible to combine grants from almost all EU sources and loans supported by the EU (CEF, EFSI, Innovfin and COSME) provided that the project falls within the eligibility criteria of programs that establish such financial support. Special attention should be paid for eligibility of costs items, because there are some restrictions not allowing the same cost items to be financed from multiple EU related sources (i.e. ESIF and Horizon2020). For more details please see relevant guidelines: [http://ec.europa.eu/regional\\_policy/sources/docgener/guides/synergy/synergies\\_en.pdf](http://ec.europa.eu/regional_policy/sources/docgener/guides/synergy/synergies_en.pdf)

Member States often use structural programme loans from the EIB to co-finance


**Groups:**

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Policy Officer



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**EUROPEAN COMMISSION**

European Commission > Search

**Search**

european fund strategic investment project approved

Not very good results when someone is looking for "European fund strategic investment project approved".

**Filter by**

- Business & industry (263)
- Economy, finance and investment (422)
- Environment, food & natural resources (113)
- EU in the world (205)
- Functioning of the EU (742)
- Health, Wellbeing & Consumer Protection (21)
- Infrastructure, research & innovation (104)
- Life & Rights in the EU (15)
- Media, culture & languages in the EU (28)
- Others (57)
- Work & Education (128)

**WEB** Opening speech at the AGRIFISH Council meeting | European Commi...  
[ec.europa.eu/.../opening-speech-agrifish-council-meeting\\_en](#)  
**11 Apr 2016** - The European Fund for Strategic Investments (EFSI) is in place since the summer of 2015 (entry into force of the EFSI Regulation on 4 July 2015). A significant number (54)

**WEB** INVESTMENT PLAN AND ITS PRACTICAL IMPACT ON YOUTH UNEMPLOYMENT ...  
[ec.europa.eu/.../investment-plan-and-its-practical-impact-youth-unemployment-and-investment-education\\_en](#)  
**14 Apr 2016** - tool of the Investment Plan: European Fund for Strategic Investments, the number of projects and their sectorial as well as geographic coverage has been increasing constantly

**WEB** European Parliament Speech : Vision for investment in Transport...  
[ec.europa.eu/.../european-parliament-speech-vision-investment-transport\\_en](#)  
**23 May 2016** - European Parliament Speech : Vision for investment in Transport Dear Members of the European Parliament, I am happy to be here to discuss the progress on the implementation

**WEB** Let investors know about your project! | European Commission  
[ec.europa.eu/commission/.../let-investors-know-about-your-project\\_en](#)  
**15 Mar 2016** - grow and create new jobs; which would our lives more enjoyable, sustainable, and efficient. The EU is not trying to replace private investors; it is attracting private investment

**WEB** Speech at the conference on 20 April 2nd Healthy Buildings Days...  
[ec.europa.eu/.../speech-conference-20-april-2nd-healthy-buildings-days\\_en](#)  
**20 Apr 2016** - efficiency. Furthermore, boosting investment in sustainable energy projects is one of strategic priorities of the European Fund for Strategic Investments where we can expect

**WEB** Policy - European Commission  
[ec.europa.eu/health/investment\\_plan/policy/index\\_en.htm](#)

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**EUROPEAN COMMISSION**

European Commission > Search

**Search**

european fund for strategic investments

**Search options**

Date  
All

Language  
English

The logical search term "European fund for strategic investments" returned two results relating only to Malta.

**WEB** Investment Plan for Europe: European Fund for Strategic Investm...  
[ec.europa.eu/.../investment-plan-europe-european-fund-strategic-investments-be-extended-following-successful\\_en](#)  
**10 Jun 2016** - of the European Fund for Strategic Investments (EFSI), the Commission takes stock of achievements to date. Today the Commission shares the lessons learned and makes clear

**WEB** Financing by the European Fund for Strategic Investment continu...  
[ec.europa.eu/.../financing-european-fund-strategic-investment-continues-grow-fast\\_en](#)  
**10 Jun 2016** - Representation in Malta Menu > > Financing by the European Fund for Strategic Investment continues to grow fast Browse section: Financing by the European Fund for Strategic

**WEB** Commission presents law for the European Fund for Strategic Inv...  
[ec.europa.eu/.../commission-presents-law-european-fund-strategic-investments\\_en](#)  
**10 Jun 2016** - Representation in Malta Menu > > Commission presents law for the European Fund for Strategic Investments Browse section: Commission presents law for the European Fund


**WEB** UK a big winner from the first year of the European Fund for St...

GoToMeeting

Search - European Comm... Investment Plan for Euro... Investment Plan for Euro...

ec.europa.eu/malta/news/investment-plan-europe-european-fund-strategic-investments-ready-take-autumn\_en

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 REPRESENTATION IN MALTA

European Commission > Malta > News > Investment Plan for Europe: European Fund for Strategic Investments ready for take-off in autumn

Home page About us Services **News** Events Business and funding Education

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Investment Plan for Europe: European Fund for Strategic Investments ready for take-off in autumn

 #investEU

On Wednesday 22 July, the European Commission put the final building blocks in place to kick-start investment in the real economy. A package of measures were agreed upon in order to ensure that the European Fund for Strategic Investments (EFSI) will be up and running by early autumn 2015, keeping the ambitious timetable set by President Jean-Claude Juncker to implement the Investment Plan for Europe. The Commission has just published a Communication on the role of National Promotional Banks (NPBs) in supporting the Investment Plan for Europe.

European Commission Vice-President Jyrki Katainen, responsible for Jobs, Growth, Investment and Competitiveness, said: "National Promotional Banks have a very important role to play in making the Investment Plan a success. Already nine Member States have come forward with contributions to the Investment Plan via their promotional banks, which have invaluable local expertise and knowledge. The European Investment Bank is already working closely with those NPBs, and we hope many more will be inspired to step up their efforts."

Commissioner Pierre Moscovici, responsible for Economic and Financial Affairs, Taxation and Customs, said: "The synergy between European and national tools will be essential to start rapidly closing the investment gap that our

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#### 4. European Investment Bank pages do not provide onward paths to solve this task.

### EFSI dashboard (updated 16 June 2016)

**Of which**  
**EUR 9.8 bn**  
signed

**Approved EFSI financing\***

**EUR 17.7 bn**  
\*EIB approved EUR 11 bn  
EIF approved EUR 6.7 bn

## EIB Group figures

As of 16/06/2016

Total investment related to EFSI approvals

**EUR 106.8 bn**

**EIB + EIF** 34% **EUR 31.5 bn**

### EFSI investment by sector

Sector	Percentage
RDI	27%
Smaller companies	25%
Energy	22%
Digital	12%
Transport	6%
Environment and resource efficiency	3%
Social infrastructure	3%

**266 approved transactions in 26 of 28 EU countries**

Many participants landed on European Investment Bank pages:

- Some people assumed the number of approved transactions on the EFSI dashboard page was the answer to the task.
- The page does not offer an onward path to solve this task (e.g. a link to the approved projects list).
- Many participants also landed on the EFSI project list but were unable to solve the task from that page.

### European Investment Bank

The EIB bank

**About** **Products** **Projects**

## EFSI project list

The information on this page is not part of formal EIB Group reporting and is for information purposes only. Approvals of EIB projects by the EIB Board of Directors are a requirement for financing negotiations with project promoters which, if successful, lead to signatures.

For a complete overview of EIF transactions under EFSI click [here](#).

**Filter**

Sector

Country or Territory

**Search**

\*: Projects approved at most recent EIB Board of Directors meeting

### Projects

Title	Country or Territory	Sector	Approval date
CALVIN SMARTMETER PROGRAMME *	United Kingdom	Energy	19/05/2016
MALL OF TRIPLA NEAR-ZERO ENERGY BUILDING PROJECT *	Finland	Services	19/05/2016
APERAM R&D AND COHESION REGIONS *	France	Industry	19/05/2016
FOND-ICO RISK SHARING LOAN *	Spain	Credit lines	19/05/2016
INFRACAPITAL GREENFIELD INFRASTRUCTURE FUND *	United Kingdom	Health	19/05/2016



**Instruction 2:** The EU strategy on adaptation to climate change is being implemented through eight actions. What is action number 1?


## 2.1. Task reference

- Top task 5 from EC-wide poll 2014 ( EU strategy, political priorities)
- Top task 2 from 'Strategy' poll 2015 (Strategy implementation (initiatives, measures, programmes, action plans etc.))

## 2.2. Correct answer and target page

[http://ec.europa.eu/clima/publications/docs/eu\\_strategy\\_en.pdf](http://ec.europa.eu/clima/publications/docs/eu_strategy_en.pdf)

Answer = On page 2, first line under "Implementation of the EU Adaptation Strategy is based on eight actions": Encourage all Member States to adopt comprehensive adaptation strategies



**3. Promoting adaptation in key vulnerable sectors** through agriculture, fisheries and cohesion policy, ensuring that Europe's infrastructure is made more resilient, and encouraging the use of insurance against natural and man-made disasters.

**Implementation of the EU Adaptation Strategy is based on eight actions**

**Action 1** Encourage all Member States to adopt comprehensive adaptation strategies

- The Commission will develop an 'adaptation preparedness scoreboard', identifying key indicators for measuring Member States' level of readiness.
- In 2017, the Commission will assess whether action being taken in the Member States is sufficient. If it deems progress insufficient, the Commission will consider proposing a legally binding instrument.

**Action 2** Provide LIFE funding to support capacity building and step up adaptation action in Europe (2014-2020)

- A climate-action sub-programme will be created under the 2014-2020 LIFE funding programme for the environment. This will substantially increase the LIFE funds available to combat climate change.
- Priority vulnerable areas have been identified to steer discussions with Member States on the 2014-2020 LIFE work programme.

**Action 3** Introduce adaptation in the Covenant of Mayors framework (2013/2014)

- The Commission will support adaptation in cities. It will do this in particular by launching an initiative, based on the model of the Covenant of Mayors, through which local authorities can make a voluntary commitment to adopt local adaptation strategies and awareness-raising activities.

**Action 4** Bridge the knowledge gap

- The Commission will work further with Member States and stakeholders to identify adaptation knowledge gaps and the relevant tools and methodologies to address them. The findings will be fed into the programming of Horizon 2020, the EU's 2014-2020 framework programme for research and innovation, and will address the need for better interface between science, policy making and business.
- The Commission will promote EU-wide vulnerability assessments, taking into account, inter alia, the cross-sectoral EU overview of natural and man-made risks that it will produce in 2015. It will in particular support the Joint Research Centre in its work on estimating the implications of climate change and undertake a comprehensive review of what global climate change will mean for the EU.

**Action 5** Further develop Climate-ADAPT as the 'one-stop shop' for adaptation information in Europe

- The Commission and the European Environment Agency will improve access to information and develop interaction between Climate-ADAPT and other relevant platforms, including regional and local adaptation portals (2015/2016).
- Special attention will be given to cost-benefit assessments of different policy experiments and to innovative funding, through closer interaction with regional and local authorities and financial institutions.
- Work on the inclusion of the future Copernicus climate services (previously known as GMES – Global Monitoring for Environment and Security) will start in 2014.

**Action 6** Facilitate the climate-proofing of the Common Agricultural Policy (CAP), the Cohesion Policy and the Common Fisheries Policy (CFP)

- As part of the Adaptation Strategy package the Commission has provided guidance on how to further integrate adaptation into the CAP, the Cohesion Policy and the CFP. This guidance aims to help managing authorities and other stakeholders involved in programme design, development and implementation during the 2014-2020 budget period.
- Member States and regions can also use funding under the 2014-2020 Cohesion Policy and CAP to address knowledge gaps, to invest in the necessary analyses, risk assessments and tools, and to build up capacities for adaptation.

**Action 7** Ensuring more resilient infrastructure

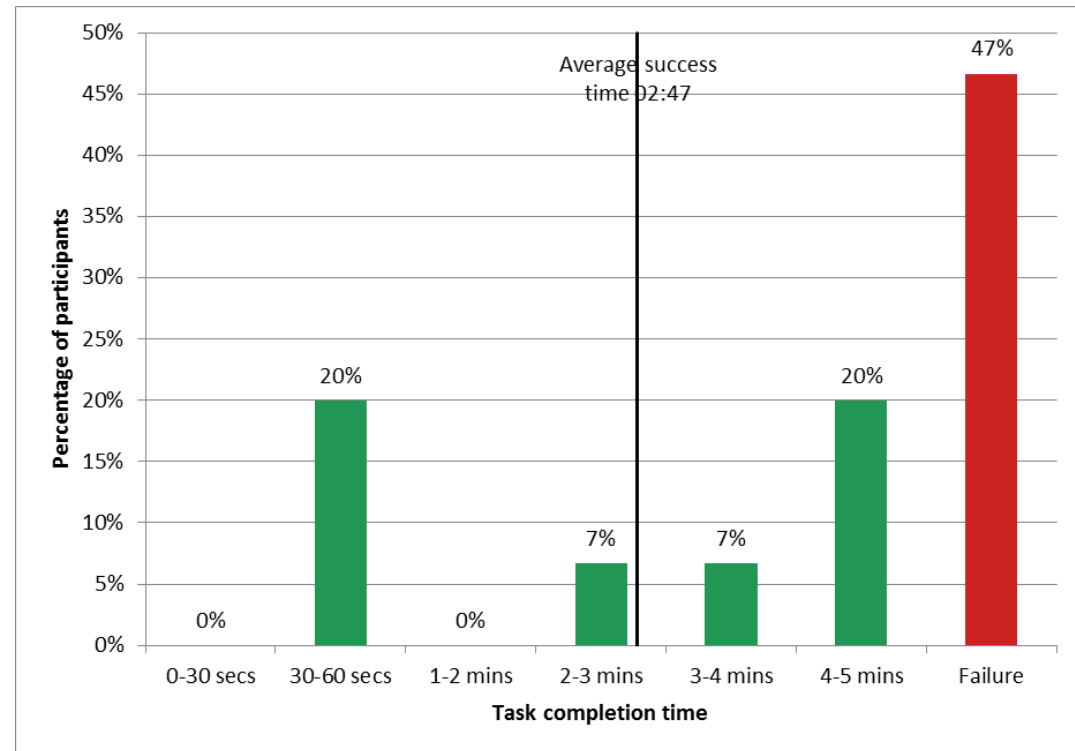
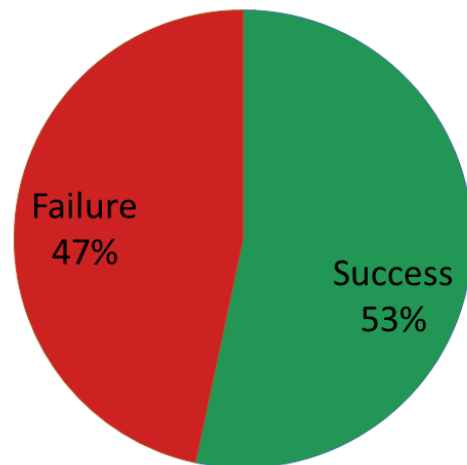
- In 2013 the Commission will launch a mandate for European standardisation organisations to start mapping industry-relevant standards in the area of energy, transport and buildings and to identify standards that need to be revised to achieve better inclusion of adaptation considerations.
- The Adaptation Strategy package provides guidelines to help project developers working on infrastructure and physical assets to climate-proof vulnerable investments.
- Drawing on the results of its Communication on Green Infrastructure, adopted in May 2013, the Commission will explore the need to provide additional guidance for authorities and decision makers, civil society, private business and conservation practitioners to ensure the full mobilisation of ecosystem-based approaches to adaptation. This will be done by the end of 2015.

**Action 8** Promote insurance and other financial products for resilient investment and business decisions

- The Green Paper on the insurance of natural and man-made disasters, adopted as part of the Adaptation Strategy package, is a first step towards encouraging insurers to improve the way they help to manage climate change risks. A report on the results of the public consultation associated with the Green Paper will be published in the second half of 2015.
- The Commission's aim is to improve the market penetration of natural disaster insurance and to unleash the full potential of insurance pricing and other financial products for risk-awareness prevention and mitigation and for long-term resilience in investment and business decisions (2014-2015). A process has been launched to increase involvement of the insurance and financial sector. The results of this exercise will be disseminated via Climate-ADAPT in particular.

### 2.3. Performance

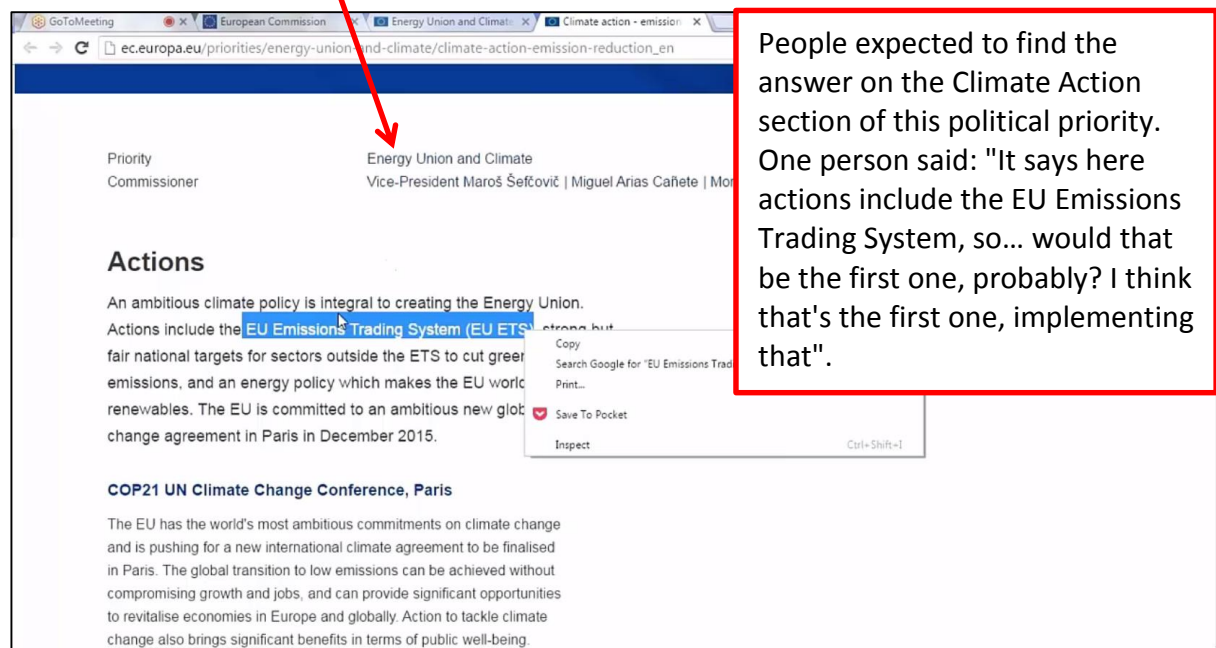
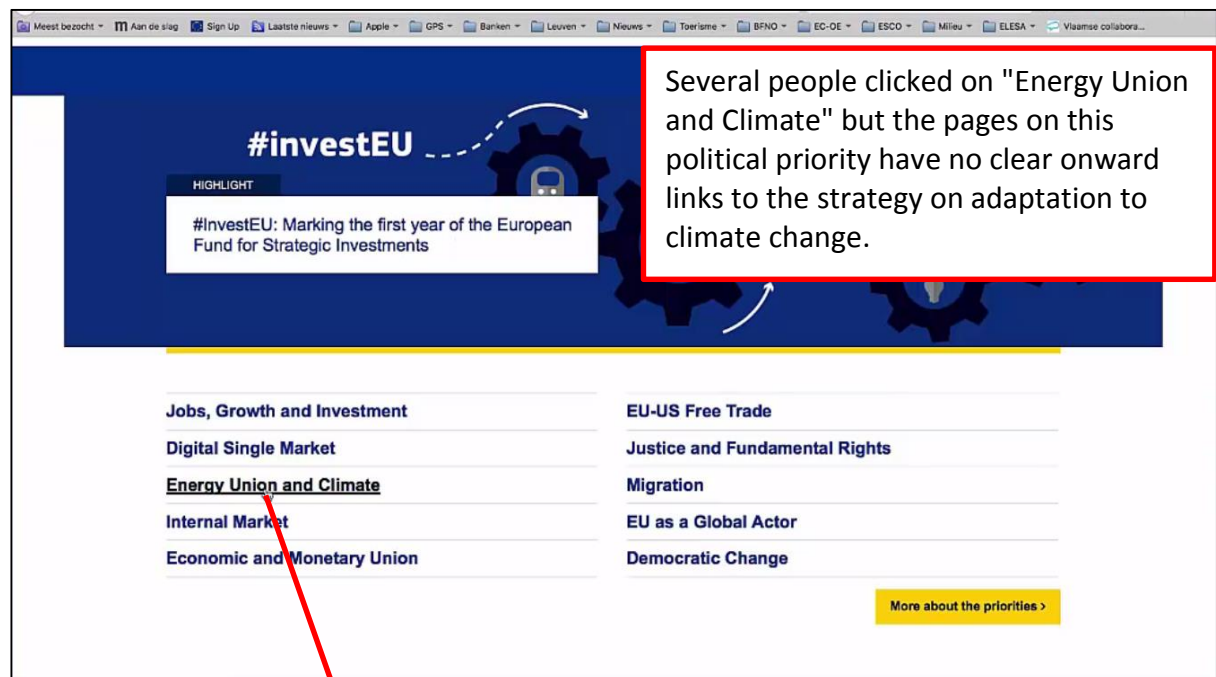
*Instruction 2: The EU strategy on adaptation to climate change is being implemented through eight actions. What is action number 1?*



## 2.4. Findings

- Homepage main navigation (Political priorities) assumed to be main task navigation
- EC search returns poor results
- Google provides good results – most people who completed the task used Google
- Climate Action website: confusing menus and links

### 1. Homepage main navigation (Political priorities) assumed to be main task navigation.



## 2. EC search returns poor results.

The screenshot shows the European Commission's search results page. The search query is 'EU strategy adaption climate change'. The results are listed with dates and titles, but they are often unclear and use jargon or abbreviations. Red boxes and arrows highlight specific issues:

- Unclear, jargon-based results using abbreviations or portal names which do not explain what is behind the link (not task-driven).** This points to the first result: 'SC5-08-2017' with a URL that is difficult to interpret.
- Titles lead from the general, and should lead from the specific.** This points to the second result: 'Urban Portal - Regional Policy - European Commission', which is a general portal name rather than a specific document title.

Other visible results include 'European Commission - Environment - Commission and cities to ta...', 'European Commission - PRESS RELEASES - Press release - Question...', and 'Launch event: EU strategy on adaptation to climate change - Eur...'.

## 3. Google provides good results. Most people who completed the task used Google.

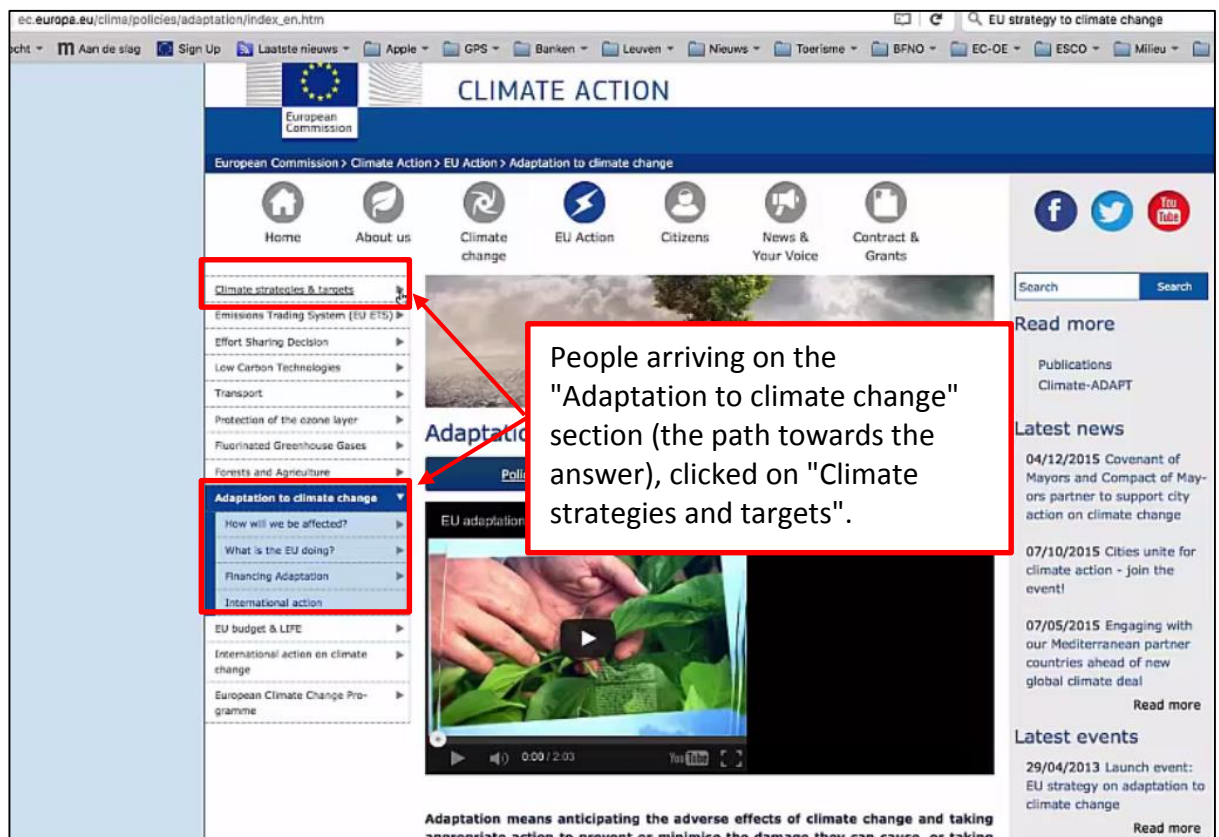
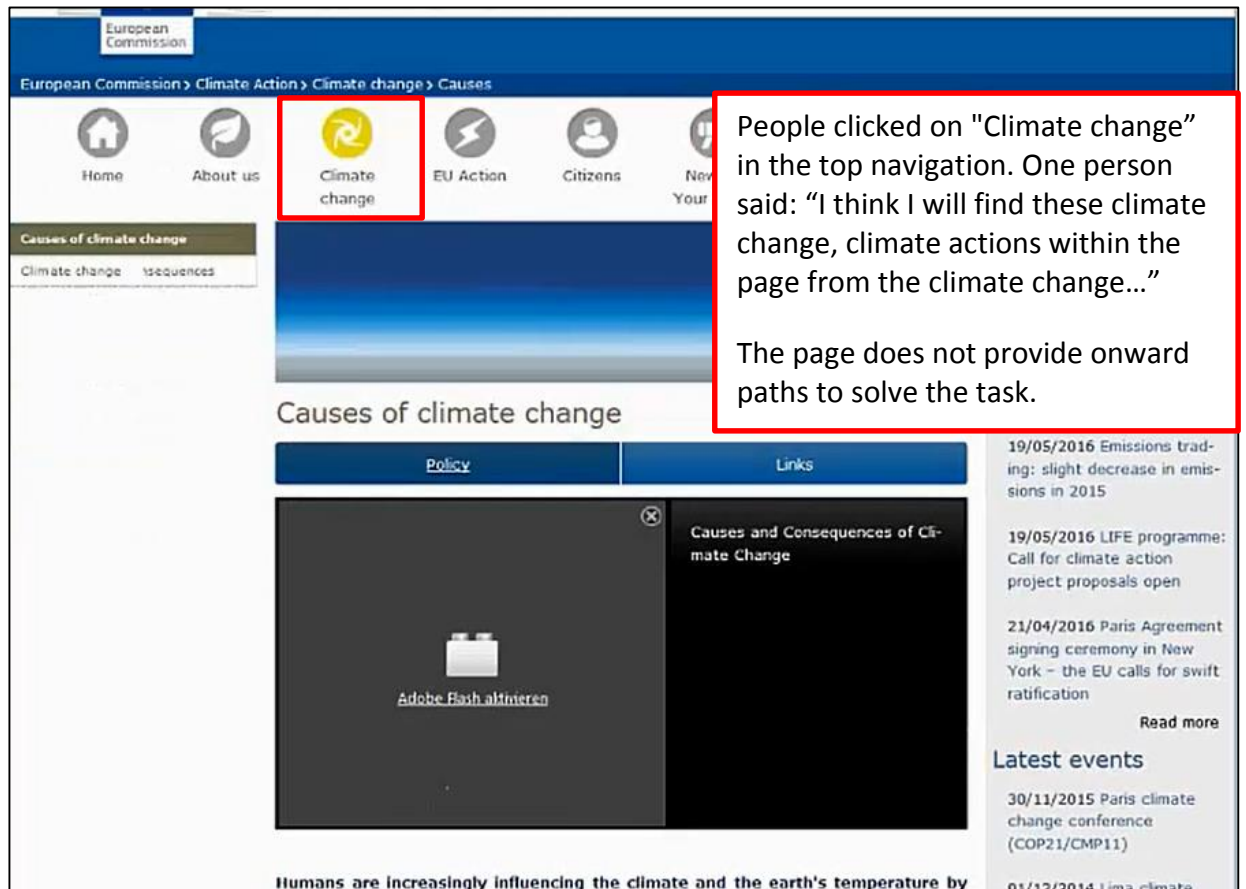
The screenshot shows Google search results for the same query. The results are more direct and relevant. A red box highlights the first two results:

- The first and second results both lead directly towards the answer.** This points to the first two search results, which are highly relevant and lead directly to the answer.

Other visible results include 'Επιστημονικά άρθρα για EU strategy on adaptation to climate change', 'EU Adaptation Strategy Package', and 'The EU Strategy on adaptation to climate change - Europa.eu'.



#### 4. Climate Action website: confusing menus and links.



The section on "Climate strategies and targets" does not provide onward paths towards the strategy on adaptation to climate change.

**Climate strategies & targets**

- 2020 climate & energy package
- 2030 climate & energy framework
- 2050 low-carbon economy
- Progress made in cutting emissions
- Economic analysis

**Climate strategies & targets**

The EU has set itself targets for reducing its greenhouse gas emissions progressively up to 2050.

Key climate and energy targets are set in the:

- 2020 climate and energy package
- 2030 climate and energy framework

These targets are defined to put the EU on the way to achieve the transformation towards a low-carbon economy as detailed in the [2050 low-carbon roadmap](#).

The EU tracks its [progress on cutting emissions](#) through regular monitoring and reporting.

Before proposing new policies, the Commission carefully [assesses their potential impacts](#).

**Adaptation to climate change**

- How will we be affected?
- What is the EU doing?
- Mainstreaming
- Knowledge gaps
- Promoting action
- Financing adaptation
- International action
- EU budget & LIFE
- International action on climate change
- European Climate Change Programme

**What is the EU doing?**

Policy | Documentation | Studies

In April 2013 the European Commission adopted an EU strategy on adaptation to climate change which has been welcomed by the EU Member States. The strategy aims to make Europe more climate-resilient. By taking a coherent approach and providing for improved coordination, it will enhance the preparedness and capacity of all governance levels to respond to the impacts of climate change.

The EU [Adaptation Strategy](#) focuses on three key objectives:

- Promoting action by Member States:** The Commission will encourage all Member States to adopt comprehensive adaptation strategies (currently 18 have strategies) and will provide funding to help them build up their adaptation capacities and take action. It will also support adaptation in cities through the [Mayors Adapt](#) initiative, a voluntary initiative within the framework of the Covenant of Mayors.
- 'Climate-proofing' action at EU level** by further promoting vulnerable sectors such as agriculture, fisheries and cohesion.

This page (leading to the answer) is dominated by large blocks of texts. Some people therefore missed the onward link.



# CLIMATE ACTION

European Commission > Climate Action > EU Action > Adaptation to climate change > What is the EU doing?

 Home
  About us
  Climate change
  EU Action
  Citizen

- Climate strategies & targets
- Emissions Trading System (EU ETS)
- Effort Sharing Decision
- Low Carbon Technologies
- Transport
- Protection of the ozone layer
- Fluorinated Greenhouse Gases
- Forests and Agriculture
- Adaptation to climate change**
  - How will we be affected?
  - What is the EU doing?**
    - Mainstreaming
    - Knowledge gaps
    - Promoting action
    - Financing Adaptation
    - International action
  - EU budget & LIFE
  - International action on climate change
  - European Climate Change Programme



## What is the EU doing?

[Policy](#)
[Documentation](#)
[Studies](#)

### EU Adaptation Strategy Package

- [The EU Strategy on adaptation to climate change](#) (3.96 Mb)
- 30/07/2013 - SWD (2013) 299 - [Principles and recommendations for integrating climate change adaptation considerations under the 2014-2020 European Maritime and Fisheries Fund operational programmes](#) (184 kB)
- 18/06/2013 - [Council conclusions on the EU Adaptation Strategy](#)
- 16/04/2013 - COM (2013) 216 - [An EU Strategy on adaptation to climate change](#)
- 16/04/2013 - SWD (2013) 131 - [Summary of the Impact Assessment](#)
- 16/04/2013 - SWD (2013) 132 - [Impact Assessment Part 1](#) (734 kB)
- 16/04/2013 - SWD (2013) 132 - [Impact Assessment Part 2](#) (2.38 Mb)
- 16/04/2013 - COM (2013) 213 - [Green paper on the insurance of natural and man-made disasters](#)
- 16/04/2013 - SWD (2013) 133 - [Climate change adaptation, coastal and marine issues](#) (458 kB)
- 16/04/2013 - SWD (2013) 136 - [Adaptation to climate change impacts on human,](#)

Publications  
Climate-ADAPT

#### Latest news

22/06/2016 Global city movements join forces in the fight against climate change

04/12/2015 Covenant of Mayors and Compact of Mayors partner to support city action on climate change

07/10/2015 Cities unite for climate action - join the event!

[Read more](#)

#### Latest events

29/04/2013 Launch event: EU strategy on adaptation to climate change

[Read more](#)

#### Latest consultations

21/05/2012 Consultation on

This page starts with a long collection of PDF links. The list is difficult to read. People are forced to download to solve the task, which slows down completion times.



**Instruction 3:** *The Lisbon Treaty sets out the founding values and aims of the EU. What is the EU's first aim as set out in the Treaty?*

### 3.1. Task reference

- Top task 5 from EC-wide poll 2014 ( EU strategy, political priorities)
- Top task 3 from 'Strategy' poll 2015 (Overall goals of the EU)

### 3.2. Correct answer and target page

[http://europa.eu/about-eu/basic-information/about/index\\_en.htm](http://europa.eu/about-eu/basic-information/about/index_en.htm)

Answer= Article 2 "The Union's aim is to promote peace, its values and the well-being of its peoples."

#### Article 2

1. The Union's aim is to promote peace, its values and the well-being of its peoples.
2. The Union shall offer its citizens an area of freedom, security and justice without internal frontiers, in which the free movement of persons is ensured in conjunction with appropriate measures with respect to external border controls, asylum, immigration and the prevention and combating of crime.
3. The Union shall establish an internal market. It shall work for the sustainable development of Europe based on balanced economic growth and price stability, a highly competitive social market economy, aiming at full employment and social progress, and a high level of protection and improvement of the quality of the environment. It shall promote scientific and technological advance.

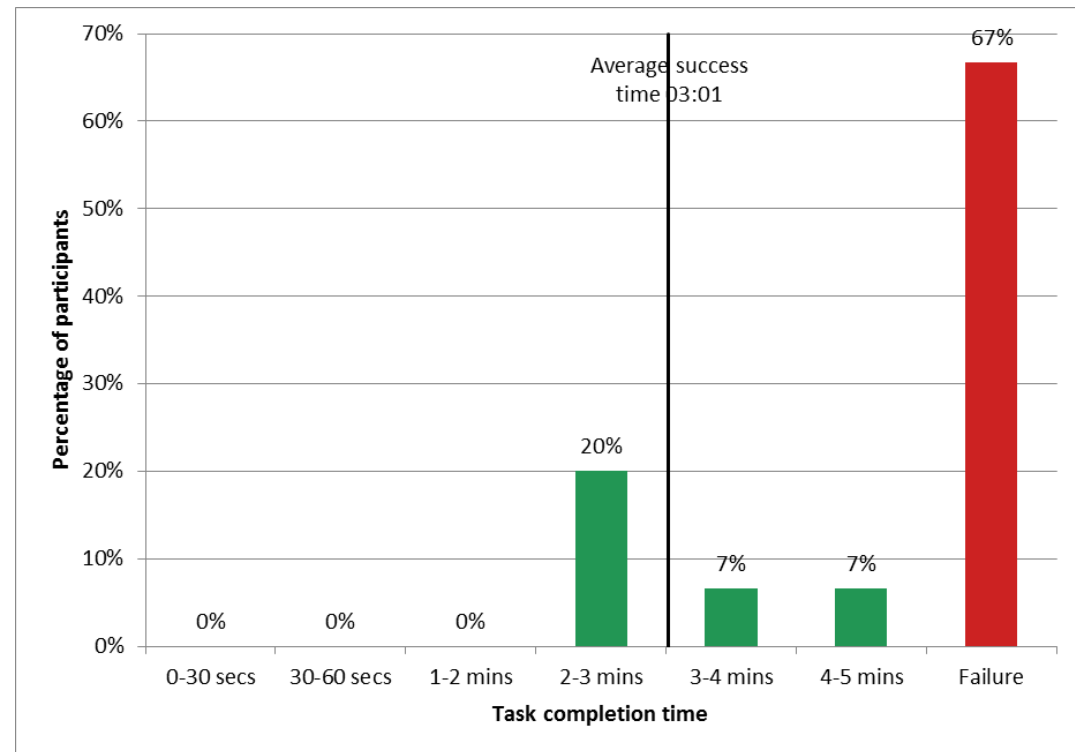
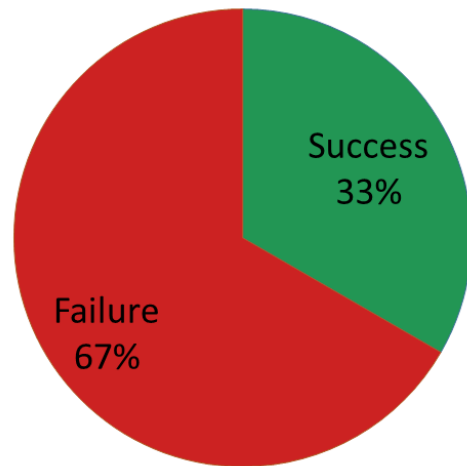
It shall combat social exclusion and discrimination, and shall promote social justice and protection, equality between women and men, solidarity between generations and protection of the rights of the child.

It shall promote economic, social and territorial cohesion, and solidarity among Member States.



### 3.3. Performance

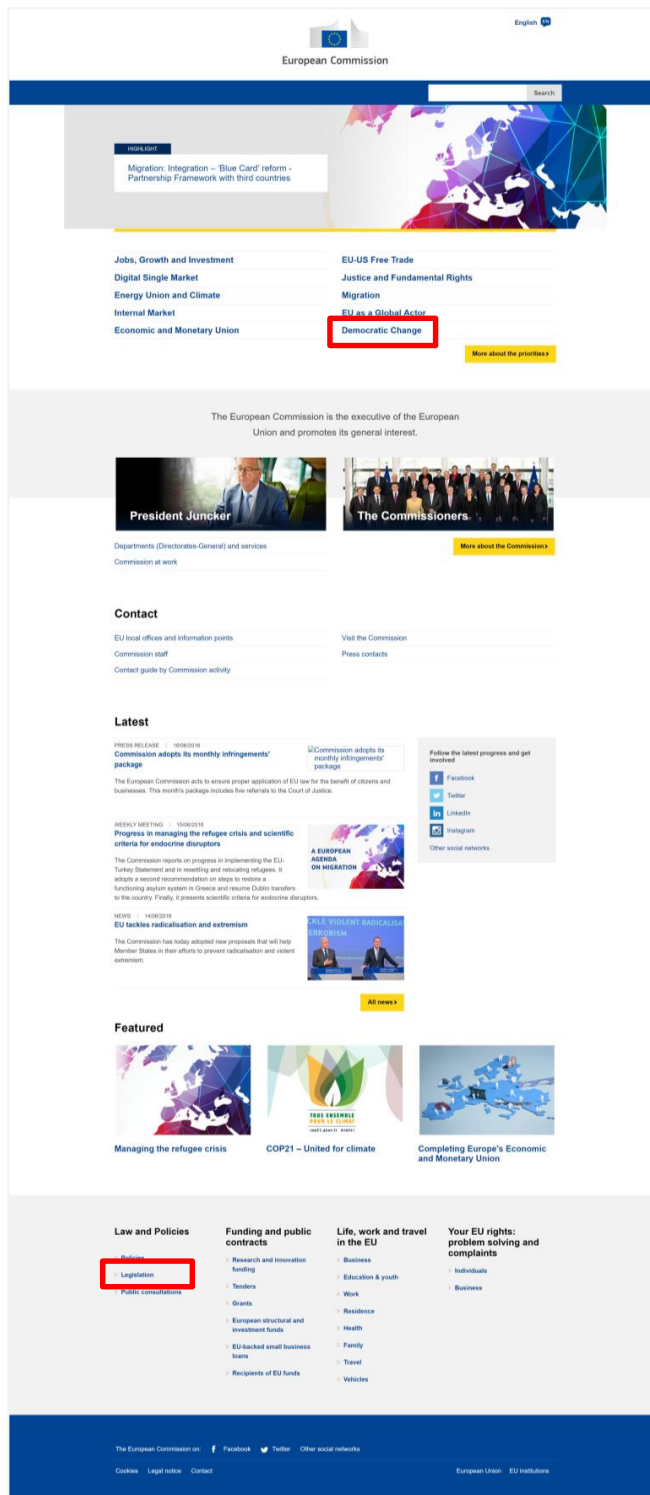
*Instruction 3: The Lisbon Treaty sets out the founding values and aims of the EU. What is the EU's first aim as set out in the Treaty?*



### 3.4. Findings

- No obvious navigation options from the Commission homepage
- EC search returns poor results
- Archived/old pages are still linked to from search engines and external websites. The archive notice on these pages was overlooked or dismissed

#### 1. No obvious navigation options from the Commission homepage.



Only two people chose to use the homepage navigation for this task (one via political priority 'Democratic change', and one via 'Legislation' in the footer). Most people changed to use EC search to try and solve the task.

## 2. EC search returns poor results.

The screenshot shows the European Commission search results for the query "lisbon treaty". The page features the European Commission logo and navigation links at the top. A search bar contains the query "lisbon treaty". Below the search bar, there are search options for Date (All) and Language. The results are listed in a table-like format with columns for the source (WEB), title, date, and description. The results include links to various EU websites and press releases.

**Annotations:**

- No overview/topic/summary page on the treaties appears in search results for the most obvious and frequently used search term "Lisbon Treaty".** (Red box pointing to the search bar)
- Titles lead from the general, and should lead from the specific.** (Red box pointing to the first result title: "EUROPA - Topics of the European Union - Institutional affairs")
- Duplicate titles.** (Red box pointing to the third result title: "European Commission - PRESS RELEASES - Press release - Maroš ŠE...")

Source	Title	Date	Description
WEB	EUROPA - Topics of the European Union - Institutional affairs	18 Jan 2016	Meetings are intended to provide impetus and define political priorities. Decisions are usually taken by consensus. The Council - essentially a summit meeting - acquired the
WEB	European Union - EEAS (European External Action Service)   The ...	13 Feb 2009	European Union . The Treaty of Lisbon The Treaty of Lisbon Taking Europe into the 21st century The last formal step for the Treaty of Lisbon to take effect has been completed
WEB	Glossary of terms related to the Common Agricultural Policy - A...	07 Jun 2016	treaty set up the European Atomic Energy Community (Euratom). Over time these original treaties have been modified, supplemented and combined by means of a number of amending
WEB	EUROPA - European Union website, the official EU website	13 Apr 2016	on your rights to live, work, travel and study in another EU country, including access to healthcare and consumer rights Information on taxes, customs, importing and exporting
WEB	European Commission - PRESS RELEASES - Press release - Maroš ŠE...	17 Feb 2012	the troika (Commission, ECB, IMF) showed. I'm here today to talk about the community method and the role of the Lisbon Treaty in helping to craft Europe's response to the
WEB	European Commission - PRESS RELEASES - Press release - Maroš ŠE...	10 Feb 2012	of the EU two years after the entry into force of the Lisbon Treaty. In those two years, we have seen profound changes in the EU, as the impact of the sovereign debt crisis
WEB	European Commission - PRESS RELEASES - Press release - Maroš ŠE...	01 Dec 2011	after the entry into force of the Lisbon Treaty. When I looked back at the speech that I gave in

The screenshot shows the European Commission website with a search bar containing the text "Lisbon treaty first aim". The search results are displayed below the search bar. A red box highlights the search bar and the text "Not very useful results when someone is searching for 'Lisbon treaty first aim'". Red arrows point from this box to several search results, including "European Union - EEAS (European External Action Service) | EU r...", "European Union - EEAS (European External Action Service) | EU r...", "EUROPA - The history of the European Union", and "European Commission - PRESS RELEASES". The search results are filtered by "Business & industry (273)", "Economy, finance and investment (246)", and "Environment, food & natural resources (123)".

Not very useful results when someone is searching for "Lisbon treaty first aim".

Filter by

- Business & industry (273)
- Economy, finance and investment (246)
- Environment, food & natural resources (123)

Search results:

- WEB European Union - EEAS (European External Action Service) | EU r...**  
[eeas.europa.eu/burkina\\_faso/index\\_en.htm](https://eeas.europa.eu/burkina_faso/index_en.htm)  
**06 Aug 2010** - cooperation. The EU has been present in Burkina Faso since 1959 and is the largest donor of public aid for the development of the country, all the more so through the bilateral
- WEB European Union - EEAS (European External Action Service) | EU r...**  
[eeas.europa.eu/lesotho/index\\_en.htm](https://eeas.europa.eu/lesotho/index_en.htm)  
**30 Jul 2010** - been engaged in facilitation efforts to help Lesotho restore overall stability in the country. Framework for EU-Lesotho relations Political, trade and economic relations
- WEB EUROPA - The history of the European Union**  
[europa.eu/about-eu/eu-history/2010-today/2012/index\\_en.htm](https://europa.eu/about-eu/eu-history/2010-today/2012/index_en.htm)  
**19 Oct 2015** - immediate investment. July 1 Cyprus takes over the six-month rotating presidency of the Council of the EU, pledging to work towards a Better Europe. 4 The Anti-Counterfeiting
- WEB European Commission - PRESS RELEASES** Press release - Maroš ŠE...  
[europa.eu/rapid/press-release\\_SPEECH-10-502\\_en.htm](https://europa.eu/rapid/press-release_SPEECH-10-502_en.htm)

3. Archived/old pages are still linked to from search engines and external websites. The archive notice on these pages was overlooked or dismissed.

The screenshot shows a Google search for "Lisbon treaty". The search results are displayed below the search bar. A red box highlights the search bar and the text "The second result in Google for the logical search string 'Lisbon treaty' leads to an archived site." Red arrows point from this box to the second search result, "Treaty of Lisbon - Europäische Kommission - Europa.eu". The search results are filtered by "All", "Images", "News", "Videos", "Books", and "More".

The second result in Google for the logical search string 'Lisbon treaty' leads to an archived site.

Search results:

- The Treaty of Lisbon** (initially known as the Reform Treaty) is an international agreement which amends the two treaties which form the constitutional basis of the European Union (EU). The Treaty of Lisbon was signed by the EU member states on 13 December 2007, and entered into force on 1 December 2009.
- Treaty of Lisbon - Wikipedia, the free encyclopedia**  
[https://en.wikipedia.org/wiki/Treaty\\_of\\_Lisbon](https://en.wikipedia.org/wiki/Treaty_of_Lisbon)
- Treaty of Lisbon - Europäische Kommission - Europa.eu**  
[ec.europa.eu/archives/lisbon\\_treaty/full\\_text/index\\_en.htm](https://ec.europa.eu/archives/lisbon_treaty/full_text/index_en.htm)  
 A description for this result is not available because of this site's robots.txt - learn more
- BBC News - Q&A: The Lisbon Treaty**  
[news.bbc.co.uk/2/hi/europe/6901353.stm](https://www.bbc.com/news/uk-2009-12-17)  
 Jan 17, 2011 - The Lisbon Treaty became law on 1 December 2009, eight years after European leaders launched a process to make the EU 'more democratic'...

This page appeared high in EC search results. The link 'full text' took people to an archived site.

The archive notice was overlooked or dismissed by participants who navigated further within the site.

The screenshot shows the European Commission website with a sidebar on the left containing links like 'Home', 'UN & EU', 'OSCE & EU', 'Other international organisations & EU', 'Tenders', 'What's the EU?', 'Key EU policies', 'Press corner', 'About us', and 'More info'. The 'More info' section is expanded, showing 'The Treaty of Lisbon', 'EU foreign policy', and 'Useful Links'. The main content area is titled 'The Treaty of Lisbon' and 'Taking Europe into the 21st century'. It includes text about the treaty's entry into force on 1 December 2009 and a list of links: 'Full text', 'Lisbon Treaty website', and 'Explaining the Treaty of Lisbon - Frequently Asked Questions'. Below this, there is a section for the 'Informal meeting of EU Heads of State and Government Brussels, 19 November 2009' with links to 'European Council announces new leadership for Europe', 'Press conference - video', 'Presidency Conclusions', and 'The President of the European Council - What is his role?'. A red box highlights the 'Full text' link in the sidebar, and a red arrow points from it to the 'Full text of the Treaty' page below. The archived page shows the same content but with a red box highlighting the 'ARCHIVED ON 30/01/14' notice.



European Union - EEAS (E...)

EUROPA - Treaty of Lisbo...

ec.europa.eu/archives/lisbon\_treaty/glance/index\_en.htm

Search

English (en)

ARCHIVED ON 30/01/14

## Treaty of Lisbon

Taking Europe into the 21st century

EUROPA > Treaty of Lisbon > The treaty at a glance

### The Treaty at a glance

On 1 December 2009, the Treaty of Lisbon entered into force, thus ending several years of negotiation about institutional issues. The Treaty of Lisbon amends the current EU and EC treaties, without replacing them. It provides the Union with the legal framework and tools necessary to meet future challenges and to respond to citizens' demands.

1. **A more democratic and transparent Europe**, with a strengthened role for opportunities for citizens to have their voices heard and a clearer sense of what the Union is for.
  - A stronger role for the European Parliament: the European Parliament has new powers regarding EU legislation, the EU budget and international agreements. In policy-making, the European Parliament is placed on an equal footing with the Council of the European Union, which represents the Member States. The vast bulk of EU legislation is now adopted by the Parliament and the Council.
  - A greater involvement of national parliaments: national parliaments have a new role to play in the EU legislative process. A new mechanism to monitor that the Union only acts within the limits of the competences conferred on it by the Member States has been introduced. It will enhance democracy and increase legitimacy.
  - A stronger voice for citizens: thanks to the Citizens' Initiative, one million citizens from a number of Member States have the possibility to call on the Commission to bring forward new policy proposals.
  - Who does what: the relationship between the Member States and the European Union becomes clearer with the categorisation of competences.
  - Withdrawal from the Union: the Treaty of Lisbon explicitly recognises for the first time the possibility for a Member State to withdraw from the Union.
2. **A more efficient Europe**, with simplified working methods and voting rules, streamlined and modern institutions for a EU of 27 members and an improved ability to act in areas of major priority for today's Union.
  - Effective and efficient decision-making: qualified majority voting in the Council is extended to new policy areas to make decision-making faster and more efficient. From 2014 on, the calculation of qualified majority will be based on the double majority of Member States and people, thus representing the dual legitimacy of the Union. A double majority will be achieved when a decision is taken by 55% of the Member States representing at least 65% of the Union's population.
  - A more stable and streamlined institutional framework: the Treaty of Lisbon creates the function of President of the European Council elected for two and a half years, introduces a direct link between the election of the Commission President and the results of the European elections, provides for new arrangements for the future composition of the European Council.

Two people thought they had found the Lisbon Treaty, but had actually found the Treaty Establishing a Constitution for Europe.

df/treaty\_establishing\_a\_constitution\_for\_europe/treaty\_establishing\_a\_constitution\_for\_europe\_en.pdf

No results

TREATY ESTABLISHING A CONSTITUTION FOR EUROPE

**Instruction 4:** Find the main objectives of the EU health strategy

**4.1. Task reference**

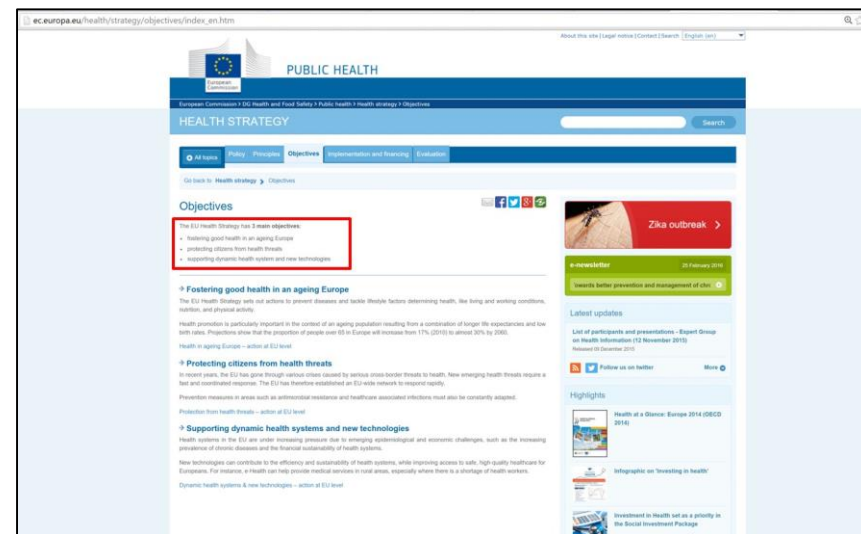
- Top task 5 from EC-wide poll 2014 ( EU strategy, political priorities)
- Top task 4 from 'Strategy' poll 2015 (Objectives, goals, aims of a strategy)

**4.2. Correct answer / target page**

[http://ec.europa.eu/health/strategy/objectives/index\\_en.htm](http://ec.europa.eu/health/strategy/objectives/index_en.htm)

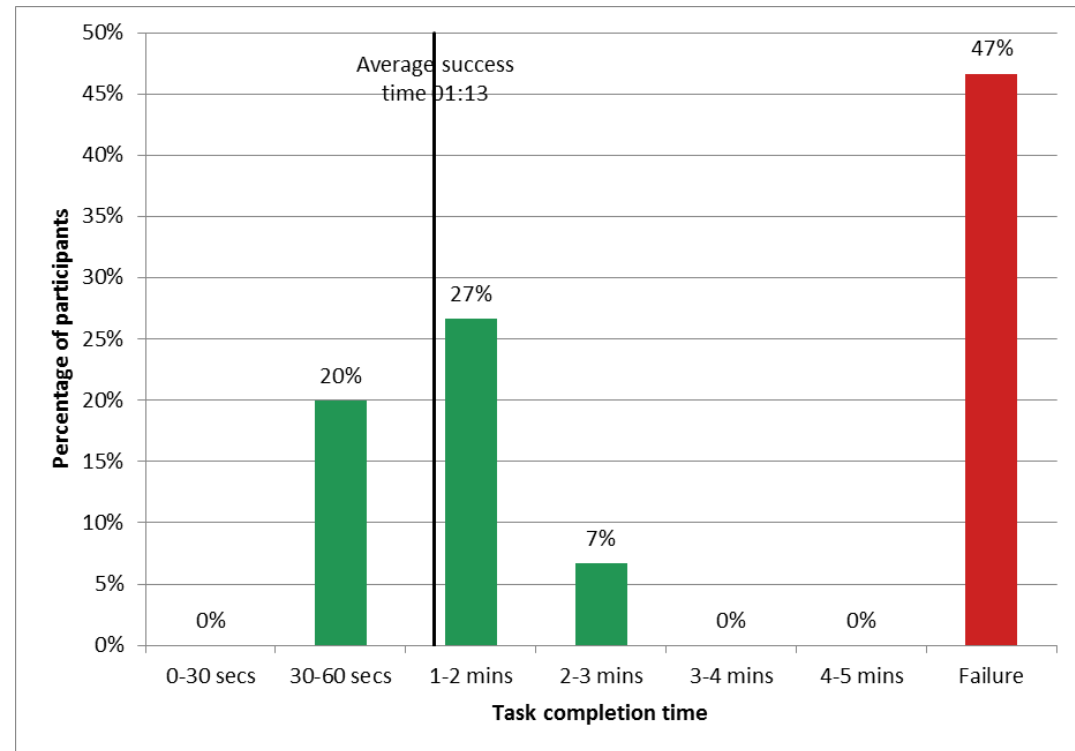
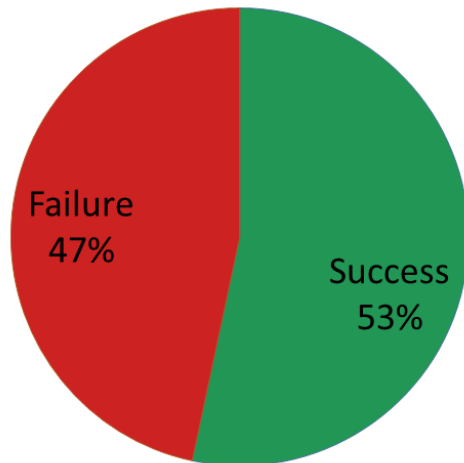
Answer = “The EU Health Strategy has 3 main objectives:

- fostering good health in an ageing Europe
- protecting citizens from health threats
- supporting dynamic health system and new technologies”



### 4.3. Performance

*Instruction 4: Find the main objectives of the EU health strategy*





#### 4.4. Findings

- EC search returns poor results
- Google provides good results
- Health strategy section on DG Health and Food Safety website: confusing menus and links.

##### 1. EC search returns poor results.

The screenshot shows the European Commission search results for the query 'health strategy'. The results are listed in a table with columns for the search engine (WEB), title, URL, and date. The first result is 'Policy - European Commission' with a URL 'ec.europa.eu/health/strategy/index\_en.htm' and a date of '06 Nov 2009'. The second result is 'Policy - European Commission' with a URL 'ec.europa.eu/health/strategy/policy/index\_en.htm' and a date of '06 Nov 2008'. The third result is 'Public Health Europe - European Commission - EU - European Comm...' with a URL 'ec.europa.eu/health/index\_en.htm' and a date of '28 Jan 2009'. The fourth result is 'Publications - European Commission' with a URL 'ec.europa.eu/health/publications/index\_en.htm' and a date of '13 Jul 2009'. The fifth result is 'News and events - European Platform for Investing in Children (...)' with a URL 'europa.eu/epic/news/index\_en.htm' and a date of '18 Aug 2015'. The sixth result is 'EUROPA - Topics of the European Union - Health' with a URL 'europa.eu/pol/health/index\_en.htm' and a date of '09 Feb 2016'.

Annotations on the screenshot:

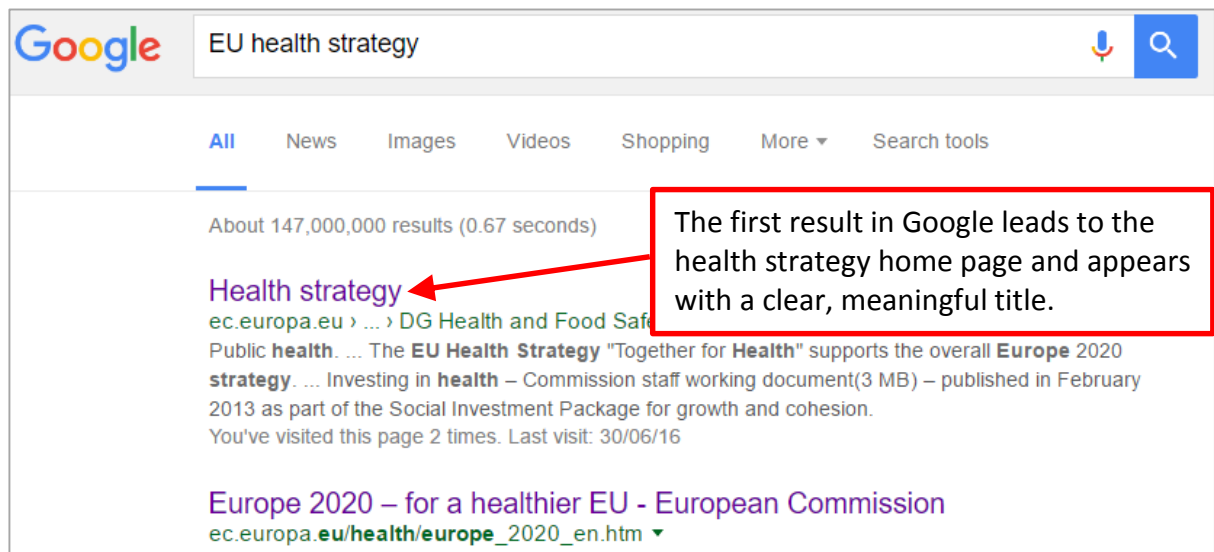
- Duplicate titles, linking to different pages.** (Points to the first two results)
- Titles lead from the general and should lead from the specific.** (Points to the third result)
- Title too broad and vague.** (Points to the sixth result)
- Although the first result is good (linking to the health strategy home page), the title is too generic and does not appear relevant to the search string "health strategy". This page is also the first result in Google, but Google displays it with a different, meaningful title.** (Points to the first result)

The screenshot shows the European Commission search results for the query 'Eu health strategy'. The results are listed in a table with columns for the search engine (WEB), title, URL, and date. The first result is 'Policy - European Commission' with a URL 'ec.europa.eu/health/strategy/policy/index\_en.htm' and a date of '06 Nov 2008'. The second result is 'EUROPA - Topics of the European Union - Health' with a URL 'europa.eu/pol/health/index\_en.htm' and a date of '09 Feb 2016'. The third result is 'Publications - European Commission' with a URL 'ec.europa.eu/health/publications/index\_en.htm' and a date of '13 Jul 2009'. The fourth result is 'About this site - European Commission' with a URL 'ec.europa.eu/health/about/index\_en.htm' and a date of '06 Nov 2008'. The fifth result is 'Health Strategy - European Commission' with a URL 'ec.europa.eu/health/strategy/policy/2008\_2013/index\_en.htm' and a date of '03 Jun 2016'. The sixth result is 'Evaluation - European Commission' with a URL 'ec.europa.eu/health/strategy/evaluation/index\_en.htm' and a date of '07 Feb 2013'.

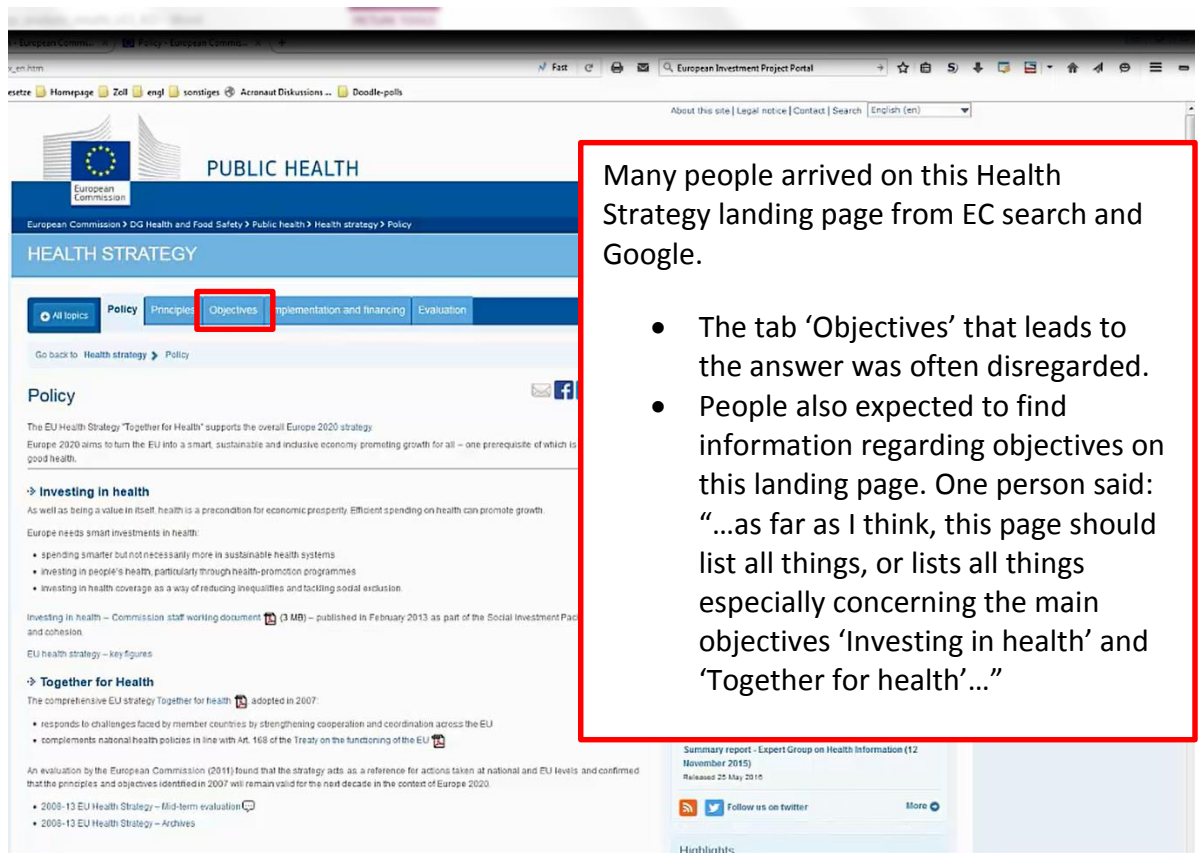
Annotations on the screenshot:


- Title too broad and vague.** (Points to the first result)
- The URL name of this useful page made one person conclude that the information was out of date: "OK...by this time I would quit because the latest is 2013 and I can't find anything on 2016."** (Points to the fifth result)

## 2. Google provides good results.



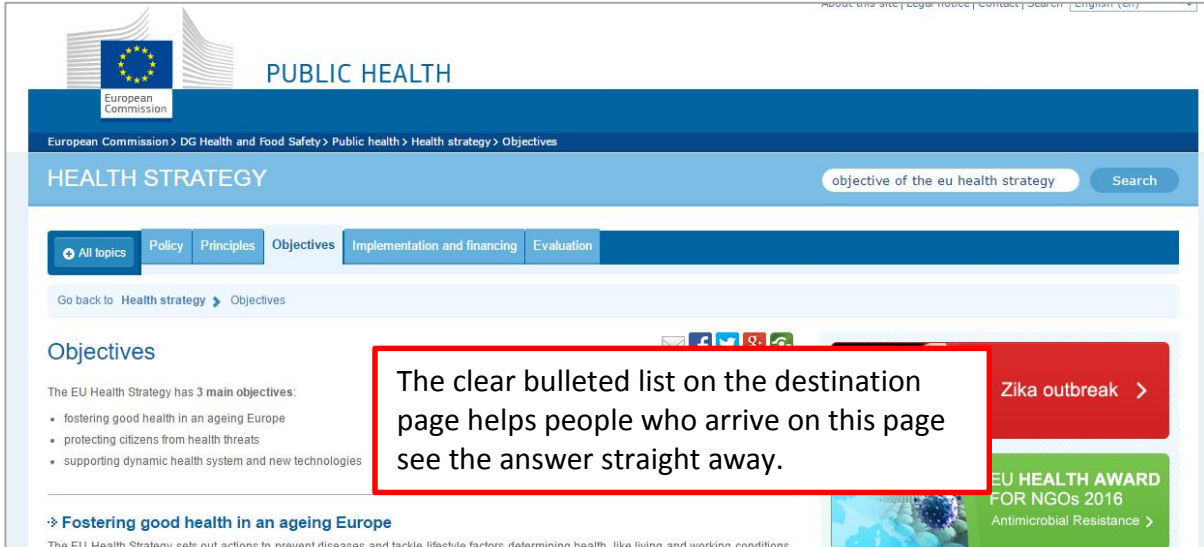
## 3. Health strategy section on DG Health and Food Safety website: confusing menus and links.





People arriving on this page via EC search were confused by the misleading labelling:

- Breadcrumb and page title are not related.
- Section title and page title are the same (Policy comes under health strategy, but health strategy also comes under policy).



The clear bulleted list on the destination page helps people who arrive on this page see the answer straight away.

**Instruction 5:** Which EU collaboration scheme enables national authorities to work together to protect people in the event of a natural disaster?

### 5.1. Task reference

- Tiny task 71 from EC-wide poll 2014 (Emergencies, disasters, civil protection)
- Top task 5 from 'Strategy' poll 2015 (Cooperation between EU institutions and EU countries on a strategy)

### 5.2. Correct answer and target page

[http://ec.europa.eu/echo/what/civil-protection/mechanism\\_en](http://ec.europa.eu/echo/what/civil-protection/mechanism_en)

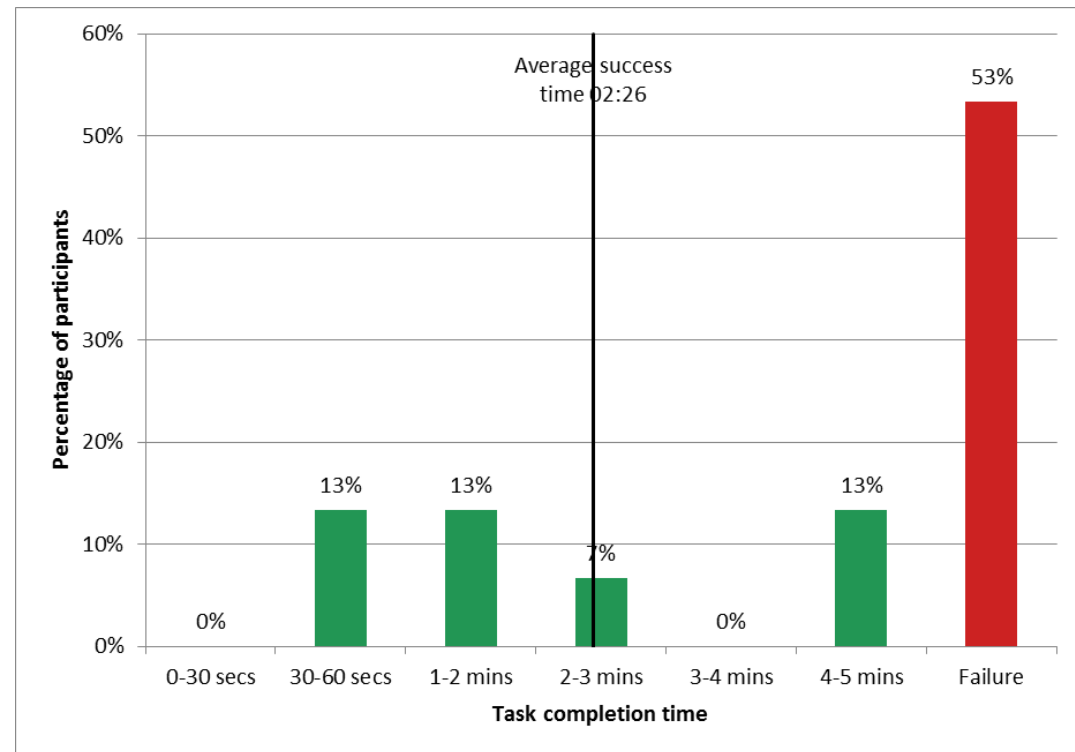
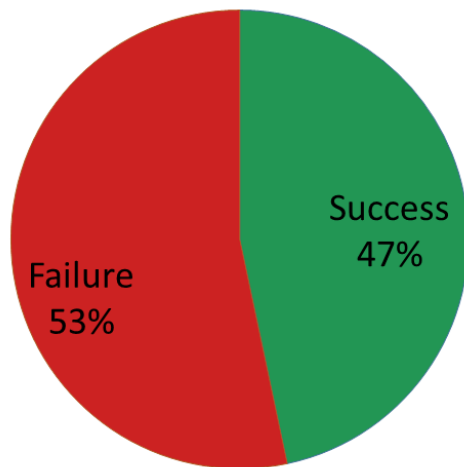
Answer= EU Civil Protection Mechanism

(In addition to the validated answer page, the answer also appeared on a DG CLIMA page, and an EU Topics page. People who gave the correct answer from these pages were counted as successful.)



### 5.3. Performance

*Instruction 5: Which EU collaboration scheme enables national authorities to work together to protect people in the event of a natural disaster?*

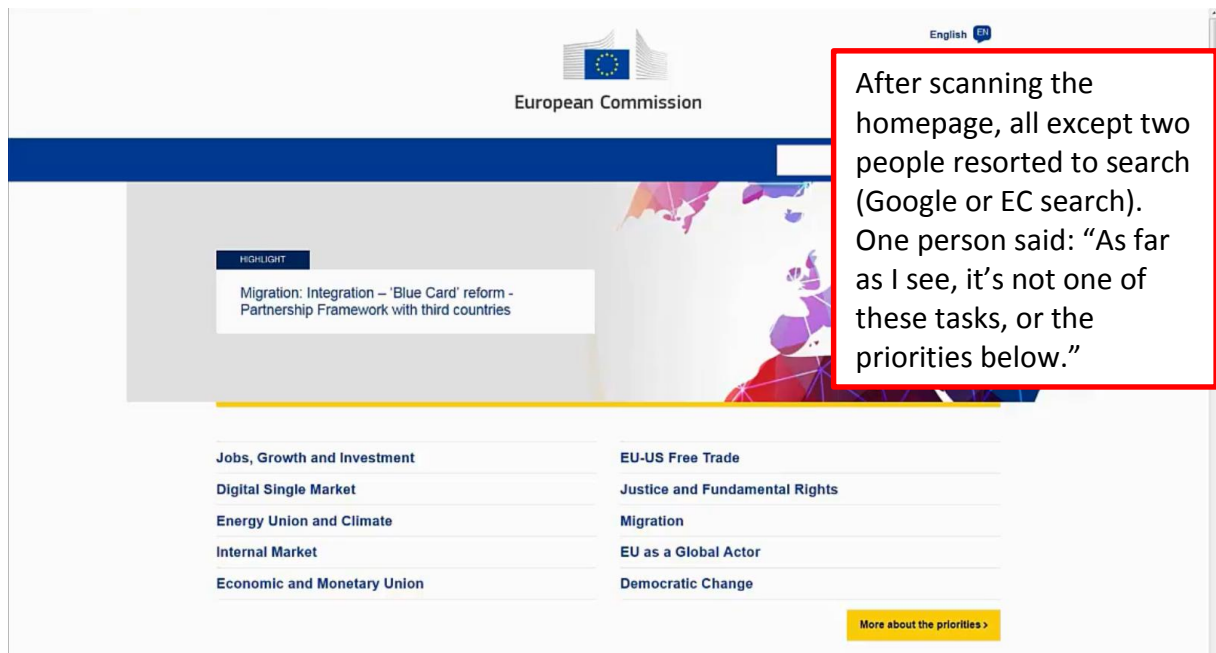




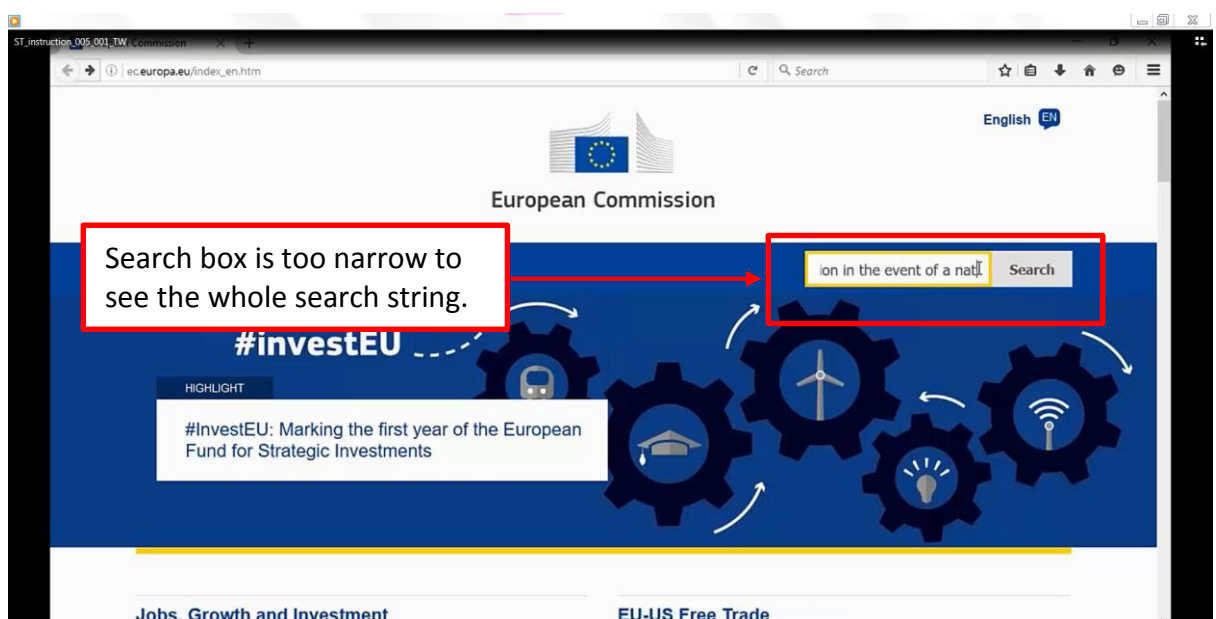
## 5.4. Findings

- Homepage navigation assumed to be main task navigation
- EC search returns poor results
- Google provides good results
- Pages leading to the answer (DG CLIMA/DG ECHO) difficult to scan. Page content with large blocks of text either caused task failure or slowed task completion times

### 1. Homepage navigation assumed to be main task navigation.



### 2. EC search returns poor results.



European Commission Search

Search

eu collaboration in the event of a natural disaster

Two events appear as the first results for a logical search string.

The same search in Google produced useful results that led to the answer.

Duplicate titles.

Environment, food & natural resources (102)

EU in the world (94)

Functioning of the EU (91)

Health, Wellbeing & Consumer Protection (53)

Infrastructure, research & innovation (115)

Life & Rights in the EU (7)

Media, culture & languages in the EU (4)

WEB **Communiqué G7 Toyama Environment Ministers' Meeting | European**  
[ec.europa.eu/.../communiqué-g7-toyama-environment-ministers-meeting\\_en](https://ec.europa.eu/.../communiqué-g7-toyama-environment-ministers-meeting_en)  
**16 May 2016** - Efficiency and the 3Rs Integration of Policies and Policy Mix Integrate and promote measures on resource efficiency and the 3Rs, climate change and extreme weather events,

WEB **Scientific Seminar On Natural Disasters: Bridging Science-Based...**  
[ec.europa.eu/.../scientific-seminar-natural-disasters-bridging-science-based-early-warning-and-early-action](https://ec.europa.eu/.../scientific-seminar-natural-disasters-bridging-science-based-early-warning-and-early-action)  
**30 Apr 2014** - JOINT RESEARCH CENTRE The European Commission's science and knowledge service en Scientific Seminar On Natural Disasters: Bridging Science-Based Early Warning And Early Action

WEB **Disaster Risk Reduction - policy - European Commission**  
[ec.europa.eu/europeaid/sectors/environment/.../disaster-risk\\_en](https://ec.europa.eu/europeaid/sectors/environment/.../disaster-risk_en)  
**04 Jun 2016** - International Cooperation and Development Building partnerships for change in developing countries >> Sectors >> > **Disaster Risk Reduction - policy** Search **Disaster Risk**

WEB **Disaster Risk Reduction - policy - European Commission**  
[ec.europa.eu/europeaid/.../disaster-risk\\_en?qt-node\\_tabs\\_sector=0](https://ec.europa.eu/europeaid/.../disaster-risk_en?qt-node_tabs_sector=0)  
**14 May 2016** - International Cooperation and Development Building partnerships for change in developing countries >> Sectors >> > **Disaster Risk Reduction - policy** Search **Disaster Risk**

WEB **Disaster Risk Reduction - policy - European Commission**  
[ec.europa.eu/europeaid/.../disaster-risk\\_en?qt-node\\_tabs\\_sector=4](https://ec.europa.eu/europeaid/.../disaster-risk_en?qt-node_tabs_sector=4)  
**07 May 2016** - International Cooperation and Development Building partnerships for change in developing countries >> Sectors >> > **Disaster Risk Reduction - policy** Search **Disaster Risk**

tal4EU Windy, wind map & Coggle - Gonçalves Car Wiggio ParlTrack EFARMZ Grammarly Photo editor | PicMon Photo Editor | BeFunk

Press | Archives | A-Z Index | Sitemap | About this site | Legal notice | Cookies | Contact | Search | English (en)

EUROPEAN COMMISSION

European Commission Search

Search

natural disaster

Search options

Date

All

Organisation-centric, jargon-based results.

Filter by

Business & industry (568)

Economy, finance and investment (457)

Environment, food & natural resources (1207)

EU in the world (3501)

Functioning of the EU (1855)

Health, Wellbeing & Consumer Protection (327)

Infrastructure, research & innovation (637)

Life & Rights in the EU (261)

WEB **EUROPA - Topics of the European Union - Humanitarian aid & civi...**  
[europa.eu/pol/hum/index\\_en.htm](https://europa.eu/pol/hum/index_en.htm)  
**28 Jan 2016** - (ro) slovenčina (sk) slovenščina (sl) suomi (fi) svenska (sv) EUROPA Topics Humanitarian aid & civil protection Home About the EU EU by topic EU law Life and business in the

WEB **A 1st birthday for resilience and disaster risk reduction worth...**  
[ec.europa.eu/.../1st-birthday-resilience-and-disaster-risk-reduction-worth-celebrating\\_en](https://ec.europa.eu/.../1st-birthday-resilience-and-disaster-risk-reduction-worth-celebrating_en)  
**18 Mar 2016** - are all needed. Because financial preparedness promotes swifter responses, which in turn protects lives and livelihoods. Technological advances have eased the task of accurately

WEB **Communiqué G7 Toyama Environment Ministers' Meeting | European**  
[ec.europa.eu/.../communiqué-g7-toyama-environment-ministers-meeting\\_en](https://ec.europa.eu/.../communiqué-g7-toyama-environment-ministers-meeting_en)  
**16 May 2016** - Facilitate environmentally-sound disaster waste management to respond to the frequent occurrence and aggravation of natural disasters, by appropriate treatment and recycling

WEB **ACP-EU Natural Disaster Risk Reduction Programme (SDTF) - Europ...**  
[ec.europa.eu/.../acp-eu-natural-disaster-risk-reduction-programme-sdtf-1\\_en](https://ec.europa.eu/.../acp-eu-natural-disaster-risk-reduction-programme-sdtf-1_en)  
**04 Jun 2016** - International Cooperation and Development Building partnerships for change in developing countries >> Projects >> ACP-EU Natural Disaster Risk Reduction Programme (SDTF) Search

WEB **Action Fiche for ACP-EU Natural Disaster Risk Management in the...**  
[ec.europa.eu/.../action-fiche-acp-eu-natural-disaster-risk-management-cariforum\\_en](https://ec.europa.eu/.../action-fiche-acp-eu-natural-disaster-risk-management-cariforum_en)  
**04 Jun 2016** - International Cooperation and Development Building partnerships for change in developing countries >> Action Fiche for ACP-EU Natural Disaster Risk Management in the CARIFORUM

### 3. Google provides good results.

The screenshot shows a Google search results page in Dutch. The search query is "EU collaboration scheme protection natural disaster". The top result is "Resilience - European Commission" from the website "ec.europa.eu/clima/policies/.../paris.../index\_en.htm". A red arrow points from a text box to this result. The text box contains the text: "The top Google result leads to the DG CLIMA page containing the answer." Below the top result, there are other search results, including "EUROPEAN COMMISSION Brussels, 8.4.2014 SWD(2014) 150 final" and "EUR-Lex - 52014DC0537 - EN - EUR-Lex - Europa.eu".



4. Pages leading to the answer (DG CLIMA/DG ECHO) difficult to scan. Page content with large blocks of text either caused task failure or slowed task completion times.

The screenshot shows the European Commission's Climate Action website. The top navigation bar includes links for RSS, Legal notice, Cookies, Contact, Search, and a language selector set to English (en). Below this is a secondary navigation bar with icons for Home, About us, Climate change, EU Action, Citizens, News & Your Voice, and Contract & Grants. A left sidebar contains a list of topics such as Climate strategies & targets, Emissions Trading System (EU ETS), Effort Sharing Decision, Low Carbon Technologies, Transport, Protection of the ozone layer, Fluorinated Greenhouse Gases, Forests and Agriculture, Adaptation to climate change, EU budget & LIFE, International action on climate change, EU action areas (Agriculture, Cities, Energy, Finance, Forestry, Pollutants, Resilience, Transport), and International finance. The main content area features a large banner for 'a GLOBAL DEAL FOR CLIMATE' with the goal of keeping global average temperature rise below 2°C. Below the banner is a section titled 'Resilience' with the text: 'Natural disasters can strike and wake and presenting the reduction, particularly in the preparation can limit the and enable growth and helping communities with tackling the root causes rather than dealing with the consequences.' This text is highlighted with a red box and a note: 'The answer on this DG CLIMA page is below the scroll and contained in a large block of text. More than one person arriving here failed to complete the task.' Below this is a photograph of a person with a bicycle in the rain. To the right, there are sections for 'Latest news' (26/05/2016 Bonn climate conference: good progress to) and 'Latest events' (30/11/2015 Paris climate change conference (COP21/CMP11), 01/12/2014 Lima climate change conference (COP 20 / CMP 10), 04/06/2014 EU side events at the Bonn Climate Change Conference). At the bottom, there is a section titled 'Union Civil Protection Mechanism Decision' with the text: 'The primary responsibility for dealing with the immediate consequences of a disaster lies with the country in which it occurs. But when the scale of an emergency overwhelms national response capabilities, the EU Civil Protection Mechanism enables a coordinated assistance from the participating states.' This text is also highlighted with a red box and a note: 'Previous page continued, with task answer:'. The bottom of the page shows a footer with various links and a language selector.

The page content on this DG ECHO page slowed task completion time. The answer is contained in dense blocks of text.

**Why is this important?**

Civil protection assistance consists of governmental aid delivered in the immediate aftermath of a disaster. It can take the form of in-kind assistance, deployment of specially-equipped teams, or assessment and coordination by experts sent to the field.

Yet, disasters know no borders. A well-coordinated response at a European level is necessary to avoid duplication of relief efforts and ensure that assistance meets the real needs of the affected region.

**What are we doing?**

In 2001, the **EU Civil Protection Mechanism** was established, fostering cooperation among national civil protection authorities across Europe. The Mechanism currently includes all 28 EU Member States in addition to Iceland, Montenegro, Norway, Serbia, the former Yugoslav Republic of Macedonia and Turkey.

The Mechanism was set up to enable coordinated assistance from the participating states to victims of natural and man-made disasters in Europe and elsewhere.

**Operational centre**

The operational hub of the Mechanism is the Emergency Response Coordination Centre (ERCC) which monitors emergencies around the globe 24/7, and coordinates the response of the participating countries in case of a crisis. Thanks to the participating states' pre-positioned and self-sufficient civil protection modules, civil protection teams are ready to intervene at short notice both within and outside the EU. They undertake specialised tasks such as search and rescue, aerial forest fire fighting, advanced medical posts and more.

**Recipient countries**

Any country in the world can call on the EU Civil Protection Mechanism for help. Since its launch in 2001, the EU Civil Protection Mechanism has monitored over 300 disasters and has received more than 200 requests for assistance. It intervened in some of the most devastating disasters the world has faced, like the earthquake in Haiti (2010), the triple-disaster in Japan (2011), typhoon Haiyan that hit the Philippines (2013), the floods in Serbia and Bosnia and Herzegovina (2014), the Ebola outbreak (2014), the conflict in Ukraine (2014), the earthquake in Nepal (2015), and the refugee crisis in Europe.

**European Emergency Response Capacity**

The European Emergency Response Capacity consists of a voluntary pool of resources to be used to respond to emergencies, which are pre-committed by the countries participating in the EU Civil Protection Mechanism. The voluntary pool allows for a more predictable, faster and reliable EU response to disasters. It is also intended to facilitate better planning and coordination at European and national levels. The European Medical Corps is part of the EERC.

**Prevention and preparedness**

The Mechanism helps in marine pollution emergencies, where it works closely with the European Maritime Safety Agency (EMSA). When the crisis occurs in developing countries, civil protection assistance is usually provided in hand with EU humanitarian aid.

**MORE INFORMATION**

- Information Day on Civil Protection
- Legal framework
- Refugee crisis

**Instruction 6:** Find the official 2015 document on the strategy for the EU to admit new member countries from the Western Balkans

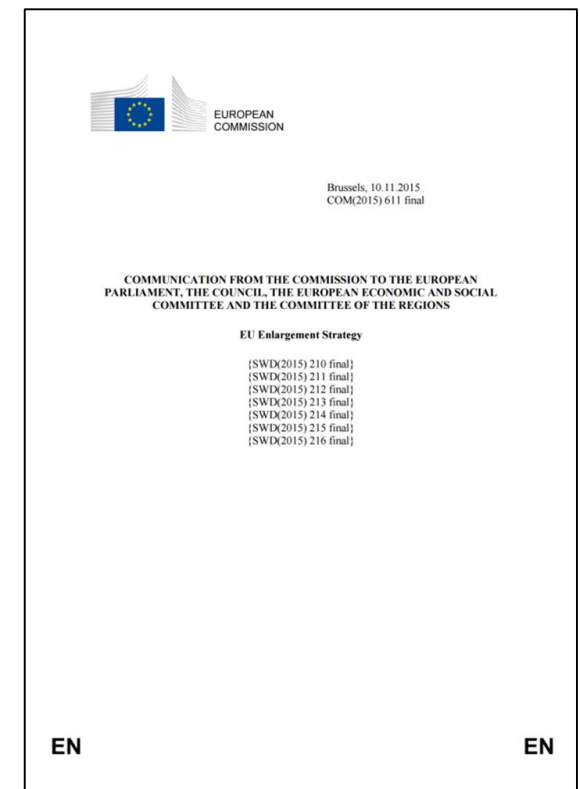
### 6.1. Task reference

- Tiny task 63 from EC-wide poll 2014: Accession of new countries to the EU, enlargement (Tiny task 63)
- Medium task 6 from 'Strategy' poll 2015 (EU strategy, priorities on a specific theme/topic)

### 6.2. Correct answer and target page

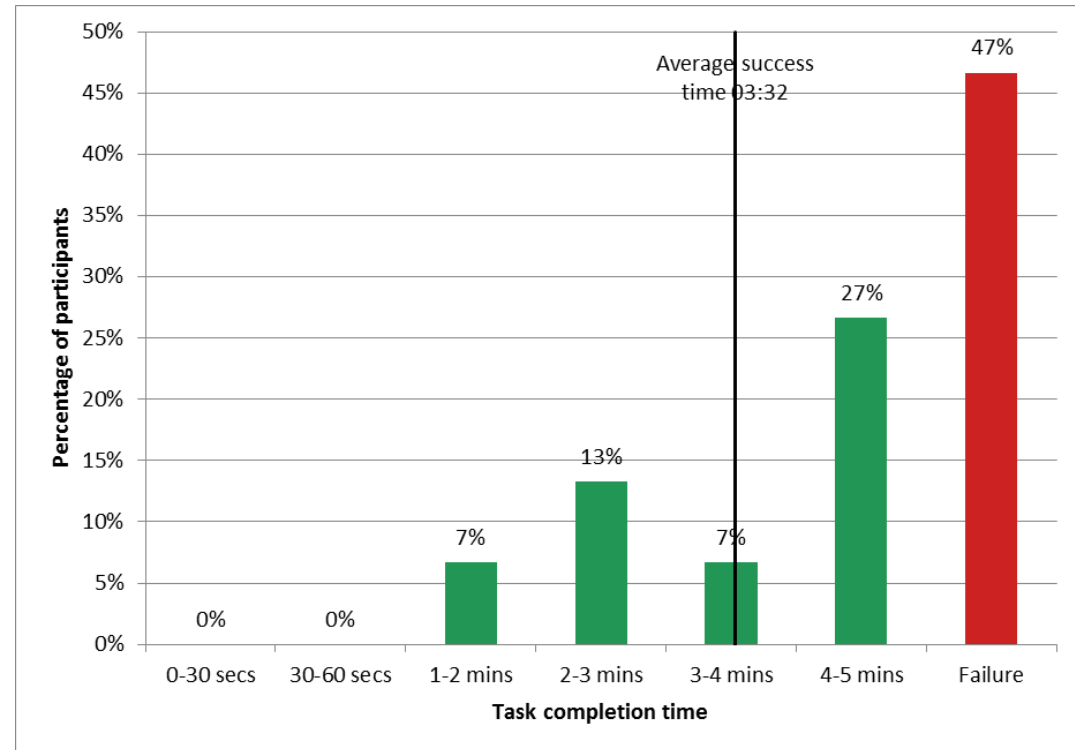
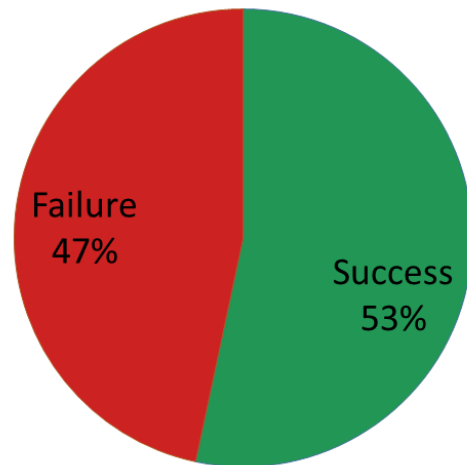
[http://ec.europa.eu/enlargement/pdf/key\\_documents/2015/20151110\\_strategy\\_paper\\_en.pdf](http://ec.europa.eu/enlargement/pdf/key_documents/2015/20151110_strategy_paper_en.pdf)

Answer= the pdf or html page



### 6.3. Performance

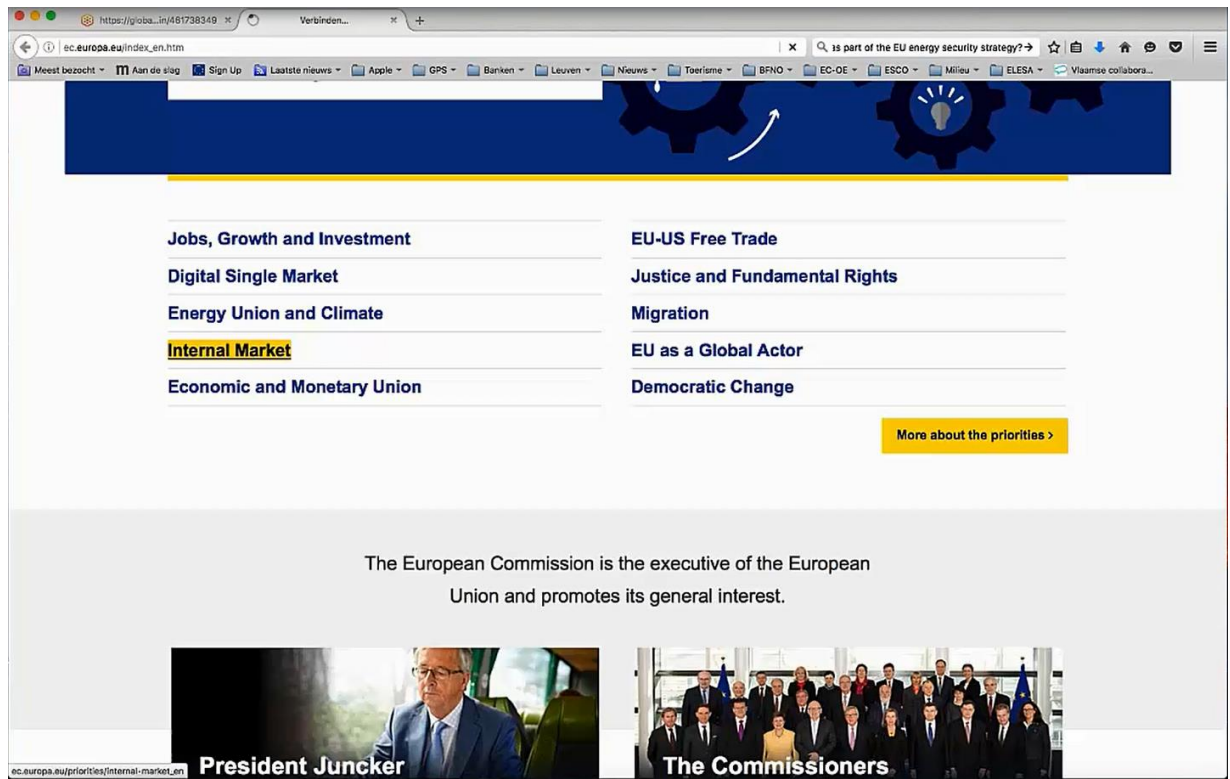
*Instruction 6: Find the official 2015 document on the strategy for the EU to admit new member countries from the Western Balkans*



## 6.4. Findings

- No obvious navigation options from the Commission homepage
- EC search returns poor results

1. **No obvious navigation options from the Commission homepage.** Several people toured the homepage and then changed to use EC search to try and solve the task.





## 2. EC search returns poor results

European Commission > Search

Search

strategy for the eu to admit new members for the western Balkans

The first result links to DG NEAR's 'About us' page. This page offers no clear onward paths to solve the task.

Duplicate titles using internal jargon.

Life & Rights in the EU (2)

Work & Education (2)

**European Neighbourhood Policy and Enlargement Negotiations - Th...**  
[ec.europa.eu/enlargement/about/directorate-general/index\\_en.htm](http://ec.europa.eu/enlargement/about/directorate-general/index_en.htm)  
**03 Apr 2012** - the progress of enlargement countries towards the **EU** and supports accession negotiations as required by the Council. The DG manages the bilateral relations of the Union with

**PDF Europe in 12 lessons**  
[eeas.europa.eu/delegations/.../europe\\_12\\_lessons\\_en.pdf](http://eeas.europa.eu/delegations/.../europe_12_lessons_en.pdf)  
**01 Feb 2007** - the democratic, political and economic criteria for membership. • Following several enlargements, the **EU** has increased from six to 27 members. Several other countries are

**PDF 2011\_3391\_INDESIGN**  
[eeas.europa.eu/delegations/.../understanding\\_enlargement\\_2011\\_en.pdf](http://eeas.europa.eu/delegations/.../understanding_enlargement_2011_en.pdf)  
**24 Aug 2011** - ability to take on the obligations of membership, including adherence to the aims of political, economic and monetary union. In addition, the **EU** must be able to integrate

**PDF Teacher Education and Training in the Western Balkans**  
[ec.europa.eu/education/library/study/2013/.../teacher-balkans\\_en.pdf](http://ec.europa.eu/education/library/study/2013/.../teacher-balkans_en.pdf)  
**23 Jun 2016** - in the **Western Balkans**. • Sharing best practice with teacher education experts and institutions with proven records of outstanding achievement in the initial and continuing

**PDF 2011\_3391\_INDESIGN**  
[ec.europa.eu/.../20110725\\_understanding\\_enlargement\\_en.pdf](http://ec.europa.eu/.../20110725_understanding_enlargement_en.pdf)  
**25 Jul 2011** - take on the obligations of membership, including adherence to the aims of political, economic and monetary union. In addition, the **EU** must be able to integrate new members

**PDF CARDS, Assistance Programme to the western Balkans - Regional S...**  
[ec.europa.eu/enlargement/pdf/.../regional\\_strategy\\_paper\\_en.pdf](http://ec.europa.eu/enlargement/pdf/.../regional_strategy_paper_en.pdf)  
**24 Oct 2001** - and a northern route runs via Serbia toward Croatia and Hungary and thence into Austria or

The jargon word 'Accession' must be used to produce useful search results. (Results 1 and 5 have links to the answer).

strategy eu accession western Balkans

Search options

Date

Results are clogged with press releases.

File formats

Titles lead from the general, and should lead from the specific.

Economy, finance and investment (75)

Environment, food & natural resources (32)

EU in the world (233)

Functioning of the EU (789)

Health, Wellbeing & Consumer Protection (13)

Infrastructure, research & innovation (81)

Life & Rights in the EU (68)

Media, culture & languages in the EU (56)

Others (34)

Work & Education (57)

**WEB European Union - EEAS (European External Action Service) | EU r...**  
[eeas.europa.eu/western\\_balkans/index\\_en.htm](http://eeas.europa.eu/western_balkans/index_en.htm)  
**28 Sep 2010** - European External Action Service en > > **Western Balkans** EU relations with the **Western Balkans** The EU has close links with the countries of the **Western Balkans**. It aims to

**WEB European Commission - PRESS RELEASES - Press release - The EU E...**  
[europa.eu/rapid/press-release\\_IP-09-1519\\_en.htm](http://europa.eu/rapid/press-release_IP-09-1519_en.htm)  
**14 Oct 2009** - EN Press Release details Other available languages: IP/09/1519 Brussels, 14 October 2009 The EU Enlargement Process: A Year of Progress in the Western Balkans and Turkey Today

**WEB European Commission - PRESS RELEASES - Press release - Western ...**  
[europa.eu/rapid/press-release\\_IP-15-5976\\_en.htm](http://europa.eu/rapid/press-release_IP-15-5976_en.htm)  
**10 Nov 2015** - of reforms by all stakeholders. More on the new approach: Enlargement process The current enlargement agenda covers the countries of the **Western Balkans** and Turkey. Accession

**WEB European Commission - PRESS RELEASES - Press release - Olli Reh...**  
[europa.eu/rapid/press-release\\_SPEECH-08-441\\_en.htm](http://europa.eu/rapid/press-release_SPEECH-08-441_en.htm)  
**18 Sep 2008** - debate in Ireland. It should not be used as a scapegoat for the result, either. We need the Lisbon Treaty in order to make the current **EU** function better. But we cannot take

**WEB Western Balkans and Turkey: enlargement process key to strength...**  
[ec.europa.eu/.../western-balkans-and-turkey-enlargement-process-key-strengthened-economic-and-political\\_en](http://ec.europa.eu/.../western-balkans-and-turkey-enlargement-process-key-strengthened-economic-and-political_en)  
**22 Jul 2016** - of the **Western Balkans** and Turkey. Accession negotiations have been open with Turkey since 2005 but are moving forward only slowly. Accession negotiations have been underway

**WEB European Commission - PRESS RELEASES - Press release - Catherin...**  
[europa.eu/rapid/press-release\\_SPEECH-10-32\\_en.htm](http://europa.eu/rapid/press-release_SPEECH-10-32_en.htm)  
**18 Feb 2010** - must move forward. Kosovo must be enabled in a pragmatic way to participate in regional cooperation initiatives. Kosovo is an integral part of the **EU** 's Western Balkans strategy



Search options

Date: All

Language: English

File formats: All

Filter by

- Business & industry (222)
- Economy, finance and investment (259)
- Environment, food & natural resources (188)
- EU in the world (1043)
- Functioning of the EU (2580)
- Health, Wellbeing & Consumer Protection (131)
- Infrastructure, research & innovation (324)
- Life & Rights in the EU (444)
- Media, culture & languages in the EU (244)
- Others (19)
- Work & Education (330)

**WEB European Union - EEAS (European External Action Service) | EU r...**  
[eeas.europa.eu/western\\_balkans/index\\_en.htm](https://eeas.europa.eu/western_balkans/index_en.htm)  
**28 Sep 2010** - European External Action Service en > > **Western Balkans** EU relations with the **Western Balkans** The EU has close links with the countries of the **Western Balkans**. It aims to

**WEB Findings from my mission to Slovenia - Refugee crisis, Western ...**  
[ec.europa.eu/.../findings-my-mission-slovenia-refugee-crisis-western-balkans-route\\_en](https://ec.europa.eu/.../findings-my-mission-slovenia-refugee-crisis-western-balkans-route_en)  
**13 Nov 2015** - Skip to main content English (en) Search You are here: European Commission The Commissioners Violeta Bulc Blog Findings from my mission to Slovenia - Refugee crisis, **Western**

**WEB The 'road' to the Western Balkans' integration | European Commi...**  
[ec.europa.eu/commission/.../road-western-balkans-integration\\_en](https://ec.europa.eu/commission/.../road-western-balkans-integration_en)  
**01 Sep 2015** - Skip to main content English (en) Search You are here: European Commission The Commissioners Maroš Šefčovič Blog The 'road' to the **Western Balkans** integration Blog Post By

**WEB Positive energies in the Western Balkans | European Commission**  
[ec.europa.eu/commission/.../positive-energies-western-balkans\\_en](https://ec.europa.eu/commission/.../positive-energies-western-balkans_en)  
**15 Jul 2015** - Skip to main content English (en) Search You are here: European Commission The Commissioners Maroš Šefčovič Blog Positive energies in the **Western Balkans** Blog Post By Maroš

**WEB Western Balkans - Trade - European Commission**  
[ec.europa.eu/trade/policy/countries-and-regions/.../western-balkans](https://ec.europa.eu/trade/policy/countries-and-regions/.../western-balkans)  
**29 Apr 2016** - partner to use materials originating in other partner(s) of the zone under advantageous conditions in the manufacture of final goods which are exported to the European Union

**WEB European Union - EEAS (European External Action Service) | EU r...**  
[eeas.europa.eu/albania/index\\_en.htm](https://eeas.europa.eu/albania/index_en.htm)  
**08 Oct 2010** - European External Action Ser provides a comprehensive contractual framev

**WEB European Union - EEAS (European External Action Service) | EU r...**  
[eeas.europa.eu/bosnia\\_and\\_herzegovina/index\\_en.htm](https://eeas.europa.eu/bosnia_and_herzegovina/index_en.htm)

Five people opened this blog, which appeared high in search results, but had no onward links to solve the task.

**The 'road' to the Western Balkans' integration**

The term 'community' could mean different things to different people: some would associate it with their village, others with their sports club, place of worship or any other group of people who share a sense of solidarity. A community is often established in order to serve a very specific interest but overtime its members often grow a profound sense of belonging and a common identity. It happens among countries as well.

**THE ROAD TO THE WESTERN BALKANS**

Blog post by Maroš Šefčovič

**Instruction 7:** What kind of tests were carried out all over Europe as part of the EU energy security strategy?

### 7.1. Task reference

- Tiny task 69 from EC-wide poll 2014 (Resource security (oil, gas, raw materials))
- Medium task 7 from 'Strategy' poll 2015 (Effects, results of an EU strategy (in a country, EU-wide))

### 7.2. Correct answer and target page

<http://ec.europa.eu/energy/en/topics/imports-and-secure-supplies>

Answer= [energy security] stress tests

ec.europa.eu/energy/en/topics/energy-strategy/energy-security-strategy

European Commission > Energy > Topics > Energy Strategy > Energy security strategy

HOME TOPICS STATISTICS CONSULTATIONS EVENTS FUNDING STUDIES PUBLICATIONS ABOUT US

## Energy Security Strategy

The EU imports more than half of all the energy it consumes. Its import dependency is particularly high for crude oil (more than 90%) and natural gas (66%). The total import bill is more than €1 billion per day.

Many countries are also heavily reliant on a single supplier, including some that rely entirely on Russia for their natural gas. This dependence leaves them vulnerable to supply disruptions, whether caused by political or commercial disputes, or infrastructure failure. For instance, a 2009 gas dispute between Russia and transit-country Ukraine, left many EU countries with severe shortages.

In response to these concerns, the European Commission released its Energy Security Strategy in May 2014. The Strategy aims to ensure a stable and abundant supply of energy for European citizens and the economy.

### Short term measures

As part of the Strategy, 38 European countries, including all EU countries, carried out energy security stress tests in 2014. They simulated two energy supply disruption scenarios for a period of one or six months:

### LATEST

EU open door day  
28 May 2016

EU HR/VP Mogherini, Vice President Šefčovič and Commissioner Arias Cañete in Washington to participate in the US-EU Energy Council  
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Energy diplomacy: Climate Action and Energy Commissioner Arias Cañete at G7 Energy Ministers meeting in Kitakyushu, Japan  
2 May 2016

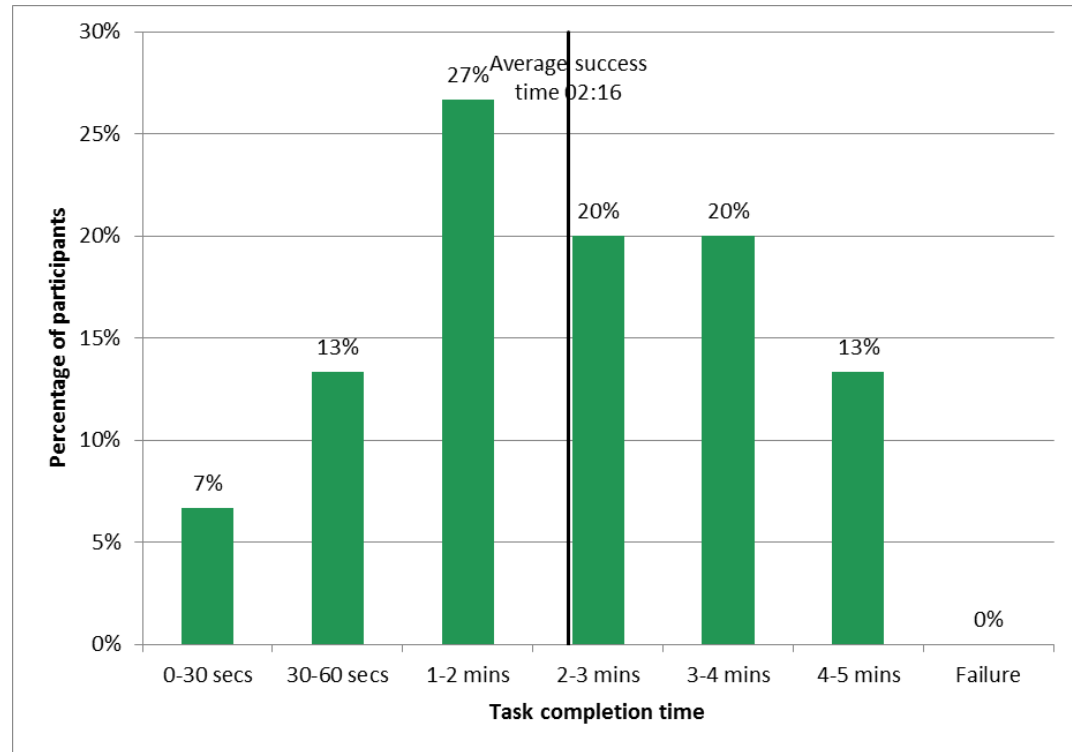
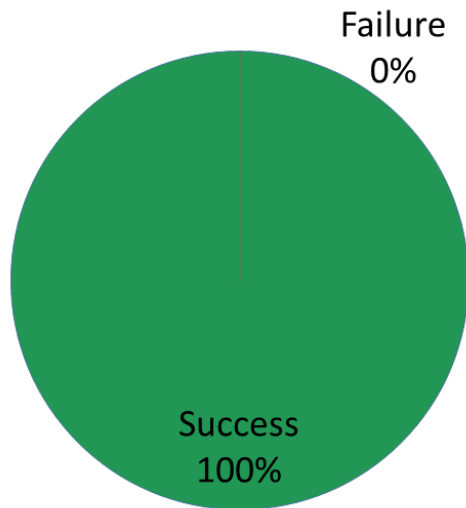
New Expert Group on electricity interconnection targets: call for applications deadline extended  
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### 7.3. Performance

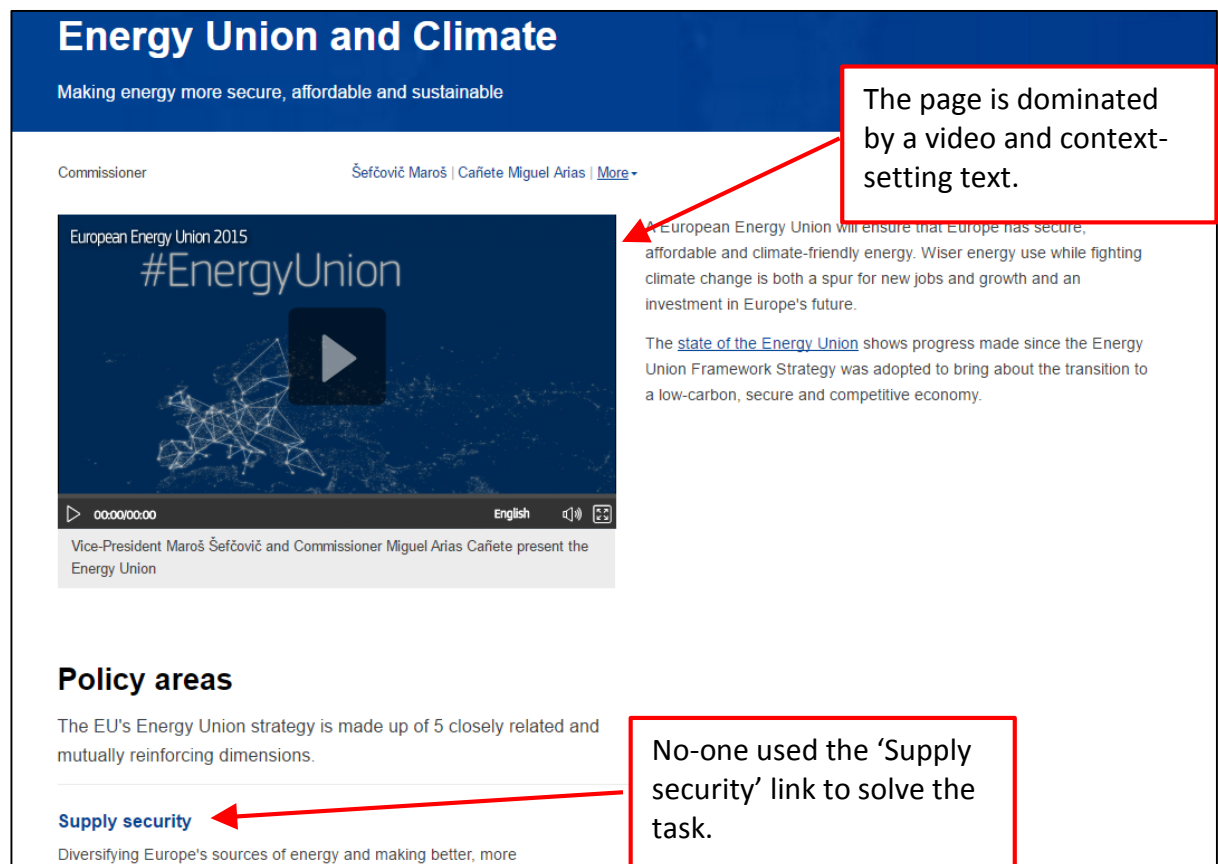
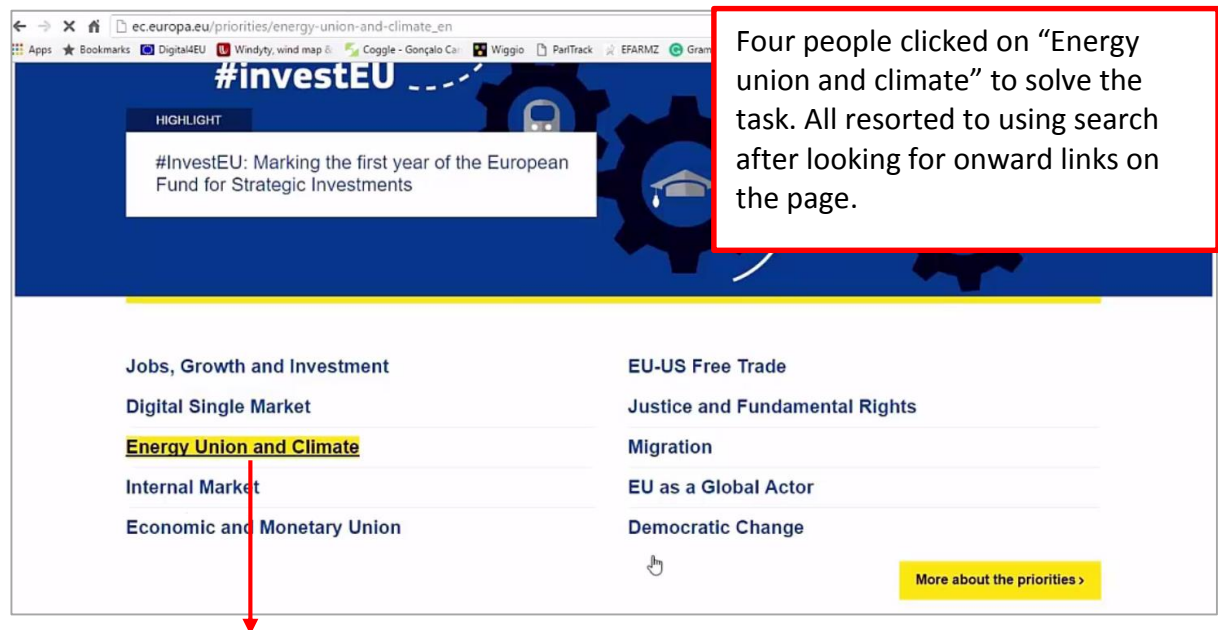
*Instruction 7: What kind of tests were carried out all over Europe as part of the EU energy security strategy?*



## 7.4. Findings

- Homepage main navigation (Political priorities) assumed to be main task navigation
- Energy security strategy page on Energy website (DG ENER): page content slowed task completion times

### 1. Homepage main navigation (Political priorities) assumed to be main task navigation.



## 2. Energy security strategy page on Energy website (DG ENER): page content slowed task completion times



**Page content slowed task completion times**

- The illustration serves no purpose and is a distraction.
- A lot of context-setting sentences with no purpose.
- The page is dominated by dense blocks of text.

The EU imports more than half of all the energy it consumes. Its import dependency is particularly high for crude oil (more than 90%) and natural gas (66%). The total import bill is more than €1 billion per day.

Many countries are also heavily reliant on a single supplier, including some that rely entirely on Russia for their natural gas. This dependence leaves them vulnerable to supply disruptions, whether caused by political or commercial disputes, or infrastructure failure. For instance, a 2009 gas dispute between Russia and transit-country Ukraine, left many EU countries with severe shortages.

In response to these concerns, the European Commission released its Energy Security Strategy in May 2014. The Strategy aims to ensure a stable and abundant supply of energy for European citizens and the economy.

### Short term measures

As part of the Strategy, 38 European countries, including all EU countries, carried out [energy security stress tests](#) in 2014. They simulated two energy supply disruption scenarios for a period of one or six months:

- a complete halt of Russian gas imports to the EU
- a disruption of Russian gas imports through the Ukrainian transit route

The tests showed that a prolonged supply disruption would have a substantial impact on the EU. Eastern EU countries and Energy Community countries would be particularly affected. The report also confirmed that if all countries cooperate with each other, consumers would remain supplied even in the event of a six

Empowered consumers, advanced building materials and cutting carbon in transport – Thursday at EU Sustainable Energy Week  
16 June 2016

CO2-free beer, a Croatian region and a charitable renewable association: the EUSEW winners!  
15 June 2016

Opening ceremony, Energy Awards and more – Tuesday at EU Sustainable Energy Week  
14 June 2016

EU open door day  
28 May 2016

EU HR/VP Mogherini, Vice President Šefčovič and Commissioner Arias Cañete in Washington to participate in the US-EU Energy Council  
10 May 2016

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**Instruction 8:** What is the EU trying to ensure by regulating fishing activity across the Union?

## 8.1. Task reference

- Top task 5 from EC-wide poll 2014 (EU strategy, political priorities)
- Medium task 8 from 'Strategy' poll 2015 (EU vision for a theme, topic)

## 8.2. Correct answer and target page

[http://ec.europa.eu/fisheries/cfp/index\\_en.htm](http://ec.europa.eu/fisheries/cfp/index_en.htm)

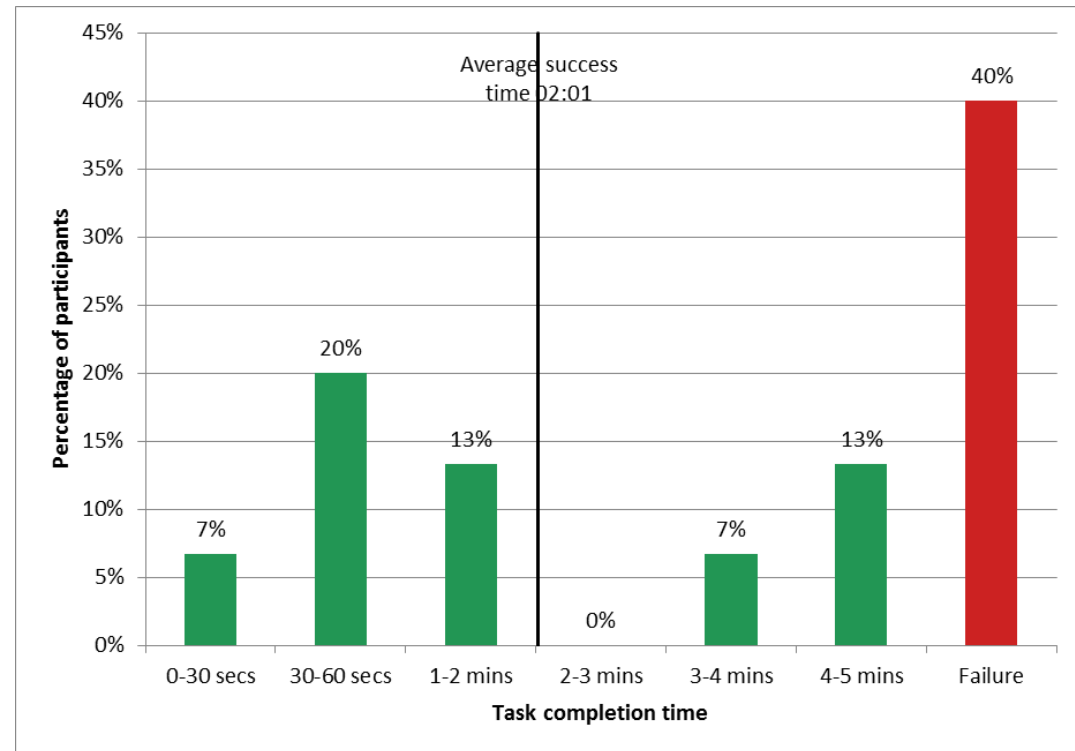
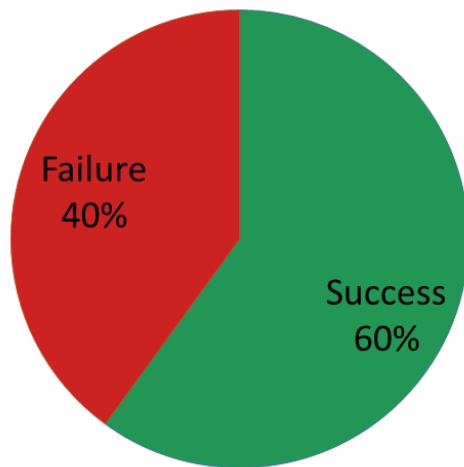
Answer= "The CFP aims to ensure that fishing and aquaculture are environmentally, economically and socially sustainable and that they provide a source of healthy food for EU citizens. Its goal is to foster a dynamic fishing industry and ensure a fair standard of living for fishing communities."





### 8.3. Performance

*Instruction 8: What is the EU trying to ensure by regulating fishing activity across the Union?*



## 8.4. Findings

- EC search returns poor results
- Google provides good results
- Common Fisheries Policy (CFP) pages of the 'Fisheries' website (DG MARE): confusing menus and links. Dense blocks of text also slowed task completion times

### 1. EC search returns poor results.

The screenshot shows the European Commission's search interface. The search bar contains 'fishing policy'. The results list several pages, with the first result being 'Fish and shellfish - GES - Marine - Environment - European Comm...'. A red box highlights the first result, and a red arrow points to it from a text box stating: 'The first result is about shellfish policy and has no links to the answer.' Another red box highlights the search string 'fishing policy' and a text box states: 'The logical search string 'Fishing policy' produced poor results. None of the first five results have links to the answer.'

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EUROPEAN COMMISSION

European Commission > Search

Search

fishing policy

The logical search string 'Fishing policy' produced poor results. None of the first five results have links to the answer.

WEB **Fish and shellfish - GES - Marine - Environment - European Comm...**  
[ec.europa.eu/environment/marine/.../index\\_en.htm](https://ec.europa.eu/environment/marine/.../index_en.htm)  
**08 Jun 2016** - policy of the EU. It was formally created in 1983, but its origins date back to the early 1970s when fisheries were originally part of the Common Agricultural Policy.

WEB **Marine litter - GES - Environment - European Commission**  
[ec.europa.eu/environment/marine/.../index\\_en.htm](https://ec.europa.eu/environment/marine/.../index_en.htm)  
**08 Jun 2016** - discharge from storm water drains untreated into the sea. Marine based activities: **fishing** industry ships.

WEB **The EU and FAO closing the door to illegal fish - European Comm...**  
[ec.europa.eu/dgs/.../eu-and-fao-closing-door-illegal-fish-0](https://ec.europa.eu/dgs/.../eu-and-fao-closing-door-illegal-fish-0)  
**24 Jun 2016** - en Search the magazine Maritime Affairs and Fisheries Online Magazine > > > > The EU and FAO closing the door to illegal **fish** The EU and FAO closing the door to illegal

WEB **Food webs - GES - Marine - Environment - European Commission**  
[ec.europa.eu/environment/marine/.../index\\_en.htm](https://ec.europa.eu/environment/marine/.../index_en.htm)  
**08 Jun 2016** - of the marine food webs. Ensuring normal abundance and diversity of the elements of marine food webs involves therefore taking actions to control **fishing** activities and levels

WEB **Biodiversity - GES - Marine - Environment - European Commission**  
[ec.europa.eu/environment/marine/.../index\\_en.htm](https://ec.europa.eu/environment/marine/.../index_en.htm)  
**08 Jun 2016** - but most also impact biodiversity in some way. The key pressures on marine biodiversity are fisheries and physical damage to the sea floor. Fisheries directly impact biodiversity

WEB **Marine - Environment - European Commission**  
[ec.europa.eu/environment/marine/index\\_en.htm](https://ec.europa.eu/environment/marine/index_en.htm)  
**08 Jun 2016** - the fragile balance of marine ecosystems. Human activities that depend on the sea, such as **fishing** and tourism, suffer from damaged ecosystems and use-related competition

Filter by

- Business & industry (544)
- Economy, finance and investment (423)
- Environment, food & natural resources (3505)
- EU in the world (882)
- Functioning of the EU (3453)
- Health, Wellbeing & Consumer Protection (858)
- Infrastructure, research & innovation (1165)
- Life & Rights in the EU (153)
- Media, culture & languages in the EU (50)
- Others (712)
- Work & Education (207)

## 2. Google provides good results.

← → ↻ <https://www.google.co.uk/webhp?sourceid=chrome-instant&ion=1&espy=2&ie=UTF-8#q=eu%20fisheries%20policy>

Google eu fisheries policy


All News Images Videos Shopping More ▾ Search tools

About 6,530,000 results (0.50 seconds)

**Scholarly articles for eu fisheries policy**

The Common Fisheries Policy: origin, evaluation and ... - Holden - Cited by 307  
Venue shifts and policy change in EU fisheries policy - Princen - Cited by 39  
... Policies An Application to the EU Fisheries Policy - Franchino - Cited by 36

The **Common Fisheries Policy** (CFP) is the **fisheries policy** of the **European Union (EU)**. It sets quotas for which member states are allowed to catch what amounts of each type of fish, as well as encouraging the fishing industry by various market interventions.



Common Fisheries Policy - Wikipedia, the free encyclopedia  
[https://en.wikipedia.org/wiki/Common\\_Fisheries\\_Policy](https://en.wikipedia.org/wiki/Common_Fisheries_Policy)

About this result • Feedback

**The Common Fisheries Policy (CFP) - Fisheries - European Commission**  
[ec.europa.eu/fisheries/cfp/index\\_en.htm](https://ec.europa.eu/fisheries/cfp/index_en.htm) ▾  
The Common Fisheries Policy (CFP) The CFP is a set of rules for managing European fishing fleets and for conserving fish stocks. Designed to manage a common resource, it gives all European fishing fleets equal access to EU waters and fishing grounds and allows fishermen to compete fairly.  
Managing fisheries · Reform of the common ... · International · EMFF

The second result in Google leads to the page containing the answer.

### 3. Common Fisheries Policy (CFP) pages of the 'Fisheries' website (DG MARE): confusing menus and links. Dense blocks of text also slowed task completion times.



This page (containing the answer) is dominated by dense blocks of text. This slowed task completion times.

**The Common Fisheries Policy (CFP)**

**Management of EU fisheries**

**What is the Common Fisheries Policy?**

The CFP is a set of rules for managing European fishing fleets and for conserving fish stocks. Designed to manage a common resource, it gives all European fishing fleets equal access to EU waters and fishing grounds and allows fishermen to compete fairly.

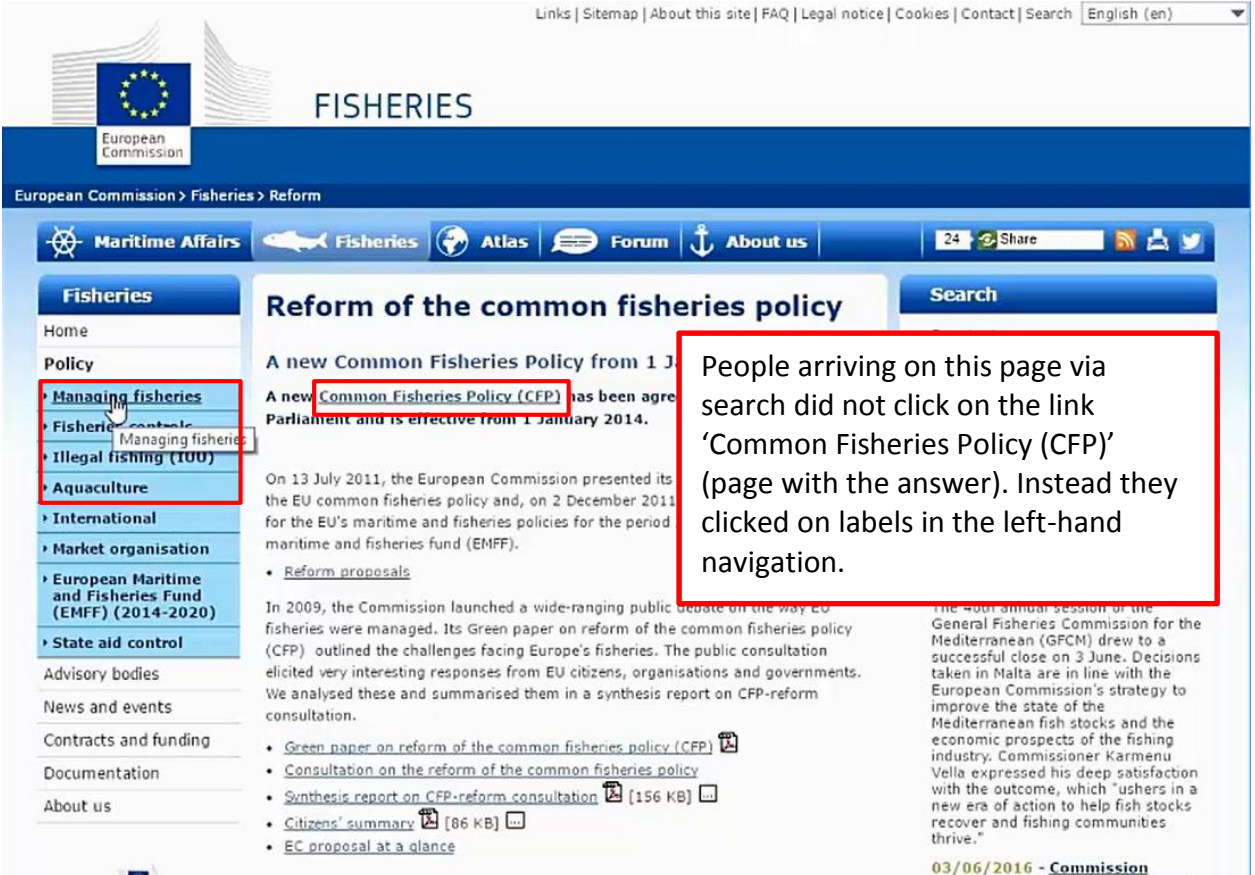
Stocks may be renewable, but they are finite. Some of these fishing stocks, however, are being overfished. As a result, EU countries have taken action to ensure the European fishing industry is sustainable and does not threaten the fish population size and productivity over the long term.

The CFP was first introduced in the 1970s and went through successive updates, the most recent of which took effect on 1 January 2014.

**What are the aims of the Common Fisheries Policy?**

The CFP aims to ensure that fishing and aquaculture are environmentally, economically and socially sustainable and that they provide a source of healthy food for EU citizens. Its goal is to foster a dynamic fishing industry and ensure a fair standard of living for fishing communities.

Although it is important to maximise catches, there must be limits. We need to make sure that fishing practices do not harm the ability of fish populations to reproduce. The current policy stipulates that between 2015 and 2020 catch limits should be set that are sustainable and maintain fish stocks in the long term.



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**FISHERIES**

European Commission > Fisheries > Reform

**Reform of the common fisheries policy**

**A new Common Fisheries Policy (CFP)** has been agreed by the Parliament and is effective from 1 January 2014.

On 13 July 2011, the European Commission presented its proposal for a new Common Fisheries Policy (CFP) and, on 2 December 2013, the European Parliament and the Council of the European Union agreed on the new CFP for the period 2014-2020.

**Managing fisheries**

**Reform proposals**

In 2009, the Commission launched a wide-ranging public debate on the way EU fisheries were managed. Its Green paper on reform of the common fisheries policy (CFP) outlined the challenges facing Europe's fisheries. The public consultation elicited very interesting responses from EU citizens, organisations and governments. We analysed these and summarised them in a synthesis report on CFP-reform consultation.

- [Green paper on reform of the common fisheries policy \(CFP\)](#)
- [Consultation on the reform of the common fisheries policy](#)
- [Synthesis report on CFP-reform consultation](#) [156 KB]
- [Citizens' summary](#) [86 KB]
- [EC proposal at a glance](#)

People arriving on this page via search did not click on the link 'Common Fisheries Policy (CFP)' (page with the answer). Instead they clicked on labels in the left-hand navigation.

## III. Annexes

### Annex 1: EC-wide top task poll results, 2014

	Votes
1 EU law, rules, treaties, judgments	83931
2 Research and innovation	83306
3 Funding, grants, subsidies	79414
4 Education and training in EU	59623
5 EU strategy, political priorities	45331
6 Environmental protection	44921
7 Jobs, traineeships at the European Commission	40358
8 Find a job in another EU country	37657
9 EU news, announcements, press releases	36809
10 Human rights, fundamental rights	35274
11 Working in an EU country (rights, permits, benefits)	34986
12 Order, download an EU publication	33794
13 Track policy and law making process, updates	33558
14 Statistics and forecasts	32983
15 About the European Union (role, structure, how it works, origin)	30065
16 Food and farming (production and safety)	27703
17 Climate change, global warming	26932
18 Regional, rural and urban development	25764
19 Freedom of information (transparency, access to documents)	25157
20 About the European Commission (role, structure, how it works)	24866
21 Product safety, conformity, certification	24660
22 National implementation of EU law, infringements	24326
23 Public health, disease prevention	23933
24 Culture (heritage, arts, films, Capitals of Culture)	23907
25 Doing business in the EU	23650
26 Economic growth, financial stability in EU (crisis, assistance to member states)	23215
27 Doing business with the European Commission (calls for tenders, bids)	23021
28 Conferences, summits, meetings, events	22111
29 Industry norms and standards	21474
30 Employing people (recruitment, terms and conditions, redundancies)	21103
31 Recognition of educational, professional qualifications	20677
32 Energy efficiency	20226
33 Travel within, to and from EU (documents, visa, consular help, currencies)	19166
34 Moving to another EU country (residence formalities)	17958
35 Banking and financial markets (reform, regulation)	17895
36 Relations with non-EU countries, international organisations (diplomacy, cooperation agreements)	17895
37 Languages in the EU (diversity, translation, interpreting)	17295
38 Competition (state aid, cartels, mergers, anti-trust)	16638
39 Development and humanitarian aid	16625
40 Healthcare in another EU country	16114

41	Contact European Commission, European Union	15716
42	Trade with non-EU countries (import, export, agreements, anti-dumping)	15546
43	Loans, access to finance, microfinance	14796
44	Initiate, contribute to law making (public consultations, citizen's initiative)	13256
45	Public procurement (contracts with public authorities, governments)	12850
46	Euro (coins, notes, eurozone, Economic and Monetary Union)	12703
47	Intellectual property, copyright, trademarks, patents	12411
48	Customs, tariffs, quotas, duties	12050
49	Privacy, data protection	11917
50	Consumer and passenger rights	11838
51	EU labels (eco labels, quality labels, audits)	11793
52	Immigration into the EU (asylum, reuniting family, integration)	11771
53	EU budget	11738
54	EU vocabulary and abbreviations	11076
55	Voting in the EU	10659
56	Crime, fraud, corruption, human trafficking	10528
57	Security, defence (terrorism, sanctions, critical infrastructure)	10043
58	Chemicals (approval)	9910
59	Volunteering opportunities	9692
60	Corporate social responsibility for business	9455
61	E-government	9448
62	Taxation, excise (not VAT)	8767
63	Accession of new countries to the EU, enlargement	8678
64	VAT (Value Added Tax)	8098
65	Judicial cooperation between EU countries, recognition of judgments	7549
66	Pensions, retirement in another EU country	7433
67	Transport safety (air, road, banned airlines)	7256
68	Complaints to the European Commission	6673
69	Resource security (oil, gas, raw materials)	6556
70	Family (marriage, divorce, partnerships, adoption)	6378
71	Emergencies, disasters, civil protection	5944
72	Visit EU institutions, guided tours	5530
73	European Commissioner profiles	5157
74	Goods allowed when crossing borders (alcohol, cigarettes, cash, pets)	4097
75	Driving licence validity in EU countries	3732
76	Vehicles (buying, selling, registration, taxes, insurance)	3473
77	President of the Commission (profile, agenda)	3042



## Annex 2: 'EU strategy, political priorities' top task poll results, 2015

	Votes
1. Financing the implementation of a strategy (European funds)	7353
2. Strategy implementation (initiatives, measures, programmes, action plans etc.)	6871
3. Overall goals of the EU	6368
4. Objectives, goals, aims of a strategy	6198
5. Cooperation between EU institutions and EU countries on a strategy	6210
6. EU strategy, priorities on a specific theme / topic	6044
7. Effects, results of an EU strategy (in a country, EU-wide)	5450
8. EU vision for a theme / topic	5139
9. EU legislation to achieve a strategy (existing, planned)	4976
10. EU countries' cooperation on a strategy	4933
11. Priorities of the European Commission	4874
12. Principles and core values behind a strategy	4670
13. Take part in, contribute to EU strategy	4380
14. National implementation of a strategy, related national strategies	4177
15. Partnerships with non-EU countries and regions on strategy (Africa, Asia, etc.)	4145
16. Involvement, consultation of stakeholders in EU strategy making (who, how, results)	4104
17. EU strategy, priorities for a specific country, region, macro-region	3993
18. Roadmaps, timetables, milestones for a strategy	3906
19. EU contribution to international strategies	3850
20. Monitoring, verification of strategy implementation	3702
21. Impact assessment prior to adopting a strategy	3352
22. Evaluation, review of a strategy	3158
23. Compare EU countries' performances	3114
24. Country specific recommendations and their approval	3024
25. European Commission Work Programme for a particular year	2921
26. Targets, key performance indicators for a particular strategy	2796
27. Reports, scoreboards, statistics on strategy implementation	2584
28. Obstacles and barriers to strategy implementation	2570
29. EU economic governance (European Semester, etc.)	2382
30. Priorities of the Council and the European Parliament	2215
31. How common priorities and joint agendas are set	2135
32. Roles and responsibilities regarding a strategy	2053
33. Alignment of strategies across policy areas (mainstreaming)	2012
34. Renewal, adaptation of a strategy	1663
35. Commission internal decision-making process on strategy	1646
36. Track, get updates on strategy making	1352
37. Discussion of Commission strategy proposals in other EU institutions	1238
38. Mission, priorities for a Commissioner	972
39. Past EU strategies	780

## **Annex 3: Test user profiles**

### **Recruiting participants for TPI testing**

To establish an adequate picture of task performance, 15 answers are required for each instruction. To ensure this, 15-18 participants must be recruited for each testing round.

Participants are recruited from a pool of people who have participated in previous polls and surveys (thereby giving their profile information) and who have volunteered to participate in future testing by giving their email address.

Some or all of the following profile elements are known for each volunteer (depending on the poll/survey they took part in):

- Language preferences (first and 2<sup>nd</sup> language choices)
- Country of residence
- Employment status (employed, self-employed, unemployed, student, retired)
- Workplace (private/public/NGO)
- Occupation (for example: Journalist, teacher, lawyer, etc.<sup>9</sup>)
- Frequency of web visits
- Age
- Private or professional use
- Most important/relevant user tasks
- Interest areas (can be multiple)

All this data is held in a database.

TPI testing is done per class. This means that the recruitment pool consists of all volunteers who voted for one of the tasks included in the class. This pool is statistically analysed to identify the mix of profiles, focusing on the two elements 'occupation' and 'frequency of web visits'<sup>10</sup>. The percentage of each major occupation is assigned a proportionate number in relation to the total number sought (15-18 participants per testing round). The actual mix of test participants should be as close as possible to the representative mix thus identified.

On the basis of this representative mix, specific volunteers are identified<sup>11</sup> and invited (by personalised email) to participate in the testing round. The actual tests are scheduled bilaterally through email exchange with each participant. If a participant fails to show up for

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<sup>9</sup> Depending on the survey, data on occupation varies.

<sup>10</sup> For certain classes, analysis might show that another element is also important, e.g 'age' for the class 'education'.

<sup>11</sup> At this stage, the list of participants is also checked to ensure a proportionate distribution of the aggregated profile elements 'EU/Non-EU' and 'workplace' (public/private/NGO)

the test or there are insurmountable technical difficulties, a replacement participant is found with the same profile.

Ideal mix of profiles & actual mix:

	Strategy Poll profile results	Ideal mix of participants	Actual # of participants
<b>Occupation</b>			
Teacher, professor, researcher (academia)	19%	3	4
Consultant, advisor	15%	2	3
Manager	14%	2	2
Administrative staff	13%	2	2
Engineer, architect	8%	1	0
Lawyer, legal professional	5%	1	1
Economist	4%	1	0
Policy maker	3%	0	1
Journalist, media professional	3%	0	0
Lobbyist, interest representative	2%	0	0
Other	13%	2	1
<b>Total</b>		<b>14</b>	<b>14</b>
<b>Frequency of web visit</b>			
Daily	19%	3	5
Weekly	30%	5	9
Monthly	19%	3	1
Infrequently	23%	3	0
First time	9%	1	0
<b>Total</b>		<b>15</b>	<b>15</b>
<b>Employment status</b>			
Employed	70%	11	9
Self-employed	11%	2	5
Student	11%	2	1
<b>Total</b>		<b>15</b>	<b>15</b>
<b>Workplace</b>			
Private companies	41%	5	5
Public institutions	31%	4	3
Non-profit	15%	2	4
Other	13%	2	2
<b>Total</b>		<b>13</b>	<b>14</b>
<b>EU / non-EU</b>			
EU	86%	13	14
Rest of Europe	14%	2	1
<b>Total</b>		<b>15</b>	<b>15</b>

## Annex 4: Stability of results

