

# **CELEP e-communication tools**

## **as of Oct 2013**

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# Two main e-communication tools

- **Googlegroup e-list:**
  - managed by Ann WB, Koen Van Troos & Jean Blaylock
  - little work (adding/approving new members; following up bouncing addresses; checking suspected spam messages; no moderation of discussions)
  - **217** members (38% more than 157 counted this time last year)
  - people can join via the website (after approval) or moderators can add their addresses directly
- **Website ([www.celep.info](http://www.celep.info)):**
  - originally set up by Cordaid, now co-moderated by VSF-B
  - co-moderated & updated by Ann WB
  - payment of EUR 5000/yr for Ann's time inputs (agreement between ETC & VSF-Belgium)



# CELEP website statistics

- **1<sup>st</sup> visit recorded by Google Analytics: 28 Feb 2011**
- **6724 unique visitors over last 31 months since website exists**
- **Average 295 total visits/month over 31 months:**
  - **221 visits/month in first 8 months (before regular updating)**
  - **316 visits/month in next 11 months (till last CELEP meeting)**
  - **326 visits/month in next 12 months (more or less steady)**
- **Initially, most visitors from NL & UK; in past 12 months, most visitors from Kenya (12.2%), Ethiopia (8.3%), USA (7.8%), UK (7.3%) and Belgium (6.4%)**



# Top 10 visits according to country

(1 Mar 2011–30 Sept 2012 / 30 Sept 2013)

1 Mar`11–30 Sept`12			1 Mar`11–30 Sept`13		
No.	Country	Visits	No.	Country	Visits
1	UK	573	1	Kenya	980
2	Netherlands	521	2	UK	858
3	Ethiopia	520	3	Ethiopia	846
4	Kenya	503	4	USA	732
5	USA	426	5	Netherlands	660
6	Germany	295	6	Germany	532
7	Brazil	262	7	Belgium	446
8	Belgium	199	8	Brazil	440
9	Uganda	191	9	Uganda	341
10	Tanzania	133	10	Tanzania	229

# Items uploaded

- **CELEP documents and news (little in past year)**
- **Recent publications (articles, reports, papers)**
- **Key older publications: repository of useful info for CELEP members/partners and others for lobbying and project planning/assessment**
- **86 items/blurbs in last 12 months plus creating new categories, re-categorising & keywording some older documents**



# Major website themes

- Climate change
- Gender
- Learning
- Livelihoods
- Marketing
- Mobility
- Natural resources
- Policy
- Research & innovation
- Value of pastoralism
- **ADD? Peace/security? Extractives?**



# Questions

- **All CELEP members & partners pledged last year to link from own website to CELEP website. Did this happen? Is this still considered important?**
- **Last year we felt that Googlegroup e-list and website were sufficient e-tools for CELEP's purpose. Is this still the case?**
- **CELEP Core Group communicates via a separate mailing list. Should key CG decisions and activities be made known via e-list and/or website? (i.e. more CELEP news?)**
- **Who will manage & update website in coming year?**
- **How will time inputs be funded?**

