

# Appendix II: Analytics Report

## covering time period July 2011 until 3 March 2014

### Compilation of statistics to monitor BMGF grantees involvement in the SuSanA Discussion Forum and library

Compiled by Maurice Skelton and Dorothee Spuhler (seecon)  
with input from Elisabeth von Muench (Ostella) and Arno Rosemarin (SEI)

Date: 19 March 2014

#### 1. Summary and main observations

- This is the 3<sup>rd</sup> report on evaluation of impact of the Science & Technology (ST) category on the SuSanA forum since 1 March 2013 (ST is the category that was set up as a space for the BMGF sanitation grantees). The report shows that the ST addition has increased the impact and use of the Forum and SuSanA library.
- Overall there is a steady increase in Forum members (currently 3318), as well as posts and topics. There is also a steady increase in Forum visits and page views since introduction of the ST category compared to the baseline period. Total visits to the Forum are 91,167 since the launch in July 2011, average visits per month 5,698 (trend rising, see Figure 4 and visits of over 7500 per month have been recorded recently).
- There is a decreasing but relatively high number of returning visitors (approx. 50%) with rather high average time spent per visit (4 minutes 58 seconds). Returning visitors stay longer on the Forum (average of 7 minutes 54 seconds since the ST category was introduced). Forum visits from tablets and mobile phones are steadily increasing since the launch of the mobile version, which was started after the BMGF collaboration in February 2013. The number of posts per week in the ST category alone varies from 10 to 20.
- The total number of BMGF grantees registered on the Forum is currently 168. The total number of BMGF grantees that logged in since migration to the SuSanA Forum peaked in the period June to July 2013. There are between 20 and 30 logged in grantees per month. 63 grantees, however, have not logged in since the introduction of the ST category although they do have accounts for the forum.
- A small number of BMGF grantees are very active on the forum (14 grantees have made more than 15 posts). But approximately 45% of the SN category members have never posted on the Forum. These grantees still need to be further motivated. Notes: (1) posts by members that have been members already before the introduction of the ST grantees are also included in this statistics; (2) when people make a post by e-mail, this is not counted in this statistic (some of the grantees have actually therefore made a few more posts).
- From March to July 2013 BMGF grantees primarily posted in the ST category on the Forum. From August 2013, more posts have been made by grantees as well in other categories. By December 2013, the number of posts by grantees in non-ST-categories surpassed the number of posts by grantees in the ST category. This reflects the interest of the grantees in topics from other areas. Similarly, non-BMGF grantees are increasing their activities in the ST-category. **Exchanges between BMGF-grantees, practitioners and others are therefore taking place (Figure 19 & 20).**
- 67 grants (80%) out of a possible 85 have been launched on the Discussion Forum to date. We have discussed with the Water, Sanitation & Hygiene (WSH) staff of the BMGF what to do about the remaining 20% and it was agreed at this point that it would not be justified to spend large amount of time and effort on

these remaining grantees who have various reasons for not engaging on the Forum (see also the report on survey results from the survey with grantees carried out in February 2014).

- When looking back over the entire time period, there was a peak in activity on the Forum during April to September 2013, followed by a lower period because by then most of the 67 grants had been launched on the Forum. From November 2013 to the present, the activity level in the ST category has increased again due to some grants receiving Phase 2 funding and reporting updates on their work for this reason.
- The six webinars that took place since June 2013 also led to renewed discussions for those grants that were highlighted at those webinars. In weeks with webinars, the activity in the ST category is in general increased. As we got more experienced with the webinars, we worked out how to advertise them better which led to more live participants (up to 37 in the last one in February 2014) and more discussions on the Forum. Combining live discussions in webinars with off-line discussions on the Forum is a promising way forward (keeping in mind that many people in developing countries cannot participate in live webinars nor watch the webinars on YouTube afterwards due to bandwidth restrictions or that YouTube is banned in their countries).
- Regarding the SuSanA overall web-domain (all susana.org pages): most page views are registered for the Forum, followed by the library, home, news, and case studies. Document downloads for library entries concerning BMGF grants are increasing since September 2013. This may be explained by more available documents and due to the beginning of a series of public webinars we have held with BMGF grantees.

## 2. Methodology

### 2.1 Explanation about the data used

The **data** used for the compilation of the graphs and tables below have been extracted from the following sources, which are available to users as well

1. SuSanA Forum statistics: <http://forum.susana.org/forum/statistics> (note: most tabs are visible to all, but the last two tabs “No replies” and “SN Stats” are only visible for moderators).
2. SuSanA webpage, Forum and library stats
  - <http://stats.susana.org/> (login: report; password: report)
  - Contains statistics on the Forum users, posts and topics, also filtered for BMGF grantees only, and library document uploads and downloads for the periods 1 March – 28 February 2014. Statistics are recorded every 7<sup>th</sup> day. Note: we finalized our methodology on what data should be recorded and how by 1 March 2013. This is the reason that these specific data are not available earlier than 1 March. <http://stats.susana.org/ganalytics> contains visits and page views of the SuSanA webpage.
3. Google analytics
  - <http://www.google.com/analytics/>
  - Contains statistics on the SuSanA webpage and the SuSanA Forum (separate from SuSanA webpage). The data are available since the launch of the SuSanA website and consist of statistics on webpage visits, page views of individual pages and visitor demographics.

Note: Moderator posts are filtered out of the tables that show the user rankings (<http://forum.susana.org/forum/statistics?task=1>). In all the other statistics, the posts of the moderators are not filtered out, because it would be too complex to do so.

These **dates and periods** have been of high relevance to the statistics:

- 1 July 2011: launch of the SuSanA Forum.
- 1 November 2012: Start of the BMGF grant to SEI, beginning of moderator activities.
- 27 November 2012: Start to upload documents from BMGF to the SuSanA library.
- 24 December 2012: Introduction of category *Innovative sanitation science and technology (ST)*, in which the BMGF grants are discussed. All posts from the BMGF Sanitation Network have been imported to the SuSanA Discussion Forum.

Note 1: the ST category is only one of several discussion categories on the SuSanA Forum.

Note 2: Grantees that joined the programme later were encouraged to create a new account for the SuSanA Forum

Note 3: Forum users that received a grant from BMGF later than November 2012 have been added to the list of SN members ST category later thus increasing the total number of potential grantee participants.

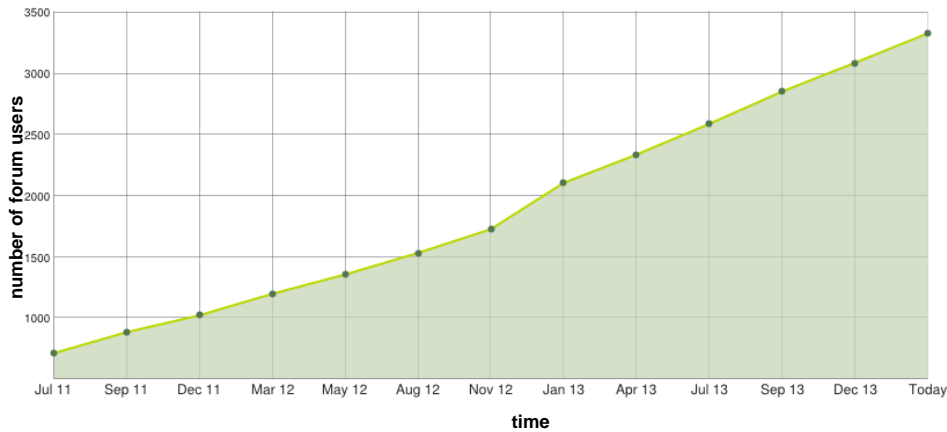
4. 1 March 2013: The automated statistical reporting specific to BMGF grantees was activated (SuSanA webpage, Forum and library stats).
5. A baseline (1 March 2012 – 31 October 2012) was chosen to compare with the period beginning 1 November 2012, (i.e. the start of the BMGF SEI project)
6. The following **periods** have been used for the analytic report:
  - **SuSanA Forum statistics:** from 1 July 2011 to 3 February 2014
  - **SuSanA webpage, forum and library stats:** from 1 March 2013 (date on which the automated statistical recording was activated) to 28 February 2014
  - **Google analytics:** from 1 July 2011 to 28 February 2014

## 2.2 Definitions

Term	Definition
Visit/visitor	Forum/webpage visits are defined as a group of interactions that take place on the website within a given timeframe. For example a single visit can contain multiple page views, events, social interactions, custom variables and e-commerce transactions. A visit does not equal a visitor. One visitor can have multiple visits. Find a specific description here: <a href="https://support.google.com/analytics/answer/2731565?hl=en-GB&amp;topic=2524483&amp;ctx=topic">https://support.google.com/analytics/answer/2731565?hl=en-GB&amp;topic=2524483&amp;ctx=topic</a>
Returning visitor	Google Analytics record a visitor as “returning” when the cookie for the domain of concern exists on the browser accessing a site. Thus a returning visitor is one who has been to the website at least once before.
User	Person that has a user login on the SuSanA Forum. User ≠ visitor, as a visitor does not need to be a logged in.
SN	<u>S</u> anitation <u>N</u> etwork - the name of the closed discussion forum that the BMGF utilized for its sanitation grantees until November 2012 when it was closed down, and users and content were transferred to the SuSanA Forum. “SN users” are grantees, who were part of this Sanitation Network.
ST category	The category on the SuSanA Forum and library, which is designated to the discussion of the grants/upload of documents by grantees (ST stands for <u>S</u> cience and <u>T</u> echnology). The category is also referred to as <i>Innovative sanitation science and technology</i> Link to ST forum category: <a href="http://forum.susana.org/forum/categories/96-innovative-sanitation-science-and-technology">http://forum.susana.org/forum/categories/96-innovative-sanitation-science-and-technology</a> Link to ST library category: <a href="http://www.susana.org/lang-en/library?showby=yeardesc&amp;vbIs=7&amp;vbl_7=79&amp;vbl_0=0">http://www.susana.org/lang-en/library?showby=yeardesc&amp;vbIs=7&amp;vbl_7=79&amp;vbl_0=0</a>
Topic	Title of a forum “thread” – a conversation containing one or several posts from one or several persons.
ST category moderators	Elisabeth von Münch (569 posts) Dorothee Spuhler (126 posts) Arno Rosemarin (46 posts) Nelson Ekane (23 posts) Kim Andersson (29 posts)

### 3. Statistics on Forum use

**Figure 1. SuSanA membership development (registered Forum members)**

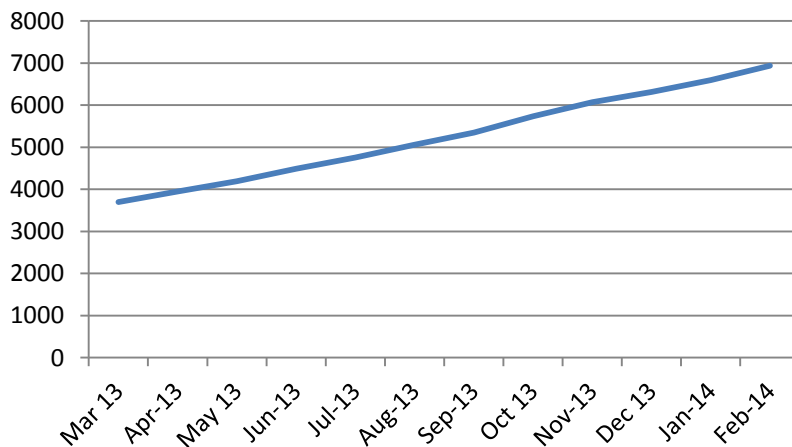


**Observations:**

- Graph shows total (cumulative) number of registered Forum members from July 2011 (launch of SuSanA forum) to 4 March 2014.
- This number has increased quite rapidly and is steady (linear).
- As of 4 March 2014, 3318 registered members

Source: Public SuSanA forum stats (<http://forum.susana.org/forum/statistics>) (Accessed: 04 March 2014) Available data: 01 July 2011 – 28 February 2014.

**Figure 2. Total Forum posts over the past 12 months**

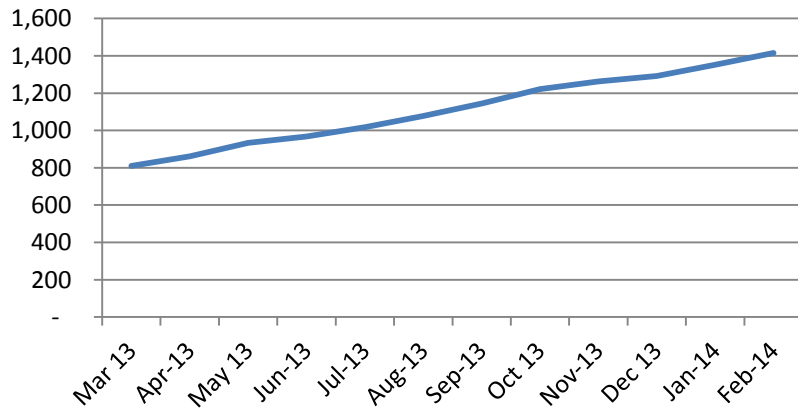


**Observations:**

- This graph shows total Forum posts for the period 1 March 2013 to 28 February 2014.
- Total increase was 3242 (approx. 85%) over the 12-month period; average increase per month was 270.

Source: SuSanA forum stats (<http://stats.susana.org/>). Available data: 01 March 2013 – 28 February 2014.

**Figure 3. Total Forum topics over the past 12 months**

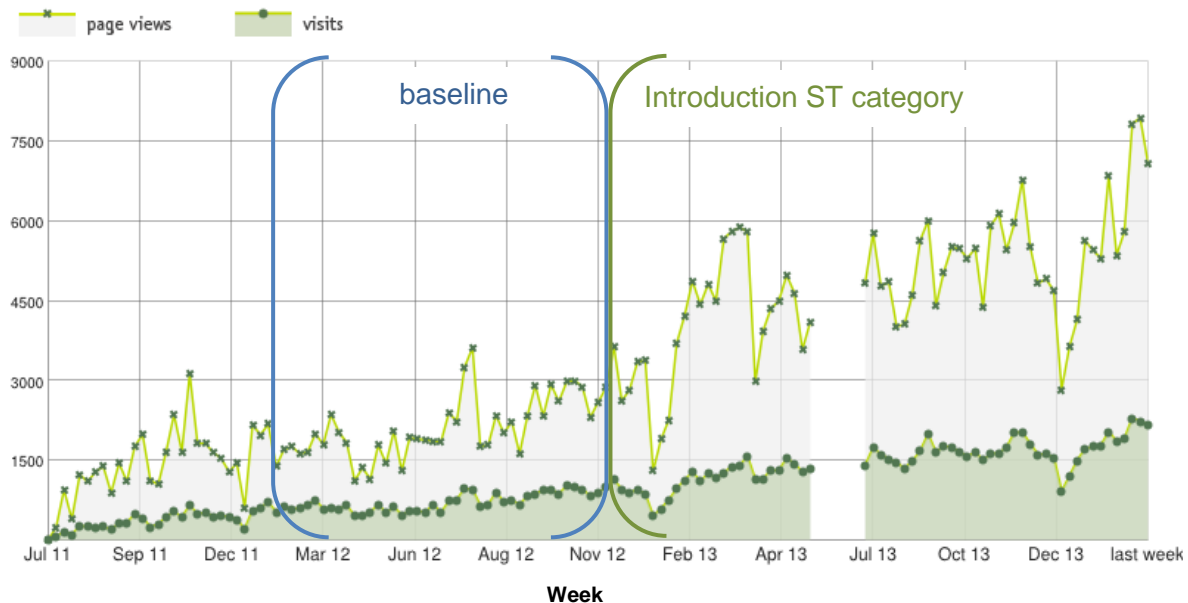


**Observations:**

- This graph shows the cumulative total of SuSanA Forum topics from 1 March 2013 to 28 February 2014.
- Total increase by 606 (approx. 50%); average increase per month was 51.

Source: SuSanA forum stats (<http://stats.susana.org/>). Available data: 01 March 2013 – 28 February 2014.

**Figure 4. Forum visits and page views per week**

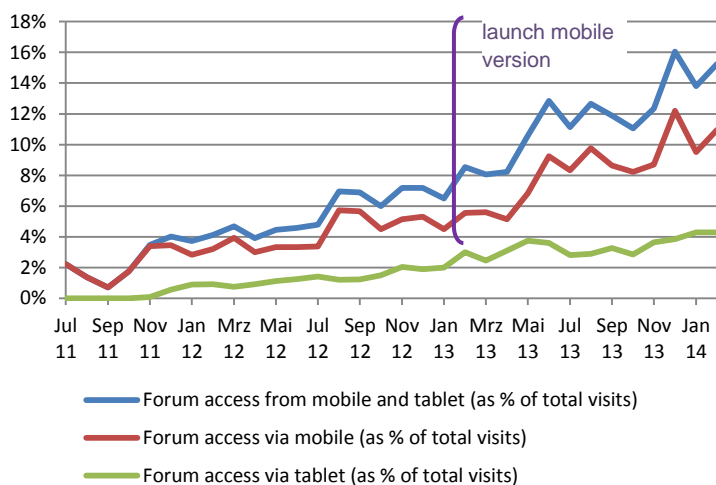


Source: Google analytics on <http://stats.susana.org/ganalytics/> (Accessed : 16 March 2014)

**Observations:**

- This graph shows the number of weekly SuSanA Forum visits and page views during the period July 2011 to 16 March 2014, which have increased steadily.
- Since introduction of the ST category (1 November 2012) growth was higher than during the baseline period
- The short-term dips in December of each year are quite common and are due to Christmas/New Year holidays.
- The gap in the data (June 2013, week 100-105) is due to a programming error.

**Figure 5. Monthly Forum visits with mobile devices**



Source: Google analytics for SuSanA forum (<http://www.google.com/analytics/>).  
Data: 12 July 2011 – 28 February 2014.

**Observations:**

- This graph shows percentages of Forum visits using mobile devices from 1 July 2011 to 28 February 2014 based on monthly data
- The launch of the mobile version [m.forum.susana.org](http://m.forum.susana.org) on 18 February 2013 resulted in further increases.
- Access via mobile phone is increasing more rapidly than from tablet computers.
- Total Forum visits with mobile phones or tablets have been 12,004 for the periods of 9 July 2011 – 28 February 2014.
- Peak so far: 16% of all users accessed the Forum via a mobile or tablet (in December 2013).

**Figure 6. Forum visit statistics**

	<b>Baseline period</b> 01 March 2012 – 31 October 2012 (8 months)	<b>Reporting period I</b> Since BMGF entry 01 Nov 2012 – 31 May 2013 (8 months)	<b>Reporting period II</b> 01 June 2013 – 01 November 2013 (5 months)	<b>Reporting period III</b> 01 November 2013 – 28 February 2014 (4 months)	<b>Total since BMGF entry</b> 01 November 2012 – 28 February 2014 (16 months)
<b>Total visits to the Forum</b>	24,626 visits 12,381 unique visitors	32,465 visits 16,071 unique visitors	30,091 visits 15,713 unique visitors	29,307 visits 15,676 unique visitors	91,167 visits 46,944 unique visitors
<b>Average visits per month</b>	3,078	4,638	6,018	7,327	5,698
<b>Total returning visitors</b>	56%	52%	51%	47%	50%
<b>Average time spent per visitor (minutes:seconds)</b>	5:20	4:47	4:44	5:19	4:58
<b>Average # of pages views/visitor</b>	3.05	3.48	3.18	3.12	3.28

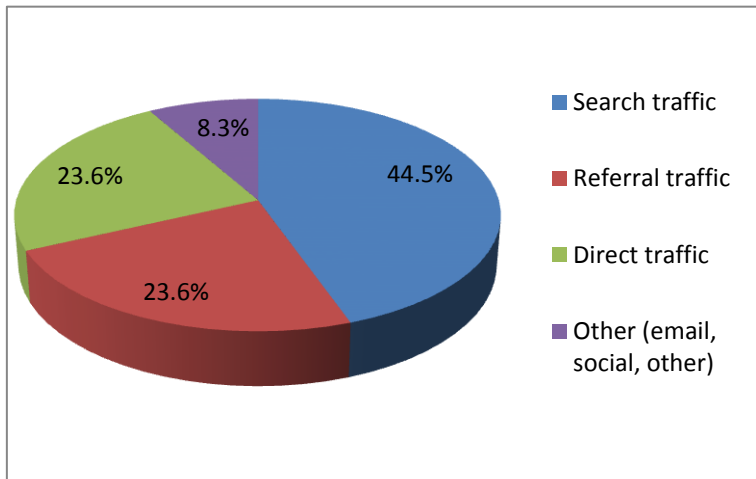
Source: Google analytics for SuSanA forum (<http://www.google.com/analytics/>).

**Observations:**

- We observed about 85% more visits (based on monthly averages) since the BMGF entry compared to baseline period. Figure 4 shows, however, that there was already a steady growth before the BMGF entry. So not all the new growth can be solely attributed to the BMGF entry.
- 50% returning visitors compared to other websites is a very satisfactory number (e.g. [www.sswm.info](http://www.sswm.info) with approx. 26,000 visitors per month has a rate of 20% returning).
- 4 min 58 sec is a rather high figure for average time spent on the Forum. Returning visitors stay longer (average of 7 minutes 54 seconds since the ST category was

introduced) and visit more pages (average of 4.7 since BMGF entry).

**Figure 7. Sources of traffic on the Forum**

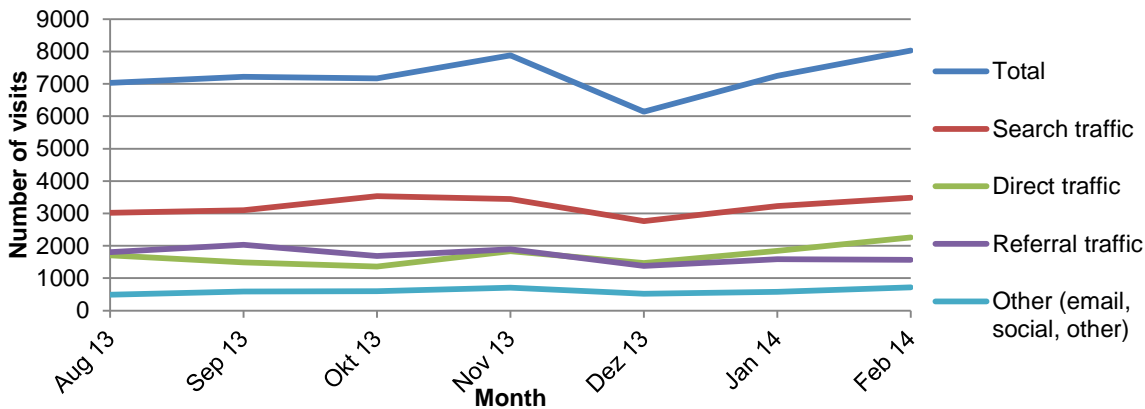


Source: Google analytics for SuSanA forum (<http://www.google.com/analytics/>).  
Data: 01 August 2013 – 28 February 2014

**Observations:**

- Compared to the previous report (period II, 01 June 2013 – 01 November 2013), the sources of traffic and their proportions have not changed significantly.
- Note for Figures 7 and 8: Traffic data are only available from end of July 2013.
- "Search traffic" shows visits from people who clicked to the website from a search engine result page.
- "Referral traffic" shows visits from people who clicked to the website from another website.
- "Direct traffic" visits are visits from people who used a bookmark to come to the website or who typed the site URL directly into their browser.
- "Other" includes referrals from emails, social platforms, etc.

**Figure 8. Sources of traffic on Forum over time**



Source: Google analytics for SuSanA forum (<http://www.google.com/analytics/>).  
Data: 01 August 2013 – 28 February 2014

Note: Traffic data are available in Google Analytics only from end of July 2013 for an unknown reason.



**Figure 9. Sources of referrals to SuSanA Forum**

Source / Medium	Visits	Pages/Visit	Avg. Visit Duration	% New Visits
google / organic	36,694	2.09	00:02:42	71.08%
(direct) / (none) <sup>1</sup>	22,494	3.20	00:05:24	51.42%
susana.org / referral	16,054	5.13	00:07:24	22.37%
feedburner / email <sup>2</sup>	3,654	3.98	00:06:27	7.83%
t.co / referral <sup>3</sup>	1,341	9.16	00:14:16	16.18%
feedburner / feed <sup>4</sup>	1,008	4.16	00:13:39	24.01%
us-mg6.mail.yahoo.com / referral	820	3.20	00:06:16	16.59%
gatesfoundation.org / referral	810	4.91	00:05:54	48.27%
facebook.com / referral	671	2.48	00:03:14	45.75%
bing / organic	463	4.11	00:06:05	55.94%
<b>Total</b>	<b>91,635</b>	<b>3.27</b>	<b>00:04:56</b>	<b>50.50%</b>

Source: Google analytics for SuSanA forum (<http://www.google.com/analytics/>).

Data: 01 November 2012 – 28 February 2014

**Notes:**

1. (direct) / (none): These are visits from a link or a direct entry of the URL into the browser. In the digest mailing service for instance there is a direct link to the forum, so they are counted in the direct source.
2. feedburner / email: Feedburner service from <http://feeds.feedburner.com/susana-forum-all>. That service also provides email notifications if the rss-feed is updated for the forum. The links in this mail go to Feedburner and then redirect from there to the SuSanA forum and so there are counted as links from Feedburner. Currently 265 people are subscribed to feedburner.
3. t.co / referral: Twitter (using a short url)
4. feedburner / feed: Mailinglist/group at Yahoo

**Observations:**

- Via Google come approx. 40% of visitors and most of them are new visitors (71% new visits).
- Approx. 25% of the Forum visitors go directly to the SuSanA Forum (direct traffic)
- Approx. 15% are referred to the Forum from the SuSanA homepage (susana.org)
- Approx. 3.5% are referred to the Forum from an email referral
- The rest come either through another referral or via another search machine (a few hundred only)
- People who linked from the BMGF website stay longer on the Forum and visit more pages (duration of 5m54s and 4.9 page views per visit).
- People referred from the SuSanA webpage are approx. 80% not first time visitors.
- 50% of the overall traffic to the SuSanA Forum are new visitors.

Note: The link from the BMGF website to the SuSanA website and Forum exists only since 21 August 2013: <http://www.gatesfoundation.org/What-We-Do/Global-Development/Water-Sanitation-and-Hygiene>. It is encouraging that it is already showing some results in terms of referrals.

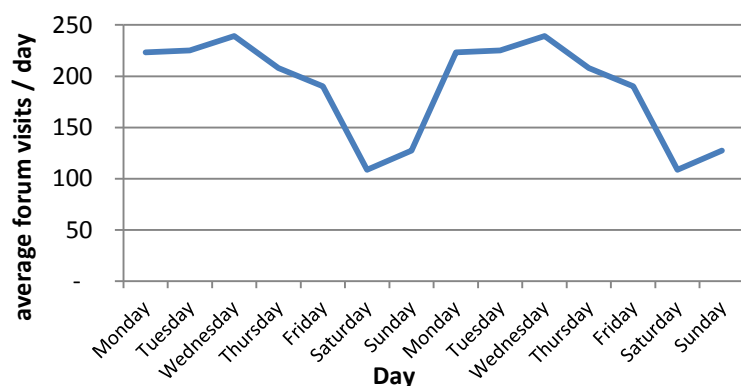


**Figure 10. Top 15 threads in the ST category on the Forum in the order of most replies**

Topic	Replies	Views
<a href="#">Gates Foundation launches several rounds of reinvent the toilet challenge (RTTC)</a>	47	23934
<a href="#">Windmill-Driven ATAD (Autothermal, Thermophilic Aerobic Digester for increased pathogen removal)</a>	43	1403
<a href="#">Using Cocopeat for Treating Septic Tank Effluent (RTI, USA - Philippines, Indonesia, Vietnam and other countries)</a>	35	5413
<a href="#">Grant on Advanced Toilet with On-Site Water Recovery (Eawag and EOOS, Switzerland and Austria) – currently testing the blue diversion toilet in urban slums</a>	31	6411
<a href="#">Does anyone have a good synthetic/artificial recipe of human faeces? - And information on rheological data such as viscosity</a>	30	6272
<a href="#">The Nano Membrane Toilet (Cranfield University, UK)</a>	30	4408
<a href="#">RTTC cost calculation: including capital costs?</a>	28	5027
<a href="#">re.source: Mobile Sanitation Services for Dense Urban Slums (Stanford University, USA)</a>	28	4359
<a href="#">Catalyzing Sanitation Businesses - Sanitation as a Business, SAAB (Water for People, Uganda, Rwanda, Malawi, India, Bolivia, Peru, Ecuador)</a>	25	4689
<a href="#">The Earth Auger Toilet: Innovation in Waterless Sanitation (Fundacion In Terris, Ecuador)</a>	25	3571
<a href="#">VUNA - Valorisation of Urine Nutrients in Africa (EAWAG, Switzerland, and South Africa)</a>	24	2908
<a href="#">Scale up urea treatment for safe reuse of excreta (SuSan Design, Norway and Uganda)</a>	23	3614
<a href="#">Breathable membrane enclosures for fecal sludge stabilization (University of Delaware, USA)</a>	23	1742
<a href="#">Self Sustained eToilet for households/ Urban-semi urban Public/ Community Sanitation (Eram Scientific, India)</a>	22	6261
<a href="#">NYT critique - Article in New York Times: Bill Gates Cant Build a Toilet</a>	22	2843

Source: Public forum stats ([http://stats.susana.org/actual\\_report.php](http://stats.susana.org/actual_report.php)).  
Access date: 17 March 2014

**Figure 11. Averaged daily pattern of Forum visits for a 2-week period**



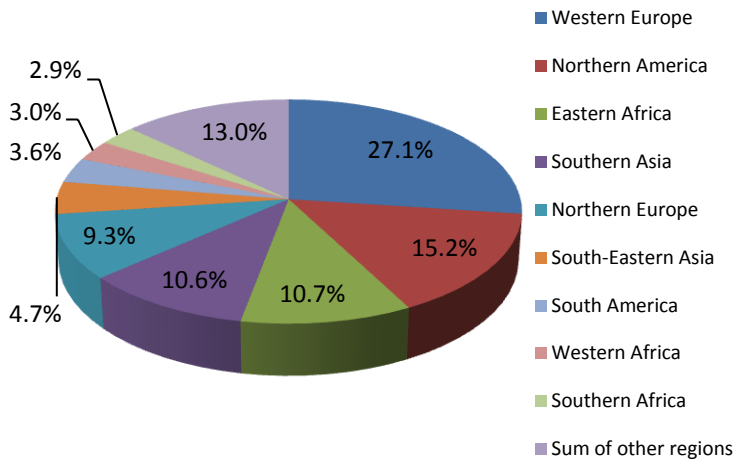
Source: Google analytics for SuSanA forum (<http://www.google.com/analytics/>).  
Date: 01 November 2012 – 28 February 2014

**Observations:**

- This graph shows the visiting pattern on a daily basis, averaged over two weeks for the period between 1 November 2012 and 28 February 2014
- Forum visits are lowest on weekends and highest in the middle of the week.
- The low use on weekends indicates that people mainly use the Forum while using their computers at work rather than during their spare time on

weekends.

**Figure 12. Location of Forum visitors by region worldwide**

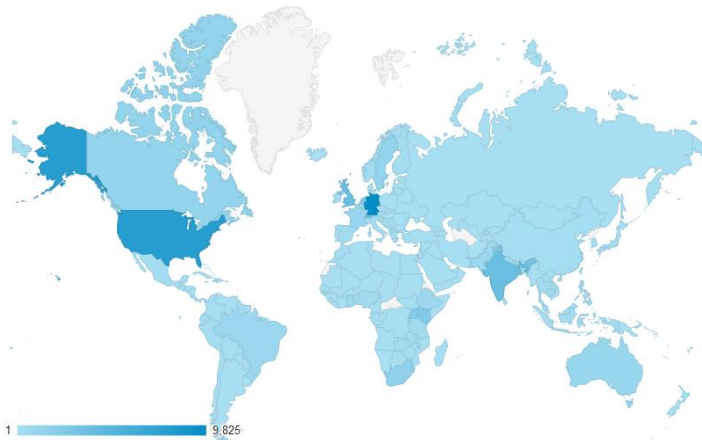


**Observations:**

- Figure 12 shows the location of the Forum visitors identified by IP address.
- Western Europe and Northern America account for almost half of the Forum visits.
- Eastern Africa is the third most active region, followed by Northern Europe and Southern Asia.
- Northern and Western Europe are shown separately in this graph because they showed different visitor patterns (Western Europe has high use, Northern Europe has lower use).

Source: Google analytics for SuSanA forum (<http://www.google.com/analytics/>).  
Date: 01 November 2012 – 28 February 2014

**Figure 13. Location of number of Forum visitors by country**



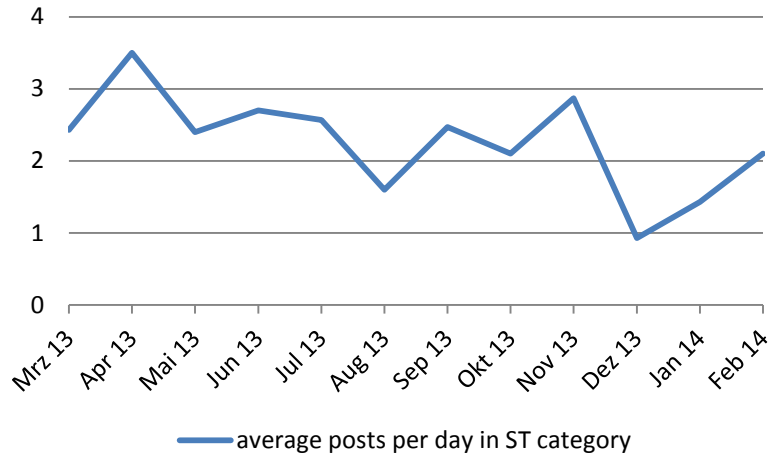
**Observations:**

- Strong Forum participation in Germany, USA, UK, India, South Africa and Kenya.
- Some of the traffic from Germany will be due to Forum moderators located in Germany and SuSanA secretariat staff in Eschborn, Germany (this has not been filtered out, as it would be too complicated to do this with Google Analytics).

Source: Google analytics for SuSanA forum (<http://www.google.com/analytics/>).  
Date: 01 November 2012 – 28 February 2014

## Statistics for the use of the “Innovative sanitation science and technology” category on the Forum

Figure 14. Average posts in ST category per day

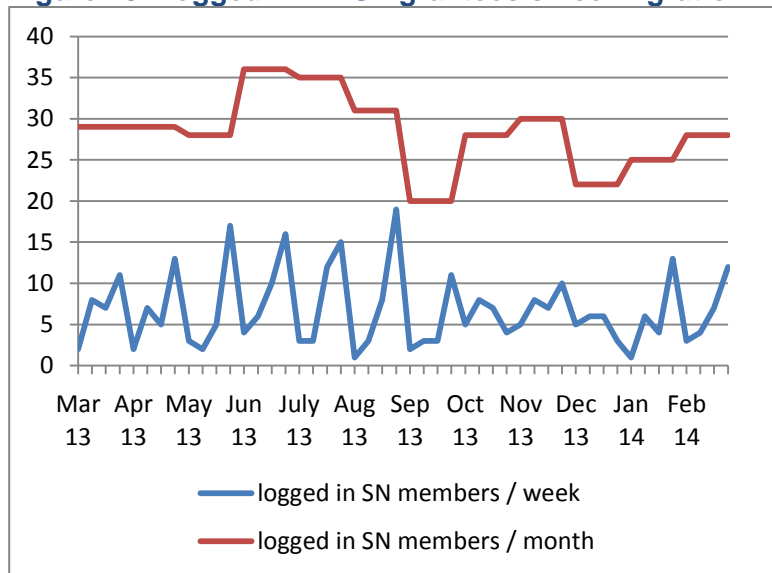


### Observations:

- The ST category is the category in which BMGF grantees post their introduction and discussions on their grants
- The median of posts per week in this category is 17, and it usually varies from 10 to 20. No observable weekly pattern for the average posts per day into the ST category.
- The total number of posts in the ST category is 1019 (as of 3 March 2014).

Source: SuSanA forum stats (<http://stats.susana.org/>). Available data: 01 March – 28 February 2014.

**Figure 15. Logged in BMGF grantees since migration**



Source: SuSanA forum stats (<http://stats.susana.org/>). Available data: 01 March 2013 – 28 February 2014.

**Observations:**

- The total number of BMGF grantees that log in per week (blue line) and per month (red line) since migration to the SuSanA Forum is shown in this graph (note that reading a post does not require that one is logged in, except for reading attachments).
- After a first peak in June and July 2013, the trend has slightly decreased but remains constant between 20 and 30 logged-in grantees per month.
- The total number of grantees registered on the forum is currently **168**<sup>1</sup>. 63 grantees, however have not logged in since the introduction of the ST category BMGF to the Forum (status: 04 March 2014).<sup>2</sup>

**Figure 16. Posts by BMGF grantees**

Number of posts per SN members since the start of the Forum	Number of users (BMGF grantees)
20 or more	9
10 – 19	21
5 – 9	25
1 – 4	47
0	66

Source: SuSanA forum stats (<http://forum.susana.org/forum/statistics?task=6>). Access date: 05 March 2014

**Observations:**

- A small number of BMGF grantees are very active on the Forum (14 grantees have made more than 15 posts).
- Approximately 45% of the SN category members have never posted on the Forum. These grantees still need to be motivated.

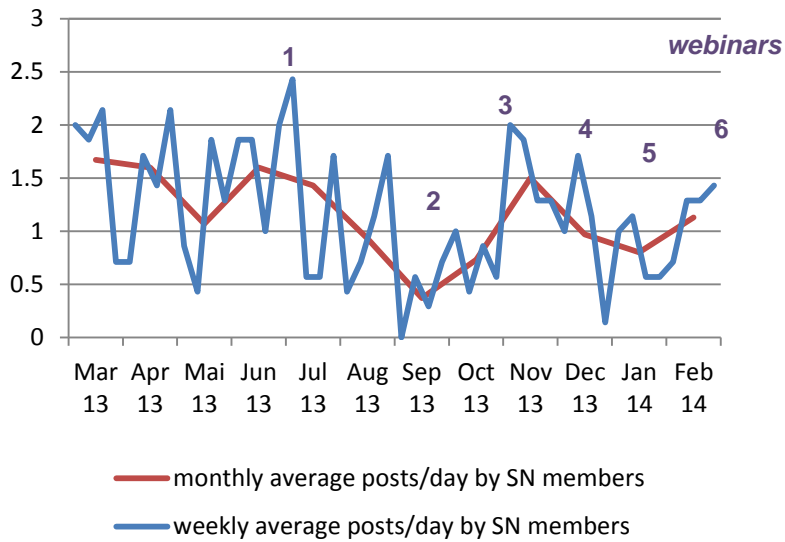
**Note:**

Posts from users being registered to the Forum before the addition of the ST category are counted total (see also “Explanation about the data used” on page 2).

<sup>1</sup> This number is slightly variable because some grantees have dropped out and others have joined the database (the figure was last updated on 21 Feb 2014). At the time of migration from the Sanitation Network to the Discussion Forum, 127 SN members were migrated; and 25 SN members had logins on the Forum already due to their own activity. Thus the total number of grantees at the time of migration was 152.

<sup>2</sup> Note: when grantees make a post by sending an e-mail to [posting@forum.susana.org](mailto:posting@forum.susana.org) then they do not need to log in and are thus not included in the statistics of logged-in grantees, even though they have made a post. Making their introduction post by e-mail is quite common for the grantees.

**Figure 17. Average posts by BMGF grantees**



**Observations:**

- The weekly average posts by BMGF grantees per day on the entire SuSanA Forum (including the ST category) declined after June 2013, but increased from September onwards. December 2013 & January 2014 saw another drop, but since then posts have been increasing again.
- From our experience, around the time that webinars take place, there is increased activity in the ST category.
- Posts vary between about 0.5 and 1.7 per day.
- Posts per day calculated from weekly averages show strong oscillation. The same taken from monthly averages shows less oscillation, which is to be expected.

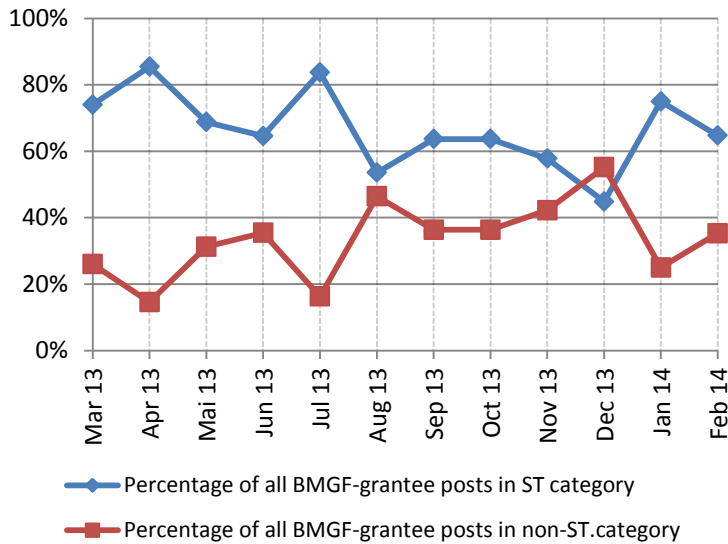
Source: SuSanA forum stats (<http://stats.susana.org/>).  
 Available data: 01 March – 28 February 2014.

**Figure 18. Summary of the webinar statistics (20 presenters so far)**

	Date	Topic of webinar and topics of presentations, grantees who presented	N° of participants	Views of the webinar as per 19 March 2014 (YouTube statistics)
<a href="#">Webinar 1</a>	4 July 2013	<b>Biogas systems (4 presenters)</b> - Increase of biogas production using low-cost nano-particles and production of sanitized compost from digested materials, Toni Sánchez, Universitat Autònoma de Barcelona, Spain - Biogas Generator Powered by Self-sustaining Mixing Mechanism, Jianmin Wang, Frontier Environmental Technology, USA - Enhanced Anaerobic Digestion: A Sanitation and Energy Recovery Technology: The ModAD Process, Temesgen Garoma, San Diego State University Foundation, USA - Energy recovery & waste treatment with floating biodigesters, Gabrielle McGill, Live & Learn Environmental Education, Cambodia	8 (closed webinar / expert chat)	309
<a href="#">Webinar 2</a>	12 September 2013	<b>Innovation in toilet designs and waste treatment technologies (Part 1) (4 presenters)</b> - The Toronto Toilet, Yu-Ling Cheng, University of Toronto, USA - Self Sustained eToilet with Sewage Treatment, Bincy Bab, Eram Scientific Solutions, India - Diversion for safe sanitation, Tove Larsen, Eawag, Switzerland - Effective Sewage Sanitation with Low CO2 Footprint, Aaron Forbis-Stokes, Duke University, USA	8 (closed webinar / expert chat)	252
<a href="#">Webinar 3</a>	7 November 2013	<b>Innovative Sanitation Solutions for Urban Areas (3 presenters)</b> - Communal Sanitation Solutions for Urban Slums, Ayush Chauhan, Quicksand Design, India - Catalyzing Sanitation Businesses. Sherina Munyana, Water for People, Uganda - Mobile Sanitation Services for Dense Urban Slums, Kory Russel, Stanford University, USA	11 (open webinar but not advertised much)	261
<a href="#">Webinar 4</a>	26 November 2013	<b>Innovation in toilet designs and waste treatment technologies (Part 2) (3 presenters)</b> - Nano Membrane Toilet, Alison Parker, Cranfield University, GB - New concepts for on-site sanitation based on bio-additives and pit design Jeroen Ensink London School of Hygiene and Tropical Medicine, GB - Sol-Char Toilet, Richard Fisher, University of Colorado, USA	19 (open webinar)	190
<a href="#">Webinar 5</a>	21 January 2014	<b>Resource recovery and reuse (3 presenters)</b> - VUNA - Valorisation of Urine Nutrients in Africa, Kai Udert, Eawag, Switzerland - Modeling the next generation of sanitation systems, Luiza Campos, University College London, UK - Structuring of the fecal sludge market for the benefit of poor households in Dakar, Mbaye Mbeguere, ONAS, Senegal	28 ( >70 people wanted to enter but room size was restricted then to 25)	341
<a href="#">Webinar 6</a>	25 February 2014	<b>Productive sanitation (3 presenters)</b> - Large scale production and commercialization of "Fortifer" - a fertilizer manufactured from faecal sludge - in Ghana, Olufunke Cofie, IWMI, Ghana - When flies are the good guys: can black soldier flies (BSF) efficiently reduce faecal sludge from pit latrines?, Ian Banks, LSHTM, UK - Vapor-permeable membranes: Three potential uses in faecal sludge management for safe sanitation and resource recovery, Steven K. Dentel, University of Delaware, USA	37	215

Source: SuSanA forum stats (<http://stats.susana.org/>). Available data: 01 March – 28 February 2014. All webinar videos are available in this Youtube Playlist: [http://www.youtube.com/playlist?list=PL0qMdVBup-4MCymOPomtqL\\_XYT5YtLTSK](http://www.youtube.com/playlist?list=PL0qMdVBup-4MCymOPomtqL_XYT5YtLTSK)

**Figure 19. Percentage of posts by BMGF grantees in either the ST category or elsewhere on the forum**

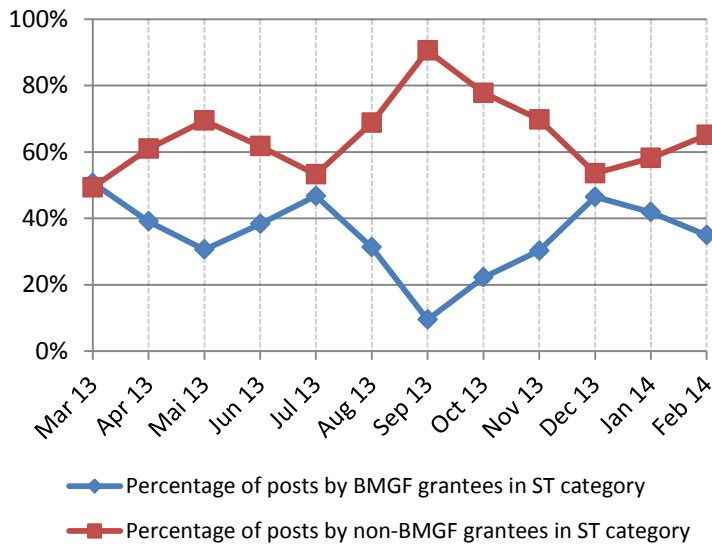


Source: SuSanA forum stats (<http://stats.susana.org/>). Available data: 01 March – 28 February 2014.

**Observations:**

- From March to July 2013 BMGF grantees primarily posted in the ST category on the Forum.
- From August 2013 more posts in other categories have been made, leading to a higher %-value of non-ST-category posts in December 2013.
- The beginning of the year 2014 saw the return to more posts in the ST-category; however, the tendency is swinging back to more non-ST-entries.

**Figure 20. Percentage of posts by grantees or by non-grantees in the ST category**



Source: SuSanA forum stats (<http://stats.susana.org/>). Available data: 01 March –28 February 2014.

**Observations:**

- Over half of the posts in the ST category are done by non-BMGF grantees, with shifting proportions of non-BMGF grantee posts: during August to December 2013, the proportion of non-grantees posting in the ST category was significantly higher than the posts by grantees in that category.
- The longest thread in the ST category has 47 posts (as of 05 March 2014): *Gates Foundation launches several rounds of reinvent the toilet challenge (RTTC)*.



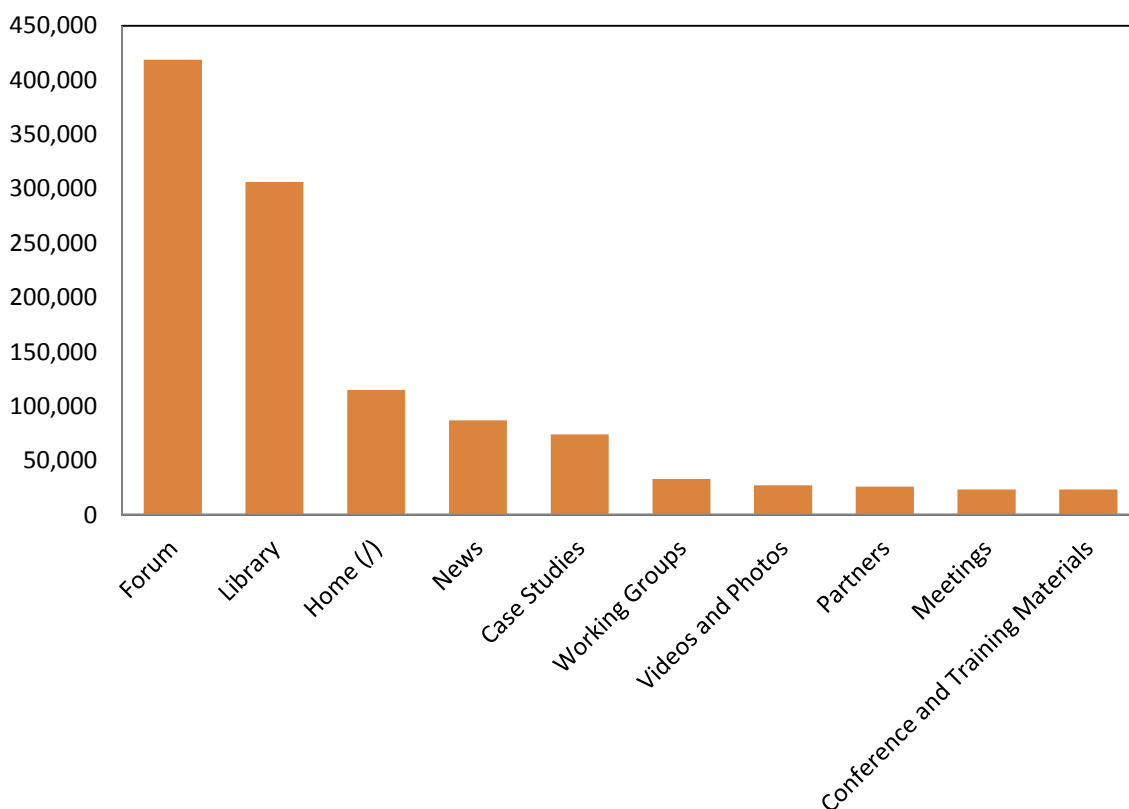
## 4. Statistics on use of the SuSanA library, in particular the Innovative Science and Technology category

Note: The documents in relationship to this grant (i.e. documents from grantees and consultancy reports) have been added in this category of the SuSanA library:

[http://www.susana.org/lang-en/library?showby=yeardesc&vbIs=7&vbl\\_7=79&vbl\\_0=0](http://www.susana.org/lang-en/library?showby=yeardesc&vbIs=7&vbl_7=79&vbl_0=0)

Users can find this category when they filter the library “select by technology” for *Innovative Science and Technology*.

**Figure 21. Top-10 SuSanA website most visited areas measured by page views (considering 35,609 of total 64,150 URLs of the SuSanA webpage that have been accessed in the indicated time period).**



Source: Data shown in this figure has been taken from Google Analytics for the SuSanA.org website (<http://www.google.com/analytics/>) for the time period 10 July 2010 to 28 February 2014 with one exception: Due to a restructuring of the reporting settings on Google Analytics, the data for Forum visits has been replaced with data from the Google Analytics reporting account for the Forum.SuSanA.org website for the period 11 February 2013 to 28 February 2014.

### Observations:

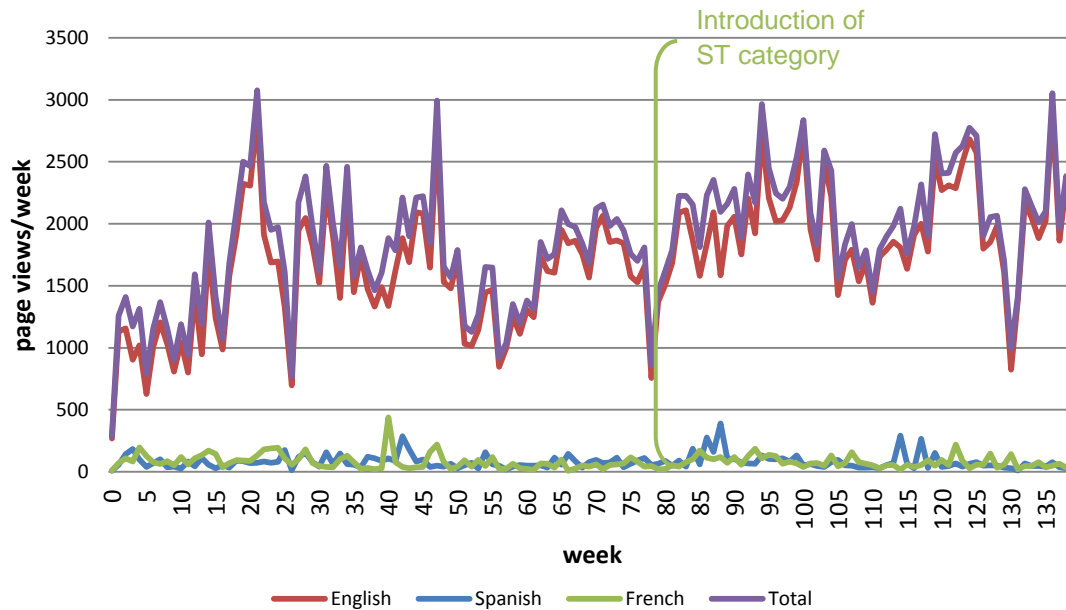
- The data consider the cumulative number of page visits of all pages directly accessible via [www.susana.org](http://www.susana.org), including the subfolders and different languages (corresponding to main chapters available through left sidebar on SuSanA homepage plus “resources for education/practitioners/journalists plus SuSanA Forum) consists of:
  - o “Library” includes <http://www.susana.org/lang-en/library>, <http://www.susana.org/lang-es/library/>; <http://www.susana.org/lang-fr/library/> and all URLs beginning with one of those three codes.

- “Forum” includes <http://www.susana.org/forum> and all URLs beginning with that code
- “Home (/)” only includes the “home” page (1 URL with many visits)
- “News” includes <http://www.susana.org/lang-en/news>, <http://www.susana.org/lang-es/news/>; <http://www.susana.org/lang-fr/news/> and all URLs beginning with one of those three codes.
- “Case Studies” includes <http://www.susana.org/lang-en/case-studies>; <http://www.susana.org/lang-es/case-studies/>; <http://www.susana.org/lang-fr/case-studies/> and all URLs beginning with one of those three codes.
- “Working groups” includes <http://www.susana.org/lang-en/working-groups>; <http://www.susana.org/lang-es/working-groups/>; <http://www.susana.org/lang-fr/working-groups/>; and all URLs beginning with one of those three codes.
- “Videos and Photos” includes <http://www.susana.org/lang-en/videos-and-photos>; <http://www.susana.org/lang-es/videos-and-photos/>; <http://www.susana.org/lang-fr/videos-and-photos/> and all URLs beginning with one of those three codes.
- “Partners” includes <http://www.susana.org/lang-en/partners>; <http://www.susana.org/lang-es/partners/>; <http://www.susana.org/lang-fr/partners/> and all URLs beginning with one of those three codes.
- “Meetings” includes <http://www.susana.org/lang-en/meetings>; <http://www.susana.org/lang-es/meetings/>; <http://www.susana.org/lang-fr/meetings/> and all URLs beginning with one of those three codes.
- “Conference and training materials” includes <http://www.susana.org/lang-en/conference-and-training-materials/>; <http://www.susana.org/lang-es/conference-and-training-materials/>; <http://www.susana.org/lang-fr/conference-and-training-materials/> and all URLs beginning with one of those three codes.
- Of total 64,150 URLs of SuSanA.org that have been visited during the time period from 10 July 2010 to 28 February 2014, only 35,609 were considered being part of the ten most popular pages shown in the graph.
- From the Website contents directly accessible from the “Home” page of SuSanA, the page Case Studies was the most popular unique page on the SuSanA website for the time period 10 July 2010 to 28 February 2014. *See Figure 21 to see a breakdown of total library page views (considering all 13,260 URLs).*

Notes:

- The data considered for a certain domain contain also the subdomains (e.g. the data comprised in the category “Library” include [www.susana.org/lang-en/library](http://www.susana.org/lang-en/library); [www.susana.org/lang-es/library](http://www.susana.org/lang-es/library); [www.susana.org/lang-fr/library](http://www.susana.org/lang-fr/library) and all URLs beginning with one of those three codes).

Figure 22. Library page views per week

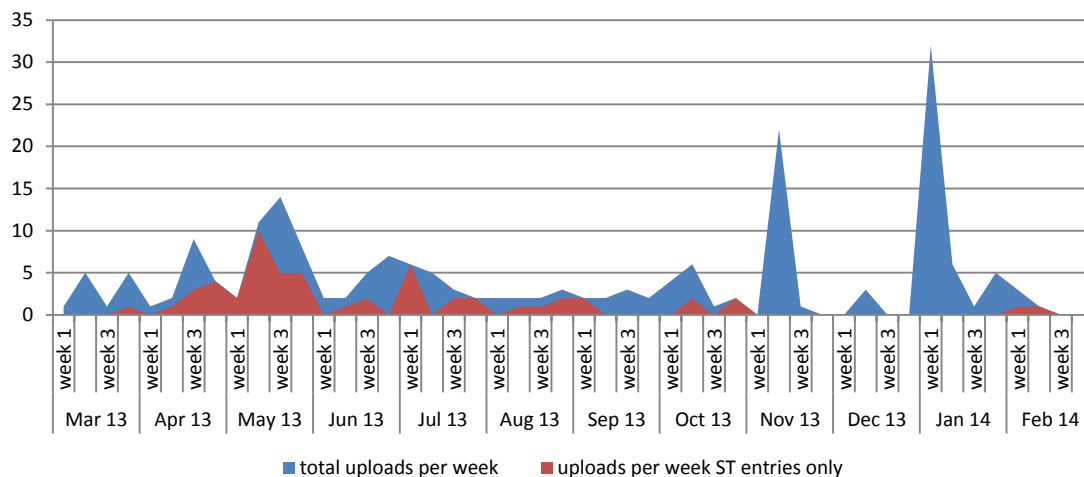


Source: Google Analytics for SuSanA.org website (<http://www.google.com/analytics/>).  
Date: 01 July 2011 – 28 February 2014

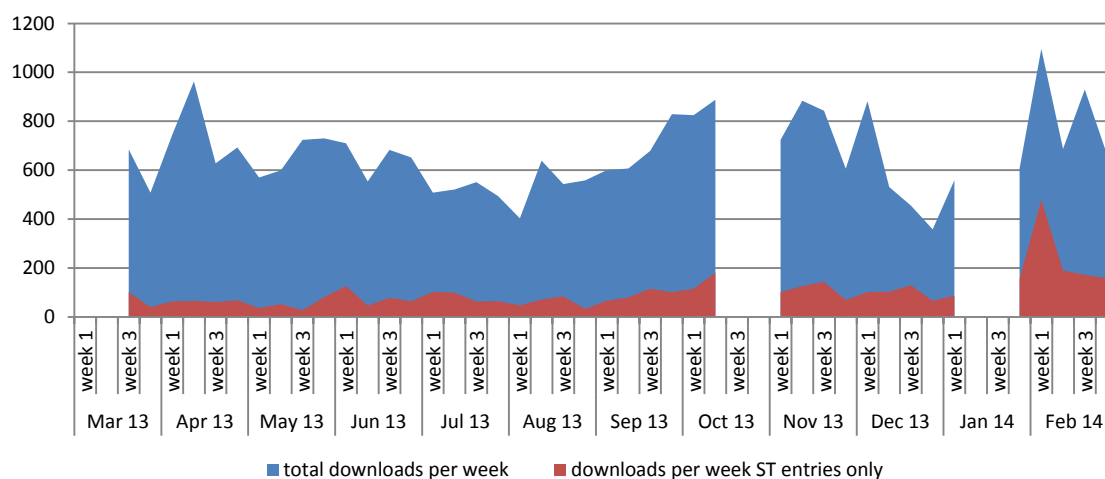
#### Observations:

- The figure shows the total page visits per week of all pages being part of the library (including access from English, Spanish and French website version).
- Total library page views between 01 November 2012 and 28 February 2014 (since BMGF entry to SuSanA forum and library) is 147,663.
- The low values in week 26, 78 and 130 is quite common and due to Christmas/new year holidays
- Average time spent on a library page (average from all pages directing to library) is 1 min 39 sec.
- There is an overall increasing trend for the library pages from the English website version.
- Access to the library from the Spanish and French pages is extremely low and there is no trend of an increase.

**Figure 23. Weekly uploads to the library (number of library entries)**



**Figure 23. Weekly downloads from the library (documents downloaded)**



Source: SuSanA forum stats (<http://stats.susana.org/>). Available data: 01 March – 28 February 2014.

**Observations:**

- Weekly entries uploaded to the library were high between the beginning of March until the end of May 2013, decreasing again from then onwards.
- In two high-peak weeks in November 2013 and January 2014 many non-ST category uploads were made to the library (these were the old GTZ ecosan newsletters since 2001, draft SuSanA case studies and documents from Partnerships for Development (BPD) – the GIZ ecosan website pages have unfortunately been removed from the GIZ website (due to a high level decision regarding communications and level of detail on GIZ website), and hence part of the “archive” was moved across to the SuSanA library in order not to lose these materials).
- The entries of documents submitted by BMGF grantees were strongly contributing to overall entries added to the SuSanA library until October 2013 (red surface) in the given time period. Since November 2013 not many additional ST entries have been made. This is due to the fact that few additional grants have been introduced on the discussion forum since then. 67 grants out of a possible of 85 grants have been launched on the discussion forum to date.
- Total downloads (Figure 23) have been relatively steady, with higher downloads in April 2013,

and a steady increase from August to October 2013. December 2013 saw a reduction which correlates to lower general forum use for that period. There was another peak in downloads in week 1 of February 2014 (no explanation for this peak available).

- There is no data available for week 1 & 2 in March 2013, week 3 & 4 in October 2013 and week 2 & 3 in January 2014 due to maintenance work on the SuSanA website. Week 1 in December 2013 could be re-calculated using subtraction from monthly total.
- ST library entries are by far not downloaded as much as other entries. This is due to the small proportion of only 6% compared to total entries in the library (94 entries in ST category in library, compared to 1602 entries in the entire library).
- ST document downloads are slowly increasing since September 2013. This may possibly be explained by the impact of public webinars with BMGF grantees.

**Figure 24. Total uploaded and downloaded library entries or documents as of 1 March 2014**

	Total	ST document entries (one entry can contain several documents)	% value of total
<i>Uploaded library entries (one entry can contain several documents)</i>	1,602	94	6%
<i>Downloaded documents</i>	72,056	5,793	8%

Source: SuSanA forum stats (<http://stats.susana.org/>). Available data: 01 March – 28 February 2014.

#### Observations

- ST documents only constitute a small part (6% and 8%) of overall uploads to and downloads from the SuSanA library, which is a very large library overall.
- Note that “uploaded” means documents uploaded by a team effort of the SuSanA secretariat the SEI team in the case of documents in the ST category.
- ST entries may contain several individual documents (see ST category in definition table at the start of the document).
- The 94 entries in the library in the ST category contain a total of approx. 240 documents; 20 of them originate from the 6 webinars, i.e. one presentation from each grantee presenting his or her work at a webinar (as of 17 March 2014).

**Figure 25. Most popular (Top 10) library entries in ST category (measured by downloaded documents)**

1	<b>Second International Faecal Sludge Management Conference*</b> <a href="http://susana.org/lang-en/library?view=ccbctypeitem&amp;type=2&amp;id=1624">http://susana.org/lang-en/library?view=ccbctypeitem&amp;type=2&amp;id=1624</a>	1017
2	Biogas generator powered by self-sustaining mixing mechanism <a href="http://susana.org/lang-en/library?view=ccbctypeitem&amp;type=2&amp;id=1762">http://susana.org/lang-en/library?view=ccbctypeitem&amp;type=2&amp;id=1762</a>	479
3	Waste to Energy Technical and Financial Analysis, India <a href="http://susana.org/lang-en/library?view=ccbctypeitem&amp;type=2&amp;id=1938">http://susana.org/lang-en/library?view=ccbctypeitem&amp;type=2&amp;id=1938</a>	472
4	Catalyzing Sanitation Businesses <a href="http://susana.org/lang-en/library?view=ccbctypeitem&amp;type=2&amp;id=1733">http://susana.org/lang-en/library?view=ccbctypeitem&amp;type=2&amp;id=1733</a>	233
5	Data and design: mineralization of sanitation wastes from community ablution blocks <a href="http://susana.org/lang-en/library?view=ccbctypeitem&amp;type=2&amp;id=1707">http://susana.org/lang-en/library?view=ccbctypeitem&amp;type=2&amp;id=1707</a>	197
6	Upgrade human waste to fuel gas with plasma-driven gasification <a href="http://susana.org/lang-en/library?view=ccbctypeitem&amp;type=2&amp;id=1787">http://susana.org/lang-en/library?view=ccbctypeitem&amp;type=2&amp;id=1787</a>	161
7	Benchmarking of Urban Sanitation Pricing and Tariffs Structure in Africa <a href="http://susana.org/lang-en/library?view=ccbctypeitem&amp;type=2&amp;id=1698">http://susana.org/lang-en/library?view=ccbctypeitem&amp;type=2&amp;id=1698</a>	155
8	eToilet (India,s first electronic public toilet) <a href="http://susana.org/lang-en/library?view=ccbctypeitem&amp;type=2&amp;id=1713">http://susana.org/lang-en/library?view=ccbctypeitem&amp;type=2&amp;id=1713</a>	149
9	Universal slum sanitation with 100% safe reuse of nutrients <a href="http://susana.org/lang-en/library?view=ccbctypeitem&amp;type=2&amp;id=1715">http://susana.org/lang-en/library?view=ccbctypeitem&amp;type=2&amp;id=1715</a>	140
10	Omni-Processor Landscaping Project <a href="http://susana.org/lang-en/library?view=ccbctypeitem&amp;type=2&amp;id=1640">http://susana.org/lang-en/library?view=ccbctypeitem&amp;type=2&amp;id=1640</a>	118

Source: SuSanA forum stats (<http://stats.susana.org/>). Accessed date: 04 March 2014

\* This library entry contains 44 individual documents and a conference report, so it is not surprising that it is on top of the table for downloads. Not all of the documents in that conference entry are from grantees, but a high proportion of it (around 50%).

**Data not collected despite having originally (in late 2012) planned to collect them:**

- Total visits to the library by region
- Total returning visitors to the library

Reason: The data has not been compiled due to the difficulty of retrieving it compared to the significance of insight it could provide.