



M.O.T.H.E.R. PROJECT

TECHNICAL REPORT

Project financed by the Erasmus Plus Program
EC Project Number 2020-2-IT03-KA205-019138
Period of implementation: 2020 – 2022

The purpose of this report is to read internally and technically the two websites and the digital tools created within the M.O.T.H.E.R. Project.

Introduction

The **M.O.T.H.E.R. Website** is the core of the project, the main hub for partners and users. It contains the **Blog section** updated on a regular basis by partners with engaging contents and articles that tracked the milestones of the project. Another relevant section is **Docs & Reports** where statistical reports and documents have been published periodically.

The subpage **M.O.T.H.E.R. Social Platform for Business of Youths** is an extension of the main website. The heart of this unique intellectual output is the **L.M.S. (Learning Management System)** inside containing the free training path. Everyone can have access to the different **modules** created by each partner aiming at the empowerment of a new entrepreneurial mindset in youths in Europe.

The 2 web spaces, including the **Youtube Channel** and the **Facebook Page** registered all activities, numbers, news, data and contents of the crucial **implementation phase** and this final technical report will represent the last piece to indicate the status of arts and measure the quality of the results obtained so far.

The websites will be examined from the perspective of the user, analyzing the structure and contents of the pages, and from a technical standpoint, seeing the results we reached, how many people we reached and their feedback. In addition, **monitoring tools** such as the feedback from users, follow data on website use, website access statistics tools and other quantity and quality measurement tools will be used.

Table of Contents

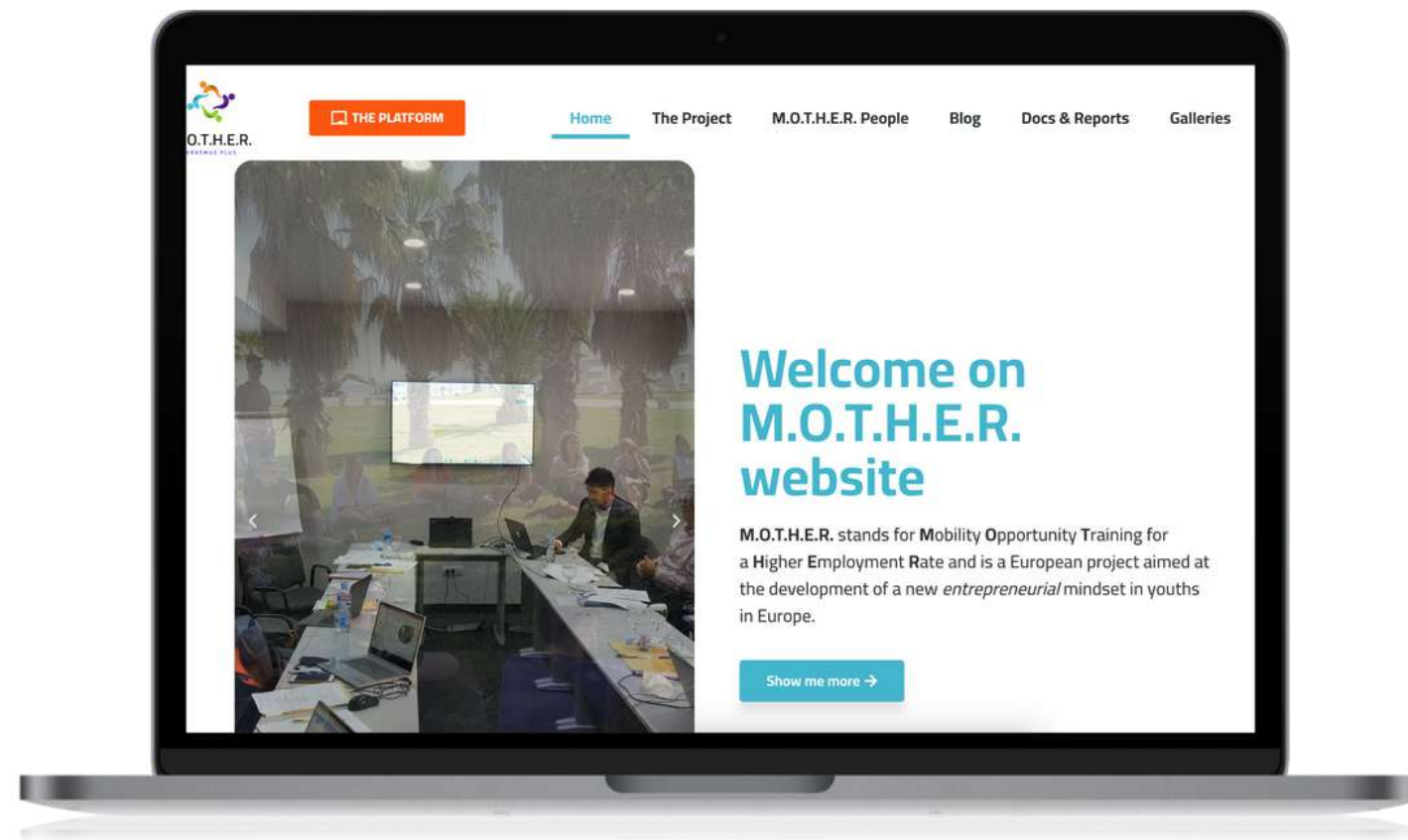
01 **M.O.T.H.E.R. Website**

02 **M.O.T.H.E.R. Platform**

03 **YouTube Channel**

04 **Facebook Page**

01 M.O.T.H.E.R. Website



The main website informs the users of the goal of the project and the partnership involved, i.e. 6 experienced partners from Italy, Portugal, North Macedonia, Greece, Hungary and Lithuania.

The site is organized and focused to make potential students get to know the project and access the e-learning platform but also to engage a wider general audience.

Every partners has an account on the website to be able to contribute to the website with galleries and blog posts.

- **User viewpoint:** 6 pages
- **Statistical viewpoint:** n° of blog posts, galleries, documents and audience overview

User viewpoint

The M.O.T.H.E.R. Website is divided in 6 pages, some of them are dynamic and some are static page, have a look on every page in details:



Home



The Project



M.O.T.H.E.R. People



Blog



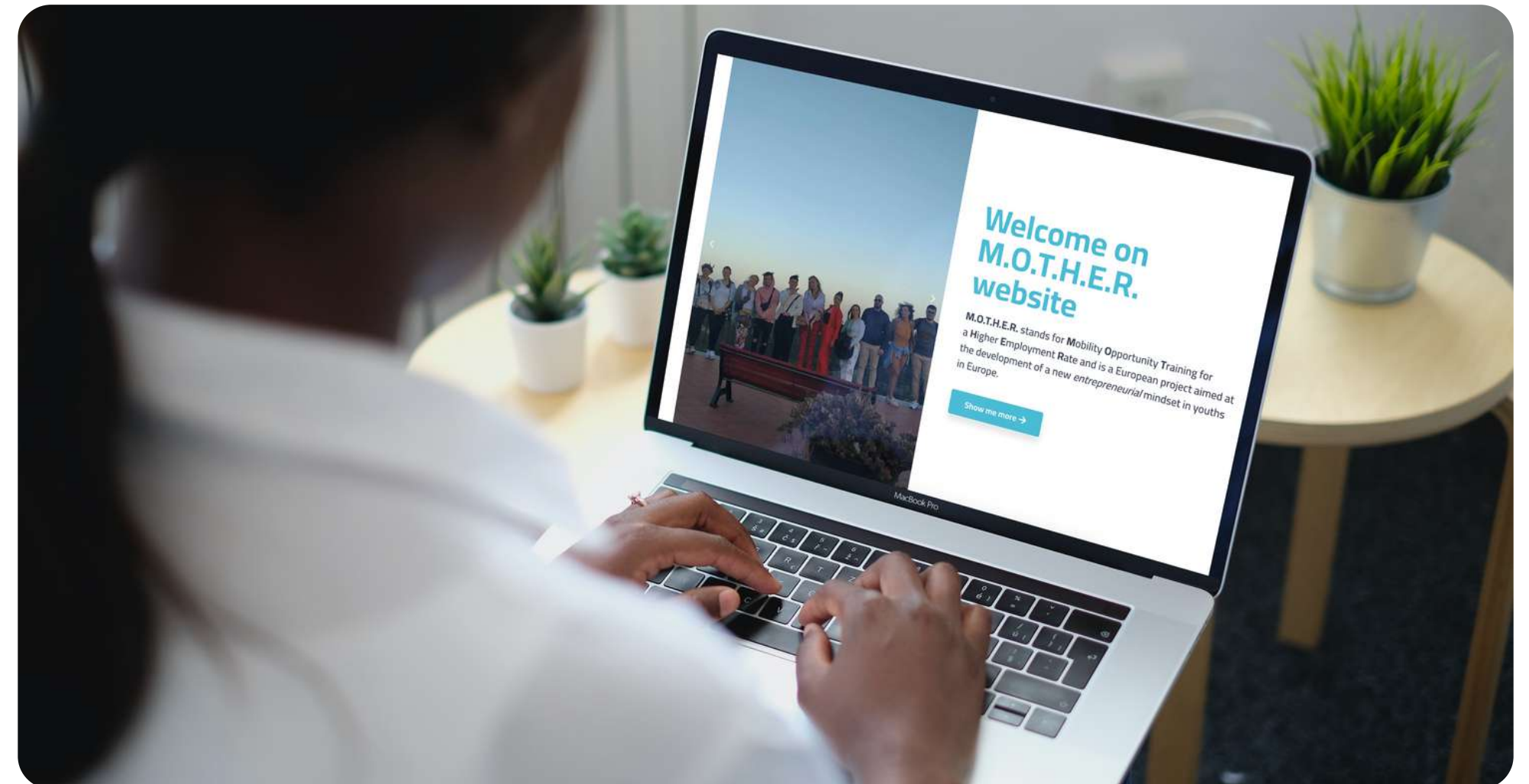
Docs & Reports



Galleries

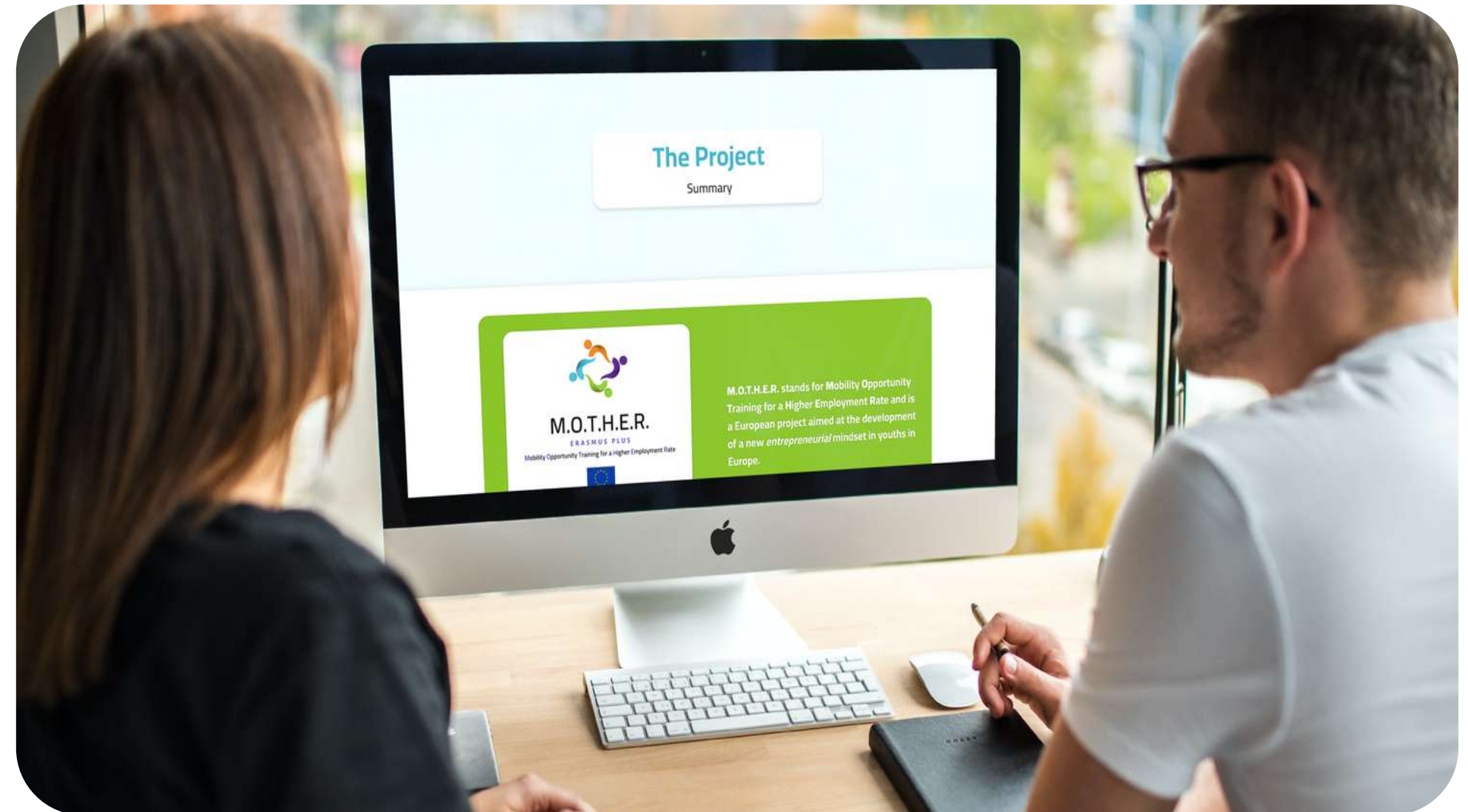
 Home

This section includes a brief description of the **goal** of the project, its relevance and the targets it is addressing. It connects all the social media of the project with the Youtube and Facebook Feeds and puts the spotlight on the blog.



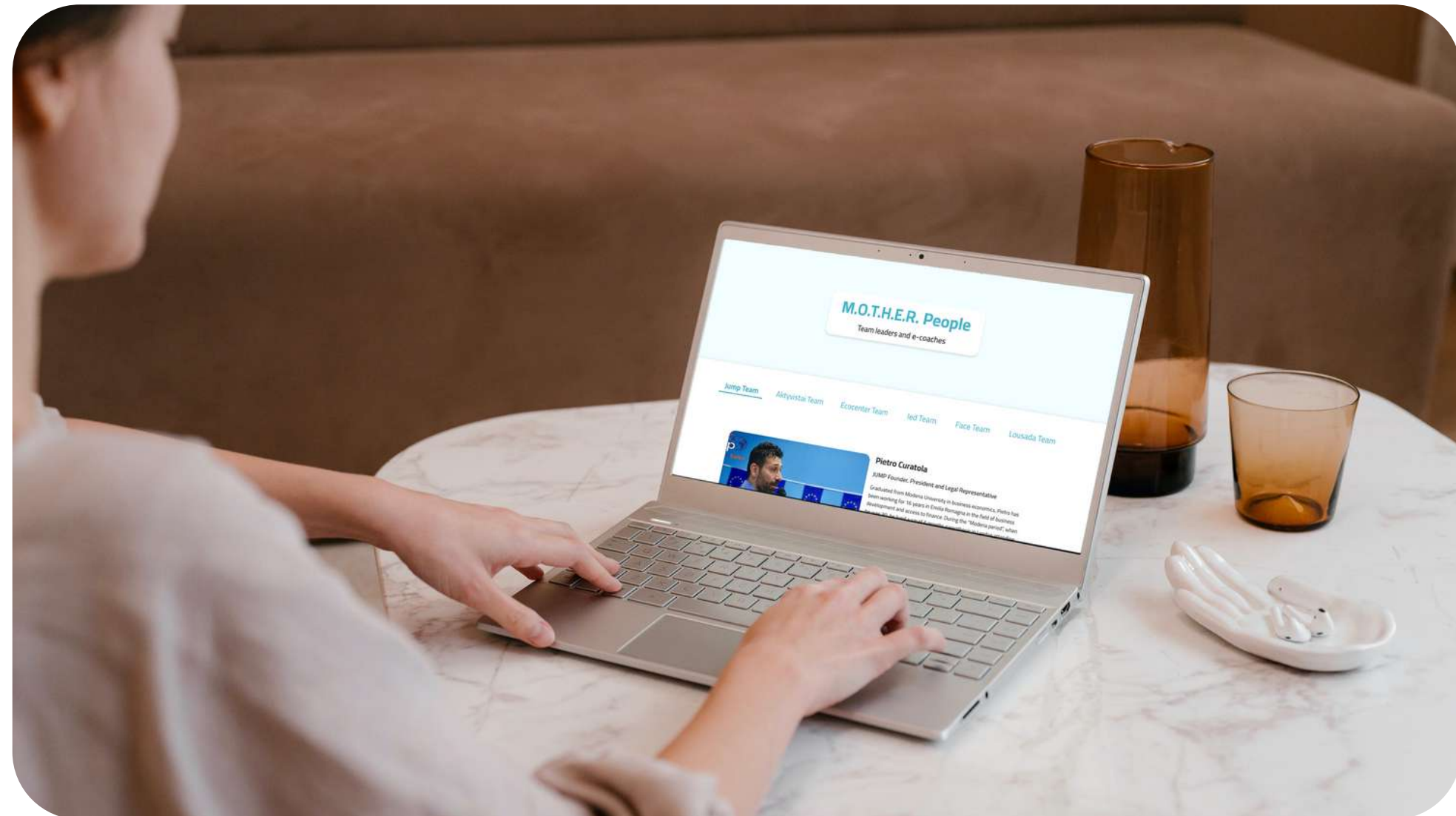
The Project

An essential source of information showcasing the summary of the project and what's unique about it: the innovative figure of the **e-coach**.



M.O.T.H.E.R. People

This page helps building users trust and loyalty and increase reliability introducing team leaders and e-coaches from the 6 countries involved.



Blog

The purpose of the blog is to build engagement with users and provide knowledge on relevant topics. The categories are: Good practices for Youths, News From Partners, Project Activities and News from Europe.

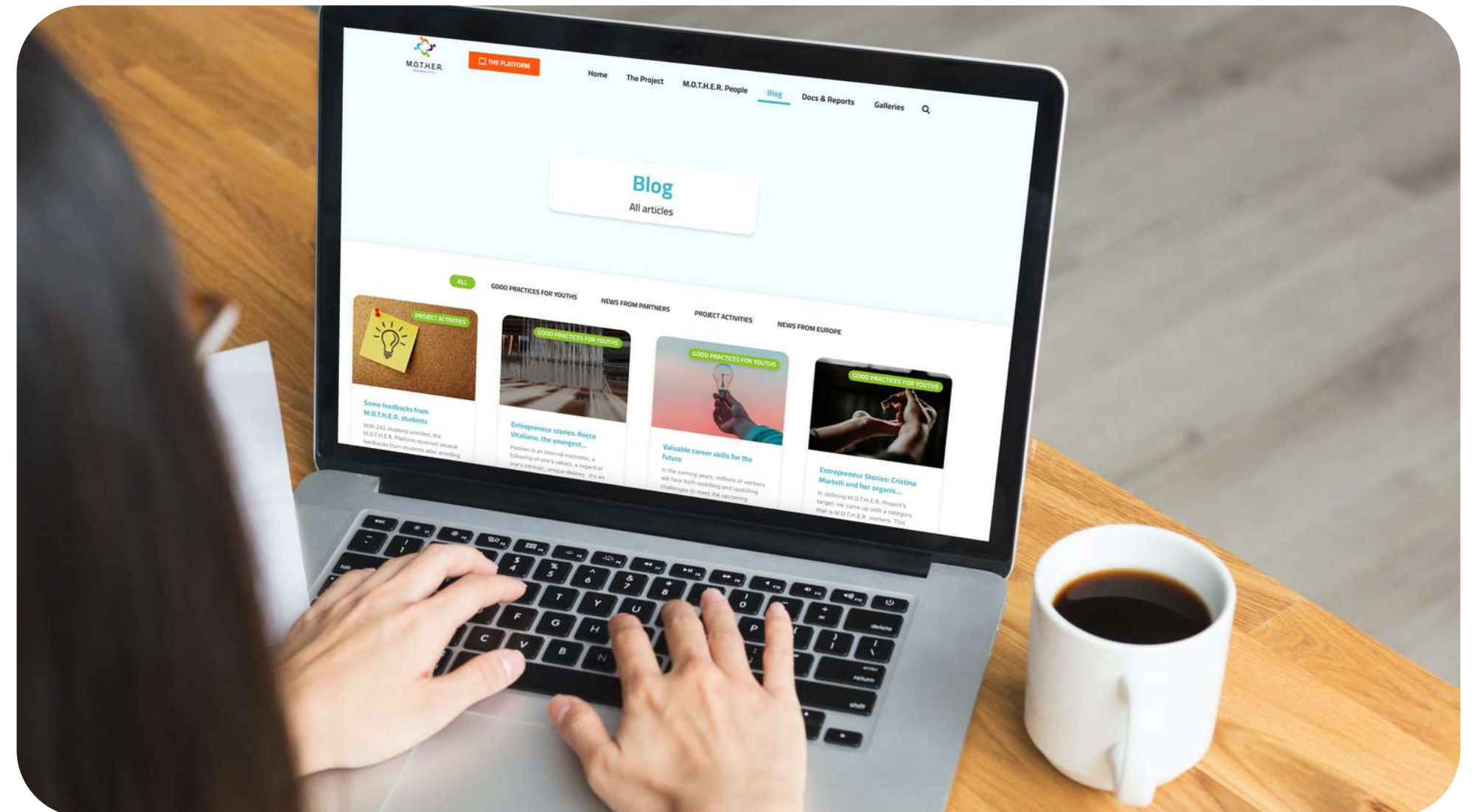
189 published posts

Posts per Partner

103 by JUMP
25 by IED
18 by Aktivistai
24 by Lousada
12 by Ecocenter
7 by FACE

Posts per category

53 in Good Practices For Youth
51 in Project Activities
64 in News From Partners
27 in News From Europe

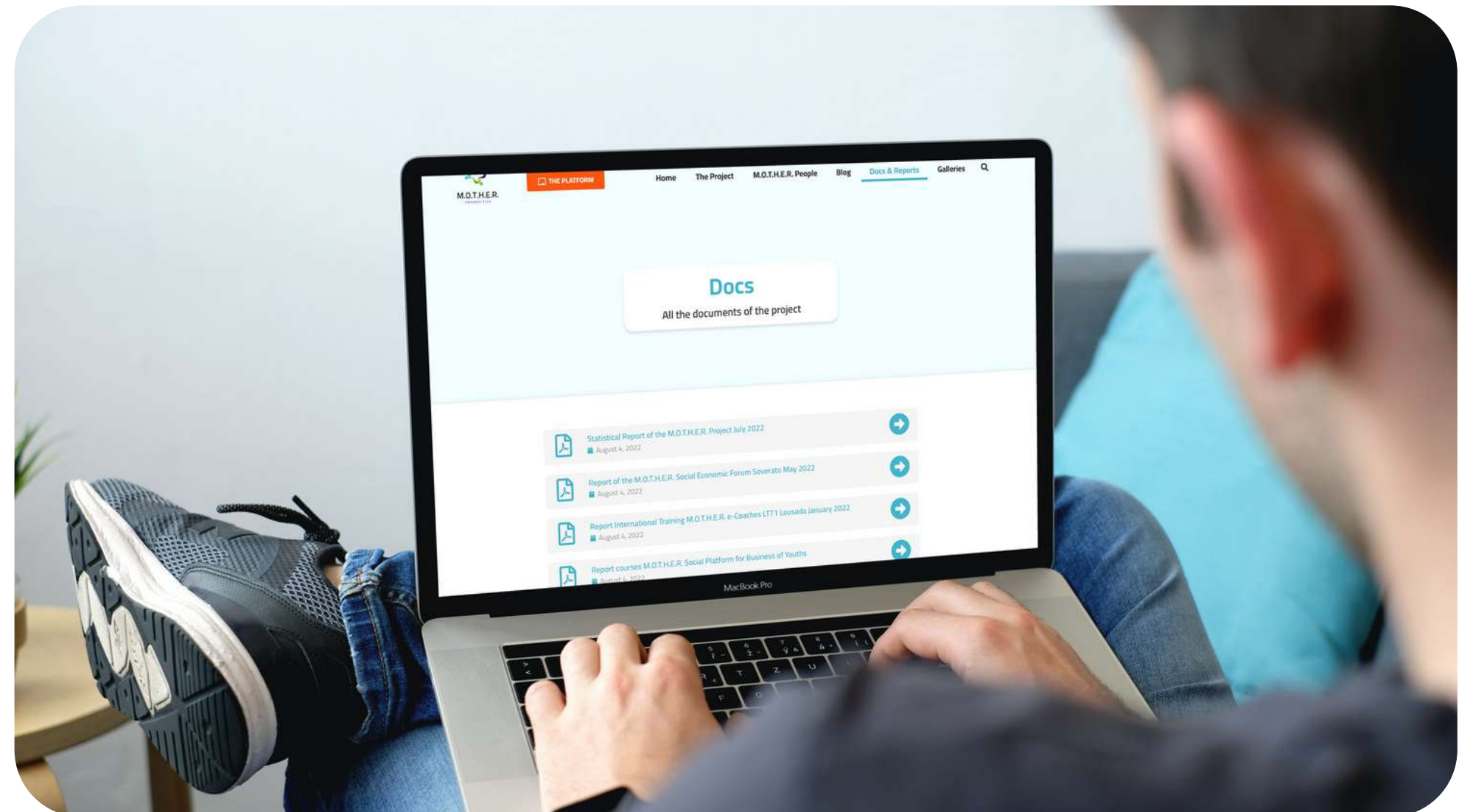




Docs & Reports

This page collects all the documents used to monitor the progress of the project: Statistical Reports, Courses Report and Mobilities Report can be consulted with a preview or downloaded.

12 published documents





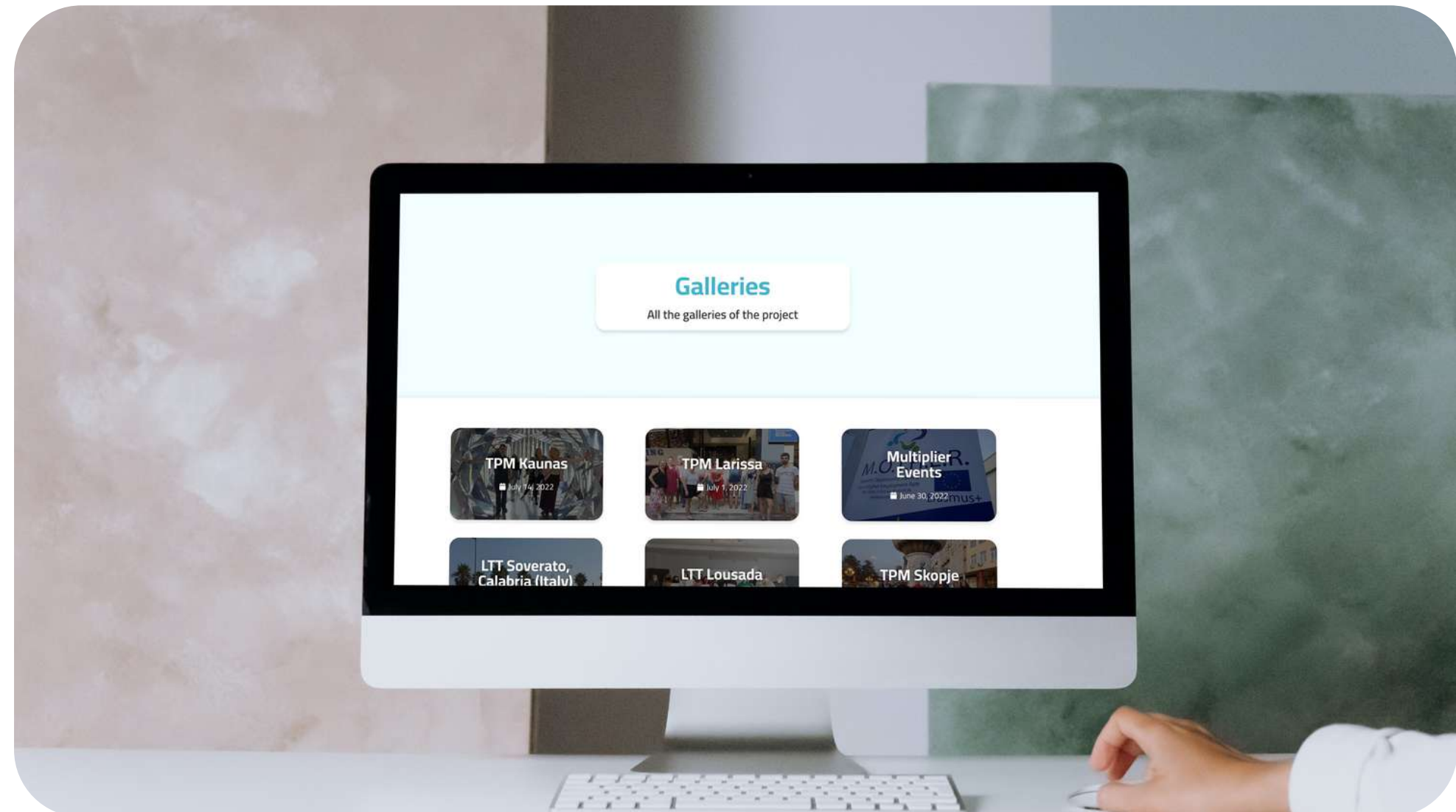
Galleries

The modern and responsive galleries displays all the activities implemented within the project and make the website more dynamic.

13 published galleries

Project Activities

- 4 Transnational Project Meetings
- 2 Learning Teaching Trainings
- 6 Multiplier Events
- Online Coordination Meetings



Statistical Viewpoint

M.O.T.H.E.R. Website

To track the performance of the website, we'll go over some statistical data about acquisition, engagement and demographics of visitors of the main website.

Key Indicator	Meaning	Data / Outcome
Traffic Acquisition	From where the users entered the website	Number of total users
Engagement	How the users interacted with the website	Top Pages and Blog posts
Demographics	From where the users connected	Top 10 Countries

Traffic Acquisition

First user default channel group		<u>New users</u>	<u>Engaged sessions</u>	<u>Engagement rate</u>	<u>Engaged sessions per user</u>	<u>Average engagement time</u>	<u>Event count</u>
		1,648 100% of total	1,334 100% of total	48.69% Avg 0%	0.80 Avg 0%	1m 11s Avg 0%	16,042 100% of total
1	Direct	517	702	55.63%	1.33	2m 24s	9,776
2	Organic Search	671	425	52.08%	0.63	0m 40s	3,439
3	Organic Social	392	117	23.64%	0.30	0m 20s	1,811
4	Referral	68	89	51.45%	1.31	1m 41s	1,016

Total number of users



Direct traffic = someone types or pastes the URL to visit the site directly.



Organic search/social = people clicking through from Google or Social (Twitter, Facebook, social visits)



Referral = traffic that arrives through a link on another domain.

Traffic Acquisition

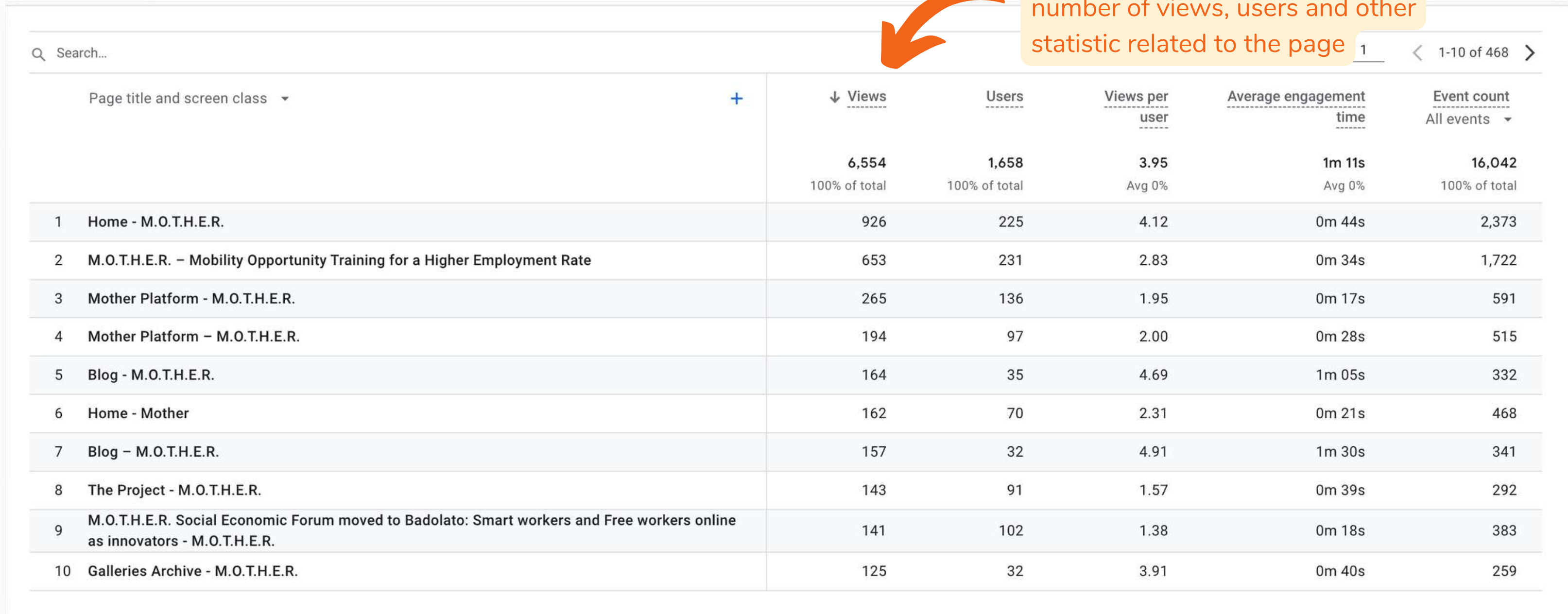
<input type="checkbox"/> User Type	Users <input type="text" value="Users"/> ↓	Users
	1,667 % of Total: 100.00% (1,667)	1,667 % of Total: 100.00% (1,667)
<input type="checkbox"/> 1. ■ New Visitor	1,667	89.77%
<input type="checkbox"/> 2. ■ Returning Visitor	190	10.23%



New visitors (or new users) are people who have never been to the website before. Whereas, returning visitors (or returning users) are people who have visited the website previously and have come back.

Engagement


For each row you can see the total number of views, users and other statistic related to the page



Page title and screen class	↓ Views	Users	Views per user	Average engagement time	Event count
	6,554 100% of total	1,658 100% of total	3.95 Avg 0%	1m 11s Avg 0%	16,042 100% of total
1 Home - M.O.T.H.E.R.	926	225	4.12	0m 44s	2,373
2 M.O.T.H.E.R. – Mobility Opportunity Training for a Higher Employment Rate	653	231	2.83	0m 34s	1,722
3 Mother Platform - M.O.T.H.E.R.	265	136	1.95	0m 17s	591
4 Mother Platform – M.O.T.H.E.R.	194	97	2.00	0m 28s	515
5 Blog - M.O.T.H.E.R.	164	35	4.69	1m 05s	332
6 Home - Mother	162	70	2.31	0m 21s	468
7 Blog – M.O.T.H.E.R.	157	32	4.91	1m 30s	341
8 The Project - M.O.T.H.E.R.	143	91	1.57	0m 39s	292
9 M.O.T.H.E.R. Social Economic Forum moved to Badolato: Smart workers and Free workers online as innovators - M.O.T.H.E.R.	141	102	1.38	0m 18s	383
10 Galleries Archive - M.O.T.H.E.R.	125	32	3.91	0m 40s	259

Engagement

The most viewed posts and pages



Top pages	↓ Clicks	Impressions
https://motherproject.eu/	201	5,640
https://motherproject.eu/mother-platform/	49	632
https://motherproject.eu/digital-marketing-for-youth-entrepreneurship/	26	1,013
https://motherproject.eu/entrecomp-the-entrepreneurship-competence-framework-developed-by-the-joint-research-center-of-the-european-commission/	22	4,678
https://motherproject.eu/the-benefits-of-green-economy/	20	558
https://motherproject.eu/craft-your-future-old-crafts-in-a-circular-economy/	19	240
https://motherproject.eu/youth-unemployment-rate-in-italy-during-the-pandemic/	18	5,626
https://motherproject.eu/the-current-situation-of-neets-in-europe/	17	1,131
https://motherproject.eu/first-lithuanian-unicorn-vinted/	12	4,212
https://motherproject.eu/the-versatility-of-banana-peels/	11	558

Demographics

Search... Rows per page: 10 Go to: 1 < 1-10 of 110 >

Users from top 10 Countries

Country	↓ Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count
	100% of total	100% of total	100% of total	Avg 0%	Avg 0%	Avg 0%	100% of total
1 United States	286	285	34	11.37%	0.12	0m 07s	966
2 Italy	277	271	525	59.93%	1.90	3m 28s	7,537
3 Greece	83	82	114	57.29%	1.37	1m 41s	1,078
4 Lithuania	76	73	54	51.43%	0.71	0m 56s	556
5 Portugal	65	64	84	58.74%	1.29	1m 53s	864
6 Ireland	57	55	10	17.24%	0.18	0m 04s	183
7 Hungary	54	54	76	63.87%	1.41	2m 12s	774
8 India	53	53	32	56.14%	0.60	0m 35s	232
9 United Kingdom	42	41	25	46.3%	0.60	0m 17s	183
10 France	41	39	24	55.81%	0.59	0m 31s	181

02 M.O.T.H.E.R. Platform



The M.O.T.H.E.R. Social Platform for Business of Youths is the unique intellectual output of the project hosted by JUMP ACADEMY.

The main goal of the platform is to support young people in developing entrepreneurial skills, learn and empower their potential business making.

The M.O.T.H.E.R. training path consists of 12 modules created by the partners.

- **User viewpoint:** 4 pages
- **Statistical viewpoint:** n° of students, course enrolled, quizzes taken, feedbacks

User viewpoint

M.O.T.H.E.R. Platform

The M.O.T.H.E.R. Platform consists of 4 pages, let's take a closer look:



Home



Who we are



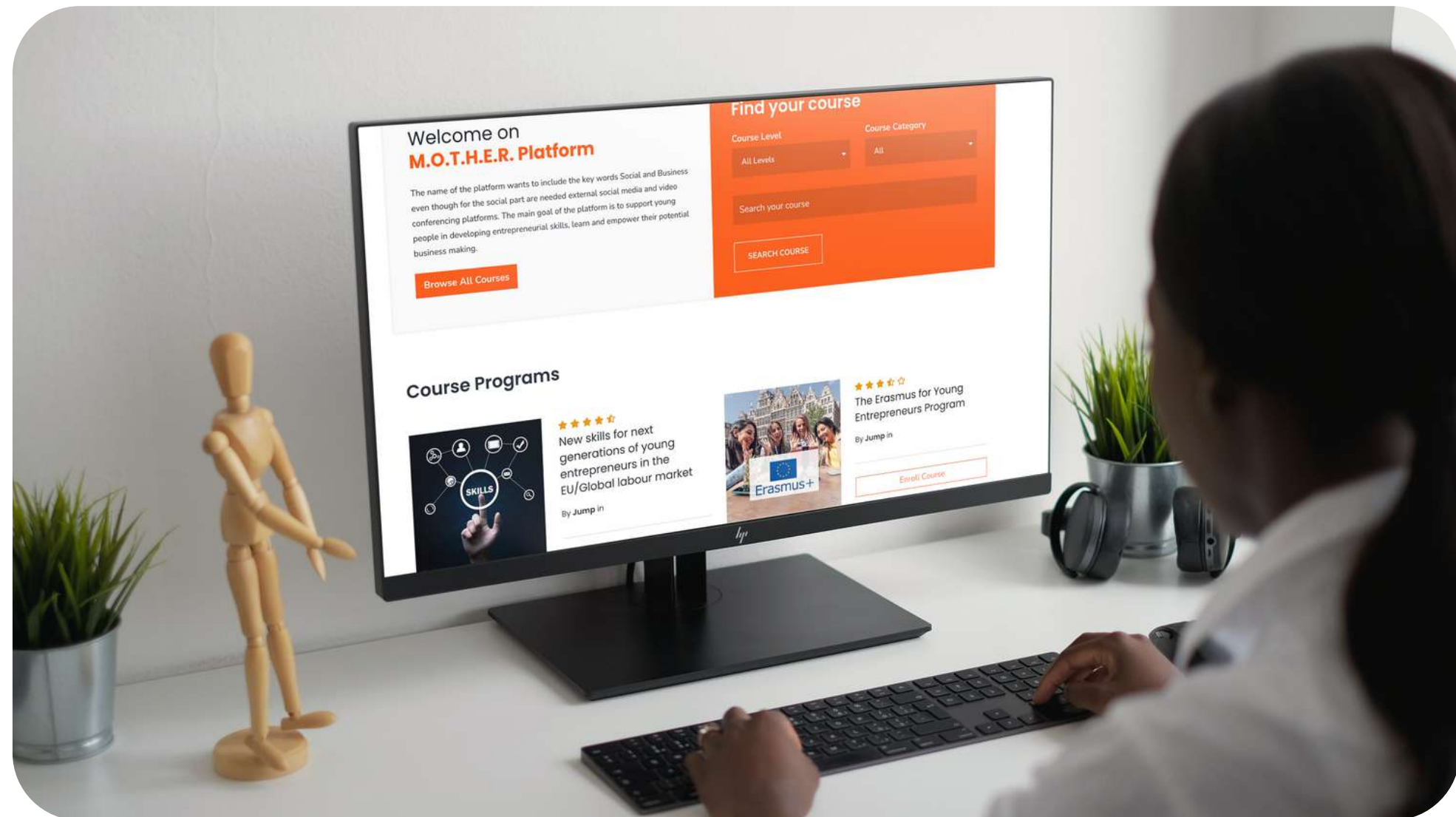
Courses



M.O.T.H.E.R. Project

Home

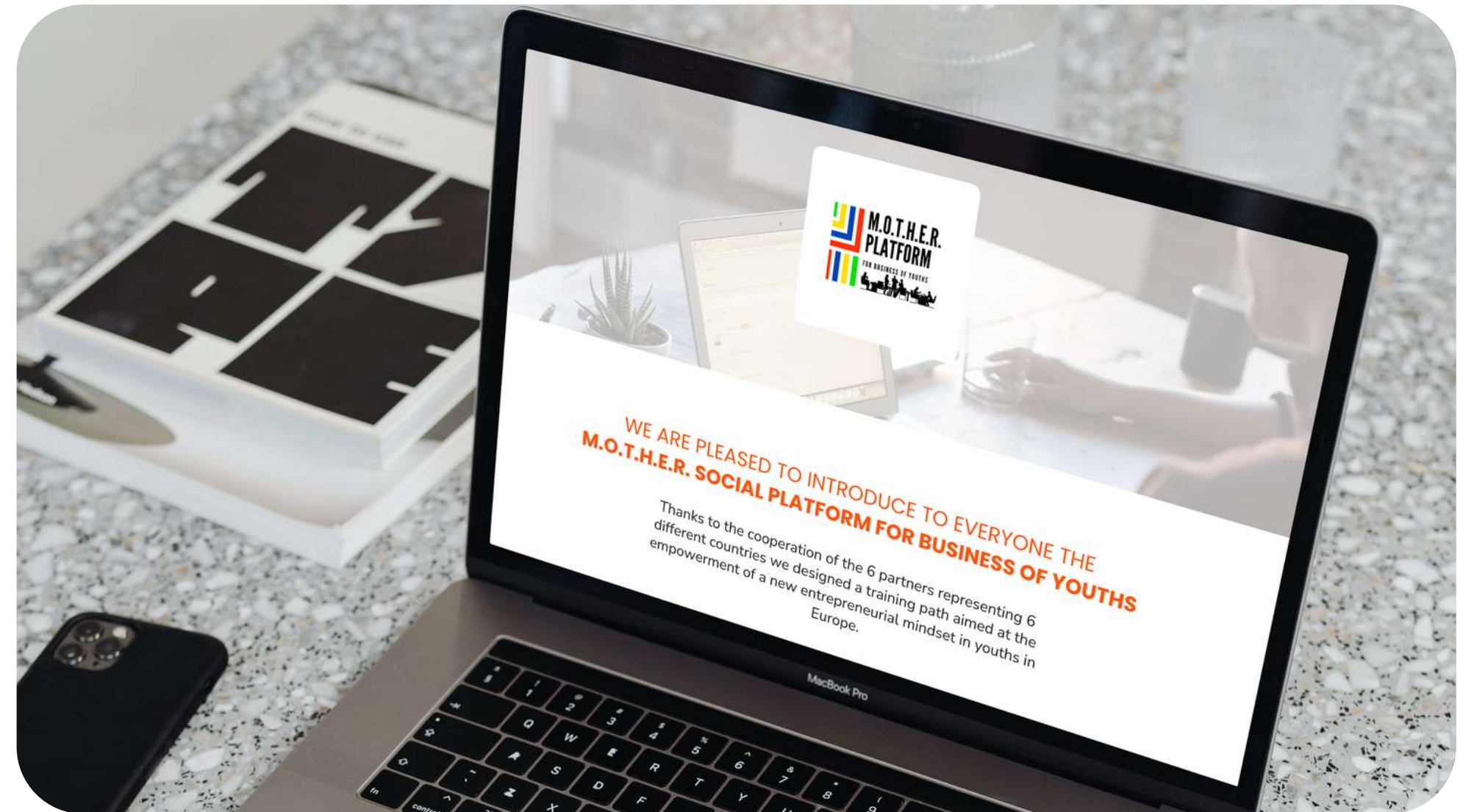
This page showcases a section to browse all courses, a preview of the modules that can be enrolled, information about the certificate that can be obtained and a part dedicated to the 240+ M.O.T.H.E.R. students and their feedbacks.





Who we are

The primary purpose of this page is to introduce the 6 partners of the project

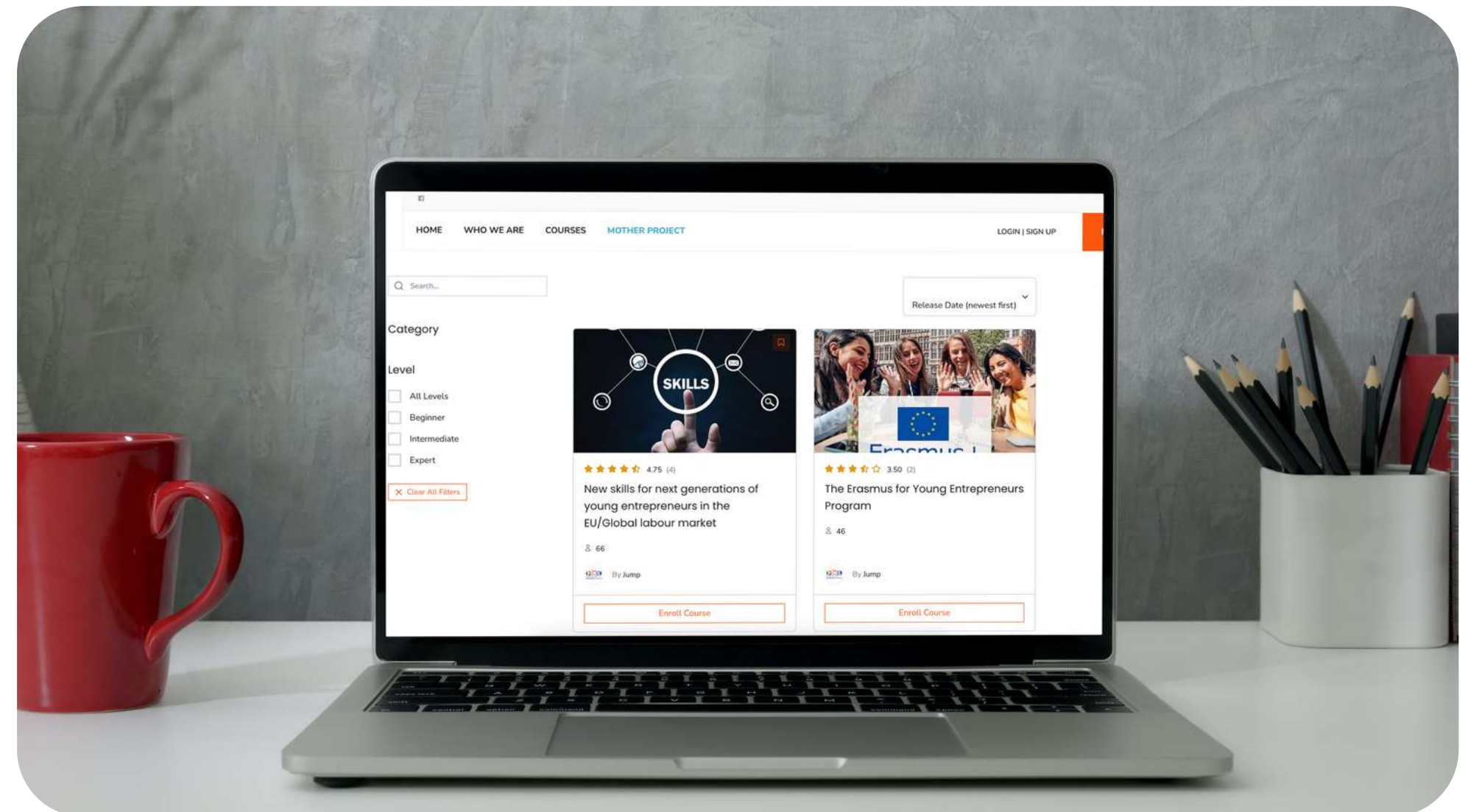




This section includes the 12 modules that can be filtered by level, by date or alphabetical order. From here the students can choose and enroll a course.

Modules per Partner

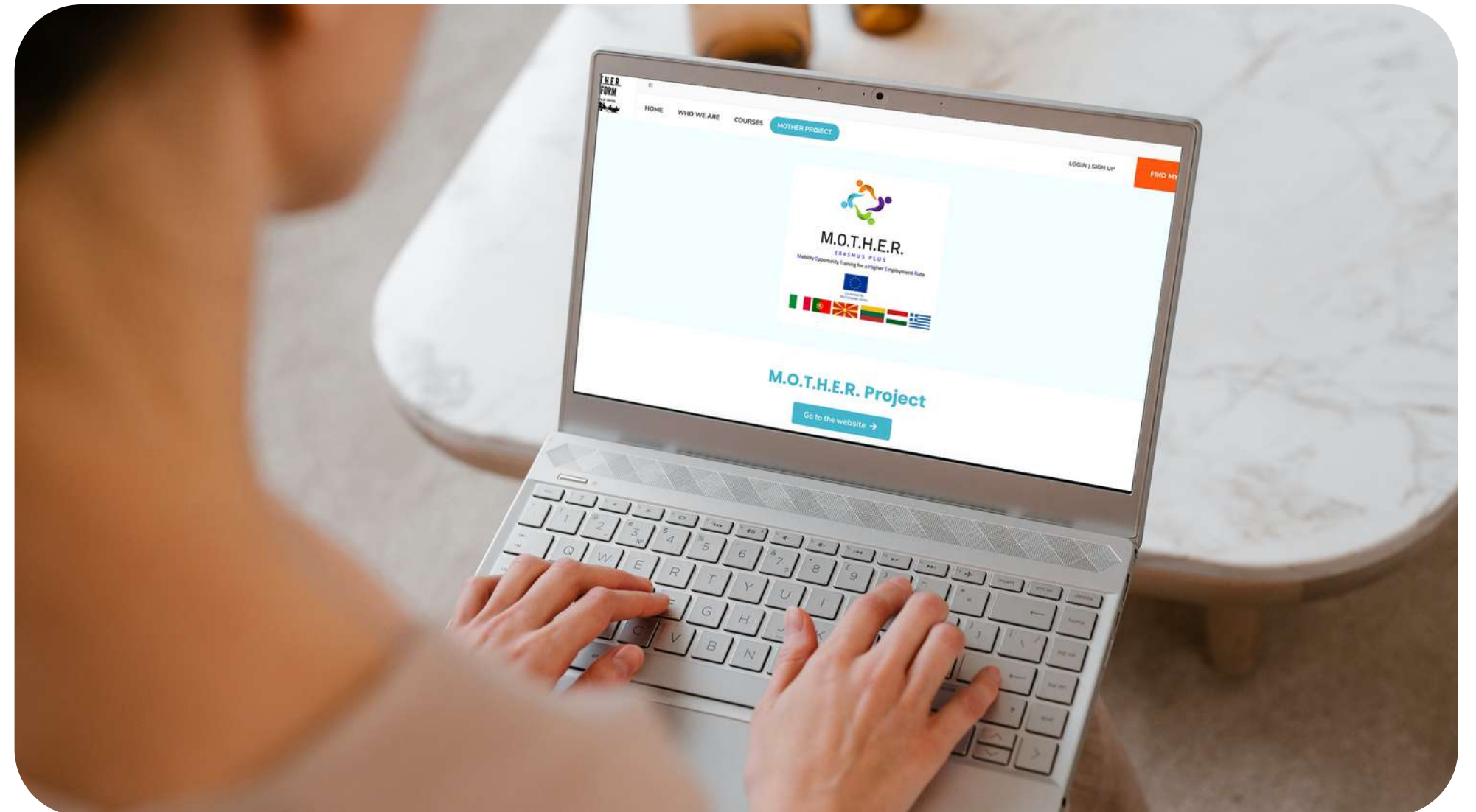
- 5 by JUMP
- 2 by IED
- 2 by Aktivistai
- 1 by Lousada
- 1 by Ecocenter
- 1 by FACE





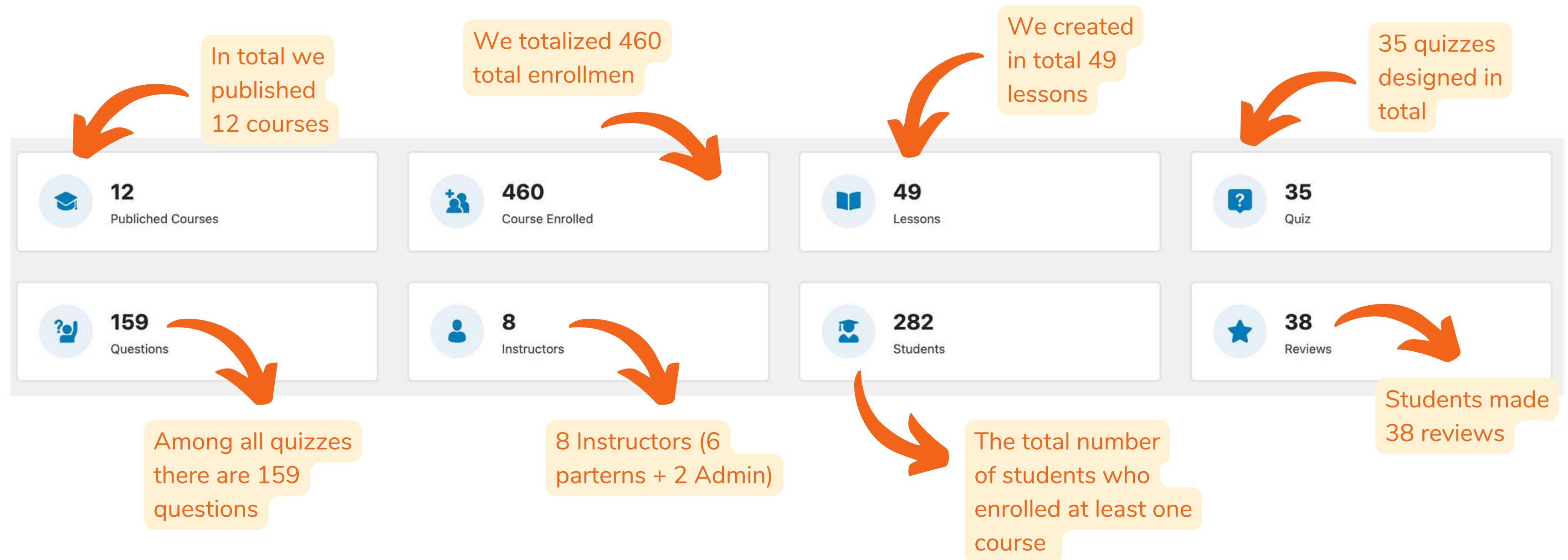
M.O.T.H.E.R. Project

This page connects the platform with the main website of the M.O.T.H.E.R. Project.



Statistical Viewpoint

M.O.T.H.E.R. Platform



Statistical Viewpoint | Courses

M.O.T.H.E.R. Platform

Courses created by:



New skills for next generations of young entrepreneurs in the EU/Global labour market

Topic: 1 Lesson: 4 Quiz: 3 Assignment: 0



Cultural Studies in Business for young entrepreneurs

Topic: 1 Lesson: 4 Quiz: 3 Assignment: 0



The Erasmus for Young Entrepreneurs Program

Topic: 1 Lesson: 4 Quiz: 3 Assignment: 0



Circular economy for young entrepreneurs

Topic: 1 Lesson: 4 Quiz: 3 Assignment: 0



Entrepreneurship Education for young entrepreneurs

Topic: 1 Lesson: 4 Quiz: 3 Assignment: 0

Statistical Viewpoint | Courses

M.O.T.H.E.R. Platform

Courses created by:



Mobility opportunities for young people in Europe

Topic: 1 Lesson: 4 Quiz: 3 Assignment: 0



Social media communication strategies for young entrepreneurs

Topic: 1 Lesson: 4 Quiz: 3 Assignment: 0

Statistical Viewpoint | Courses

M.O.T.H.E.R. Platform

Courses created by:



Social Entrepreneurship for young entrepreneurs

Topic: 1 Lesson: 3 Quiz: 1 Assignment: 0

Statistical Viewpoint | Courses

M.O.T.H.E.R. Platform

Courses created by:



Web/digital marketing/e-commerce for young entrepreneurs

Topic: 1 Lesson: 4 Quiz: 3 Assignment: 0

Statistical Viewpoint | Courses

M.O.T.H.E.R. Platform

Courses created by:



Social Innovation for young entrepreneurs

Topic: 1 Lesson: 6 Quiz: 4 Assignment: 0

Statistical Viewpoint | Courses

M.O.T.H.E.R. Platform



Number of students enrolled
per course

Course	Lesson	Assignment	Total Learners
New skills for next generations of young entrepreneurs in the EU/Global labour market	4	0	66
The Erasmus for Young Entrepreneurs Program	4	0	46
Mobility opportunities for young people in Europe	4	0	75
Entrepreneurship Education for young entrepreneurs	4	0	21
Social Entrepreneurship for young entrepreneurs	3	0	11
Social Innovation for young entrepreneurs	6	0	13
Green economy for young entrepreneurs	4	0	42
Circular economy for young entrepreneurs	4	0	13
Cultural Studies in Business for young entrepreneurs	4	0	11
Financial education for young entrepreneurs	4	0	35
Web/digital marketing/e-commerce for young entrepreneurs	4	0	93
Social media communication strategies for young entrepreneurs	4	0	34

Statistical Viewpoint | Courses

M.O.T.H.E.R. Platform

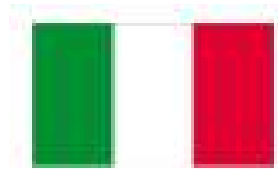
Course Name	Total Enrolled	Rating	
Web/digital marketing/e-commerce for young entrepreneurs	93	☆☆☆☆☆	↗
Mobility opportunities for young people in Europe	75	☆☆☆☆☆	↗
New skills for next generations of young entrepreneurs in the EU/Global labour market	66	☆☆☆☆☆	↗
The Erasmus for Young Entrepreneurs Program	46	☆☆☆☆☆	↗
Green economy for young entrepreneurs	42	☆☆☆☆☆	↗



The most popular courses

Statistical Viewpoint | Platform Subscribers

M.O.T.H.E.R. Platform



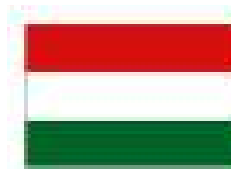
48 students from Italy



39 students from Lithuania



39 students from Portugal



37 students from Hungary



69 students from North Macedonia



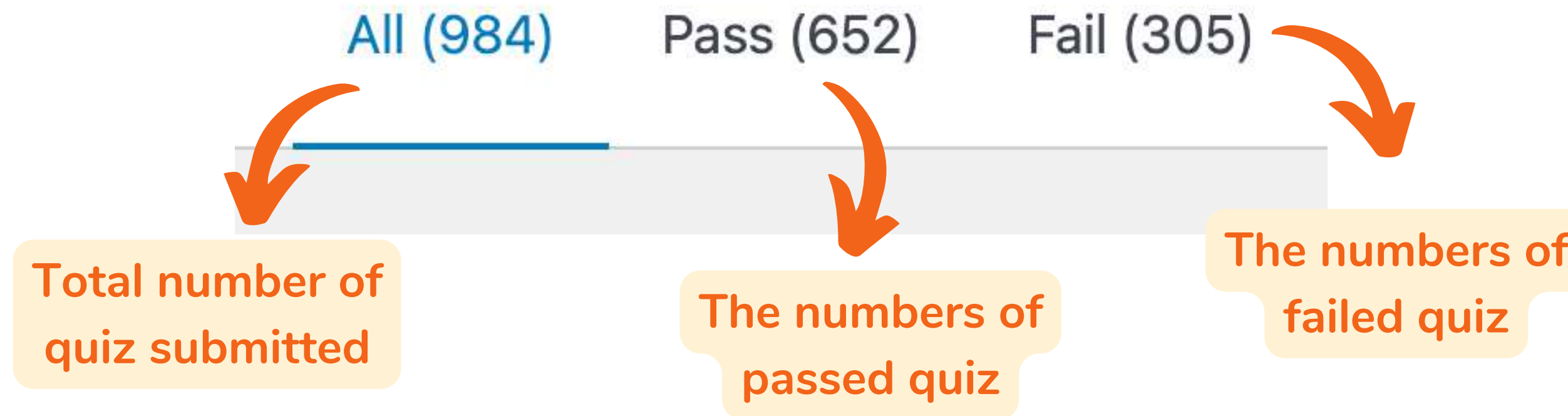
38 students from Greece



44 students from Other Countries

Statistical Viewpoint | Submitted Quiz

M.O.T.H.E.R. Platform



Statistical Viewpoint | Reviews

M.O.T.H.E.R. Platform

We reached the total of 38 reviews



Antonino
Ciancimino
3 weeks ago



It's really useful so as to get to know more about a bunch of opportunities given by many european funded organizations. I recommend it!



Žemyna Lekavičiūtė
4 months ago



It was an excellent course, I learned so much, but in the presentation not was complete information about all of this.



Theodora Makri
4 months ago



It is a great course! It was very helpful and includes really interesting information about green economy. I really liked the quizzes too as they require to do a quick research and learn even more.



Andrea Sedita
7 months ago



The course works perfectly, and it's pretty intuitive. Sometimes I got stuck a bit, but it s a problem which can be fastly solved.

Statistical Viewpoint | Reviews

M.O.T.H.E.R. Platform



CM

caterina migliano

2 months ago



I believe that this course has opened my eyes to the other realities of my peers, and that it has mainly helped me to realize my shortcomings but above all the way in which I can repair them and become a better and more productive version of myself



Awesome!

7 months ago



EB

Evelina Barbanti

7 months ago



Well organized



NT

Noemi Tesolin

2 months ago



The course is concise and clear, and it goes straight to the point. Unfortunately, the presentation is not complete in some places.

More in detail: <https://motherproject.eu/the-feedbacks-of-m-o-t-h-e-r-students/>

Statistical Viewpoint | Acquisition Channels

M.O.T.H.E.R. Platform

Session default channel group ▾ +		↓ Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count All events ▾
		1,009 100% of total	2,020 100% of total	1,283 100% of total	2m 37s Avg 0%	1.27 Avg 0%	19.41 Avg 0%	63.51% Avg 0%	39,203 100% of total
1	Direct	492	816	505	2m 19s	1.03	19.20	61.89%	15,666
2	Organic Social	320	401	224	1m 32s	0.70	12.59	55.86%	5,049
3	Referral	164	648	454	3m 39s	2.77	23.55	70.06%	15,258
4	Organic Search	51	112	75	2m 27s	1.47	17.13	66.96%	1,918
5	Email	17	37	23	3m 24s	1.35	31.54	62.16%	1,167
6	Unassigned	7	7	0	2m 26s	0.00	20.71	0%	145

The channels where visitors came from

Statistical Viewpoint | Engagement

M.O.T.H.E.R. Platform

		1,006 % of Total: 100.00% (1,006)	1,006 % of Total: 100.00% (1,006)
<input type="checkbox"/>	1. ■ New Visitor	1,006	81.00%
<input type="checkbox"/>	2. ■ Returning Visitor	236	19.00%



New vs returning
visitors rate

Statistical Viewpoint | Users Devices

M.O.T.H.E.R. Platform

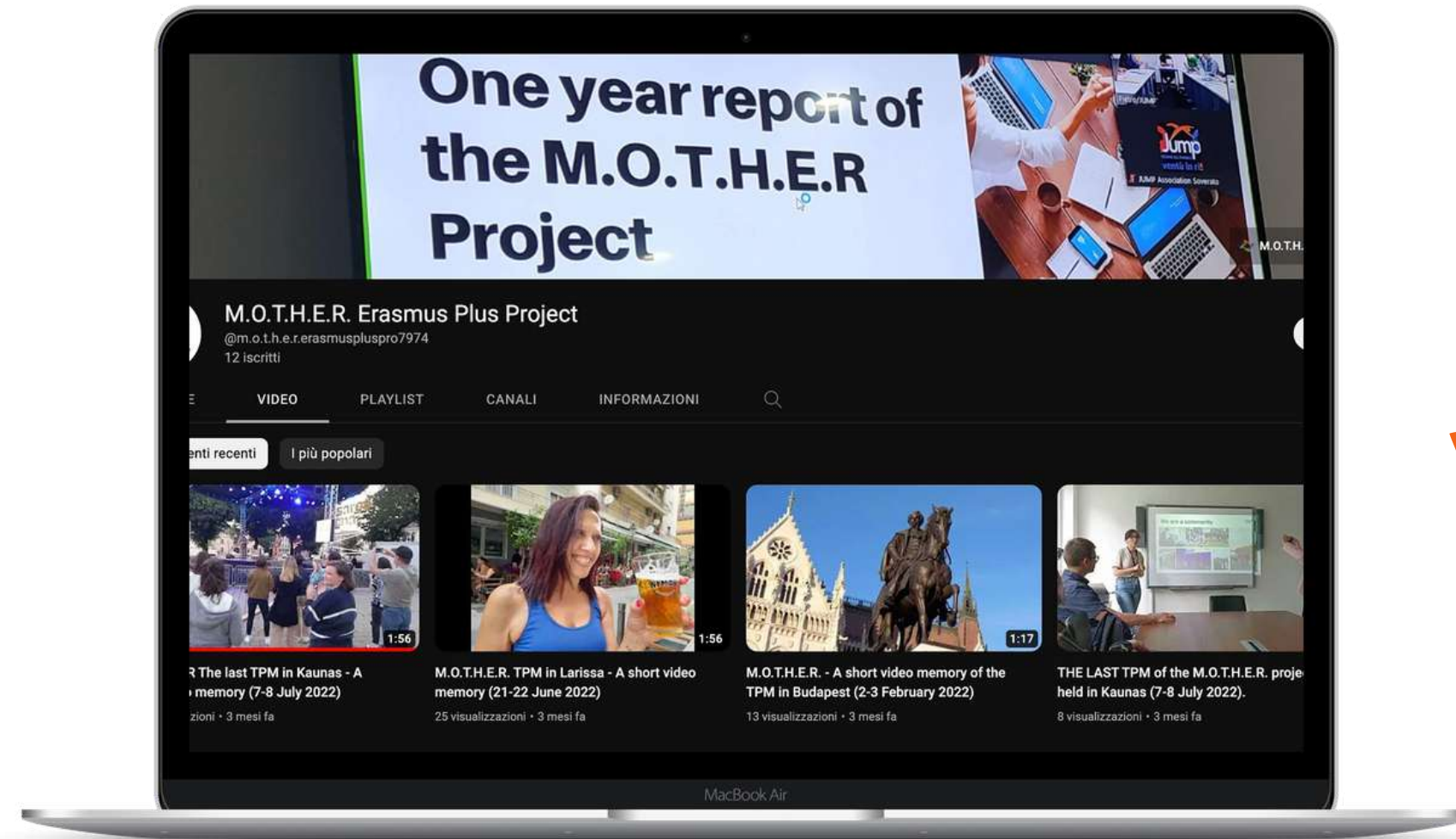
Search...

Rows per page: 10 1-3 of 3

Device category	↓ Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count
	1,009 100% of total	1,006 100% of total	1,283 100% of total	63.51% Avg 0%	1.27 Avg 0%	5m 15s Avg 0%	39,203 100% of total
1 mobile	621	618	478	56.37%	0.77	1m 51s	9,809
2 desktop	422	383	800	66.56%	1.90	9m 48s	29,338
3 tablet	5	5	3	30%	0.60	1m 00s	56

Most used
devices

03 Youtube Channel



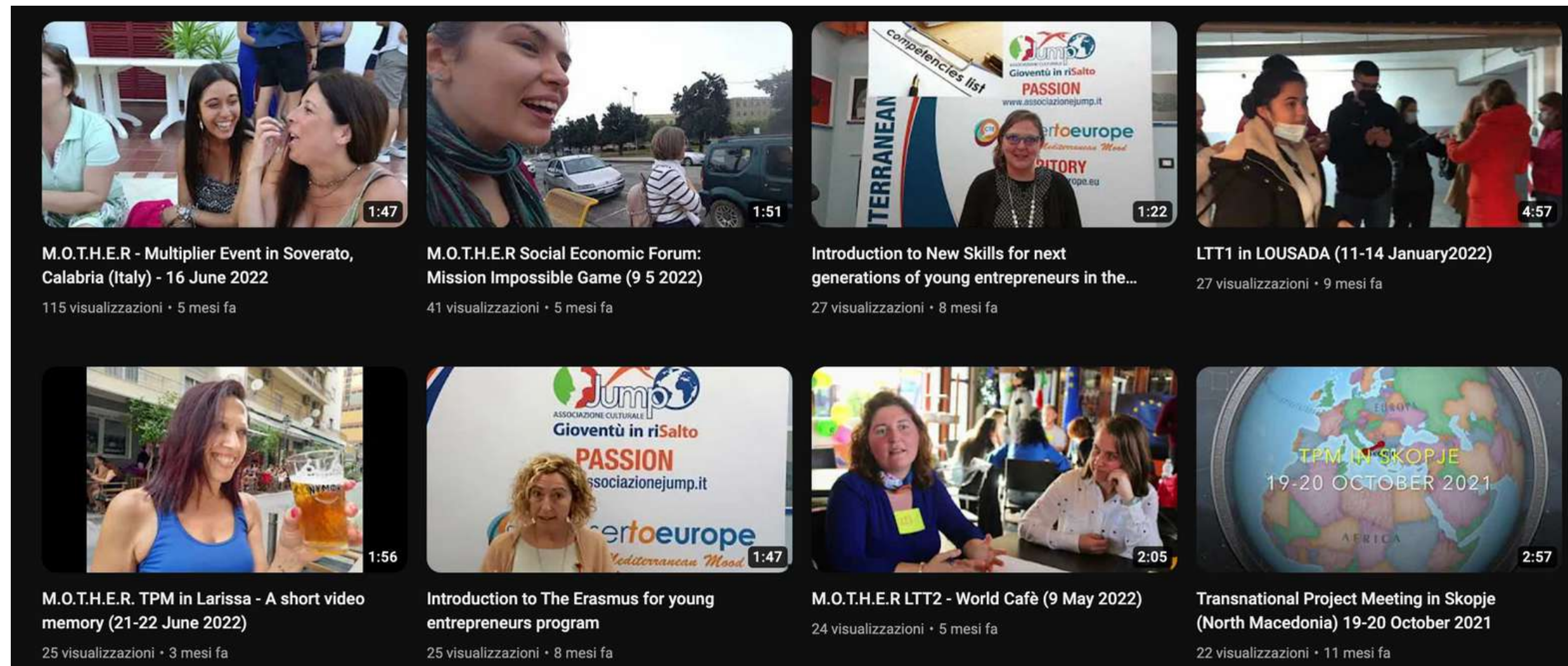
12 subscribers

25 published videos

508 total views

Statistical Viewpoint | Engagement

Youtube Channel



Video Title	Duration	Views	Time Ago
M.O.T.H.E.R - Multiplier Event in Soverato, Calabria (Italy) - 16 June 2022	1:47	115	5 mesi fa
M.O.T.H.E.R Social Economic Forum: Mission Impossible Game (9 5 2022)	1:51	41	5 mesi fa
Introduction to New Skills for next generations of young entrepreneurs in the...	1:22	27	8 mesi fa
LTT1 in LOUSADA (11-14 January2022)	4:57	27	9 mesi fa
M.O.T.H.E.R. TPM in Larissa - A short video memory (21-22 June 2022)	1:56	25	3 mesi fa
Introduction to The Erasmus for young entrepreneurs program	1:47	25	8 mesi fa
M.O.T.H.E.R LTT2 - World Cafè (9 May 2022)	2:05	24	5 mesi fa
Transnational Project Meeting in Skopje (North Macedonia) 19-20 October 2021	2:57	22	11 mesi fa

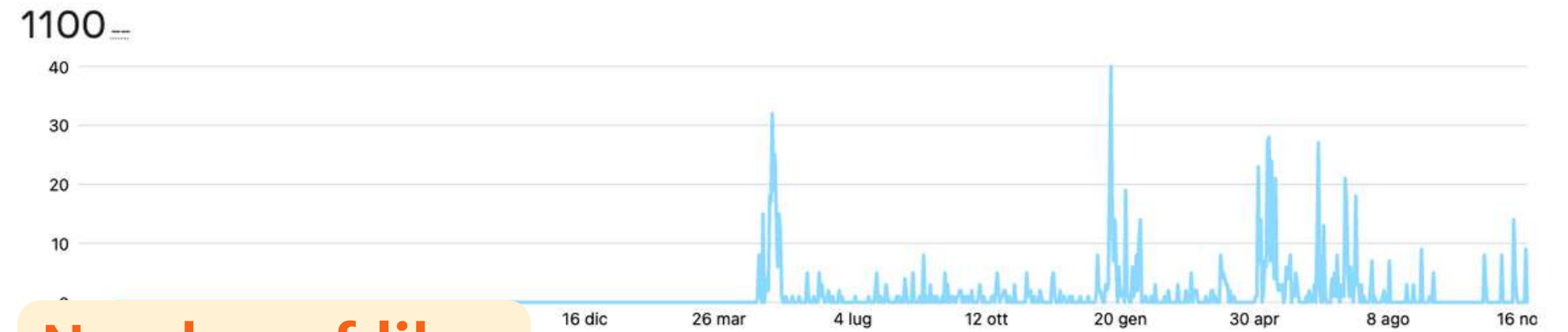
Most popular videos



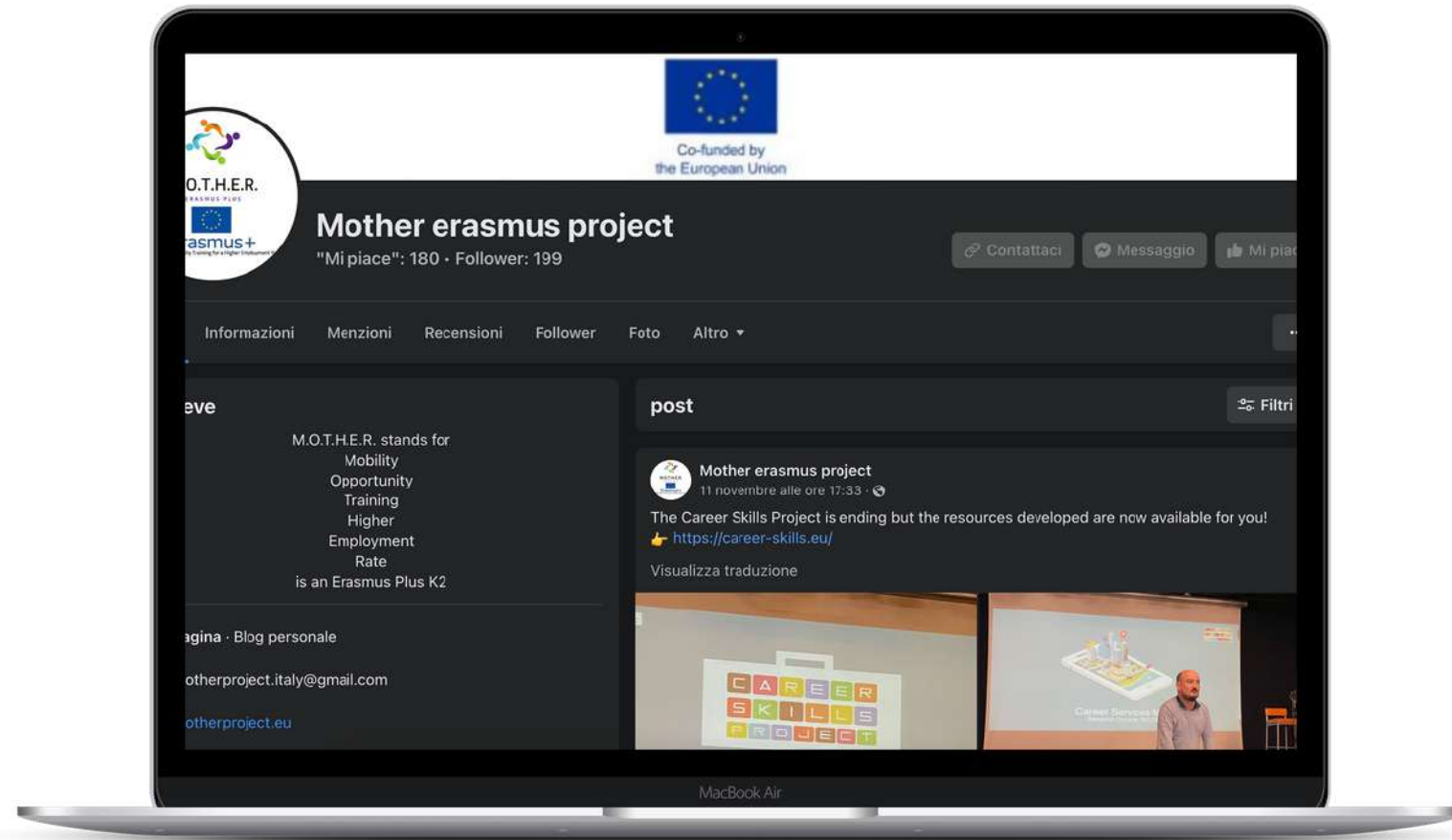
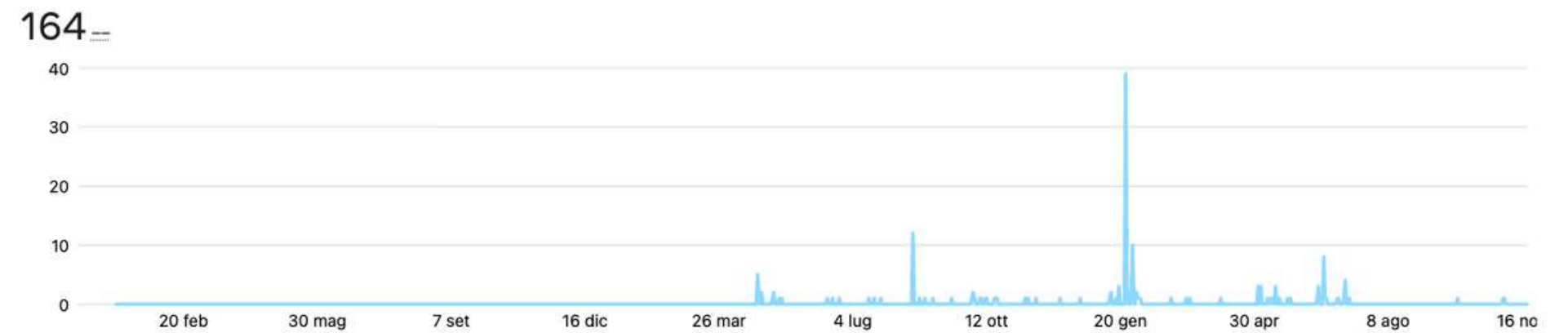
04

Facebook Page

Number of visitors



Number of likes



Statistical Viewpoint | Engagement

Facebook Page

Most popular posts

Inserzioni, Post e Storie

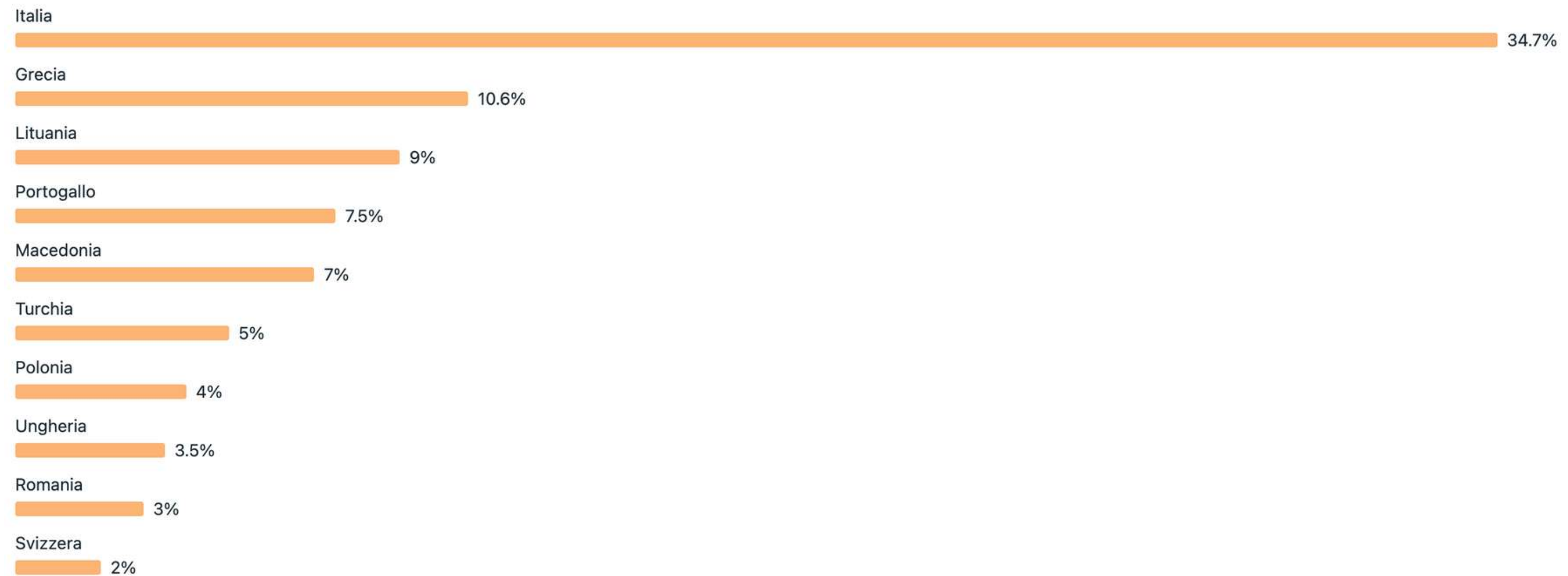
Esporta

Contenuti recenti ↑↓	Tipo	Cope...	"Mi piace" e rea...	Tocchi sul...	Risposte	Clic sui link	Corr
 TPM2 in Budapest! Partners of th... Martedì 1 febbraio 05:47	Post	Metti in e...	3783	95	--	--	7
 During the last morning of activit... Mercoledì 2 febbraio 02:42	Post	Metti in e...	1735	31	--	--	--
 Multiplier event in Skopje, North ... Giovedì 30 giugno 05:09	Post	Metti in e...	1048	26	--	--	--
 Yesterday 10 May 2022 the M.O.T... Mercoledì 11 maggio 02:21	Post	Metti in e...	389	24	--	--	22
 (LTT2) Outdoor session in Sove... Venerdì 13 maggio 01:53	Post	Metti in e...	1114	23	--	--	--
 The final act of the Learning Teac... Sabato 15 gennaio 02:01	Post	Metti in e...	564	23	--	--	--
 The team of e-coaches of the M... Venerdì 14 gennaio 05:15	Post	Metti in e...	390	23	--	--	--
 Some highlights of the fourth ... Venerdì 8 luglio 01:48	Post	Metti in e...	904	21	--	--	--
 A summary article written by Ales... Mercoledì 6 luglio 01:33	Post	Metti in e...	517	20	--	--	10

Statistical Viewpoint | Demographics

Facebook Page

Top 10 Countries





Report created by:
Pietro Sinopoli (Webmaster)
Francesca Politi (Social Media Manager)
