

March 2015

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Organización
de las
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para la
Alimentación y la
Agricultura

REGIONAL COMMISSION FOR FISHERIES (RECOFI)

Eighth Session

Muscat, Sultanate of Oman, 12–14 May 2015

Regional Aquaculture Information System (RAIS): performance assessment and future outlook

Executive Summary

This document provides a summary of the activities carried out in the Region, by the RECOFI Working Group on Aquaculture (WGA), in further strengthening the RECOFI Regional Aquaculture Information System (RAIS) since the Seventh Session of the RECOFI Commission. The main issues affecting the efficient and full functioning of the system are presented along with recommended follow-up actions and financial support needed.

The Commission is invited to:

- Provide guidance on the future of RAIS and to reaffirm the importance of this information system in supporting aquaculture development in the region through effective information sharing.
- Endorse the 2015 proposed work plan and budget for RAIS.
- The State of Kuwait hosting the RAIS Regional Centre is invited to confirm its availability in securing and reinforcing the services needed to operate and manage the system.

1. This document provides a summary on the activities carried out by the Focal Points (FPs) of the Working Group on Aquaculture (WGA) and staff of the RAIS Regional Centre (Kuwait) on the strengthening the RECOFI Regional Aquaculture Information System (RAIS) since the Seventh Session of RECOFI Commission in 2013, including the decisions taken during the sixth meeting of the WGA (Muscat, Oman, 21–23 October 2014) on management issues and future development of the system.

2. The establishment of RAIS was requested by the RECOFI Members as a response to the development and interest in the aquaculture sector in the Region and also as a regional repository system for storing and sharing information including that generated from RECOFI and other technical workshops/meetings. During the Third session of the Commission (Doha, Qatar, 9–11 May 2005) the State of Kuwait offered to host the RAIS in the premises of the Public Authority of Agriculture Affairs and Fish Resources (PAAFR) and allocated extra-budgetary funds to develop the regional information system. The Commission subsequently requested the FAO Fisheries and Aquaculture Department to develop the system along with a bilingual (Arabic and English) “RAIS User Manual” to facilitate data submission by authorized RAIS users. Before and after the official launching of RAIS three *ad hoc* technical trainings had been organized by the Secretariat to consolidate the information system and to strengthen the input capacities of the data owners and data managers. The WGA Focal Points are those responsible for data reporting in each member country and the RAIS Regional Centre is responsible for the management and daily maintenance of the system.

3. Over the past inter-sessional period several factors had limited the original scope of the system, which had been conceived as a tool for the timely dissemination and retrieval of aquaculture information. It was noted that insufficient attention from the RECOFI member countries, along with an inadequate management of the system, had been responsible for stalling the consolidation and effectiveness of RAIS as an updated and reliable regional source of aquaculture information.

4. Poor data inputs in all of the RAIS directories have occurred since the fifth WGA meeting (27 October 2010 in Doha, Qatar). In particular, the delay in reporting national aquaculture production statistics had made it impossible to adequately monitor aquaculture status and trends at the national and regional level. This, along with the outdated information in some of the other RAIS directories, risked negatively affecting the reputation and reliability of the system as well as reducing the number of regular users.

5. With regard to the RAIS work plan for 2015, the sixth WGA meeting agreed that more efforts should be carried out by WGA Focal Points to secure a regular data updating into the system and additional promotional initiatives should be organized in order to promote the system at the national and regional level. In particular the WGA meeting agreed on the following activities:

- Consider a general re-styling of the system (general layout and services) in order to better respond to the needs of national/regional users.
- Include the use of social media, such as Facebook and WhatsApp Messenger, to streamline communication and information sharing among the WGA Focal Points and other regional aquaculture stakeholders.
- Modify the aquaculture statistics query panel so as to display information on aquaculture technology (e.g. cage, pond).
- Focal Points to update aquaculture production statistics up to 2013; to revise/update the data set for each directory in the system; to update the National Centre pages verifying the correctness of the WGA Focal Points contact details.
- Focal Points agreed to make better use of the promotional material so far produced (flyers, press releases, RAIS User Manual, etc.) to give more visibility to the system.
- RAIS Regional Centre in Kuwait to ensure that its coordinating services are secured and reinforced, if necessary, and that adequate technical IT support is continuously provided to the RECOFI members.
- Each member country should start establishing a network of national experts, from both public and private sectors, authorized to enter data in RAIS.

The Secretariat indicated that the recommended changes should be implemented during the inter-sessional period (2015–2016) in cooperation with the staff of the RAIS Regional Centre in Kuwait. A budget of 15 000 USD has been proposed to secure the adequate implementation of the above listed activities.

6. The WGA Focal Points also agreed to continue supporting the following FAO initiatives as the information generated is although shared through RAIS: (i) revise/update the National Aquaculture Sector Overviews (NASO) for each RECOFI Member country; (ii) preparation of NASO maps for aquaculture sites inventory at national level; (iii) assist FAO in the identification of regional aquaculture priorities for strengthening the role of the COFI Sub-Committee on Aquaculture in advancing aquaculture development. Furthermore, the WGA has drafted, for the consideration of the Commission, a recommendation on the reporting of a minimum set of aquaculture data (see Working Document RECOFI/VIII/2015/9). This would enable the collection and timely submission of data in RAIS from all the RECOFI Member countries.

7. The Commission is invited to reaffirm the importance of this information system as a tool to share aquaculture information in the region and to endorse the 2015 proposed work plan and budget for RAIS. The country hosting the RAIS Regional Centre, the State of Kuwait, is invited to confirm its availability in securing and reinforcing coordinating services needed for running the system.

RAIS WEB ANALYSIS (Google Analytics)

The last Web analysis report generated by the RAIS Regional Centre and covering the period from 1 March 2013 to 18 October 2014, shows that there was a steady increase in the use of RAIS with a strong geographical coverage from the Arabic speaking countries (Northern Africa countries and Gulf Region). The website has received a stable number of visits with some peaks. The earlier report (1 March 2011 to 28 February 2013) was submitted in concomitant with the Seventh session of RECOFI held in Tehran, Islamic Republic of Iran, from 14 to 16 May 2013. The data indicated that the number of people (*number of unique visitors*) who visited the website since 1 March 2013 was 10 759 or about 78 percent less compared to the absolute unique visitors of 19 123 in the previous assessment period (NB: the duration of the previous assessment period was of 2 years while the present assessment period covered just under eight months).

Concerning *pages view per visit* for RECOFI Countries, the analysis value (in descending order) was recorded for visitors from the Islamic Republic of Iran, Kuwait, United Arab Emirates, Kingdom of Saudi Arabia, the Kingdom of Bahrain, the Sultanate of Oman, the State of Qatar and Iraq. The overall average of page view per visit was 3.90 pages. The *bounce rate* throughout the whole period was 64 percent (NB: the bounce rate is the percentage of simple page visits, i.e. visits in which the person left the site from the entrance page without interacting with the page). For RAIS, the *average time on site* for the whole period and all visitors was estimated to be 2 minutes and 49 seconds in average, which is quite low. It is anticipated that the RAIS website would have more visitors and be more useful if the aquaculture data and information, provided by the Member countries, is updated more frequently. This will certainly attract and retain a wider number of visitors. The results show that 43 percent of the visitors were from the RECOFI Member countries while 66 percent of the visitors were from other countries. The RAIS website is visited by 81 percent of new visitors (10 654 persons) and about 19 percent of returning visitors (2 461 persons).

MAP OVERLAY: EMPHASIS ON RECOFI COUNTRIES



http://www.raisaquaculture.net - http://... [Go to this report](#)
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Location

Mar 1, 2013 - Oct 18, 2014

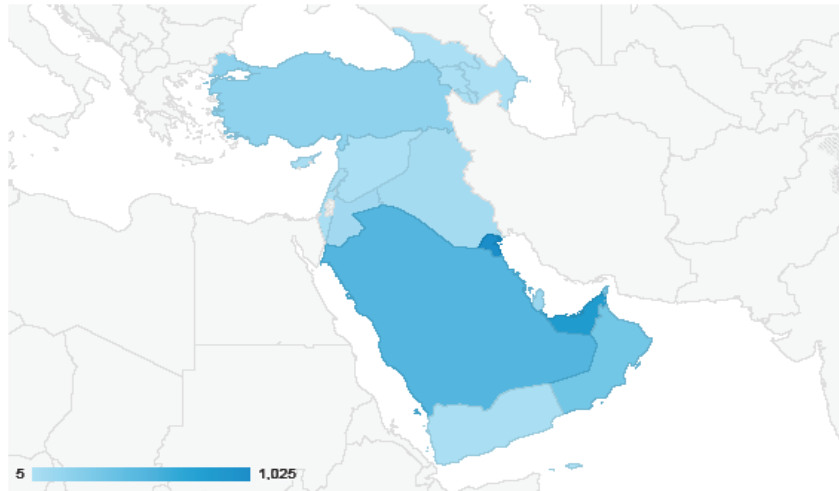
ALL » SUB CONTINENT REGION: Western Asia

All Sessions
27.77%

+ Add Segment

Map Overlay

Summary



Country / Territory	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	3,642 % of Total: 27.77% (13,115)	71.91% Site Avg: 81.14% (-11.38%)	2,619 % of Total: 24.61% (10,642)	58.26% Site Avg: 64.02% (-8.80%)	4.87 Site Avg: 3.80 (25.03%)	00:03:26 Site Avg: 00:02:49 (22.36%)	0.00% Site Avg: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. Kuwait	1,025 (28.14%)	75.12%	770 (29.40%)	88.83%	3.90	00:02:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. United Arab Emirates	857 (23.53%)	67.08%	575 (21.86%)	54.73%	5.23	00:03:53	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Saudi Arabia	522 (14.33%)	75.67%	395 (15.08%)	55.75%	4.56	00:03:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Bahrain	388 (10.65%)	71.91%	279 (10.65%)	56.44%	5.11	00:04:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Oman	344 (9.45%)	63.95%	220 (8.40%)	51.74%	5.96	00:04:41	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Turkey	166 (4.56%)	73.49%	122 (4.68%)	49.40%	5.11	00:03:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Qatar	107 (2.94%)	71.03%	78 (2.90%)	54.21%	9.47	00:05:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Jordan	61 (1.67%)	70.49%	43 (1.64%)	73.77%	5.92	00:02:50	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Iraq	42 (1.15%)	88.10%	37 (1.41%)	61.80%	3.93	00:01:46	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Cyprus	25 (0.69%)	72.00%	18 (0.68%)	32.00%	7.92	00:05:28	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 10 of 18

RAIS VISITOR TRENDS



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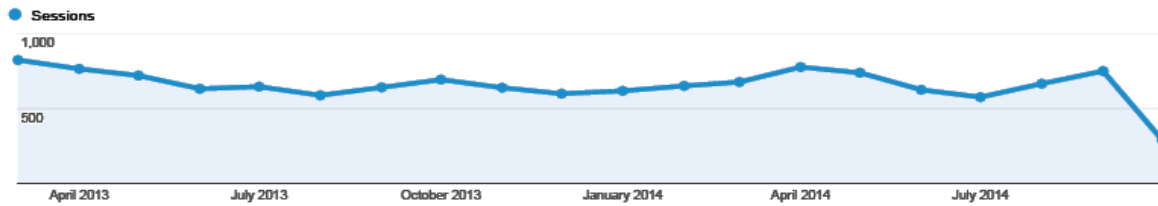
Audience Overview

Mar 1, 2013 - Oct 18, 2014

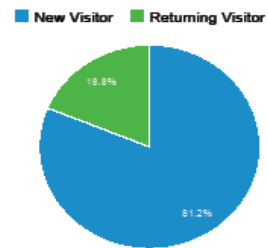
All Sessions 100.00%

 + Add Segment

Overview



Sessions 13,115	Users 10,759	Pageviews 51,100
Pages / Session 3.90	Avg. Session Duration 00:02:49	Bounce Rate 64.02%
% New Sessions 81.14%		



Country / Territory	Sessions	% Sessions
1. Iran	2,453	18.70%
2. Kuwait	1,025	7.82%
3. United States	923	7.04%
4. United Arab Emirates	857	6.53%
5. India	765	5.83%
6. Saudi Arabia	522	3.98%
7. Bahrain	388	2.96%
8. Nigeria	355	2.71%
9. Oman	344	2.62%
10. United Kingdom	320	2.44%

VISITOR LOYALTY

Length of visit



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www.raisaquaculture.net

Engagement

Mar 1, 2013 - Oct 18, 2014

All Sessions 100.00%
 + Add Segment

Distribution

Session Duration

Sessions

13,115

% of Total: 100.00% (13,115)

Pageviews

51,100

% of Total: 100.00% (51,100)

Session Duration	Sessions	Pageviews
0-10 seconds	8,658	8,983
11-30 seconds	512	1,286
31-60 seconds	594	1,904
61-180 seconds	1,097	5,430
181-600 seconds	1,173	11,320
601-1800 seconds	813	12,223
1801+ seconds	268	9,954

DEPTH OF VISIT



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Engagement

Mar 1, 2013 - Oct 18, 2014

All Sessions
100.00%

+ Add Segment

Distribution

Page Depth

Sessions

13,115

% of Total: 100.00% (13,115)

Pageviews

51,100

% of Total: 100.00% (51,100)

Page Depth	Sessions	Pageviews
1	8,396	8,396
2	1,344	2,688
3	796	2,388
4	367	1,468
5	339	1,695
6	213	1,278
7	198	1,386
8	156	1,248
9	139	1,251
10	93	930
11	101	1,111
12	70	840
13	79	1,027
14	73	1,022
15	59	885
16	53	848
17	42	714
18	44	792
19	39	741
20+	514	20,392

BROWSER CAPABILITIES



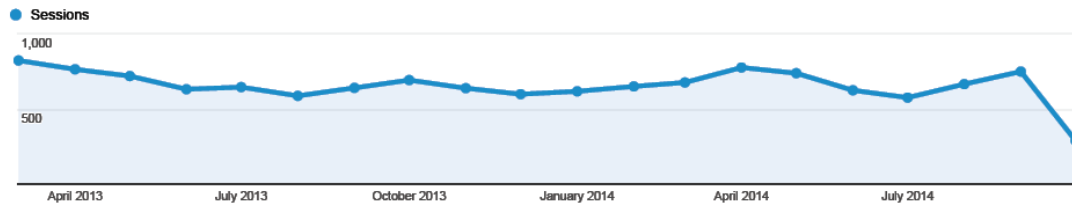
<http://www.raisaquaculture.net> - <http://www.raisaquaculture.net> [Go to this report](#)

Audience Overview

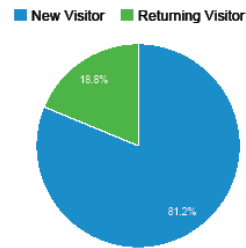
Mar 1, 2013 - Oct 18, 2014

All Sessions 100.00%
 + Add Segment

Overview



Sessions 13,115	Users 10,759	Pageviews 51,100
Pages / Session 3.90	Avg. Session Duration 00:02:49	Bounce Rate 64.02%
% New Sessions 81.14%		



Browser	Sessions	% Sessions
1. Chrome	4,450	33.93%
2. Firefox	3,501	26.69%
3. Internet Explorer	3,212	24.49%
4. Safari	1,032	7.87%
5. Android Browser	289	2.20%
6. Mozilla Compatible Agent	211	1.61%
7. Opera	137	1.04%
8. Opera Mini	108	0.82%
9. BlackBerry	27	0.21%
10. UC Browser	24	0.18%

OPERATING SYSTEM



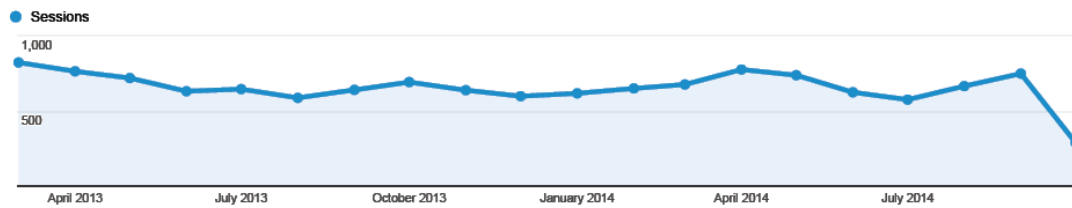
<http://www.raisaquaculture.net> - <http://www.raisaquaculture.net> [Go to this report](#)

Audience Overview

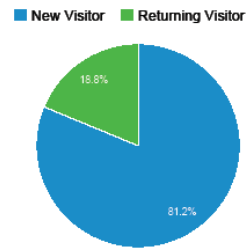
Mar 1, 2013 - Oct 18, 2014

All Sessions 100.00%
 + Add Segment

Overview



Sessions 13,115	Users 10,759	Pageviews 51,100
Pages / Session 3.90	Avg. Session Duration 00:02:49	Bounce Rate 64.02%
% New Sessions 81.14%		



Operating System	Sessions	% Sessions
1. Windows	10,918	83.25%
2. iOS	712	5.43%
3. Macintosh	628	4.79%
4. Android	608	4.64%
5. Linux	83	0.63%
6. (not set)	63	0.48%
7. BlackBerry	34	0.26%
8. SymbianOS	25	0.19%
9. Firefox OS	14	0.11%
10. Windows Phone	11	0.08%