Analysis of questions received

- Around 150 questions a year
- 60-70% from Belgium
- 75% from the general public, 5% from workers, 20% from private companies, institutions, architects, journalists or scientists
- A large majority comes through website forms
- Concerns:
  - Buying a house near an overhead power line or a transformer
  - Health risk from indoor transformers
  - On-site measurements
  - How to reduce exposure? Shielding?
  - Level of fields near various devices (induction cooker, electrical panels, inverter...).
  - Questions on radiofrequencies

1. Analysis of usage statistics (Google Analytics & Webmaster tools)
2. Evaluation with students

Objectives:
- Initial perceptions when entering the website?
- Interest of particular pages (website objectives)?
- Usability of the site?
- Appropriateness of the new development planned?

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<th>Usability/Tools</th>
<th>Design</th>
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<td>Flash-added value</td>
<td>Pictures</td>
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<tr>
<td>A lot of information</td>
<td>Structure/Title</td>
<td>Tables / Graphs</td>
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<tr>
<td>For everyone: clear and simple language</td>
<td>3 languages</td>
<td>Shaping of the contents</td>
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In summary...

A close collaboration between BBEMG members is compulsory to face the challenge. The participation to the civic and political life is important to maintain a broad understanding of the public needs. A website is a useful tool to reach a large audience but continuous evaluations and adjustments are needed to keep contents clear and up-to-date. The BBEMG website aims to adopt a position as open as possible, always respecting independence and scientific integrity.