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FISHIMPACT

Deliverable 2.2.2

Web-based application to produce FISHIMPACT QR labels

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FISHIMPACT - Promoting ESG principles and healthy nutritional habits to increase competitiveness, market diversification and effective communication for consumers in Adriatic-Ionian aquaculture and fishery sectors

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Lead partner: University of Split (Croatia)

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Project Partners:

- **Croatia**
  - DIH Agrifood Croatia
- **Italy:**
  - Italian National Agency for New Technologies, Energy and Sustainable Economic Development
  - CibuSalus S.R.L.
- **Greece:**
  - National Observatory of Athens (NOA)
  - Hellenic Aquaculture Producers Organization
- **Albania:**
  - REBUS Albania
- **Montenegro:**
  - Faculty for Food Technology, Food Safety and Ecology
- **Bosnia and Herzegovina:**
  - Citizens' Association ''NESTO VISE'',
  - Association of sport fishermen Vitez

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Content

Introduction 1

Getting started 1

Registration 2

Login 2

Main sections of the tool 3

Adding a New Product Entry 3

Product Information Fields 3

Viewing Product Entries 4

Content of the Consumer QR Page 4

Editing and Deleting Entries 5

Editing an entry 5

Deleting an entry 5

QR code generation 5

Logging Out 6

Troubleshooting and Support 6

Introduction

The FISHIMPACT QR Label Production Tool is a web-based, multilingual application developed within the FISHIMPACT project, co-funded by the European Union through the Interreg IPA-ADRION programme.

The tool allows fish and seafood producers to enter product information and generate QR codes to be printed and applied to their product labels. When consumers scan the QR code, they are directed to a dedicated page displaying:

- a species image and nutritional values;
- general health benefits of fish consumption;
- a table of sustainability characteristics to consider when purchasing fish;
- the specific product information entered by the company;
- company information;
- a recipe section.

Getting started

The tool is accessible at the following address: https://filipovic.me/fishimpact_qr/index.php

From the homepage, you can:

- read information about the FISHIMPACT project and the tool;
- access the FISHIMPACT project website via the link provided;
- register a new company account;
- log in if your company is already registered.

The tool is multilingual. To select your preferred language, use the language selector in the top-right corner of the page. The language can be changed at any time during your session.

Registration

To use the tool, your company must first be registered. Registration is done once; after that, you can log in at any time with your credentials.

To register:

- go to the tool URL and select your preferred language;
- click "Register";
- fill in the required fields (company name, email address, password, company address, town, country, language, phone, website and contact person);
- click "Send" to complete the registration.

Note: *After registering, you can log in immediately using the email address and password entered during registration.*

Login

Once your company is registered, to access the tool:

- go to the tool URL;
- enter your email address and password;
- click "Login".

You will be redirected to your company area.

Note: *If you forget your password, use the "Password Reset" link on the login page to receive a reset email.*

Main sections of the tool

After logging in, you have access to the following sections:

- **Home:** displays all the entries
- **Profile:** displays your company information, as entered during registration. You can also edit the information and change the password.
- **Sections "Fresh and frozen fish"** and **"Prepared and preserved products"** each divided into two sub-sections:
  - **New Entry:** add a new product.
  - **View Entries:** see the list of all products you have entered. From here you can view the QR code, edit, or delete each entry.

Adding a New Product Entry

To add a new product, go to the "New Entry" section in the appropriate category:

- Fresh and frozen fish;
- Prepared and preserved products.

Fill in the required fields and click "Send" to save the entry. The product will then appear in the "View Entries" section.

Product Information Fields

The following fields are available in the entry form:

- **Commercial name of the species:** the commercial name including the scientific name in brackets (e.g. Sardine (*Sardina pilchardus*)).
- **Production method:** how the product was obtained (e.g. caught at sea, farmed).
- **Fishing or farming area:** the geographic area where the fish was caught or farmed, according to FAO zones or standard fishing areas (e.g. FAO 37 – Mediterranean Sea).
- **Type of fishing gear:** the gear used to catch the species, for wild-caught products (e.g. purse seine).

- **Defrosted:** whether the product has been previously frozen and is now sold defrosted (Yes / No).
- **Minimum durability:** the best-before or use-by date information.
- **Voluntary sustainable fishing practices:** whether any voluntary sustainable practices are applied, such as eco-certifications or sustainability commitments.

Note: *After submitting an entry, click on the species name in "View Entries" to preview the full consumer-facing QR page.*

Viewing Product Entries

The "View Entries" section shows all the products you have entered. For each product, you can:

- click on the species name to open and preview the full consumer-facing QR page;
- access to the downloadable QR code;
- edit the entry to update any information;
- delete the entry if it is no longer needed.

Content of the Consumer QR Page

When a consumer scans the QR code of a product, they will see the following information:

- a species image;
- nutritional values;
- health benefits and sustainability characteristics to consider when purchasing the specific fish or shellfish species;
- the specific information entered by the company for that product;
- company information;
- a recipe section.

Editing and Deleting Entries

Editing an entry

To edit an existing product entry:

1. go to "View Entries" and find the product you want to edit;
2. click "Edit";
3. update the fields you want to change;
4. click "Send" to confirm.

Deleting an entry

To delete a product entry:

- go to "View Entries" and find the product you want to remove;
- click "Delete";
- confirm the action when prompted.

Note: *Deleted entries cannot be recovered.*

QR code generation

The QR code for each product entry is a unique link pointing to the consumer-facing page for that product. Once generated, the QR code can be downloaded and printed to be applied to product labels.

When available, the workflow will be:

- go to "View Entries";
- go to the "Get QR Code" section;
- download the QR code image and print it to apply on the product label.

Logging Out

To log out of the tool, click "Logout" in the navigation menu. You will be redirected to the login page.

Troubleshooting and Support

If you encounter any issues while using the tool, please contact the FISHIMPACT project team at your national partner organisation. When reporting a problem, please include:

- a description of the issue;
- the steps you followed before the issue occurred;
- a screenshot if possible.

For more information about the FISHIMPACT project, visit the project website:

https://fishimpact.interreg-ipa-adrion.eu