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## 1.0 Scope of Work Overview

**1.0 Scope of Work Overview:** provides a summary of the ECO Badge business

**2.0 Website Flow Diagram:** visual of how section 3.0 will flow

**3.0 Website Functionality:** how the website should work, flow, and operate

**4.0 Website Brand Guidelines:** ECO Badge brand colours, styles, text

**5.0 ECO Badge Points of Contact:** ECO Badge stakeholders and points of contact

### 1.2 Overview of the MVP project

ECO Badge are seeking to create a Minimum Viable Product (MVP) to support the promotion of our platform to consumers, food establishment (our “business” customers) and investors, plus other stakeholders (local councils). The MVP will be used as a visual aid for further extensive consumer and customer research. The MVP will be used in marketing efforts to gain the interests of new businesses and large investors.

### 1.3 What is ECO Badge

ECO Badge is an accreditation platform which scores food establishments (restaurants, cafe, cafeterias, takeaways) based on their environmental impact, providing consumers with access to a directory of all accredited businesses in their area. Once a business receives their ECO Badge score they are listed under a grading tier (bronze, silver, gold or platinum) and added to the business directory. ECO Badge’s directory will be populated with environmental and community conscious food establishments. Environmentally-conscious consumers will be able to visit the ECO Badge directory and filter the list down based on a variety of parameters, helping them find the most sustainable places to eat in their area. ECO Badge is much more than just a directory, incentivizing and supporting food establishments on their sustainability journey, helping them to improve their environmental and community impact. ECO Badge will also have the latest information, so that consumers and businesses can keep up to date on how they can support environmental and social change.

### 1.4 Our ECO Badge Purpose

ECO Badge aims to improve the mindsets of small and medium sized local food establishments towards their environmental and community wide impacts, as well as support the national and global efforts that they feed into. ECO Badge will also further support small and medium businesses by marketing their efforts within our business directory. We will encourage consumers to visit our website, when choosing a place to eat, helping them find businesses in their local area that are actively trying to reduce their environmental impact and improve their local communities. Our purpose is to improve the knowledge base of both consumer and businesses, and create a united community with a shared goal and passion.

### 1.5 ECO Badge Goals and Outcomes for the MVP

**Short term outcome of this platform;** support “early adopters”, and allow for ease of access to information and transparency. The website should be clear and easy to navigate for all users - the website must be mobile friendly. Connectivity with social media platforms is a key aspect to help with promoting our services and sharing of information, therefore pixel integration and sharing tools are essential.

**Medium term outcome;** roll out the website to an App. The website must be easily translated over to an App.

**Long term outcome;** would be integration with large service providers, such as: Just Eat; Deliveroo; Trip Advisor etc. We will offer our service as a plug-in, where service providers can retrieve the ECO Badge score for each business and display it on their website. Our aim is to have our scoring system to a nation/worldwide known accreditation for environmental and community issues, within the catering industry.

### 1.6 ECO Badge Corporate Social Responsibility Agenda

We aim to improve the impact that small and medium sized food establishments have on the environment and their local communities. We will provide them with the platform and voice to shout about the achievements and efforts they are currently making, to improve their business practices.

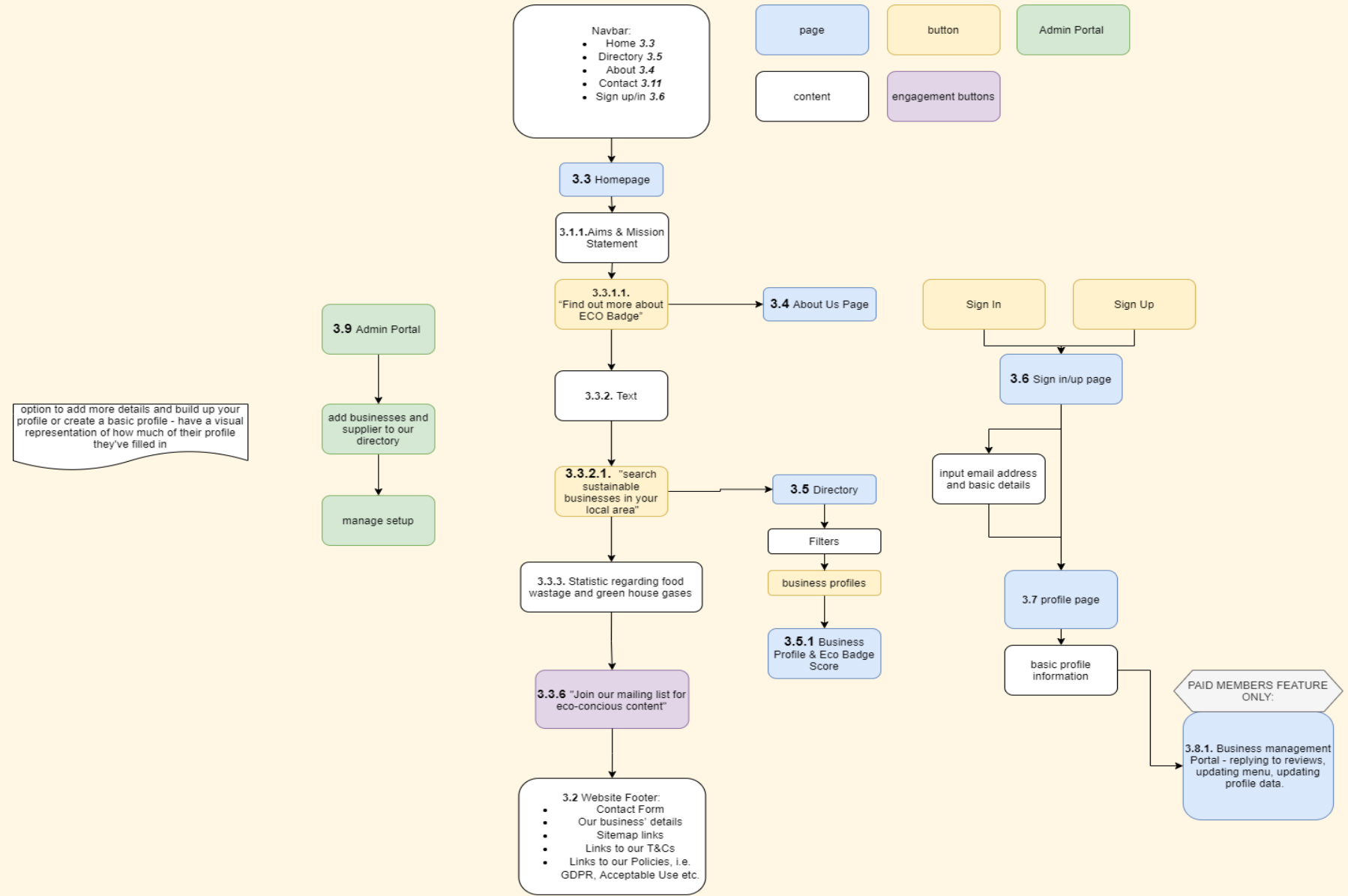
To support small and medium sized food establishments we will provide them with the connections and guidance to improve in the following areas:

- Reducing food waste and supporting local communities, by utilising better food collection schemes and alternative waste service which help the homeless and less fortunate.
- Reduce their environmental impact by encouraging better recycling; use of better recyclable waste (biodegradable) and discouraging the use of single use plastic.
- Educating the business customer red-meat dishes environment impact to reduce selection available on their menu.
- Supporting local communities by encouraging buying in-season produce sourced from local UK farmers and markets.
- Reducing carbon emissions by connecting businesses with local sources of produce for minimising distance traveled.
- Reducing carbon emission by using a renewable energy electricity supplier and installers of renewable energy sources where possible.
- Highlighting options available for reduced Water consumption

### 1.7 Web Developer Requirements

The Web developer shall provide a flowchart of the actual website created.  
Transferrable industry standard code that will allow us to edit it ourselves.

## 2.0 Website Flow Diagram



## 3.0 Website Functionality

### 3.1 Website Headers

The website header will be standard on all pages of the website (except on pop-up forms) and will include the Brand Logo and Tagline, see section 4.0, aligned to the left of the page.

Aligned to the right of the page in line with the Logo and Tagline social media tiles will be displayed to allow users to click at any point on navigating within our site to be taken to our social media platforms depending on which tile is clicked by the user.

- Links to our social media accounts will be provided on request.

Additionally in the header a menu bar will be situated below the branded imagery and social media tiles. This will include direct links to the following pages (in the below order going left to right):

- Home *(see section 3.3)*
- Directory *(see section 3.9)*
- About *(see section 3.4)*
- Contact *(see section 3.14)*
- Sign up/in *(see section 3.8)*

### 3.2 Website Footer

The website footer will be standard on all pages of the website (except on pop-up forms) and will include:

- Contact Form
- Our business' details
- Sitemap links
- Links to our T&Cs
- Links to our Policies, i.e. GDPR, Acceptable Use etc.

If there is anything missing from the above list, we ask that the developer working on the website creation makes it known to the ECO Badge team via one of the contactable persons identified in section 5.0 below.

### 3.3 Homepage

The homepage will be the first landing page when someone visits the ECO Badge website.

- Note: Prior to access of the site a pop-up of Cookies and GDPR considerations needs to be included.

**3.3.1.** At the top of the home page will be a brief bit of text detailing our aims and mission statement; wording can be found in section 4.0 of this document. One appropriate tile button (aligned with the branding guidelines in section 4.0) will be located below this text .

- **3.3.1.1.** "Find out more about ECO Badge" - This button will take the user to the **About Us** (3.4) page.

**3.3.2.** Next, text will be located here, encouraging the user to be more sustainable. Text will be inputted/edited through the Admin portal. An appropriate tile (aligned with the branding guidelines in section 4.0) will be located below this text.

- **3.3.2.1. “Search sustainable businesses in your local area”** - This tile button will navigate the user to the ECO Badge **directory page**.
  - See the “Directory Page” section 3.9 below for full details

**3.3.3.** Next, text will be located here, stating the environmental impact food consumption and waste has on the environment. Text will be inputted/edited through the Admin portal. An appropriate tile (aligned with the branding guidelines in section 4.0) will be located below this text.

**3.3.4.** Next, text and images will be located here. This will display how ECO Badge works and how the scoring system works.

**3.3.5.** Text located at the bottom of the homepage stating “Join our mailing list for eco conscious content”. An email input box will be located here to gather the user’s email address.

### 3.4 About Us

The About Us page will include text and media containing information about our company, the team behind, our journey and our future plans. The text and media on this page will be populated and edited in-house through the Admin Portal (see section 3.11).

### 3.5 Directory

This page will include all of the businesses registered on the ECO Badge website, in a list format. If possible for the MVP a map next to the list should be included for visual aid.

A filter section will be located at the top of this page - filters will include: location; cuisine; ECO Badge tier. Selecting one of these filters will alter the order in which businesses are displayed on the directory list.

A “must have” section will be located below the filter section. This will be a tick box option - “must have” options will include:

- Less than 20% of the plastic used is single-use plastic;
- Over 80% of waste is recycled; Business uses a food collection scheme;
- Business is carbon neutral;
- Business uses renewable energy.

When a box is ticked, only businesses who meet that criteria will be displayed to the user in the directory.

#### 3.5.1 Business Profile

Selecting one of the businesses from the listing will move the user to the business’ profile. On the profile will be the following information: name; address; pictures; business description; menu (tick boxes on Vegan, Vegetarian etc); opening times; contact details; customer reviews; social media links; website links; and the “must have” options achieved by the business. Profile’s will also include a button to the business’ personal ECO Badge score.

“Our ECO Badge score” - This button will open up a PDF document which displays the businesses official ECO Badge score. The scoring sheet will also include the recommendations we set out for the business.

### 3.6 Sign Up/Sign In Page

This will be a traditional sign up and sign in page, following the company’s branding.

Once details have been inputted and an account created, the user will be allocated a profile based on their subscription choice. This will be into either a Free Consumer Profile (3.7) or a Paid Business Profile (3.8).

### 3.7 Consumer Profile

Free consumer profiles allow consumers to track their environmental impact through a fun interactive portal. The portal will contain the following information: Name; email address; personal assessment score in a pie chart format; ECO Badge Score (QR Scan System). The portal will only be visible to the individual consumer, not to the public.

### 3.8. Business Profile Portal

Businesses that are paid members will have a business profile (3.5.1.) on the ECO Badge website and directory. Paid business members will have a management portal where they can edit the following features on their business profile: pictures; business description; menu PDF; opening times; contact details; social media URLs; website links. Businesses will also be able to reply to customer reviews here.

### 3.9 Admin Portal

This portal will be used by the ECO Badge team to manage the website. In this portal the ECO Badge team will be able to complete the following tasks: add new business profiles; edit existing business profiles; grant a paying business member access to edit their business profile; alter text and images on every page of the website; see members emails and account types.

The portal will include a management system. This system will allow us to see all of the email collected through the website and specific data associated with those emails. Data will include; name; email address; account type (business or consumer), pre-assessment score; whether they have signed up to a full account.

### 3.10 Integration

ECO Badge will be using Google Analytics and Facebook Pixels for marketing purposes. When the website is being coded the ECO Badge team will provide the developers with snippets of code to allow these tracking systems to be integrated.

### 3.11 Contact Page

The contact page will follow a typical style of page for user data entry, submission and admin collection.

- a. Name
- b. Your Email Address
- c. Message
- d. a "Mandatory" tick box will need to feature for the user to click before being able to submit their form:
  - o Text next to the tick box will state: "I agree to the Terms and Conditions and Policy, and give consent to the use of my details and information for the purpose of responding to my message."
    - i. Terms and Conditions will be a hyperlink
    - ii. Policy will be a hyperlink to our GDPR and Data Protection policy
- e. an "Optional" tick box will need to feature for ECO Badge to use their details to send newsletters and marketing emails:
  - o Text next to the tick box will state: "I consent to my email address being used for marketing and promotional reasons, and subscribe to the ECO Badge mailing list"



- f. Below the tick boxes (d. & e.) a button to proceed with a submission will feature.
  - o The button will have text inside titled: Submit
    - i. Note: submission should only be possible if all the data entries b., c., d., above have been populated and contain an input.

The data entries (submitted contact forms) should feed into a central repository for quick response and management of communications.

### 3.12 User Experience (UX) features

#### Header UX

- Static Menu/header; remains top of page regardless of how far user scrolls down (burger menu and logo for mobile site)
- Highlight buttons that user hovers over (Dim others with opaque shade of background colour)
- Logo links to home
- Large header as pictured in mockup (4.2) shrinks into smaller header as user scrolls down

## 4.0 Website Branding Guidelines

### 4.1 Brand Elements:

Logo:



Colour pallet (Codes):



Brown: #5b361e

Dark green: #738251

Light green: #cec636

Auburn: #c45e1d

Cream: #fff7e4

Typography:

Header - Khula

<https://fonts.google.com/specimen/Khula?query=khula>

Body copy - Avenir Book

## ECO Badge

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## Header: Khula

Body copy: Avenir Book  
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Slogan:

Supporting Sustainability

Tagline:

Growing sustainability and transparency in local eateries

Mission Statement:(What we hope to achieve)

Our mission is to create the tools needed to minimize the carbon footprint of the average consumer.

Vision:(What we hope to become)

Our vision is to eradicate unsustainable buying habits and business practices, supporting ethical consumption globally; building a community of gardeners who can, together, take care of this world we inhabit.

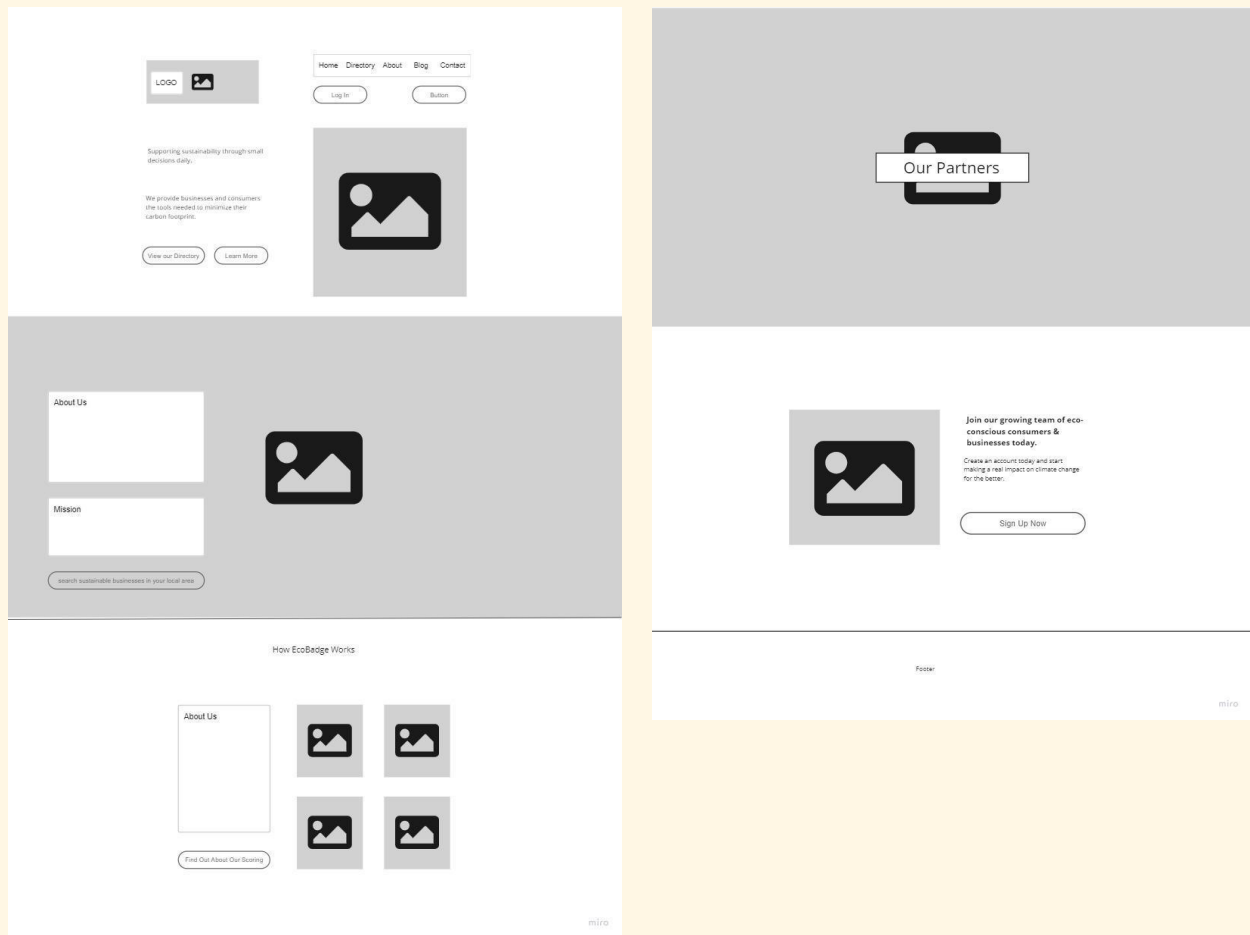
Keywords:

Eco-Conscious Nurturing Supporting Seedling to tree of wisdom Eco-friendly Sustainable Food/Living Socially responsible Ethical	Earth Grounded Trust Transparency Collaborating Environmental responsibility Eco-Passionate community Cultivating
--	--

Community Alignment with nature	
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Brand Tone: Friendly, casual

4.2 Rough mockup as provided in PDF attachment:



## 5.0 ECO Badge Points of Contact

To aid in support and queries please see the following points of contact for specific topics:

### 5.1. All General Queries

Contact email account [info.ECO Badge@gmail.com](mailto:info.ECO Badge@gmail.com) for all general day to day queries, the entire ECO Badge team has access to the account and someone will be able to pick up correspondence promptly.

### 5.2. Marketing

All questions and queries concerning the ECO Badge marketing strategy and our interactions with communities on social media platforms and via other tools please contact Rory via [rory.ECO Badge@gmail.com](mailto:rory.ECO Badge@gmail.com).

### 5.3. Branding

All questions or queries in relation to the ECO Badge brand guidelines, imagery, styling, and messaging please contact Brianna via [brianna.ECO Badge@gmail.com](mailto:brianna.ECO Badge@gmail.com).

### 5.4. Sustainability and Competitor Analysis

Where necessary, if the development of the website requires information on our ECO Badge sustainability principles, plus competitors, please contact Aira via [aira.ECO Badge@gmail.com](mailto:aira.ECO Badge@gmail.com).

### 5.5. Commercial and Governance

All approvals, variations, changes, scope clarifications, should be addressed to Jim Fortune and sent to our [info.ECO Badge@gmail.com](mailto:info.ECO Badge@gmail.com) address.

If there are any queries around ECO Badge policy and standards, plus confidentiality and/or legal considerations, please contact Charlie via [charlie.ECO Badge@gmail.com](mailto:charlie.ECO Badge@gmail.com).

The ECO Badge team will always aim to respond to any email within 5 working days, however on occasions where this was not possible to achieve please allow for up to 10 working days.