



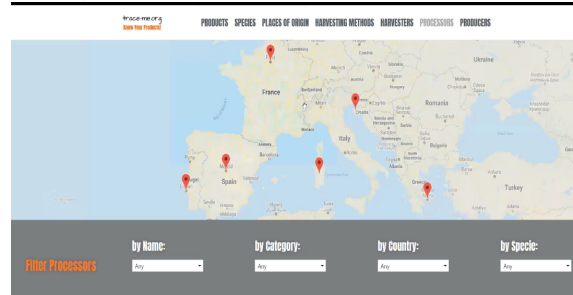
CROATIA

TRACE-ME.ORG

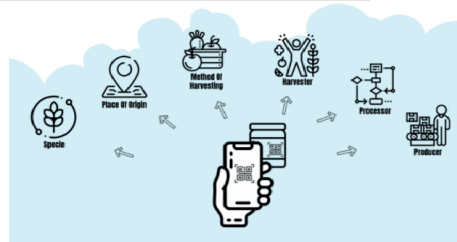
A TRACEABILITY APP FOR NON-WOOD FOREST PRODUCTS

HAVE YOU EVER WONDERED WHERE YOUR PRODUCTS COME FROM?

1. Many producers cannot communicate the values of their product directly to the final consumer because they do not have means to do so. Labeling or certification costs can be very high, impacting profits. In addition with COVID, many artisan markets were forced to close and they have lost sales channels.



3. It is intended for NWFP collectors, processors and producers as well as their regional development associations and organizations but it also includes an online store that can reach end consumers.



2. Trace-me is an application and web platform that allows, by scanning the QR code on the product label, to present in a clear way all the information of the product's value chain. This includes information about place and species of origin, method of harvesting, harvester, processor, etc.

HOW TO IMPLEMENT TECHNOLOGIES IN THE NWFP SECTOR: TIPS FOR SUCCESS!



RELIABLE SYSTEM

Trace-me is a trusted system where all actors in the value chain can validate the information. Consumers can also give feedback and share opinions.



COMPLETE INFORMATION

All information can be categorized by various custom filters. The app includes a map to visualize the results and can integrate videos of the producers and harvesters.



EASY TO ACCESS

Trace-me can be accessed by either scanning the trace-me.org QR code of the product or by visiting the app website, searching for relevant information.

A user-friendly and attractive website/app to list and consult NWFP products with all their details and benefits. This platform can be used as a map to find sustainable products with their information presented in a transparent and clear way. Trace-me.org is in development under the INCREDIBLE project.

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Learn more about innovation on NWFPs
www.incredibleforest.net

