



INNOVATIVE BLOCKCHAIN TRACEABILITY TECHNOLOGY AND STAKEHOLDERS' ENGAGEMENT STRATEGY FOR BOOSTING SUSTAINABLE SEAFOOD VISIBILITY, SOCIAL ACCEPTANCE AND CONSUMPTION IN EUROPE

DELIVERABLE D4.2 – Full set of Professional Apps

Lead Partner Organization	Tilkal
Due date	31-Dec-24
Issue date	24-Dec-24



Co-funded by
the European Union

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Document information

Settings	Value
Deliverable Title	<i>Full set of Professional Apps</i>
Work Package Number & Title	WP4 - Data Management
Deliverable number	D4.2
Description	Conception and development of a control tower application tower adapted to Sea2see global information system that allow authenticated user to share and visualize supply chain data and further analysis.
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Review History

Version	Date	Reviewer	Short Description of Changes
1	23-Dec-24	Arnaud Thevenard	Minor comments

Document Approval

Name	Role	Action	Date
Carlos Mazorra	Project Coordinator	<i>Approved</i>	24-Dec-24

Nature of the deliverable

R	Document, report (excluding the periodic and final reports)	<input type="checkbox"/>
DEM	Demonstrator, pilot, prototype, plan designs	<input type="checkbox"/>
DEC	Websites, patents filing, press & media actions, videos, etc.	<input type="checkbox"/>
DATA	Data sets, microdata, etc.	<input type="checkbox"/>
DMP	Data management plan	<input type="checkbox"/>
Ethics	Deliverables related to ethics issues.	<input type="checkbox"/>
SECURITY	Deliverables related to security issues	<input type="checkbox"/>
Other	Software, technical diagram, algorithms, models, etc.	<input checked="" type="checkbox"/>

Dissemination level

PU	Public — fully open (automatically posted online on the Project Results platforms)	<input checked="" type="checkbox"/>
SEN	Sensitive — limited under the conditions of the Grant Agreement	<input type="checkbox"/>

ACKNOWLEDGEMENT

This report forms part of the deliverables from the project Sea2See which has received funding from the European Union's Horizon Europe Research and Innovation Programme under grant agreement No. 101060564.

Current seafood traceability tools and services have the potential to take advantage of novel blockchain technologies to obtain a wide range of data making sustainable seafood practices more visible to consumers. Sea2See project will fill in existing seafood traceability gaps through development and demonstration of an innovative end-to-end blockchain traceability model throughout the seafood value chain and professional and consumer applications to increase trust and social acceptance of sustainably fished and farmed seafood.

The project will provide technological solutions to answer the need of a valuable source of data collected throughout the whole seafood value chain, verified, and covering inputs from diverse stakeholders. For that purpose, a specific focus will be put on active commitment of stakeholders and real empowerment of consumers through the implementation of societal and sectoral strategies for co-creation, communication and awareness raising.

The project runs from July 2022 to June 2026. It involves 14 partners from 6 EU countries, and is coordinated by SMARTWATER PLANET SL, Spain.

More information about the project can be found at: <http://www.sea2see.eu/>

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EXECUTIVE SUMMARY

The Sea2Sea Traceability Platform introduces a state-of-the-art Control Tower Application, seamlessly integrated into Sea2Sea’s global information system. Tailored for authenticated users, the platform facilitates secure sharing and visualization of supply chain data, enabling comprehensive analysis and actionable insights. This documentation outlines the platform's key modules—Connect, Control Tower, Insight, and Spotlight—and highlights their role in streamlining operations, ensuring compliance, and promoting transparency.

ACRONYMS AND ABBREVIATIONS

ACRONYM	DEFINITION

PROJECT PARTNERS

#	Partners full name	Short	Country	Website
1	SMARTWATER PLANET SL	SmartWater	ES	www.smartwaterplanet.com
2	TILKAL	Tilkal	FR	www.tilkal.com
3	PAGE UP	PAGE UP	FR	www.pageup.fr
4	SUBMON	SUBMON	ES	www.submon.org
5	CENTRO DE CIENCIAS DO MAR DO ALGARVE	CCMAR	PT	www.ccmар.ualg.pt
6	ASOCIACION NACIONAL DE FABRICANTES DE CONSERVAS DE PESCADOS Y MARISCOS-CENTRO TECNICO NACIONAL DE CONSERVACION DE PRODUCTOS DE LA PESCA	ANFACO	ES	www.anfaco.es
7	IOANNA N.ARGYROU SIMBOULOI EPICHEIR ISIAKIS ANAPTYXIS ETAIREIA PERIORISMENIS EYTHYNIS	NAYS	EL	www.nays.gr
8	SEAENTIA-FOOD, LDA	SEAentia	PT	www.seaentia.com
9	LANDLNG AQUACULTURE BV	LA	NL	www.landingaquaculture.com
10	UNIVERSIDADE DE AVEIRO	UAVR	PT	www.ua.pt
11	VITAGORA POLE	VITAGORA	FR	www.vitagora.com
12	ETHIC OCEAN	Ethic Ocean	FR	www.ethic-ocean.org
13	EVROPROJECT OOD	EP	BG	www.euoproject.bg
14	ANP - ASSOCIACAO NATUREZA PORTUGAL	ANP	PT	www.natureza-portugal.org

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INTRODUCTION

The Sea2Sea Traceability Platform is a cutting-edge tool designed to optimize supply chain management through secure data sharing and visualization. **The different modules**, as part of this platform, empowers authenticated users to interact with the global information system, fostering collaboration and informed decision-making across the supply chain.

This document accompanies the primary deliverable—the platform itself—presented through an accompanying video. Together, the documentation and video provide a comprehensive overview of the platform's core functionalities and applications in achieving enhanced traceability and control.

1. SHORT DESCRIPTION OF THE SEA2SEE TRACEABILITY PLATFORM

1.1. WHY WE CHOSE A DEMONSTRATION VIDEO TO PRESENT THE SEA2SEA TRACEABILITY PLATFORM

We opted for a demonstration video to present the Sea2Sea Traceability Platform as it allows us to effectively showcase the platform's features and functionalities in an engaging and accessible manner. Videos provide a dynamic way to convey complex information, enabling viewers to visually understand the user experience, workflow, and key functionalities in a short amount of time. Moreover, a video offers the opportunity to highlight the platform's intuitive interface and seamless integration, which might be challenging to convey through traditional documentation alone. It also ensures that the information is easily accessible to a wide audience, regardless of their technical background. By using this format, we aim to provide a clear, concise, and interactive representation of how the Sea2Sea platform meets the project's objectives of traceability, compliance, and operational efficiency.

[Find here a direct link to the video.](#)

1.2. SHORT DESCRIPTION OF THE VIDEO

The video provides an overview of the various modules that constitute the platform, offering a comprehensive look at their functionality and integration. Below is a summary of the modules covered in the video:

CONNECT

The **Connect** module is the foundation for secure and efficient data sharing. It enables authenticated users to:

- Collect and consolidate supplier data using pre-configured forms and automation tools.
- Integrate seamlessly with APIs, IoT devices, and B2B applications.
- Leverage blockchain for secure, auditable record-keeping and accountability.

By automating and standardizing data collection, Connect ensures reliable inputs for further analysis.

CONTROL TOWER

At the heart of the platform is the **Control Tower Application**, which provides a comprehensive view of supply chain data in an intuitive "cube of data" interface. Based on GS1's EPCIS standard, the Control Tower organizes information across five key dimensions:

1. **Product:** Includes finished goods, components, and raw materials.
2. **Supply chain :** Represents supply chain stakeholders and their roles.
3. **Detailed flows:** Tracks physical assets like batches, serialized units, and shipments.
4. **Transactions:** Covers orders, risk assessments, and other interactions.
5. **Quality:** Focuses on certifications, inspections, and third-party audits.

This multi-dimensional approach enables stakeholders to visualize and analyze supply chain data effectively, ensuring greater operational control.

INSIGHT

The **Insight** module provides real-time analytics and key performance indicators (KPIs) to help users monitor and improve supply chain performance. Features include:

- Alerts for anomalies, fraud, and compliance issues.
- Consistency scores and verifications for suppliers, products, or categories.
- Comprehensive dashboards for data-driven decision-making.

SPOTLIGHT

The **Spotlight** module bridges the gap between the supply chain and end consumers by managing the transparency web app. It also tracks consumer interactions such as scans, comments, ratings, and reviews.

CONCLUSION

The Sea2Sea Traceability Platform, anchored by its Control Tower Application, provides authenticated users with an advanced tool for sharing, visualizing, and analyzing supply chain data. By offering a unified view of operations, the platform empowers stakeholders to achieve greater transparency, ensure compliance, and drive operational excellence.

Adopting the Sea2Sea platform is a strategic step toward a sustainable and accountable supply chain ecosystem.