

Help support sustainable fish with the **Sustainable Fish City iPhone app**



FREE download: www.sustainweb.org/sustainablefishcity/iphone_app/

As an individual or as an organisation, you can help to make your town or city the first place in the world where people buy, sell and eat only sustainable fish. You will be helping to protect precious fish, marine environments and wildlife, as well as good jobs in sustainable fishing for years to come. The Sustainable Fish City app provides fish information, advice on top ten swaps for fish most under pressure, simple actions you can take to send your message to companies that buy and serve fish, as well as free recipes from top chefs. It also has a special message from Raymond Blanc OBE, to thank you for taking part.



Please join in!

**Find out more about Sustainable Fish City at:
www.sustainablefishcity.net; twitter: [@FishCities](https://twitter.com/FishCities)**

The Sustainable Fish City iPhone app

Sustainable Fish City aims for communities, towns and cities around the UK to become the first in the world where people buy, sell and eat only sustainable fish. Our first success was to persuade the organisers of the London 2012 Olympic and Paralympic Games to adopt a sustainable fish policy for all of the catering, for the 14 million meals served to athletes, spectators and dignitaries. Inspired by this achievement, we developed a Sustainable Fish City pledge (see link below), committing organisations to exclude endangered fish from their catering and to promote the best of sustainable fish. We have already received pledges to serve sustainable fish from organisations that together serve well over 100 million meals per year.

- **See the Sustainable Fish City pledge at:**
www.sustainweb.org/sustainablefishcity/sustainable_fish_pledge/
- **Find out which other organisations have signed up to the Sustainable Fish City pledge at:**
www.sustainweb.org/sustainablefishcity/whos_working_on_it/

This document provides information for organisations – employers, educational institutions and companies – who would like to promote a Sustainable Fish City iPhone app tailored to their own colleagues, students or clients. It can be downloaded by individuals, but can also be tailored for use by organisations that have signed up to using sustainable fish in their catering:

The app provides authoritative information about sustainable fish and a guide to shoppers on delicious alternatives to popular fish species most under pressure. In addition, the app can be individually tailored for participating organisations. We can adapt several pages of the app ~ accessible only by unique password by the people you promote this to ~ to highlight the good work your organisation has done to buy and promote sustainable fish. We can also track information entered by your own community of app users, to report back to you (if you wish), and to send a sustainable fish message to the places where your community of colleagues, students or clients eat at lunchtime. Together, we can build the momentum towards a sustainable fish future!



Opening screenshots: The app is a 'sardine tin' that can be opened with a finger-stroke. A login screen means that organisations can receive an individually tailored app, with a unique password. Alternatively, a user can select "individual" if they are not using the app as part of an organisation.



Navigating by sardine: The 'sardine tin' contains five sardines, lying beside cooking pots. Each fish leads to one of five sections (described below). And accessing each sardine triggers a free sustainable fish recipe, at which point that cooking pot becomes 'full'.



Sardine 1: Fish and tips: The first sardine leads to 'Fish and tips', which gives advice on how to:

- Avoid the Worst ~ fish that are most at risk
- Choose the Best ~ fish that are plentiful and fished or farmed sustainably
- Improve the Rest ~ better options, such as RSPCA Freedom Food and Organic farmed fish



Sardine 2: Top ten swaps: The second sardine leads to 'top ten swaps', which gives advice on delicious alternatives to popular fish species that are most under pressure.



Sardine 3: Stay hooked: The third sardine leads to 'stay hooked', asking app users if they want to sign up to receive news, hear about the success of people taking action, and to take part in competitions. We guarantee that we will not share personal contact information with any other organisation, and those who choose to 'stay hooked' will always have the opportunity to opt out.

Sardine 4: Your shoal: The fourth sardine leads to 'your shoal'. This is the page where individual organisations can tailor the page with your own information. We give you the opportunity to highlight what your organisation is doing to buy and promote sustainable fish. This might be signing up to the Sustainable Fish City pledge, removing endangered species from your menus, putting sustainable fish requirements into your catering contracts, and promoting sustainable fish to colleagues, by means of ~ for example ~ Sustainable Fish City posters in the canteen or promoting this iPhone app. In addition, we can upload your logo, or another suitable graphic.

Note: where organisations are working with a tailored app and password, we will be able to (if you wish) collect messages entered by the users, sending a message of support to their organisation. This option can be turned off if the organisation prefers. This data will be anonymous, i.e. will not link comments to the names of individual users.

Note: if an individual user, not associated with an organisation, visits the "Your shoal" page, they will see standard information about UK-wide commitments to sustainable fish in public institutions (e.g. schools and hospitals), and be able to send a message to public-sector catering decision-makers encouraging them to use sustainable fish in schools and hospitals.



Sardine 5: Cast your net: The fifth (and final) sardine leads to 'cast your net'. On this screen, app users can write to the food outlet, café or restaurant where they regularly eat. The iPhone app will find their location (using GPS technology or a postcode entered by the user). The user can also enter the name of the food outlet, then either select from a set of pre-entered messages, or write a message of their own, submitted to the Sustainable Fish City database. Sustainable Fish City will manage the database, collate messages to particular companies (as well as editing out any inappropriate or mis-addressed messages) and send them *en-masse*, demonstrating to food outlets how popular they would be if they also take the Sustainable Fish City pledge! Note that where organisations are working with a tailored app and password, we will be able to (if you wish) report on the actions taken to that organisation, for use in newsletters or on an intranet. This data will be anonymous, i.e. will not link comments to the names of individual users.



Sardines completed and recipe rewards: Each completed sardine gives the user access to a free sustainable fish recipe, written by a leading chef that supports Sustainable Fish City.



Sustainable Fish City: An additional screen gives information the Sustainable Fish City campaign and the organisations that support it. These are:

- Marine Conservation Society
- Marine Stewardship Council
- Seafood Choices Alliance (a project of SeaWeb)
- Sustain: The alliance for better food and farming

All of these organisations are not-for-profit groups and registered charities working to secure a future for precious marine fish and wildlife.

And congratulations! One last screen gives information about the iPhone app and a special message from top chef Raymond Blanc OBE, to congratulate people for taking part.

Please get involved!

Download the iPhone app to try it out for yourself. You can find the link to download it at: http://www.sustainweb.org/sustainablefishcity/iphone_app/. If you use it as an individual, you will see the standard version, i.e. not tailored to any particular organisation. Please feel free to promote the iPhone app to your friends and colleagues in this format.

However, please also consider involving your organisation, and your community of colleagues, students or clients. We can very easily tailor the iPhone app for use by your organisation, as described above. We also have other materials you might like to use, such as posters for your canteen, and sustainable fish advice for shoppers that could be published on your intranet. And most of all, we'd like to help you take the Sustainable Fish City pledge!



How to get in touch

Talk to Emily Howgate, Sustainable Fish City coordinator for Sustain, email: emily@sustainweb.org ~ twitter: [@FishCities](https://twitter.com/FishCities)

Tel: **020 7837 1228** ~ Web: www.sustainablefishcity.net

Sustain is a registered charity, number: **1018643**, website: www.sustainweb.org

This app was developed for Sustainable Fish City by Pronetis, a specialist mobile and web development company, see: www.pronetis.com