

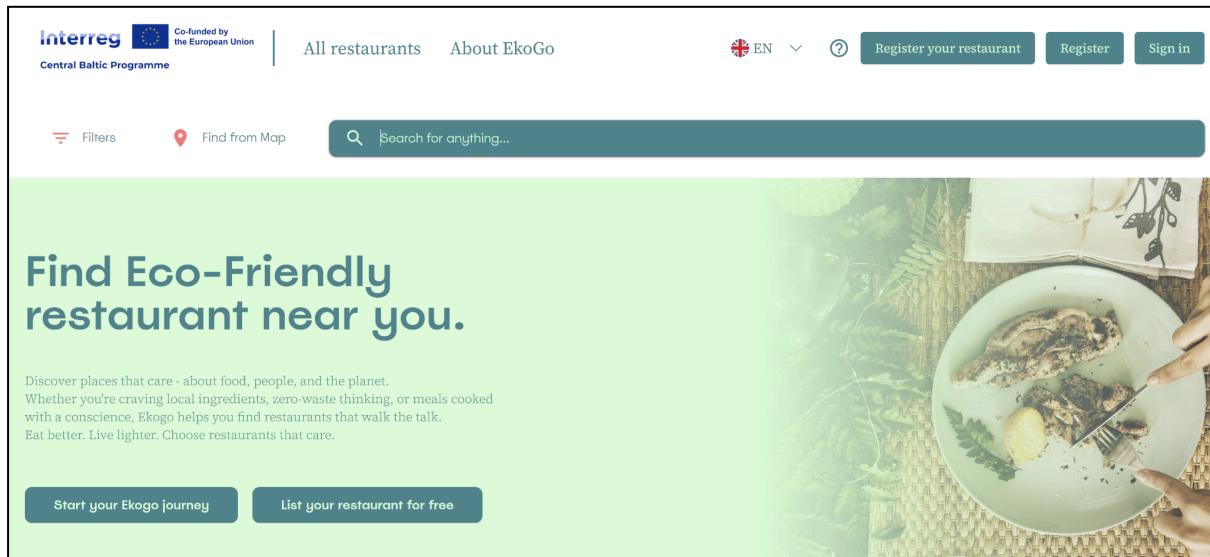
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1. Introduction

1.1. Website

EkoGo allows restaurant owners to register their restaurant on the platform and configure its sustainability criteria. This way, customers can see how eco-friendly your restaurant is and discover places that match their sustainability preferences.



Picture 1. EkoGo website

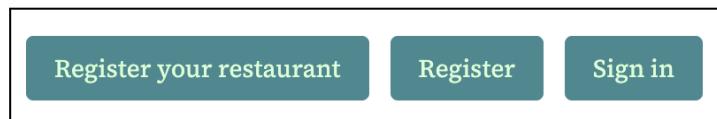
1.2. Handbook

This handbook explains how to use the EkoGo website. Here you can find step-by-step instructions for restaurant owners on registering their restaurant, adding information to it, using analytics tools, reviewing customer reviews and more.

2. Create an account and log in

2.1. Register

To start registration, you can choose between a **personal account** ("Register") or a **restaurant account** ("Register your restaurant"). You may also register a personal account first and add a restaurant later.



Picture 2. Register button

You will be redirected to the registration page.

NB! You can switch between the "Sign in" and "Register" options at the top. To register a new account, make sure the "Register" option is selected.

Next, you will have to enter the required information to create your account:

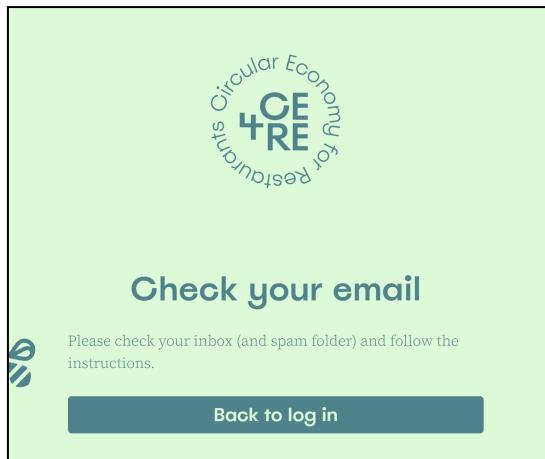
- **Username** – this will be used to identify you as a restaurant owner and to log in to your account.
- **Email** – the email address where you want to receive important information related to this website and which will be used to log in to your account.
- **Password** – must be at least 8 characters long.
- **Password confirmation** – enter the same password that you entered in the *Password* field.
- Agree to the Terms and Conditions and Privacy Policy (tick the small square at the bottom of the form)

Click the **"Start registration" or "Sign in"** button to finish creating your account.

If you wish to register via other accounts, click one of the small icons representing other platforms. Available platforms are: Google and Facebook. Then proceed with logging in to the chosen platform account.

2.2 Confirm your email

If you completed the registration, you will be redirected to the "Check your email" page.



Picture 3. Check your email page

This means that your registration was successful. Before logging in to your new account, you must confirm your email. For that, you need to check your email inbox (if you don't see this email, check the spam folder or wait a bit longer) and click on the **Confirm Email** link.

2.3 Login

When you want to log in to your account, you can do it by clicking the **“Sign in”** button in the top right corner of the website page or selecting **“Back to log in”**.

To log in, you have to enter 2 mandatory fields:

- **Username**
- **Password**

For both fields, use the information that you entered during your registration. After filling in the required fields, click the **“Sign in”** button. You will be redirected to the website, but this time you will be signed in.

3. Add restaurant to personal account

To register your restaurant when you already have a personal account, click the **“Register your restaurant”** button in the top right corner.



Picture 4. Register your restaurant button

You will be redirected to a new page. On this page, you will see a **“Continue”** button in the right-hand box. Click **“Continue”** to begin creating your restaurant.

A screenshot of a registration page. On the left, a large teal box says 'Welcome Back, kristinaTest!'. Below it, a message says 'It can take as little as 15 minutes to finish your listing - click continue to start where you left off.' On the right, there's a 'Continue here' section with a red arrow pointing to a 'Continue' button which is circled in red. Other options in this section include 'New restaurant' and 'Manage your restaurant information'. Below this are links for 'Already started your registration?' and 'Create new listing'. On the far left, under 'Why join EkoGo?', there are three items: 'Complete your sustainability assessment', 'Update your info anytime', and 'Access your analytics'. On the far right, under 'Stay protected', 'Full control over your restaurant profile', and 'Fair and transparent review system', there are descriptions of the benefits.

Picture 5. Register your restaurant page

3.1 Basic information

For your restaurant to appear on the EkoGo platform, you need to complete this form by entering the required information.

The tables below present the form fields with their description, sample answer, and whether the field is mandatory (required to fill). If a field is not required, it is up to you whether to fill it or leave it blank.

Basic information

Let's start with the essentials

Tell us who you are and where guests can find you.

This helps us place your restaurant on the map and make it visible to sustainability-minded diners.

Restaurant name*

Your restaurant's official name

Restaurant email address*

For bookings, info, and updates

Restaurant phone number*

Optional but helps guests connect faster

Restaurant website

<https://www.restaurant.com>

Picture 6. Register your restaurant form

Field	Description	Required?	Sample answer
Restaurant name	Official name of your restaurant as it will appear on the EkoGo platform.	✓	The EkoGo restaurant
Restaurant email address	Contact email where customers can reach your restaurant.	✓	contact@ekogo.com
Restaurant phone number	Main phone number for customer inquiries and reservations	✓	+1 234 567 8900
Restaurant website	Link to your restaurant's existing website	✗	https://www.ekogo.com

3.2 Social Accounts

Under the Basic information section, you will see the “Social accounts” section.

Here you can enter your restaurant's Facebook, LinkedIn, Instagram, and X links.

None of these fields are mandatory.

Social accounts	
Facebook	https://www.facebook.com/restaurant
LinkedIn	https://www.linkedin.com/restaurant
X	https://x.com/restaurant
Instagram	https://www.instagram.com/restaurant

Picture 7. Social accounts section

3.3 Location

Here you can enter your restaurant's location.

Help guests find you			
Fill in your address so we can place your restaurant accurately on the map.			
Street address*	City*	Region / State	
<input type="text" value="Where can guests visit you?"/>	<input type="text"/>	<input type="text"/>	
Postal code*	Country*	Find on map	
<input type="text"/>	<input type="text"/>	Find on map	

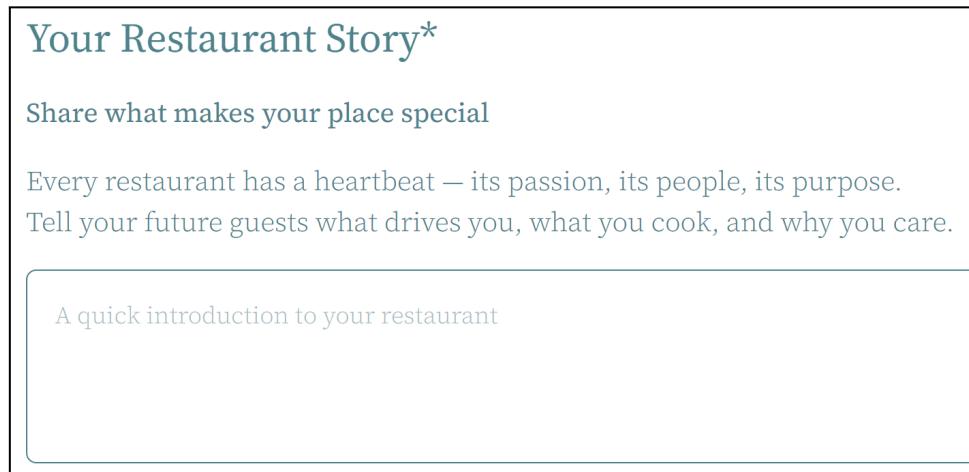
Picture 8. Location section

Field	Description	Required?	Sample answer
Street address	Street and house number of the restaurant's location.	✓	123 Main Street
City	City where the restaurant is located.	✓	Stockholm
Region / State	Region, state, or county where the restaurant is located (if applicable).	✗	Stockholm County
Postal code	Postal or ZIP code of the restaurant's address.	✓	11455
Country	Country where the restaurant is located.	✓	Sweden

Note that you can also use the “**Find on map**” button to ensure that the entered address is correct.

3.4 Restaurant Description

Under the map, you will see a “Your Restaurant Story” box, where you can describe your restaurant as you wish. This field is mandatory.



Your Restaurant Story*

Share what makes your place special

Every restaurant has a heartbeat – its passion, its people, its purpose. Tell your future guests what drives you, what you cook, and why you care.

A quick introduction to your restaurant

Picture 9. Restaurant description section

3.5 Other Restaurant Configuration

Here you can define your restaurant concept (café, canteen, restaurant, or other). If you are not sure which restaurant concept to select, you can hover over the question mark next to each option to read its description.

Next, you can define the types of meals that you serve:

- Breakfast
- Brunch
- Dinner
- Lunch

Finally, select your Cuisine type. These are divided into 3 groups:

- Region/Nationality (e.g., Italian, Swedish, Asian)
- Food diets (e.g., Vegan, Plant-based)
- Food allergy and preference friendly (e.g., Gluten-free, Egg-free)

Restaurant Concept

- Café 
- Canteen / Food Hall Vendor 
- Casual Dining 
- Catering Service 
- Fast Casual 
- Fine Dining 
- Restaurant 
- Street Food 
- Takeaway / To-go 

Meals Served

Select the meals your restaurant currently offers. This helps guests find the right place at the right time.

- Breakfast
- Brunch
- Dinner
- Lunch

Cuisine Type

Select the cuisine style(s) that best describe your menu.

Choose one or more options. This helps guests find your restaurant when they search by cuisine.

Cuisine

- African
- Asian
- Chinese
- Danish
- Estonian

Food Diets

- Flexitarian 
- Omnivore-friendly 
- Pescatarian 
- Plant-based 
- Vegan 

Allergy & Preference Friendly

- Dairy-free options
- Egg-free options
- Gluten-free options
- Lactose-free options
- Nut-free options

Picture 10. Other Restaurant configuration sections

3.6 Upload your main photo and gallery

Upload your main photo*

This image will be shown on your restaurant's main page and profile.



Click to upload
JPG, JPEG, PNG
PDF less than 5MB

Choose a photo that reflects your atmosphere, your food, or the feeling guests can expect when they visit.
Tip: Bright, real photos from your restaurant often create the strongest connection.

Gallery

Add more photos to show different sides of your restaurant dishes, interior, team, or details that make your place unique.



Click to upload
(JPG, JPEG, PNG, or PDF - max size 10 MB)
These images will appear on your restaurant's main page.

Picture 11. Upload your main photo and gallery sections

In the “Upload your main photo” section, you must choose the main photo of your restaurant. It will be displayed on the restaurant’s main page and in its profile.

To upload a photo, click on the green circle to choose a photo from your device, and then click “Open” to confirm. You’re also welcome to use images from our gallery if you don’t have your own. Click the “**Open our gallery**” button in the gallery section to choose an AI-generated photo. However, real photos usually look better, so we recommend adding your own.

For the Gallery, you can choose multiple photos that you want displayed on your restaurant’s page.

3.7 Opening hours

You can also configure your restaurant’s opening hours.

Day	Course	Opening time	Closing time	Closed	Split / merge day
Monday		...:--	...:--	<input type="checkbox"/>	Split day
Tuesday		...:--	...:--	<input type="checkbox"/>	Split day
Wednesday		...:--	...:--	<input type="checkbox"/>	Split day

Picture 12. Opening hours section

You can either type the time manually or click on the watch icon to choose the opening and closing times. On the right side, you can check the “Closed” box in case your restaurant is closed at that time of the week.

The Split/Merge day option allows you to define your working hours based on shifts. If you choose a split day, you will see 3 different time slots for a single day. To revert this option to a regular one, click on the “Merge day” button.

Day	Course	Opening time	Closing time	Closed	Split / merge day
Monday	Breakfast	<input type="text" value="--:-- --"/> <input type="button" value="⌚"/>	<input type="text" value="--:-- --"/> <input type="button" value="⌚"/>		
	Lunch	<input type="text" value="--:-- --"/> <input type="button" value="⌚"/>	<input type="text" value="--:-- --"/> <input type="button" value="⌚"/>	<input type="checkbox"/>	<input type="button" value="Merge day"/>
	Dinner	<input type="text" value="--:-- --"/> <input type="button" value="⌚"/>	<input type="text" value="--:-- --"/> <input type="button" value="⌚"/>		

Picture 13. Opening hours for split day

Note that you also have a “Special dates & exceptions” section where you can define opening hours for days when your regular schedule is not applicable. For instance, Christmas, New Year, etc.

3.8 Price level

Price level shows how much money a person usually spends per visit when dining at your restaurant. You can choose between predefined price levels (for example, € / €€ / €€€) and select the one that best matches your guests’ typical spending.

Price level

Help guests understand what to expect.

Choose the price range that best reflects the average cost per person for a meal at your restaurant.

Select one option

- € – up to 15 € per person
- €€ – up to 15–30 € per person
- €€€ – up to 30–60 € per person
- €€€€ – 60 € and above per person

Helpful note

This is a general guide, not an exact price.

It helps guests choose a place that fits their budget and plan their visit with confidence.

Picture 14. Price level section

3.9 Sustainability Assessment form

By completing the Sustainability Assessment form, you will unlock badges such as Food, Energy, Waste, and Social. These badges showcase your restaurant's commitment to sustainability. By earning EcoBadges for reducing waste, sourcing locally, and promoting green practices, you can attract new customers who care about the planet.

- The form consists of four parts.
- For each badge, you can choose predefined statements that your restaurant follows, such as "We use organic ingredients". You can choose more than one option.
- The number of selected statements will appear on your restaurant's page as stars for a specific badge. For example, if you select 2 values related to the FOOD badge, you will see 2 stars above that badge.
- In addition, you can add a description of the sustainability practices your restaurant follows.

All this information will appear on your restaurant's page, and customers will be able to become familiar with your practices.

 **FOOD Badge**

Please select all that apply:

(Each tick adds one star to your Food badge)

We use organic ingredients
 We source from local producers
 We offer vegetarian and/or vegan options
 We design menus with seasonal ingredients

Tell us more about your food choices

Describe how you work with ingredients, suppliers, and menu design to reduce impact and improve quality.

Tell guests how you choose ingredients, support producers, or design your menu with care.

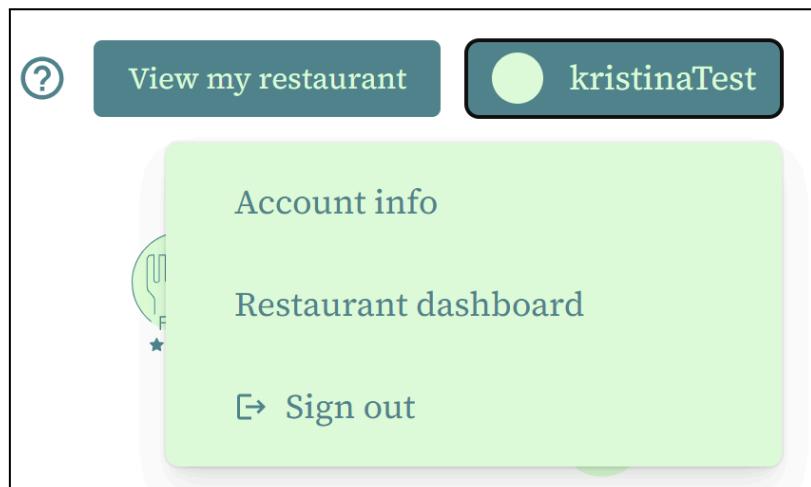
Picture 15. Example of a sustainability badge form

3.10 Form submission

After filling in the form, click the “**Submit**” button. After submitting the form, you will be redirected to the page of your restaurant. Congratulations - you have successfully registered your restaurant on the EkoGo platform.

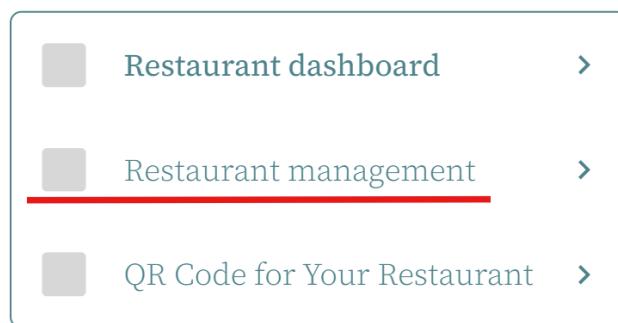
4. Edit your restaurant

To start editing your restaurant, first ensure you are logged in to your account. Then, click on your username in the top right corner. A new menu will appear.



Picture 16. Restaurant dashboard button

Select the “Restaurant dashboard” button. You will be redirected to a new page. On this page, you will see the restaurant information you entered previously. To edit your information, click on the “Restaurant management” option in the left menu.

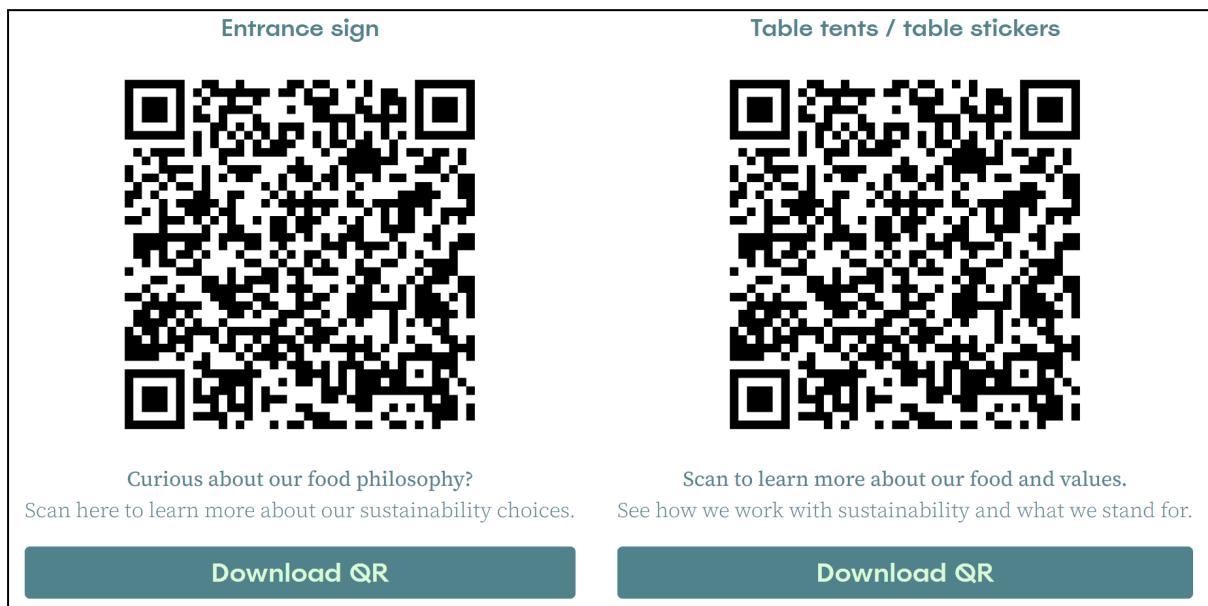


Picture 17. Restaurant management button

5. QR code for your restaurant

Your restaurant has a unique QR code that can be used to quickly access your restaurant's page by scanning it with a phone. This is useful when you want customers to view your page on the EkoGo website and become familiar with your commitment to sustainability.

To find it, navigate to the menu shown in Picture 26 and select "**QR Code for Your Restaurant**" You can download it by clicking the "**Download QR**" button and distribute the code however you like.



Picture 18. Example of a QR code view

6. Restaurant dashboard

If you navigate to the "**Restaurant dashboard**" via the menu, you will see your restaurant information and its analytics. Here, you can see how popular your restaurant is based on the number of views, saves, and QR code scans, as well as average guest ratings and reviews. These metrics help you understand how often customers interact with your restaurant on the EkoGo platform and how satisfied they are with their experience.

Key performance insights

How guests interact with your restaurant

You'll see three core indicators here:

- Views – how many times your restaurant profile has been viewed
- Saves – how many guests have saved your restaurant
- QR scans – how often guests scan your QR code

37 Views Last 30 days	3 Saves Last 30 days	1 Scans Last 30 days
------------------------------------	-----------------------------------	-----------------------------------

Guest ratings & reviews

What guests are saying?

Average guest rating Last 30 days

An overview of how guests rate their experience.

-

Reviews

See how many reviews you've received and how many still need a response.

10 Number of reviews (total)	4 Number of unanswered (total)
---	---

Picture 19. "Key performance insights" and "Guest ratings & reviews" sections

Note that not all information is displayed at once. You can review specific periods by selecting your desired date range.

Under that you can also view an Analytics by Visitor heatmap and city level statistics.

Analytics

Where your guests come from?

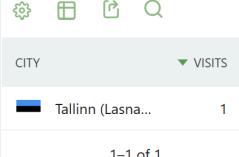
Understand your reach beyond your local area. Map view shows where guests are viewing your profile from city list shows visits by location and time period selector available here as well. This lets you compare interest over different time periods.



1 visit (100%)

Visits

Estonia



CITY

Tallinn (Lasna... 1

1-1 of 1

5

Picture 20. Analytics

7. Restaurant's page

When you have a registered restaurant, you can access it by clicking "View my restaurant" on the top right of the screen.



Picture 21. View my restaurant button

Now, you can see your restaurant photo and restaurant information that you have entered before. On the right side, the badges that you added before will appear. To read their description you should hover your cursor on it.



Picture 22. Food badge

At the bottom of the page, you can also browse reviews, see your restaurant's location on the map, and view its profile and contact information.

- In the **Reviews** section, customers can share their thoughts about your restaurant and give you a star rating (from 0 to 5).
- In the **Profile** section, you can see your social media accounts and the gallery photos you have previously added.
- The **Contact** section contains your contact information and your restaurant's opening hours.

8. User Profile

To open your user profile settings, click on your user icon. A new menu will appear. This time you need to select "Account info". This will take you to a new page where you can browse different settings. The most important sections are "Login and security" and "Edit profile".

8.1 Login and Security

In this section, you can change your password by clicking the "**Update password**" button, permanently delete your profile by clicking the "**Delete account**" button, and log out of your account by clicking the "**Log out**" button.

8.2 Edit Profile

In the Edit profile settings, you can change your profile picture. You can also update your username and email address.

Note: This will not change your restaurant's profile picture; it applies only to your personal user profile.

The screenshot shows the 'Edit profile' page. At the top is a placeholder for a 'User avatar', featuring a green circular icon with a camera icon and the text 'Click to upload JPG, JPEG, PNG PDF less than 5MB'. Below this are fields for 'Username*' (containing 'kristinaTest') and 'Email' (containing 'testtest@gmail.com'). There are also fields for 'New email' (placeholder 'Enter to change your primary email') and 'Confirm new email' (placeholder 'Confirm new email address'). A note at the bottom states: 'Entering a new email address will log you out of your account and send an email confirmation request to your new email address. Check your mailbox and confirm the new email address to log in and continue using your account.' At the bottom are two buttons: 'Update profile' and 'Clear all'.

User avatar	
Click to upload JPG, JPEG, PNG PDF less than 5MB	
Username*	kristinaTest
Email	testtest@gmail.com
New email	Enter to change your primary email
Confirm new email	Confirm new email address
Entering a new email address will log you out of your account and send an email confirmation request to your new email address. Check your mailbox and confirm the new email address to log in and continue using your account.	
Update profile	Clear all

Picture 23. Edit profile page

9. Additional information

9.1 FAQ

If you have any questions, it is recommended to first check the FAQ section (which stands for Frequently Asked Questions). Here you can find common questions and their answers.

You can find this section at the bottom of any page, under the “Menu” section. Or by clicking on the “?” icon in the upper right corner.

9.2 Privacy policy and Terms of conditions

In the Privacy Policy and Terms and Conditions sections, you can find information about how your personal data is collected, used, and protected, as well as the rules for using the platform, your rights and responsibilities as a user, and important legal conditions related to our services.

Contact us	Legal	Menu	For guest	For restaurant owner
support@ekogo.com	Privacy Policy	Sign up / Sign in	Login and security	Edit info
+123 456 7890	Terms and Conditions	Restaurant list	Saved restaurants	Analytics
Address, City, Country		About EkoGo	Scan QR	Sustainability assessment form
 		FAQ		QR code generator
				Login and security

Picture 24. Privacy policy and Terms of conditions