

# Open Olive - Brainstorming space

*The purpose of this document is to have a common understanding of this project by editing the given answers to the questions below and raising new questions. So Please use the "raising the questions first" format and let's discuss over comments and doc-chat. If you want to have edit access then just ask.*

*Highlight important questions in table content by marking font red!*

Other related documents

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[Open Olive Presentation](#)

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## **Update**

Please click [here](#) to get to know about the recent updates.

## **What is the background for this project?**

Our group met on Sensorica space with different ideas and initiatives with very similar motivations and started collaboration exploration: [ctznmuV](#) (Nassima), [Holo-REA/ValueFlows](#) (Lynn FOster and Bob Haugen), [Sensorica](#) (Tibi), [Albaydar](#) (Wael), [Communecter](#) (Tibor), [Teamo](#) (Bruno), [Kendraio](#) (Daniel) We started meeting once a week on [zoom](#) and agreed to work on developing a UI to NRP or REA for a user story that touches the reality of masses. We decided to work on the “Open Olive” project as a model for our software solution.

## What is our mission and where do we want to bring this project further?

To develop an OpenValueNetwork-Management Ecology around the application “Olive oil production and processing up to sales” in Palestine. This strategy is a milestone in developing a global open enterprise by [Our group](#). Specifically, we want to use software to enable the olive producers and processors in Palestine to be able to organize their supply chain to sell their olive oil as a fair directly owned trade. The software solution will also demonstrate the connectedness of all valueflows the customer activates by buying our products. The application will be used by a broad cooperative that will split the proceeds of those sales according to their contributions in a democratically decided way. The main milestones of the project:

- Build an integral Open Source "Open Olive"-ValueFlowEngine (**IVFE**) Software >> a pilot engine for a Palestinian global democratic Cooperative (ALBAYDAR.Earth). This model project should be in collaboration with the forces dealing with the olive oil industry on the ground in Palestine, to develop its requirement specs as part of an assessment study.
- Add other products frames to the IVFE system and enlarge ALBAYDAR activity web
- Implement the open-source software in other countries and build a larger web of valueflow by collaborative social economics
- Start working on the governance topography and related tools for a co-creative community (a/synchronous communication and mapping layers)

Furthermore check the [project summary](#)

## What is exactly “Open Olive”?

Actually we do not know exactly yet. An open model-project to build an open contribution- and value flow (engine) (management software-solution) to organize the farming activities, production and sales of high quality olive oil that has a deep-development and cultural story! It is also a modelling project for open economy and active citizenship.

Any better terms for the software we are developing (rather than CRM)? Which new terminology do we want to highlight in this work?

Maybe **IntegralValueFlowEngine ... make a proposal.**

To end the racism in the conventional economic system, that

1. Builds division between action and effect even everything is connected on earth.
2. Builds superiority of customer and human over the ecosystem
3. Prevents people to connect openly and create common values and support each other freely

instead of

1. designing regenerative connected economic processes!
2. Recognize resources as important as agents
3. Reform the role from a customer to value producer

4. Give new meaning for profit as reward for good work that is been reinvested in creating more value and ...

PS: Economics in Arabic "Iqtisad" means to do the best out of your resources and take care about them.

## **What are the needs of the olive growers and processors and why?**

To answer this, usually, we have to develop a customer-based study.

Why we are doing this from my (Wael) point of view, is to demonstrate a solution that can:

1. [Breakdown the user cases](#) ([Diagram](#) here) and events to their value flow contribution which will enable reality fair revenue compensation along the value and resources flow.
2. Users can then use generic best roles and users cases to provide best results in high quality standards and revenue
3. First olive, then the rest: With these advantages of using the software solution, more olive growers will join the enterprise and work with unified resources flows so that more story cases for other product applications can follow.
4. This olive business is very profitable. [This oil](#) (500ml) is bought at 7.5 USD per liter from farmers before bottling! So they need to be part of a collaborative business social enterprise which increases their profit and engage with their productive community.

## **Who is actively on the olive grower and processor user team?**

With my (Wael) contacts, I have access to hundreds of growers. For example, my brother in law is the director of <http://palestinefairtrade.org/> association and manages the whole organic certification requirements with farmers who are selling to Canaan.

<http://coap.org.ps/> Company of Organic Agriculture in Palestine , [PAL-Trade](#) , Palestinian olive oil council POOC, The ministry of agriculture, Coops union, ..

## **Who are we, who will work with the farmers and those interested in this solution?**

I think we have to build an organization to present and communicate these efforts to the farmers and supporting bodies, local actors and beneficiaries. A Palestinian team is formed now to work together on the foundation of a cooperative or non-profit social enterprise in Europe with a branch in Palestine.

We are seeking [consultancy in europe](#) and in Palestine.

## Which are our project requirements and how do we gather them?

For a detailed ValueFlow management design of the model project we have to:

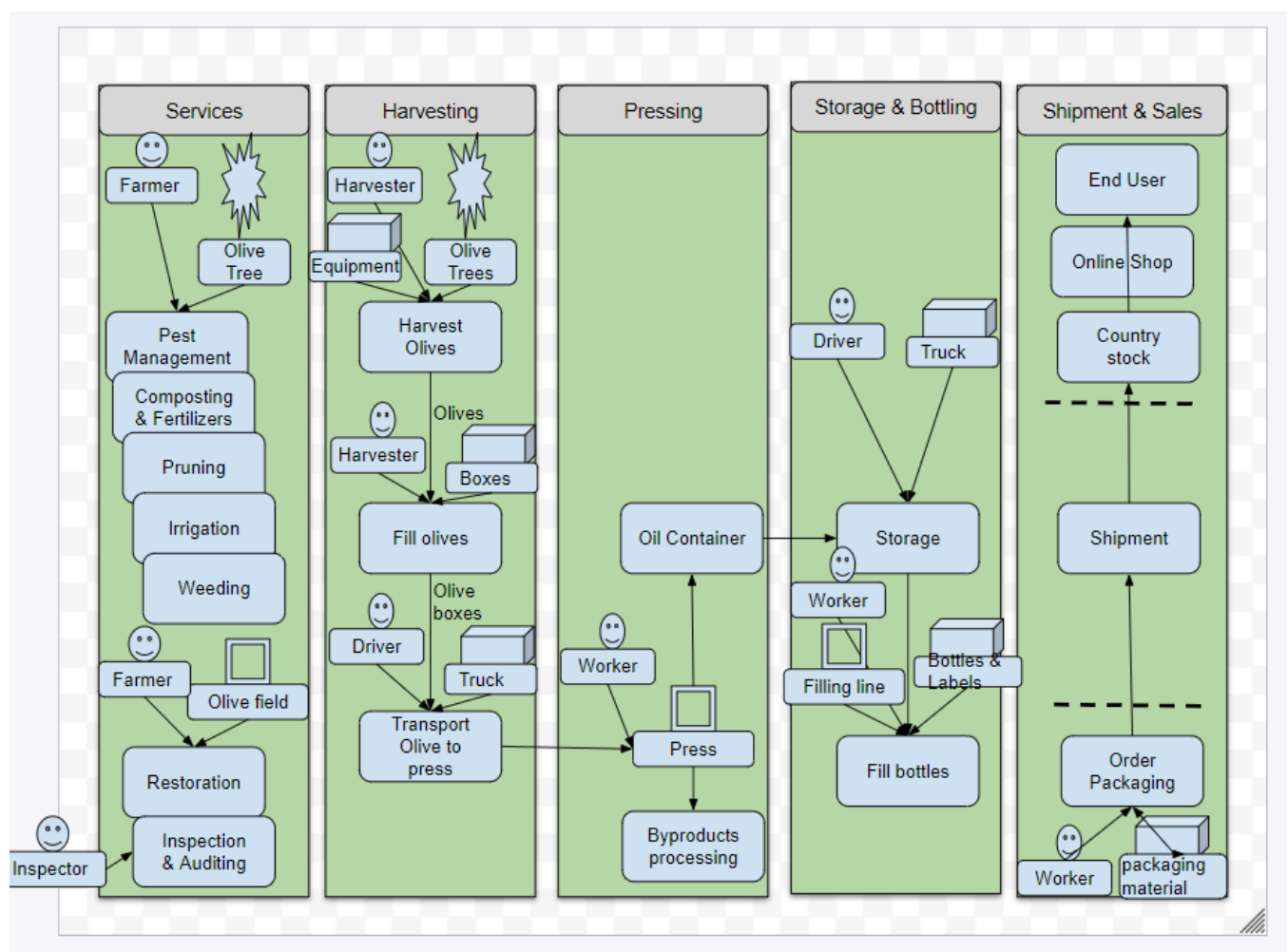
Create user stories as defined by real people with real needs.

Wael will do this with the user team, helped by Lynn. Also any sketches of possible UIs will be useful.

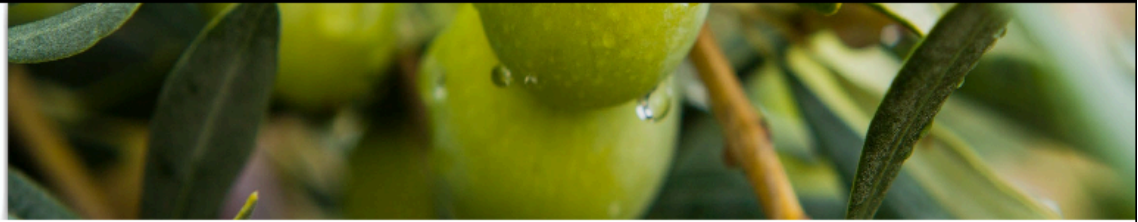
References for user stories: [https://en.wikipedia.org/wiki/User\\_story](https://en.wikipedia.org/wiki/User_story),

<https://www.youtube.com/watch?v=tKSUokG3Y0w>, <https://www.youtube.com/watch?v=zid-MVo7M-E>

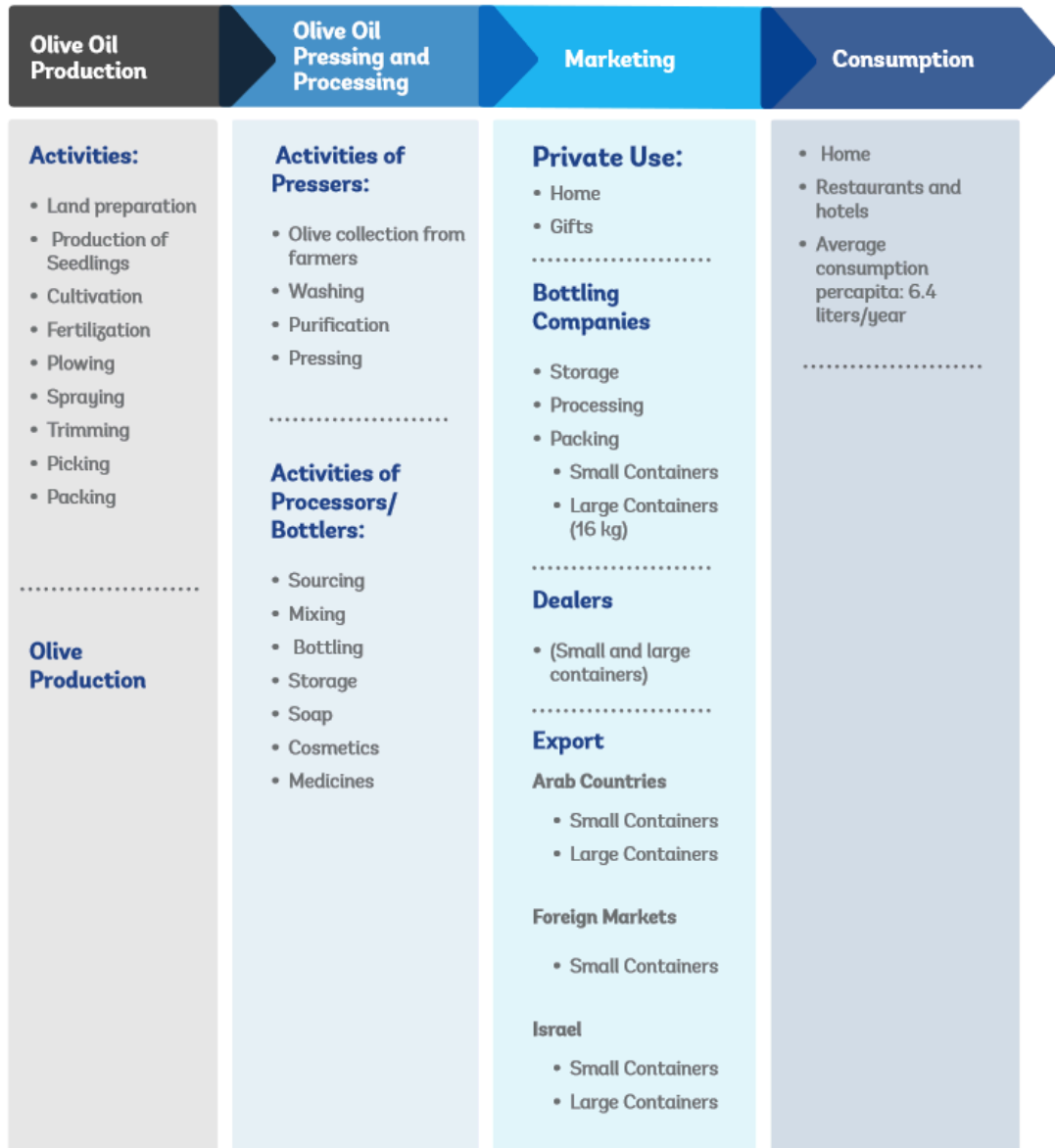
Check [this diagram](#) for the rough user cases in different stages



The precise user story needs more field research and an audit questionnaire. Check the task list below. This is one more example for the process from a sector study.



**FIGURE 2. VALUE CHAIN DIAGRAM, TAKEN FROM THE STATE OF PALESTINE NATIONAL EXPORT STRATEGY: OLIVE OIL SECTOR EXPORT STRATEGY 2014-2018**



Mapping agents and what they can consume and produce in the network

Organizations and People, then a way to say each organization or person consumes (or needs) X amount of some type(s) of resource per Y time, and produces (or offers) Y amount of some other

type(s) of resource, like maybe a year. Then we can figure out how well will it work, what might be missing (so is an opportunity for someone), that kind of thing. (I am thinking that might be what Wael was getting at.) Like, we have 2 processors, each of which can take in 5 tons of olives; and we have 20 growers, each of which can produce N tons of olives, which adds up to 8 tons, so maybe the co-op can support more growers. Just for example.

Furthermore check the question regarding tasks and action plan below.

## Mapping byproducts

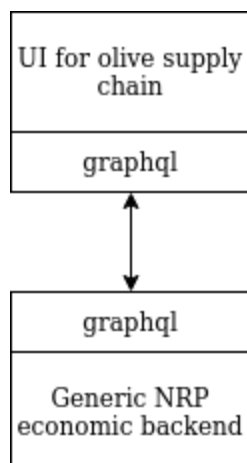
1. Pruned small branches can be cut into mulch to be added to the soil
2. Pressed olive residues (The rest of fruit of the olive after pressing) when it is dried it is used as heating blocks
3. Medical extracts can be gained from green olive leaves, which they fall during harvesting
- 4.

## Who and which technologies and solutions are involved?

Value Flows (via Lynn Foster) and Kendra.io (via Daniel Harris). These 2 are enough to get this started for the moment.

1. For the backend, we start with a more updated version of [NRP](#) which has an older ValueFlows API. Lynn will update the API to current ValueFlows..
2. Holo-REA is another possibility for a backend, and it has the current ValueFlows API. It is not quite ready, but still a possibility if it gets completed in the next few weeks.
3. The Kendraio team will create a new UI for one of these backends, working directly with the user team.

Here is a simple architecture. ValueFlows is implemented in the graphql on the UI and backend, which can talk to each other. It also makes it that UIs and backends can talk to any counterpart that implements ValueFlows. That is how we can substitute Holo-REA for NRP later on. Of course the backend must have implemented what the UI needs.



Perhaps Communecter can also be connected somehow, to be determined - it already has its own UI and backend. But this is where we want to go with “open app ecosystems”.

## Where will this application be introduced?

ALBAYDAR.Earth (Wael) has a user group in Palestine and abroad which is intending to build an open global Palestinian social non-profit enterprise with agriculture fairtrade products business as the first application. Check the project presentation

ALBAYDAR.Earth 2020

# Open Olive

From local2global collab  
deep-development

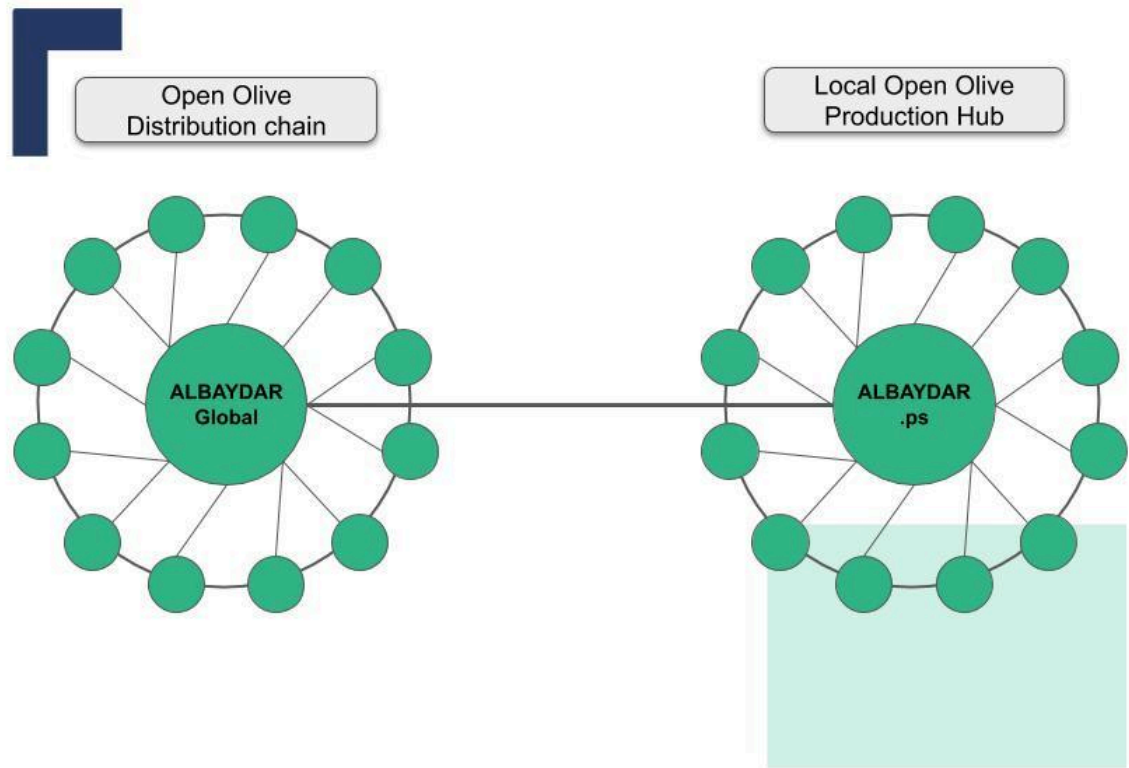
Open Olive App  
Model Project



Global Palestine

Global CTZNMUV.org





## Who could support this project in particular in this stage (Conception)?

### Create a list

We have to ask the entities whose support we seek, what their requirements are, and see whether we can accommodate them, or not.

Are there organizations which are supporting the foundation of organic agriculture cooperatives in Europe working with developing countries?

[The International Olive Council](https://www.openfoodnetwork.org/)  
<https://www.openfoodnetwork.org/>  
<http://datafoodconsortium.org/>  
<https://www.localfutures.org/>

Which collab tool to use to draw a user story diagram?

- Google drawings
- <https://www.draw.io/>
- <http://locecon.org/>

- Kummu.io
- 

## **Any other groups/activists could be interested in this project?**

Other projects that will have similar needs (planning and logging production, sales, reward according to contributions).

Activists who are chasing similar vision but do not have an application project, or have one and would collaborate on similar projects.

I talked to Andrew Ward who introduced me to Tim Bennett <https://loveto.global/> and both are connected to Stephen Alexander - Digital Value Capture.

Tim shows interest in what we are doing, so I invited him to our meeting today.

Andrew is running a digital <https://incubator.coop/> I asked if we can organize our project through his process. This could be a topic for discussion. This is important: When we are formed as a group with a mission statement and name, we can talk to any external organizations. I noticed the urgency of that to talk to the Palestinian institutes. Our entrepreneurship should not look like an individual approach, but a group of internationals having Palestinians within.

## **How does a cooperation strategy with other activists and partners look like?**

We are growing organically without a real plan depending on our current resources and new one. This applies to our outreach activities. We can't handle mass collaboration at the moment, but it's getting more every week. Please check the recent [updates](#) to see our recent level of outreach.

## **What are the difficulties in communicating the project?**

We have a problem of understanding what a new application could look like to the user group to give them an idea of what could be helpful since olives are different from domains that old NRP software is supporting. And we developers need to have more understanding of how they work and what they need from software but seem to have no way to find out at the moment until we have a committed group. That's why Wael started to build a local team of social entrepreneurs that are committed to the project and get them involved in building the requirements and specifications, test and use the solution when it works.

### **How to solve these difficulties?**

We have started this [pitch-deck](#) and the project summary document.

Wael started talking on twitter with affiliated activists who may join the development space here

## Who else is building technology for olive growers?

?

## What systems do they have in place?

(None) in Palestine (Wael will get that confirmed). But currently, there are efforts from the Palestinian olive council to establish field-schools where farmers develop their practices in an area with one facilitator.

Such a question can be part of the audit questionnaire!

## How can we be more open and collaborative?

- Communicate our progress in form of [updates](#) at the top of the document and hand the link out to potential collaborators or interstees
- I created a starting project in CO <https://www.communecter.org/#@openOlive> ,
  - we can add all the community and add roles
  - use the chat system for interactivity <https://chat.communecter.org/channel/openOlive>
  - Add sub project , ressources friends
- Organize online meeting with existing models like
  - Organic Valley
  - ..
- Using specific tools
  - <https://murmurations.network/>
  -

## How is “profit” involved and what is our relation to the money world?

[Lynn] People have talked about a possible “profitable” situation with olive oil. Let's make sure we are all in agreement as to what that means. I think we want every contributor to make a fair living for their work. Also, we want consumers to have a fair price (not necessarily the lowest price). The term “profit” does not work well for me, because I think of it as something beyond a fair living, something that goes to “investors” or people who contribute money but no work, and then get large returns. I am fine with repayment of a loan perhaps with some interest, but that is because we are still here in capitalism, not anything for the next economy I think about. And I think contributors to software infrastructure often have to make a living too, and should be included if that is so. (Not true for me because I have US retirement social security pension which is enough for now; and perhaps not true for Daniel or Tibor at the moment because they have other funding, at least for now.)

Here is the definition of profit:

"Profit describes the financial benefit realized when revenue generated from a business activity exceeds the expenses, costs, and taxes involved in sustaining the activity in question. Any profits earned funnel back to business owners, who choose to either pocket the cash or reinvest it back into the business. Profit is calculated as total revenue less total expenses."

[Tibor] we can only depend on the economy inside the context, so the product is the olive oil , Anything we can do to help Palestine get a bit more capital is a success, as long as we use existing systems and manage to sell more oil for a better price then it's a win-win. It remains an experiment that can be used for any production context. For example, I manage here in Reunion a wholesale group with 60 families. I think this is the best model, to connect to the end consumer directly , this way the final price goes to the producers :) That's so amazing , in 2007 I had created a platform called [worldsouk.org](http://worldsouk.org) with the mission to eliminate the middleman here are a few screenshots below, it was just an ecommerce site based on magento , it's still laying around somewhere :)  
But i dont think it's the first objective here , that's more like [etsy](http://etsy.com) and very complicated to manage the sales part , I think we are more looking at production side and to make it totally independent from any profiting free riding intermediary

[Wael] I see Profit as a reward for good work!

For example when enterprise owners (including farmers) agree to reinvest part of the profit in community solution and restoration of ecosystem -which will emerge through the same app later version, then the value of their product is higher and can be sold to higher price. Or clients can pay the price they want above a minimal price.. but this different topic.

Profit and money in our system gives us the freedom to do more good things.

[Nassima]

"What makes rareness valued is not the price of the resource on the market, but the amount of capital that must be invested to release a marginal unit that interests us." Dennis Meadows

Going toward a world where there's no longer a profit margin and you can produce goods and services for each other beyond the market in the sharing economy for nearly free (Capitalism, somehow, gave birth to the sharing economy).

The financial sector will survive with over half of the income generated by nonprofits, which are one of the biggest employers nowadays, and with fees for services industries.

Capitalism is not going to disappear because Trade for profit (personal, collective, private or public interest) will always exist. It has, to raise the society, to find value by creating valuable relationships not based on greed.

Culture as soft power; Craftsmanship where the knowledge and the know-how is valued and fairly shared and traded. (I'm guessing same reasons LVMH or any other luxury company advertise so hard their "values")

At every step of conversion, —when we take nature's resources and move it through society—we have to embed energy into that good or service to get it to the next stage of what it becomes. But we lose some energy in the process of that conversion: "Aggregate efficiency" in economics. Aggregate efficiency is the ratio of the potential work versus the actual useful work you embed in the good or service.

Aggregate (environment) efficiency at every step of conversion on the value chain - meaning using less of the Earth and getting more out of it.

**What is our relation to the money world?**

I am not an economist or financial expert. But we have to protect the enterprise from investors. I would put guidelines or rules: you can invest as much as you want, but the calculation of democratic and revenue power is maximal as the average of all participants.

**What exactly is the need for investors?**

I don't know what would be the need for "investors", since already the trees and land and equipment exist. Unless for distribution maybe, but perhaps distributors can be found who want to be part of a co-op?

**Is there front end online-shop solutions that have an API to NRP/REA?**

No.

**Which existing modules we can already implement from REA?**

**How does a mockup and landing page look like to verify with users?**

Before I think we have to develop a customer research form where farmers answer questions and give research data to the developer team.

**Which contacts or resources do we have who could support us developing the business model, functional enterprise and software?**

The Plaestinian team is developing a plan to involve partners on the ground in the project so that the output would be specifications and requirements as part of real study!

Which platform or models we could check to find out positive operation features?

<https://erpnext.com/open-source-agriculture-erp-software>

Olam Spices

<https://vimeo.com/383831599>

<https://youtu.be/lja2hgT3zIA>

The rapid on-site mechanism is cool. To weight the olives before pressing is important to gain quality indicators for example.

<https://www.crowdfarming.com/en>

<https://pay.coupons/blog/articles/1>

<https://karmacreditscryptocurrency.com/>

<https://github.com/utunga/thankful/blob/master/doc/theory.md>

## **How is OO related to alternative currencies and Mutual Value Measurement systems?**

Commonsengine.org <https://bccm.coop/mvm/>

Lynn: Mutual credit seems like it has more possibilities to me, but again not much experience. But in any case, I don't see much opportunity for any of that in the case of a producer supply chain of one specific product. And I think that your proposed supply chain is way more important in terms of economic value for the people involved than any currency. On the other hand, people in Holochain and CommonsEngine have thought way more about it than I have. And maybe in terms of a whole community offering and needing different necessities, there would be value.

In terms of the VF modeling story, I do know that VF/REA will support anything people want to come up with in terms of currencies, credits, etc.

Wael: As explained in [Olive Oil Flow Modeling](#) document, we need at least two compensation mechanisms, one on agent delivery. And one on a monthly basis depending on closed deals and sales. We have to close **smart contracts** with farmers in a way, these are included.

The other exchange and alternative currency compensations are advanced models, but worth investigating and researching.

How to calculate the credit of a created value? Is there a way to design a value-currency which can be exchanged? How can we distribute the revenue on each value-creating process? Can we include earthwork over one year's time as a "time contribution"?

Lynn:

>but how to calculate the credit of a created value?

that is a bit tricky, but should basically be what all the people involved consider to be fair to all

>Is there a way to design a value-currency which can be exchanged?

I don't have experience.

>how can we distribute the revenue on each value-creating process?

let's discuss this elsewhere, might be a long conversation

>Can we include earthwork over one year's time as a "time contribution"?

sure

## **How can we organize this document to become more structured and easy to read?**

Think about as a website and split the questions in following categories

About the project

Technology

Management

## **Which are the important key questions regarding Management?**

Our intention to develop self-managed open enterprise! Check

<https://medium.com/practical-self-management>

<https://visueelhr.wordpress.com/2016/11/22/vision-of-the-morning-star-company/>

<https://corporate-rebels.com/morning-star/?fbclid=IwAR0K9xcEDtCOoTu17jUn2OuNosnCFRDprAxJFBgg6E0FzYjYYjYXq6b4p3k>

<https://vimeo.com/28633983>

What it means to be self-managed, Teal, Deliberately Developmental, and to bring your whole self to work?

How to create agreements and commitments?

How to decide together?

How do we know who is doing what?

## **What is our action plan and open tasks?**

please specify SMART task, who has to do what by when

### **Prototype Development**

1. we can add or list any existing Agent, farmers and farms, processing companies ...
  - a. Visualization can start as a directory and geolocated
2. we need to write the [audit questionnaire](#) complete
  - a. what do we want to learn or ask the agents (farmers) to have the answers of our full process
  - b. The assessment of technical efficiency levels of extensive olive tree cultivation
  - c. Assumptions validation of the business plan
3. We can then implement it / develop it, to gather the knowledge
4. It will then be shareable and send individually to any agent
5. Visualization and the observatory will have content to present and will grow as every one answers