

8th Joint CORNET Call for Transnational Collective Research Proposals
--- Project Idea ---

Subject:	Creation of a model for managing the production process of olive oil
Coordinator:	Associazione Italiana Frantoiani Oleari (AIFO), Italia
Other applicant(s):	- Spin, consorzio di Ricerca, Innovazione e Trasferimento Tecnologico
Sector/target group:	Oil mills
Proposal summary:	<p>The proposed project aims to create a management model of the production process of olive oil that will be tested, and then spread among producers.</p> <p>The model is based on the idea of support by appropriate information systems (groupware, collaborative systems, wikis and social networks) to create a community of which includes oil producers, the seller, the world inherent in the oil business, the distribution system, the field of research. The community, supported by the central role of producers and based on the concept of digital ecosystems, will have two main purposes:</p> <ul style="list-style-type: none"> ▪ Develop and systematically apply a model of traceability that starts from manufacturers, continues throughout the production chain and arrives until the final product. Therefore, the consumer may, using a browser or a text message, to trace at all information pertaining to the production cycle. ▪ Circulate the information necessary to the growth and development of the system through an interaction between actors of this "ecosystem". <p>The model involves two main actions:</p> <ul style="list-style-type: none"> ▪ creating a model of traceability that will be disseminated among stakeholders ▪ creating a collaborative infrastructure that promotes the interaction between participants in community <p>The model of traceability will be implemented through:</p> <ul style="list-style-type: none"> ▪ the computerization of the system used by the oil mills, in order to achieve a complex information technology system

	<p>that supports the entire production activity, allowing the monitoring of the whole production and management of internal procedures and administrative management including for traceability products.</p> <ul style="list-style-type: none"> ▪ The computerization of the activities of producers to achieve through the use of innovative technologies (RFID and others) a complex technological device that allows you to monitor and direct activities involving the cultivation of olive trees. <p>The realization of the system will achieve great efficiency in production (resulting in a natural way by having constantly monitor all parameters, both technical and purely informative, the production cycle), but also more competition in a market that tends to favor those products that ensure quality and transparency to the consumer.</p> <p>The system through the use of informations and telematics technologies, will collect, in real time, in a centralized database, any information relating to the production process that will be the foundation of knowledge of the system.</p> <p>Along with this model, weighed calibrate on the issues of traceability, will be developed also a collaborative infrastructure that aims creating an (digital) ecosystem immersed in the theme of the production and sale of olive oil.</p>
<p>Advantages for trade and industry:</p>	<p>The platform that will support the digital ecosystem, will allow producers to adjust production based on data and information derived from other players in the system. The platform will convey new production models, new distribution models or even new business models ("expenditure of Km 0"), favoring the spontaneous processes or triggering mechanisms to raise the overall production system .</p>
<p>Dissemination concepts:</p>	<p>The dissemination of knowledge will consist in establishing a website and organizing workshops and seminars aimed at businesses interested in the olive oil sector, the scientific community on this issue and other public bodies and private individuals.</p>
<p>Profile of additional partners:</p>	<p>Oil-association companies formed to promote and protect the general interests and expectations of the class.</p>
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