Transparent_Food

WP7: Documentation analysis tool

SEVENTH FRAMEWORK PROGRAMME

Objectives

To develop a tool:

- for documentation of information flow and its transformation from data through indicators, signals to messages for specific domains;
- to capture relationships;
- to provide graphical presentation of the results.
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Glossary

- **Data:** Data is the lowest level of abstraction. On its own carriers no meaning.
- **Indicator:** Transparency on the domains is reached through signals which build on indicators served by information items. A typical development is from information to indicators, to signals, and to domains, certain information items might take the role of indicators and signals without any change. The difference between indicators and signals is not always apparent. Indicators serve impact domains, signals serve transparency needs.
- **Signal:** Integrate available information and communicate a certain 'message' to recipients. Signals build primarily on information about products, including their composition and characteristics, on information about processes they involved in or exposed to, and the production environment including its origin.
- **Message:** A message in its most general meaning is an object of communication. It is a vessel which provides information.

Process of considering the transformation of data and its documentation to serve users' needs of transparency

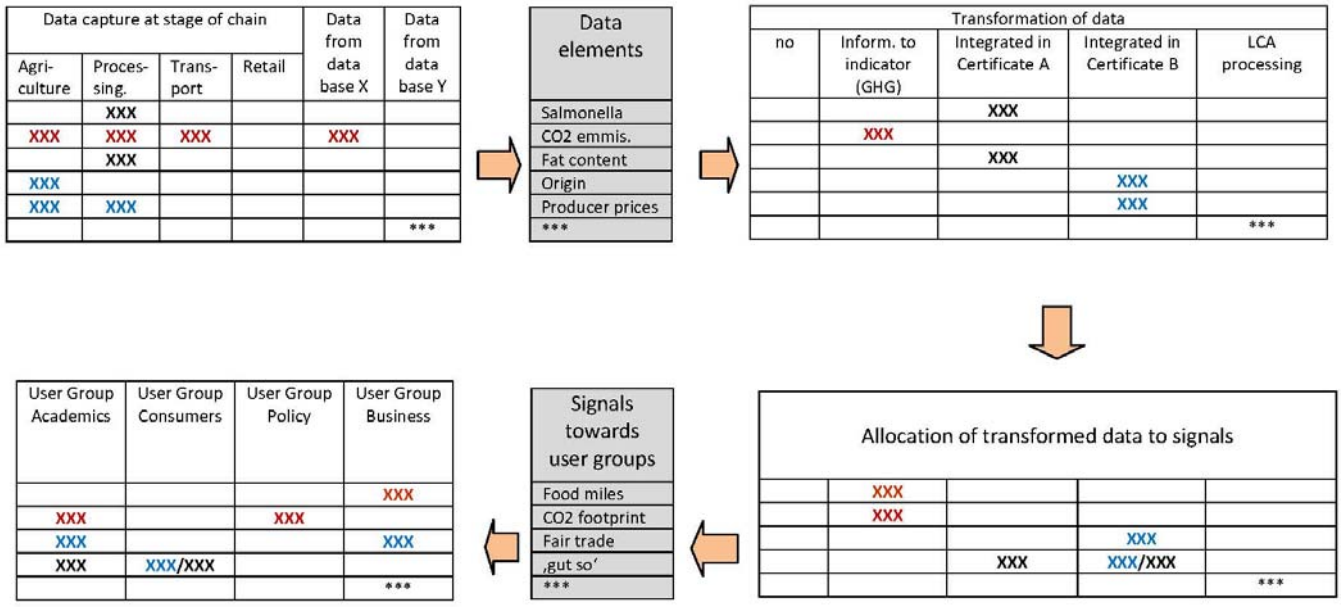
- "Transparency builds on appropriate signals, which integrate available information and communicate a certain 'message' to recipients. In the selected domain signals build primarily on information about products, processes and the production environment." (D7.2. Schiefer, Fritz 2010.)

- Data are captured at any stage of the food chain or from databases where data of general validity have been collected 'in advance' as a basic input for meeting transparency needs of users. Data on its own carries no meaning. When data is interpreted and takes on a meaning it will be transformed to information. Information may be provided directly to the users as a basis of messages or data can be aggregated into indicators, which provide a complex measure for a property or attribute. Information can be processed to a signal as well. Indicators may be communicated directly to the users, or they can be integrated into signals.

- Steps of a complete, idealised process of transformation of data to messages
    1. Data are collected about an attribute
    2. Data are converted into indicators
    3. Indicators (transformed data) are integrated into signals
    4. The signals address user groups through specific messages.

The transformation process can be evaluated along with the design of a new transparency system or the analysis of an existing case of transparency with the help of a documentation tool.

Documentation tool:



Examples for possible documentations of linkages:

Example 1 (red)

1. Data about '*CO2 emissions*' are being collected at stages '*Agriculture*', '*Processing*', and '*Transportation*' as well as from '*public data base X*' (table 1).
2. Data about '*CO2 emissions*' are being transformed into '*GHG equivalents'* (see table 2)
3. The transformed data are being integrated into the signals '*Food miles*' and '*CO2 footprint*' (see table 3)
4. The signal '*Food miles*' addresses user group '*business*', the signal '*CO2 footprint*' user groups '*academics*' and '*policy*' (see table 4)

Example 2 (blue)

1. Data about '*origin*' and '*prices*' are being collected at stages '*Agriculture*' (origin and prices) and '*Processing*' (prices) (table 1)
2. Date about origin and prices are being integrated into '*certificate B*' (table 2)
3. '*Certificate B*' is being integrated into the signals '*fair trade*' and '*gut so*' (see table 3)
4. The signal '*fair trade*' addresses user groups '*business*' and '*academics*', the signal *'gut so'* user group *'consumers*'(table 4).

Example 3 (black and blue)

1. Data about '*fat content*' and '*salmonella*' are being collected at stage '*Processing*' (table 1)
2. Data about fat content and salmonella monitoring are being integrated into '*certificate A*' (table 2)
3. Certificate A and certificate B are being integrated into the signal '*gut so*' (table 3)
4. The signal '*gut so*' addresses user groups '*academics*' and '*consumers*'.

Further contacts:

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