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*"Summer(!!?) is fading away; for some, harvest festival looms; how's your harvest been? I know you're probably not a farmer, but your yield may be increased by using your computer investments as effectively as possible. To demonstrate this we'll have a quick look at how well-designed software is making efficiency savings for farmers in Lincolnshire and the potential for developing 'ethical' software."*

**Our favourites**

[Last.fm](#) - Type in a band you like and listen to a random selection of their music and other similar groups.

[Timesheetr.com](#) - Keep track of time-in-attendance for yourself and your staff using a simple web tool.

[Facebook.com](#) - Yup, we can't keep off it either.

**Featured Article****A very quick overview of Quickfuel**

Quickfuel is a web-based system which allows organisations to monitor their fuel stocks and usage for any fuel that is delivered to tanks by lorries as opposed to pipeline or cable delivery. Sensors in fuel-tanks and fuel-stores detect the physical level of the fuel and broadcast this information securely to a web-based user interface which a non-technical manager or administrator can use in their day-to-day decision-making.

**Is my software Ethical Software?**

Quickfuel (and our associated tools such as [www.farmfootprint.info](http://www.farmfootprint.info)) are all part of our drive to push forward the development of 'ethical' software designed to 'do no harm' and 'improve human situations' (to use the industry terms).

Software is important, and badly considered software can cause harm:

**Interpersonal harm** (loss of dignity, insult, humiliation)

**Psychological harm** (confusion, discomfort, frustration, coercion, boredom)

**Physical harm** (pain, injury, deprivation, death, compromised safety)

**Environmental harm** (pollution, elimination of biodiversity)

**Social and societal harm** (exploitation, creation of perpetuation of injustice)

I know this all sounds over the top, but considering how we interact with software almost all day, everyday, and software is potentially incredibly powerful, it is definitely worth looking into.

### **Why do I mention Quickfuel?**

Quickfuel of course follows our in-house principles of 'ethical' design, however it gives us a chance to speak about the Environmental harm and Social and societal harm categories which are not always applicable.

### **How can Quickfuel help the environment?**

Quickfuel allows fuel suppliers to bulk-up their deliveries so one lorry journey will suffice where many journeys were required before. The journey can be strategically designed in conjunction with mapping software to produce a very efficient system.

This software is also allowing us to push forward the advance of bio-fuels. The system is opening up the development of a grass-roots bio-diesel network which can ensure a reliable supply, a simple business model and a robust, low investment return for distributors.

We will discuss the bio-diesel network at a later stage when the franchise has more flesh on it, but please contact us if you are interested in finding out more.

### **Bye for now**

I hope you managed to read the whole of this article, and I hope it keeps you abreast of the kind of things we're involved with here. Please bear us in mind if you hear of anything that you think we may be able to help with.

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