Introduce iceberg model



>* Every second, one rubbish truck of textiles is landfilled or burned. Events consumer culture : Keeping up with trends Patterns > Social media's role in inspiring trends + pushing Structures consumerism Mental Models Corporate profits off cheep production consumers who want cheap clothes > CAPITALISM Outsourcing production, child labour + sweatshops Snobbery in not wanting Fashion industry's role in to buy secondhand clothes burning things that they no longer Want to set! (Lack of social responsibility) "Recycling" programmes that make consumers Green washing : Shops using feel better paper bags, "recycled," "vegan" etc labels that make people feel better Agricultural practices : Bad for planet, cheap

Tabletop Exercise: Applying Iceberg Models to Transboundary Diseases

Goal: The goal of this tabletop exercise to allow participants the opportunity to apply systems thinking concepts to real-world wildlife health challenges and assess the applicability of these tools for wildlife health within their own jurisdictions.



Exercise 1 – Exploring the social side

Logistics:

- Divide into 4 groups
- Groups 1 & 2 disease topic: African Swine Fever
- Groups 3 & 4 disease topic: Avian influenza
- 50 minutes to complete this exercise

Purpose: To characterize the social/societal drivers and effects of each group's disease





Socioeconomic drivers of disease management:

- Who will benefit if the problem is solved? (Think about: who stands to make or lose money)
- What are the social, economic, and political consequences of the disease?
- What government departments or agencies have authority to manage the disease? Are there others that may not have authority but have influence to solve the problem?
- Where is the disease occurring? (Think about: geographic boundaries, communities affected)
- What human actions are contributing to the spread of this disease? (e.g., who or what is causing it)

Exercise 2 – Current vs. Ideal State

Logistics:

- In your same groups begin to fill out the "iceberg" table.
- You will have 50 minutes to complete this exercise.

Purpose: To use an iceberg model to explore the various levels of the group's wildlife disease problem and assess the system structure, current state and explicitly describe what an ideal state would be for the group's wildlife disease.



Level of Perspective	Current state	Ideal state	
Events	What events have occurred (or are occurring) in the European region that suggests your group's disease is or could be a problem/challenge?	What would the future state look like if disease management goals were achieved?	
Patterns and trends	What patterns/trends have occurred for this disease that suggest it is an on-going problem?	What trends/patterns would we want to see that would demonstrate that we are making progress towards and ideal state?	
Systemic structures	Why has this disease problem not been solved? What are the major interactions among the ecological, political, and socials factors in the disease system that have created the patterns and trends we see?	What interactions among the factors in the system would need to change in order to help us reach our ideal state?	
Mental models	What is the mindset or belief system of various stakeholders, decision makers, or others that has made management of the disease challenging?	What changes in beliefs would lead to desired behaviors for managing the disease problem?	

EXERCISE 3 – Roadmap to the Future

Logistics: We will form 2 groups for this Exercise. The Groups 1 & 2 will form one large group, and Groups 3 & 4 will form one large group.

We will take 40 minutes to complete Exercise 3.

Purpose: To use the iceberg model to capture the necessary steps to achieve success in managing the group's wildlife disease, identify impediments to that success, and potential actions to overcome those impediments.



Level of Perspective	Major steps to achieve ideal state	Gaps/Challenges/ Impediments	Steps to overcome impediments
Mental models			
Systemic structures			
Patterns and trends			
Events			

FINAL GROUP REPORT OUT

Purpose: Discuss groups' experience using the iceberg model and the potential for applying systems dynamics tools to your country's wildlife health challenges

Discussion Questions:

1) Did the iceberg model help you discover or discuss any novel aspects of your group's disease that you not have previously considered?

2) Were you able to identify major gaps/impediments that might be hindering your ability to manage your group's disease and achieve the ideal state? Were you able to identify potential steps to overcome gaps/impediments?

3) What did you like/dislike about the iceberg model?

4) Do you think wildlife health management would benefit from using systems dynamics approaches? Why or why not?