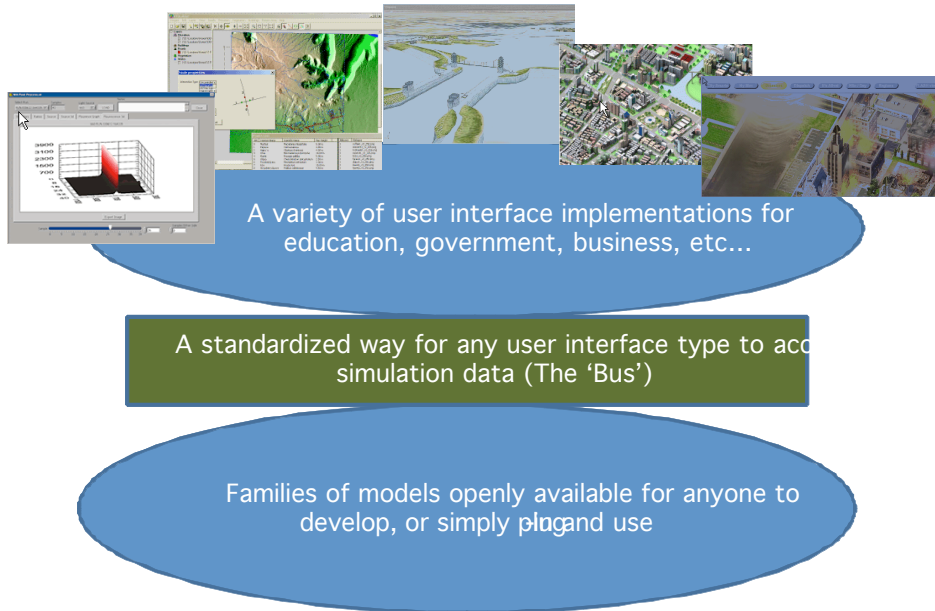


# Open Community Sustainability Simulation

*from mental models to mass market*



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## Executive Summary:

OCSSim is an effort to

1. develop a science-based System Dynamics model to explain sustainability of global environmental effects (focusing on the topic of global warming)

AND...

2. present the interface in a friendly, engaging style that attracts deeper engagement...from a variety of audiences and to a variety of depths

AND...

3. do so in a manner that is widely sustainable itself....i.e. does not become an isolated, one-off technology demonstration but which enables emergent, collaborative, community-based enhancement

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## Sponsors:

The OCSSim was originated by a cross-section of representatives from Industry and Science:

- Marv Adams, CIO, Citigroup
- Peter Senge, MIT, noted author and proponent of Systems Thinking
- John Sterman, MIT System Dynamics Group
- Andrew Jones, Sustainability Institute
- Tom Fiddaman, Climate Modeler, Ventana Systems

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## OCSSim Value

- OCSSim is most focused on science/modeling for accuracy.....seeking to add value and capability to sustainability modeling efforts and to partner with those who are better equipped in their domains such as game and UI design.
- The OCSSim team has credibility with and links to industry and science areas that are crucial to ensuring a 'climate simulation' offering has applicability beyond the usual casual interest or short term hype.
- The OCSSim team is seeking to develop an open community of partners that can rapidly innovate upon and speed adoption by a wide range of participants (contributors and users).

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## OCSSim Opportunities

OCSSim is currently completing its first phase of modeling and demonstrations. We are seeking partners and contributors in the following areas:

- Organizations (corporations, education institutions, etc.) to act as sponsoring users to drive requirements, use cases, and suggest user interfaces that particularly appeal to their constituency and environment.
- Technical contributors to help design the overall (open) architecture for OCSSim, to facilitate is iterative implementation, innovation, and open community extensibility
- Marketing partners interested in leveraging the OCSSim offering for particular purposes such as contests, product enhancements, or public policy promotions.

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## Contacting the OCSSim team

To contact OCSSim contact Andrew P. Jones at the Sustainability Institute [www.sustainer.org](http://www.sustainer.org) at 828-236-0884 and [apjones@sustainer.org](mailto:apjones@sustainer.org)

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## Sample uses of OCSSim

### ***Community education***

Teaming with the National Oceanic and Atmospheric Administration (NOAA), OCSSim could leverage their 'Science on a Sphere' technology <http://sos.noaa.gov/> to dramatically demonstrate the global climate effects of certain scenarios based on OCSSim models.



### ***Corporate Responsibility***

Teaming with major corporations, OCSSim could help craft models specific to their environmental interests and responsibilities, demonstrating the effects of certain policies.