



SYDIC Chapter Report on the FIRST INTERNATIONAL SYDIC WORKSHOP

January 21-22, 2014 – Rome, Italy

System Dynamics Italian Chapter (SYDIC)

**1st INTERNATIONAL SYDIC WORKSHOP
ROME 2014**

"System Dynamics for
Policy Assessment & Strategy Development"

Roma, 21-22 January 2014

Department of Computer,
Control & Management Engineering
"Antonio Ruberti" (DIAG)

University of Rome SAPIENZA

A 3D rendering of a Slinky toy spring, colored with a gradient from pink at the bottom to yellow, green, and blue at the top. It is shown in a curved, S-shaped position against a white background.

With this report the System Dynamics Italian Chapter would like to summarize and share with the SD Society the event of *First International SYDIC Workshop*.

The Workshop has been held in Rome on January 21-22 and was hosted by the “Sapienza” University of Rome at the premises of the Dipartimento di Ingegneria Informatica, Automatica e Gestionale “Antonio Ruberti”.

The workshop was chaired by the SYDIC president, Stefano Armenia (“Sapienza” University of Rome). The organizing group also included dr Alberto S. Atzori (organizing chair; University of Sassari), Prof. Roberto Baldoni (workshop chair, University of Rome “Sapienza”), Dr. Antonio Passarelli (workshop manager; Nesea s.r.l.), and other hired staff that helped to prepare and manage the workshop rooms, the participants reception and welcome, coffee breaks and lunches, and to assist the audio and recording support.

Overall, among paying attendees, people from the organization, keynote speakers and special guests, around 60 people attended the workshop. This figure includes academics and students, private and public managers, practitioners and consultants, which took part to the workshop. In terms of attendance and interest also from the international community, it has been the most important Italian SD event since the Palermo Conference back in 2002!

At the moment, the success of this event is in line with the general goal of the Italian Chapter to enlarge the SD Italian community, especially by disseminating the SD culture and possible applications as well as by enhancing the link among people, which are working on proximate topics, in order to stimulate a synergic effect of collaboration opportunities. The workshop was designed taking into account exactly those purposes. The aim of the workshop was focused on the uses of “System Dynamics for Policy Assessment & Strategy Development” and it was mainly aimed at building both new capacity in SD modelers as well as developing further the field by disseminating the culture of System Dynamics as well as its possible applications.

First Day

- On the first day, an intriguing teaching session was held in the morning by Kim Warren. Kim’s keynote was focused on how to leverages standard models for impact and value. The session addressed the importance of stocks and flows diagrams with proven structure versus causal loop diagrams to model similar problems in different field. It was very helpful to summarize the modeling process and to refresh some of principles of diagram annotation to experts and inexpert modelers,
- In the afternoon session, 9 success stories were presented by several workshop participants and keynote speakers (*Kim Warren - Strategy Dynamics Ltd., Marco Lupo - Takeda Pharmaceuticals, Riccardo Onori - NESEA Srl, Stefania Migliavacca - ENI Corporate University, Anna Cagliano - Politecnico di Torino, Angelo De Angelis - Joint Services Staff College of the Italian Armed Forces, Edoardo Mollona - University*

of Bologna, Pål Davidsen - Bergen University, Craig Stephens - Greenwood AG, Habib Sedehy -, Link Campus International University of Rome).

Presented speeches included SD applications on model use, marketing, diffusion of mobile apps, national energy and CO₂, military strategies, industry dynamics, workforce hiring, health and SD and innovations.

- At the end of the first day, a round table chaired by Habib Sedehi and joined by Kim Warren, Pål Davidsen, Edoardo Mollona, Andreas Harbig and Craig Stephens addressed new frontiers and opportunities for system dynamics modeling in research and consultancy. It was based on few questions and affirmations on SD that were addressed by opinions and tips given by involved experts.
- A relaxed social dinner followed in a nice restaurant, right in front of the beautiful Colosseo! It allowed to strengthen the relationships among the participants and moreover among the various SYDIC members, who attended the event.

Second Day

- On the second day, an engaging teaching session was held in the morning by Pål Davidsen. His speech was oriented to introducing the basis of SD modeling, briefly introducing SD, presenting basic system structures and describing a case study on market growth.
- In the afternoon, a valuable modeling “hands-on” sessions completed the study of the market growth case and implied some modeling practice from the participants. The case study deepened the shifting the burden “archetype” using a workforce determination model for a given business operation.
- The hands-on session was supported by iSee Systems who provided a 30 days workshop version of iThink® that was used during the modeling practice.
- Additionally, a SYDIC members meeting was organized in order to discuss the event and further objectives and opportunities. In fact, besides the great keynotes, another added value from the workshop was the opportunity for SYDIC members to meet together and share the common wish of future collaborations in multidisciplinary projects linked by the use of SD methodology. Priorities were renowned for: registration of SYDIC as a “Cultural Association” also for the institutional Italian law system; model sharing; improvement of webinars for SD learning opportunities; collaboration in multidisciplinary projects including SD methodology; improvement of SD utilization by consultants; organization of at least one event per year in order to create a more synergic SD group in Italy.

Workshop Economics

From an economical point of view, details on incomes and expenses are reported in Table 1. In particular, the highest contribution was from the fees paid by attendees although the SDS contribution and sponsorship determined the most important and crucial part of the workshop budget.

Expenses were mainly oriented to the Workshop organization and related expenses, speaker costs, workshop materials and recordings of the workshop (to have the opportunity to share the lectures given by experts to the overall SD community).

Table 1. Sheet of workshop economic balance.

| BUDGET ITEMS | IN (€) | OUT (€) | Notes |
|---------------------------------------|--------------------|--------------------|---|
| Attendees paid fees | € 3.030,55 | | After VAT and taxes |
| Greenwood's sponsorship | € 2.440,00 | | |
| Engineering Sponsorship | € 1.500,00 | | |
| NESEA sponsorship | € 858,03 | | |
| SD Society funding | € 2.546,06 | | \$3.500,00 (Society's funds) |
| Management Activities | | € 1.600,00 | Workshop Website Design, Marketing & Communication Design, Contacts Acquisition, Mailing Lists definition, Mailing Management, Marketing Materials preparation, Sponsorships retrieval, |
| Organizational coordination | | € 1.650,00 | (1 person working for three months on all the logistics and organizational issues) |
| Pre-Workshop Activities | | € 600,00 | Materials preparation, Keynotes management |
| Catering (lunches + coffee breaks) | | € 3.120,00 | |
| Workshop Materials (typography) | | € 430,00 | |
| Workshop Materials (photocopies) | | € 354,26 | |
| Workshop Materials (folders + badges) | | € 73,77 | |
| Hotels (Warren + Davidsen) | | € 127,27 | |
| Flights (Davidsen) | | € 341,16 | |
| Flights (Warren) | | € 250,00 | |
| Transfers (shuttles from/to airport) | | € 192,00 | |
| Main Speakers fees (500€/speaker) | | € 1.000,00 | K. Warren & P. Davidsen |
| Workshop Website Implementation | | € 310,00 | Coding & testing |
| Software Mailing List Studio | | € 120,00 | |
| Desk & Workshop Assistants (x2) | | € 200,00 | |
| Various expenses | | € 40,00 | |
| TOT | € 10.374,64 | € 10.408,46 | |
| DELTA | -€ 33,82 | | |

Partnership

It is worth mentioning that the workshop was organized in partnership with the Business System Laboratory (B.S.Lab - www.bslaboratory.net) which, during the following days, organized the 2nd International Symposium of Systems Thinking For a Sustainable Economy (January 23-24, 2014, Universitas Mercatorum, Rome, Italy). Such a partnership allowed to SYDIC and B.S.Lab to do some respective events co-marketing and was a prelude to some future beneficial collaboration. As result of this, a special SYSTEM DYNAMICS track will be organized during the 3rd International B.S.Lab Symposium on "Systems Thinking For a Sustainable Economy - Advancements in Business Management: Towards a Systemic Approach" (January 21-23 2015 – Perugia - Italy).

As a final remark, the SYDIC policy council and all SYDIC members would like to thank the INTERNATIONAL SYSTEM DYNAMICS SOCIETY for their financial support in the organization of the *First International SYDIC Workshop*, providing some funding for the Field Development action.

We would also like to thank our sponsors:

- **Engineering Ingegneria Informatica S.p.A.** (coffee breaks)
- **Unified Communications** (streaming facilities)
- **Greenwood Strategic Advisors AG** (workshop lunches)
- **NESEA** (administrative support and materials production)
- **iSee Systems** (Workshop version – 30days trial – of the iThink® software)

From the SYDIC policy council's point of view, it has been noted an increasing attention towards certain modeling techniques which might be able, in these days, to give "new" answers to old and destructive problems. As an impact of this workshop, and from the first signals that we are receiving already in these weeks, we expect to witness an increase of activities both at academic, public and private level in the upcoming years here in Italy, and the SYDIC will try to do its best in order to facilitate, support and disseminate further the SD methodology both in Italy and abroad.

- Additional info on the event at the following URL: www.systemdynamics.it/workshop2014 (all workshop related documents, videos and pictures to be published soon, also on the upcoming brand new SYDIC website – online publication will be notified in due time)
- Also, *momentarily*, it is possible to access all workshop videos at the following URL: <http://www.livestream.com/joincast>

An excellent level of comments on the workshop was given by the attendees. An higher number of attendees is expected to next year's workshop