Initial Ideas:

We have chosen the Altria Group as our focus on analyzing their transition required to comply with the Paris Agreement goals. Altria has made statements on committing to reducing their environmental impact, such as decreasing their CO_2 emissions by 15%, waste sent to landfills by 25%, and achieving 50% water neutrality by 2025. We can cross-analyze current environmental goals with actual implementations to achieve said goals in order to understand the extent of their approaches, and whether or not they focus on a systems-thinking perspective. Focusing on expanding research in air quality, cigarette waste, and alternative materials for e-cigarette usages would help close a number of gaps that currently exist in the research of the environmental impact of electronic cigarettes. An important part of this process is understanding of the system and life cycle of e-cigarette pods with the goal of finding ways to minimize the waste impact they currently pose. We would like to analyze prospective marketing opportunities for implementing sustainable practices at the core of Altria's business model and how this could potentially have a positive effect on sales and stakeholder engagement. Furthermore, we could possibly implement a cigarette waste system, perhaps using better alternatives for cigarette buds in order to decrease environmental effects. We also believe that increasing transparency and accountability in the harmful environmental effects of cigarette and e-cigarette usage is a way to comply with the goals stated.

RAZ's NOTES:

Hi team,

Good work overall. Here are my comments:

Part 1 - you chose a very interesting event for this part of the assignment. Overall your analysis very good, showing the complexity and connections of the system. In mental models, which can be considered as "the attitudes, beliefs, morals, expectations, and values that allow structures to continue functioning as they are" (https://nwei.org/iceberg/) I would consider adding our view on the connections between weather (snow) and climate change and the difficulty we have to connect the dots in a way that will accurately reflect systemic causation (going back to the reading from the second class - George Lakoff - How Systemic Causation Affects Sustainability (2015) (video) http://bit.ly/2VZmOCd).

One point that could be further explained in your reflection was the use of leverage points. You refer to climate change as a leverage point but don't explain which of the 12 leverage points is it and how it can be actually used - how do you get the public to care about the subject and further take action" as you suggest? (-3 points).

47/50 points.

Part 2 - good work on the map and the leverage points. I would try though to show how Green Monday works on driving positive feedback loops and strengthening negative feedback, especially with regards to the latter that is not

as clear from your analysis. (-2 points). The future scenario, especially the school meal program brings to mind the Social Pathways and the example given in the video - http://bit.ly/2G5w7Lo). Good ideas!

48/50 points.

Total: 95/100 points. This assignment is 15 points, so your grade for the assignment is 14.25 points (95%). Well done!

Feel free to email me if you have any questions.

Best,
Raz