

Information about how to access simulation model and model runs in Vensim



The simulation model is implemented in Vensim (© Ventana Systems, Inc.) DSS x64, Version 10.0.0. The files needed to run the model and replicate the analyses are available for download here. They can be opened and viewed with VensimReader software, which is freely available at <https://vensim.com/vensim-model-reader/>. Users can simulate the model with scenarios they create or they can load model prior runs (i.e., such as those described in the accompanying paper).

In VensimReader, open either the ‘Propagation Model v20.vpmx’ or the ‘Propagation Model v20.vmfxf’ file. To test your own strategies, name the run (e.g., “my strategy”) in the white

box  and click on the SyntheSim  icon, both in the upper toolbar.


If you have used the run name before, overwrite the run or choose a new run name. You see small graphs over all dynamic variables and sliders, created for all the constants. As you move a slider, the model simulates in real time and the graphs are automatically updated.

To load previously saved model runs, download model runs and the model file to the same folder. In VensimReader, model runs can be loaded using settings in the “Control Panel.”

Click on the  icon in the header row to open the “Control Panel”. The “Available datasets” shows model runs that can be loaded. To load a run, highlight the run by clicking on it once. Then click once on the green arrow  in the center pointing to “Loaded datasets”. The run appears in the box “Loaded datasets” and is now loaded. Model outputs for loaded runs are shown in graphs for adopters, ambassadors, and users over time.

The order of runs in the “Loaded datasets” with the arrows in the center of the “Control

Panel”: , , , , , and .

To unload a run, highlight it in the “Loaded datasets” and click on the green arrow  pointing to the “Available datasets”. Once it appears in “Available datasets”, the run is unloaded.

An interactive version of the model implemented in Stella Architect (© isee systems) is also available at:

<https://exchange.iseesystems.com/public/florian-kapmeier/sustainability-education-propagation-simulator>.