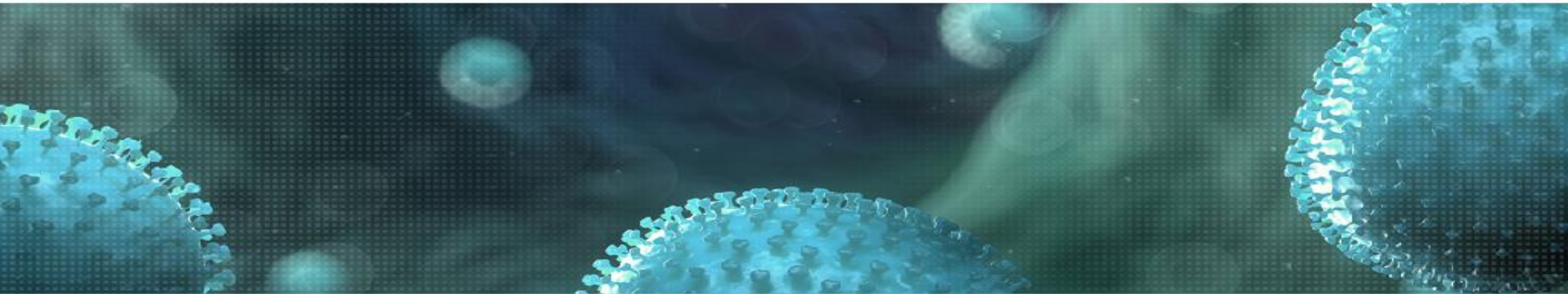


Erasmus MC



**Viroscience lab**  
WHERE SKILLS MEET TO STUDY & PROTECT



## Going global: the ongoing adaptation of the Goose/Guangdong lineage of highly pathogenic avian influenza virus to wild birds

Thijs Kuiken

ESVV, Ghent, 23 September 2022

# Outline

- Holistic and historic introduction to poultry sector and HPAI
- Inexorable world-wide expansion of Gs/Gd H5 HPAI
- Need for transformative changes to deal with HPAI and reach sustainability in poultry sector
- How veterinary virologists can contribute to these transformative changes

# Need for transformative changes

(IPBES 2019, IPBES 2020, IPCC 2019, IPCC 2021)

- “Goals for ... achieving sustainability cannot be met by current trajectories, and ... may only be achieved through **transformative changes**: a fundamental, system-wide reorganization across technological, economic and social factors, including paradigms, goals and values.”
- “By its very nature, transformative change can expect **opposition from those with interests vested in the status quo**, but such opposition can be overcome for the broader public good.”
- “A key component of sustainable pathways is the evolution of global financial and economic systems to build a global sustainable economy, **steering away from the current, limited paradigm of economic growth** ... such as gross domestic product to include those able to capture more holistic, long-term views of economics and quality of life. ”
- Approved by 138 IPBES member states, including EU countries.

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## ΔELTA-FLU

