

Shaping the Future of Media, Entertainment and Sport

# Defining and Building the Metaverse

# Our Mission

**Defining and Building the Metaverse** aims to outline the parameters of an economically viable, inclusive and safe metaverse, focusing on two core areas: governance, and economic and social value creation.

This community will work together with the following objectives in mind:

- Surface technology and policy harmonization
- Understand economic impact and use cases
- Co-design needed frameworks for responsible deployment

The intention is to foster peer to peer learning at an immediate, cross-sector level, and have a diversity of voices influencing the development of general frameworks and best practices. Ultimately, the goal is for engaged organizations to adopt, adhere to and implement the principles developed by the community.



# Initiative Framework

This framework aims to guide the initiative's focus to provide intelligence on the enablement of an economically viable metaverse via harmonized regulation and technological innovation, with ethics at its core.



# Two Tracks of the Initiative



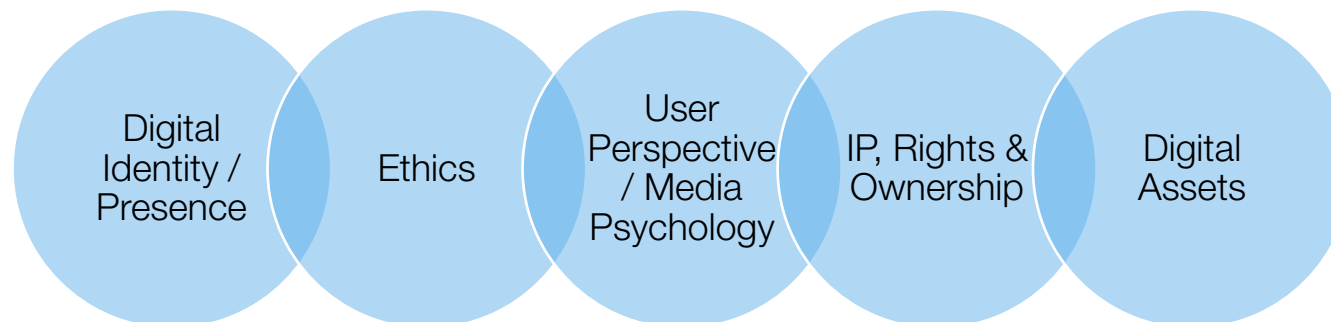
## Governance

- Recommend policy frameworks for global and responsible technology deployments
- Promote equity, inclusion, diversity and accessibility
- Ensure economic opportunity and interoperability while preserving privacy, security and safety



## Value Creation

- Map new value chains and business models across industries
- Identify potential future states of work, education and civic life
- Analyse the impact and risks of developing the metaverse to society & culture

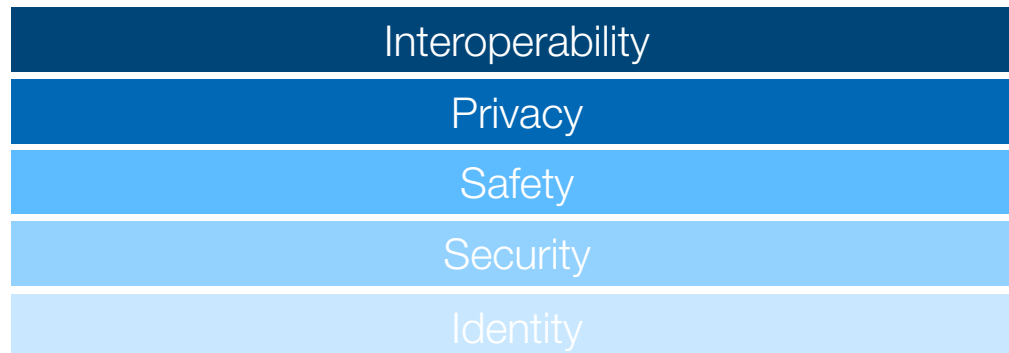


# Workstream Goals



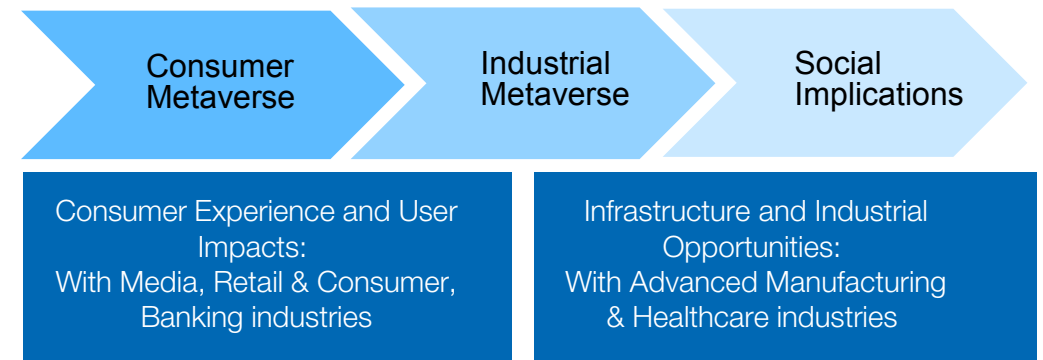
## Governance

- Outputs: The pillar will publish three briefs on the following areas of focus, with a final white paper detailing a perspective and framework approach for the metaverse in 2024.
- Participant Profiles: typically VP/SVP level in government affairs, public policy or product.

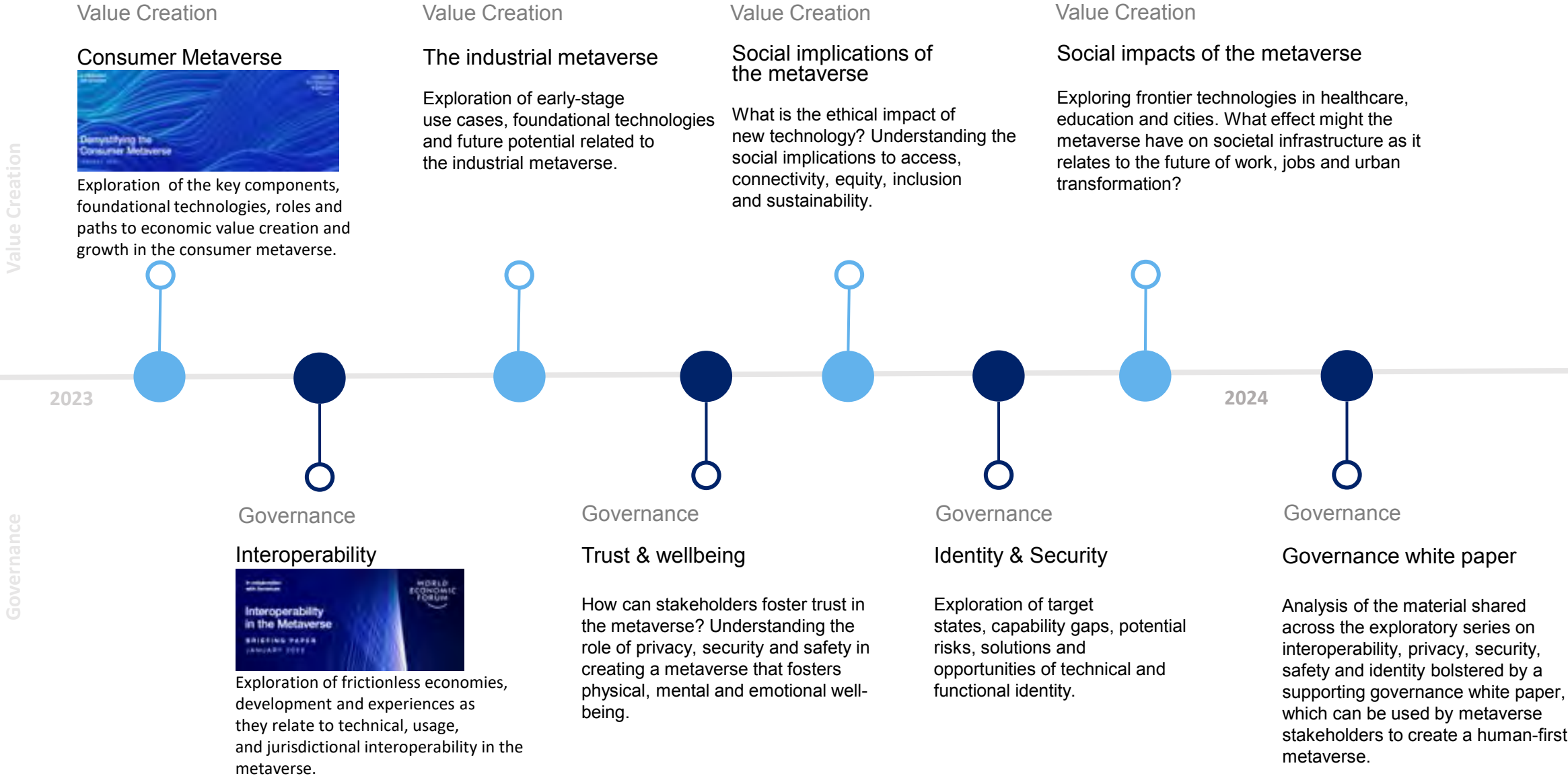


## Value Creation

- Outputs: The pillar will take the form of an ongoing dialogue series, accompanied by regular publications.
- Participant Profiles: typically VP/SVP level in strategy, business development, monetization and/or new technology



# Timeline



# Steering Committee Members



**Julie Goldin**  
Chief Product and Marketing Officer, LEGO Group



**Mansoor Hanif**  
Head of Interconnectivity, NEOM



**Tony Paris**  
Chief Product Officer, Lamina1



**Judson Althoff**  
Chief Commercial Officer, Microsoft



**Phil Chen**  
Chief Decentralized Officer, HTC-VIA



**Huda Al Hashimi**  
Deputy Minister of Cabinet Affairs for Strategic Affairs, Office of the Prime Minister of the UAE



**Nick Clegg**  
President, Global Affairs, Meta Platforms, Inc.



**Marwan Bin Haidar**  
Executive Vice-President, Innovation and the Future, Dubai Electricity and Water Authority (DEWA)



**Peggy Johnson**  
Chief Executive Officer, Magic Leap



**Hugo Swart**  
Vice President and General Manager, XR, Qualcomm



**Brittan Heller**  
Fellow, Democracy and Technology, Atlantic Council



**Stephanie Burns**  
SVP and General Counsel, Sony Interactive Entertainment



**Philip Rosedale**  
Co-Founder, High Fidelity



**Julie Inman-Grant**  
Commissioner, Australian eSafety Commission



**Jeremy Bailenson**  
Professor, Stanford University



**David Chalmers**  
Professor of Philosophy and Neural Science, New York University



**Artur Sychov**  
Founder and CEO, Somnium Space



**Adam Caplan**  
SVP, Emerging Technology, Salesforce



**Nuala O'Connor**  
SVP and Chief Counsel, Digital Citizenship, Walmart



**Dr. Inhyok Cha**  
Group Chief Digital Officer, CJ Corporation



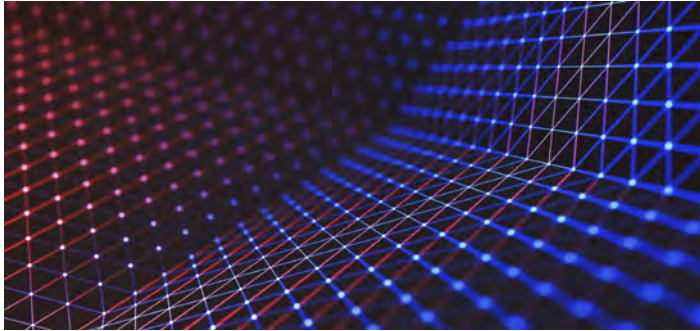
**Yat Siu**  
Co-founder and Chairman, Animoca Brands

# Select Partners





# Upcoming Meetings



**March 23, 2023**

**Governance Steering  
Committee Meeting**

16:00-17:30 CET

Virtual

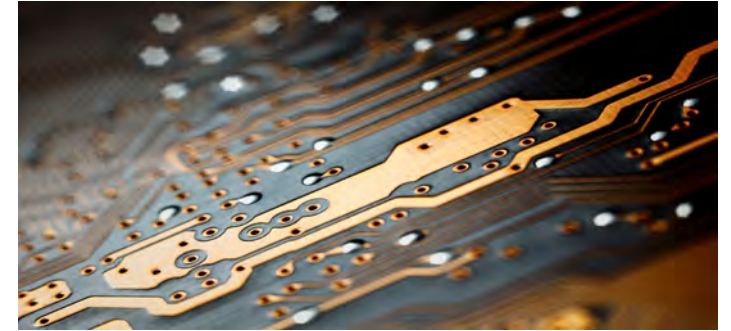


**March 28, 2023**

**Value Creation Working  
Group Meeting**

16:00-17:30 CET

Virtual



**April 6, 2023**

**Governance Working  
Group Meeting**

16:00-17:30 CET

Virtual

# Recent Publications



## Interoperability in the Metaverse

[The governance briefing paper](#) focuses on interoperability, which is founded on the ability for users to participate across environments and technologies, for data to circulate freely and securely and for systems to exchange information seamlessly. For the metaverse to operate seamlessly, it will require interoperability for users to move, create, transact and participate across different platforms and localities.

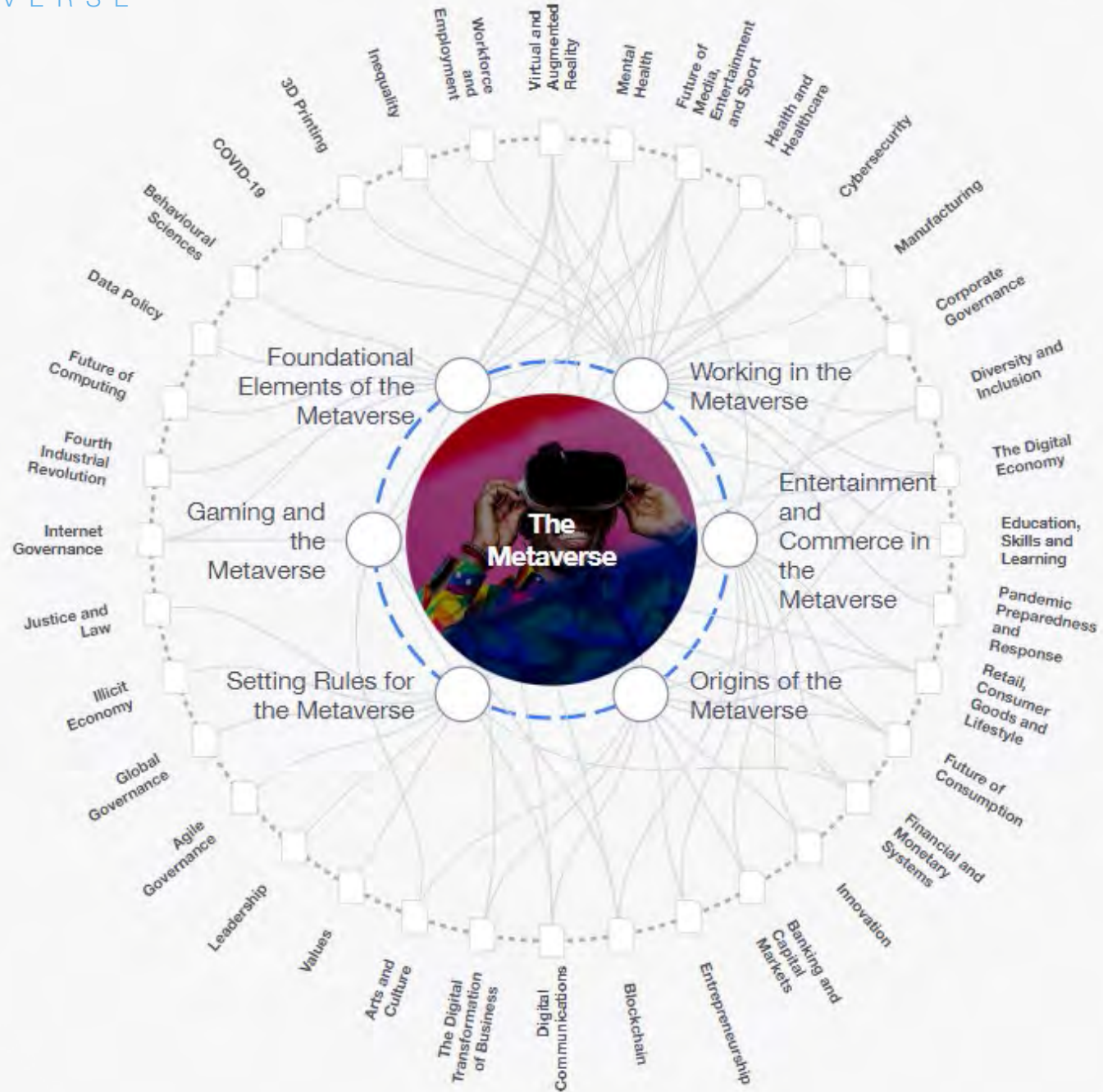


## Demystifying the Consumer Metaverse

[The value creation report](#) is on consumer applications, exploring key components, foundation technologies, roles and paths to economic value and growth. Due to their experimentation, incubation and creation of new behaviours and business models, the work of consumer organizations can serve to inspire and illuminate changes that other industries may experience.

# Transformation Map

The Forum's [Metaverse Transformation Map](#), part of Strategic Intelligence, is an interactive data visualization tool that helps you identify and analyze the impact of the metaverse on your business and broader society.



# Contacts



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Project Lead



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Community Specialist



**Connie Kuang**  
Project Lead



**Cathy Li**  
Head of Platform



**Stephanie Llamas**  
Project Lead



**Erin Parsons**  
Project Specialist



**Hesham Zafar**  
Community Lead

WORLD  
ECONOMIC  
FORUM

A blue circular graphic element, resembling a stylized globe or a partial circle, is positioned behind the text. It starts on the left side, curves around the top and right, and ends on the bottom side.

# Definitions: Metaverse

A **metaverse** is a network of 3D virtual worlds focused on social connection. In futurism and science fiction, it is often described as a hypothetical iteration of the Internet as a single, universal virtual world that is facilitated by the use of virtual and augmented reality headsets.



# LightSchool Curriculum

LightSchool, a product of **Whose Metaverse?**, is a community space—a physical and digital learning platform for students to learn, connect, collaborate, co-create, and share. The platform can be accessed through our network of immersive tech garages as well as through any internet-connected device.

LightSchool is creating a pipeline of students who will be better equipped for college and job opportunities. Students earn certificates of completion for each course and form lasting relationships with fellow students and faculty. And the broader community of friends and families are invited to student showcases, screenings, and exhibitions.

This document contains the curriculum on LightSchool and the faculty that develops and teaches the courses. Each course contains multiple learning modules, often building on each other. Courses range from aspirational to technical and include opportunities for students to create and share what they make with the LightSchool community, and beyond.

**LightSchool**

# Why Use Virtual Reality



In many situations, it is **not feasible** to train in the real world...



In others, **VR training can shorten the training cycle**, getting employees out in the field and **producing results more quickly**



# Advantages of VR Training



True-to-life experiences enable realistic interactions



Leads to discussion for further learning



Use anywhere and as often as needed

# CASE STUDY: WORKPLACE INCLUSION

Development Dimensions International (DDI), a global leadership consulting firm, wanted to create a piece that made the user feel excluded in a workplace setting, creating a visceral response and driving home the need to create more inclusive workplace environments.

We created a voice-activated VR piece where the user is systematically ignored, contradicted, and written off, all in a subtle and relatable way. Working with award-winning director Gabo Arora, we made a piece that has evoked a powerful response in users.

One man said the piece was, “not a conversation, but an emotional experience”; he later reported that he now calls on equal numbers of men and women in every meeting that he leads.



# CASE STUDY 1: CHILD WELFARE

Accenture's Health and Public Service division wanted to use VR to accelerate training for social workers to get them experienced in the field more quickly.

The result is a 20-minute long voice activated VR experience that allowed users to ask questions and get answers based on the questions they chose. At the end, the user had to decide based on the information they had whether it was safe to leave the child in the home.

The piece resulted in a 31% decrease in caseworker turnover in the state of Indiana and a 75% decrease in training costs in the state of Georgia.



# Case Study: KLM

KLM developed a virtual reality training for pilots who fly short-haul for its subsidiary company Cityhopper.

The training consists of three parts and starts in a virtual cockpit, where the pilot can become familiar with the aircraft and the controls. The second part is a 360° instructional video in which the pilot is behind the controls. Finally, there is a virtual walk-around, composed of 360° photos, where the pilot can walk through and around the aircraft.



# Case Study: KLM

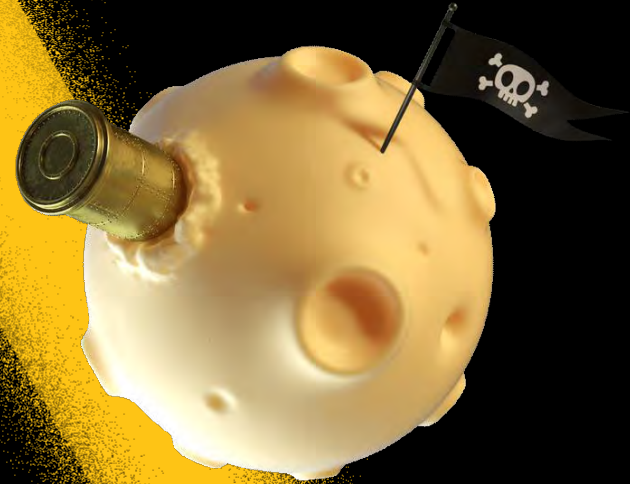
As a result, training is more accessible thanks to virtual reality simulations, as pilots can use the training outside of the classroom or simulator. The VR training ensures more effective use of time and saves costs by keeping aircrafts clear from training. The pilots benefit from the training, which is why KLM wants to have it certified by EASA. According to the airline, VR training will replace some of the standard training, such as classroom instructions and “textbook learning”.\*

\*[https://www.vrowl.io/learning\\_inspiration/klm-pilot-vr-training/](https://www.vrowl.io/learning_inspiration/klm-pilot-vr-training/)





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Company



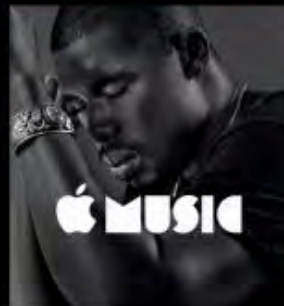


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**FAST COMPANY**

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**WORLD'S**  
MOST  
**INNOVATIVE**  
COMPANIES







CONSUMERS  
WILL  
ALWAYS PAY  
ATTENTION  
TO OUR  
TV ADS.



80s

CONSUMERS  
WILL VISIT  
OUR BRAND  
IF WE JUST  
MAKE IT A  
DOTCOM.



90s

CONSUMERS  
WANT TO  
BE OUR  
FRIENDS  
AND LIKE  
US ON  
FACEBOOK.



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CONSUMERS  
WANT US  
TO FOLLOW  
THEM WITH  
THEIR  
PERSONAL  
DATA.



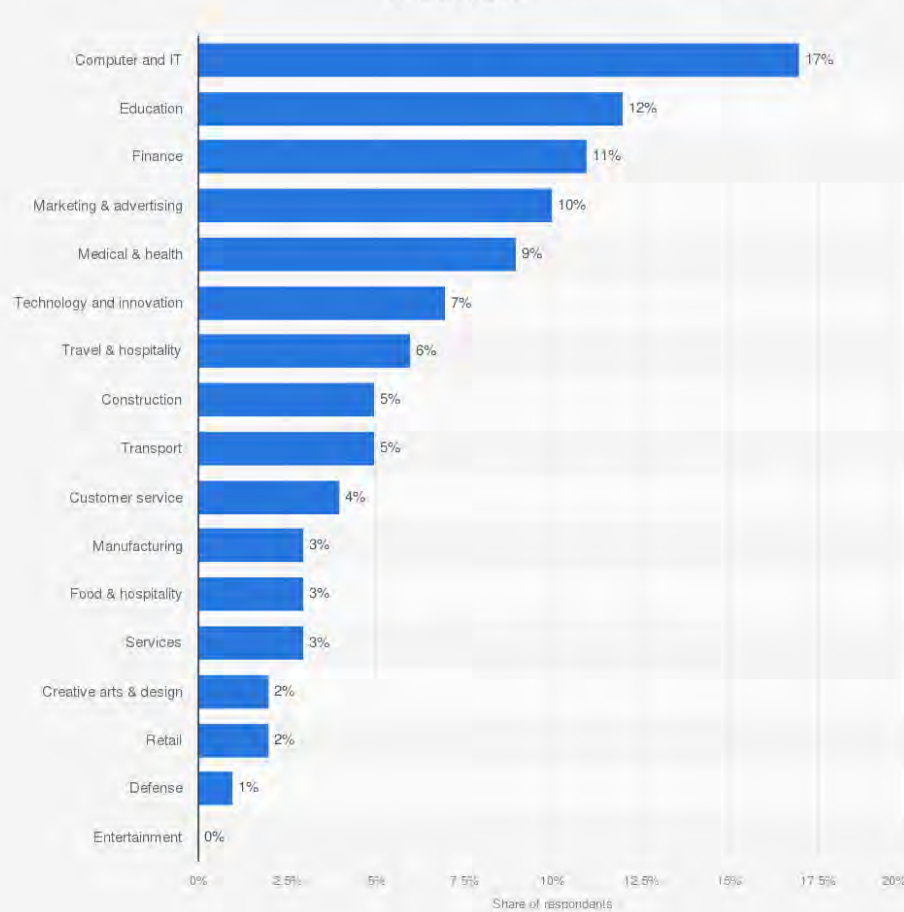
10s

CONSUMERS  
WANT TO  
HANG OUT  
WITH OUR  
BRAND  
IN THE  
METAVERSE.



20s

## Leading business sectors worldwide that have already invested in the metaverse as of March 2022



### Source

Sortlist  
© Statista 2022

### Additional Information:

Worldwide; February 24 to March 1, 2022; 200 respondents; companies that have already invested in the metaverse; worldwide