



# Imagining tomorrow

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Exploring the potential of virtual worlds

**Cristina Bueti**

Focal point for metaverse and  
smart sustainable cities

14 June 2024

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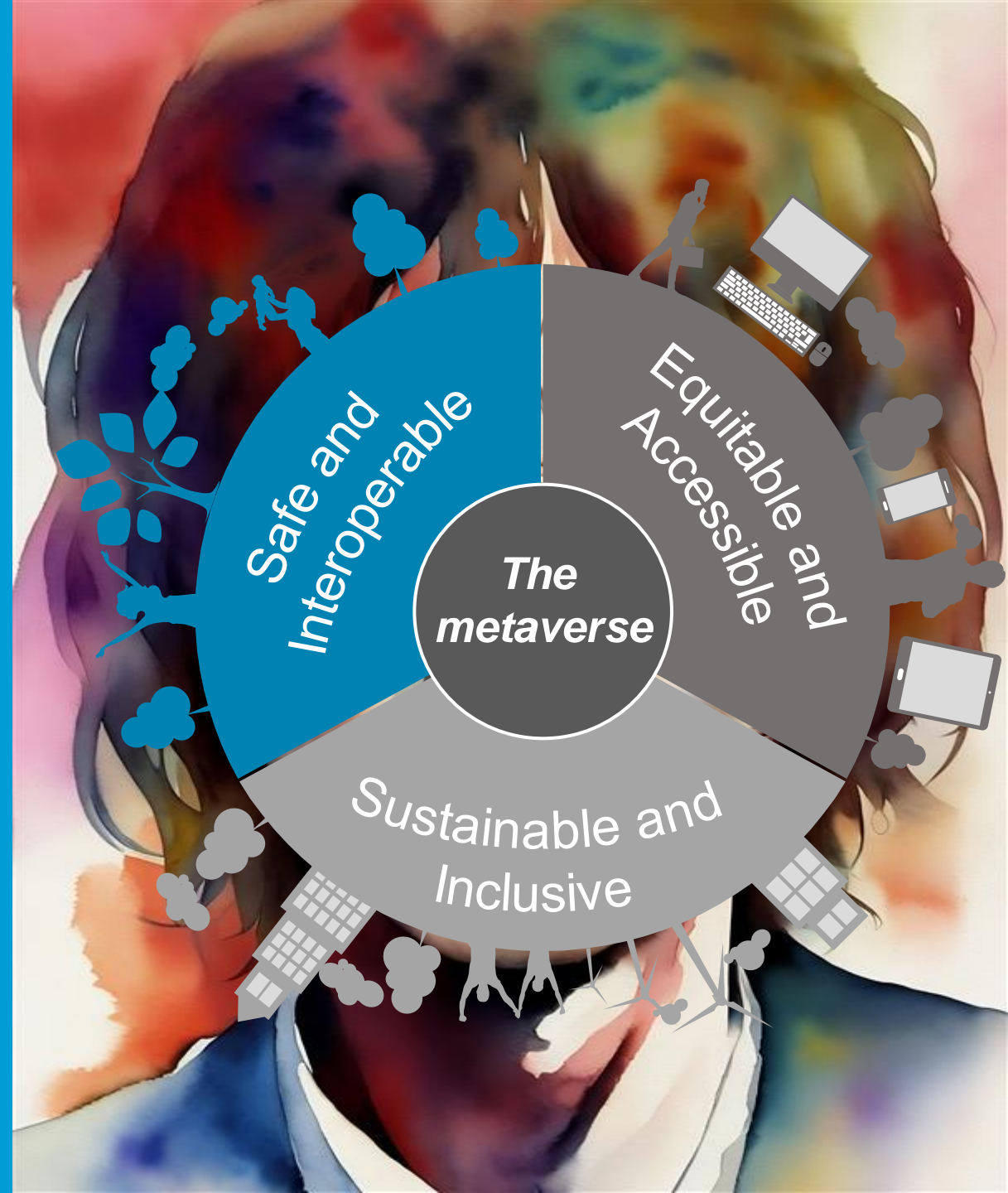
# Imagine all the people sharing all the world...

*Imagine there's no countries,  
It isn't hard to do.*

*Nothing to kill or die for,  
And no religion too.*

*Imagine all the people  
Living life in peace.*

- John Lennon, *Imagine*





# With this vision, ITU established Focus Group on metaverse (FG-MV)

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## FG-MV Meetings

Around the world

- Riyadh
- Shanghai
- Queretaro
- Geneva

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## Deliverables

Record-breaking  
FG-MV numbers  
made ITU history

7  
5

## Experts

From diversified  
background

- Government
- Industry
- Cities
- Academia
- UN entities
- ...

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## Forums

& 2 special sessions

- 2 Call to Action  
with a special  
focus in Africa  
and Europe

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## Participants

- Fostering  
international  
discussion and  
collaboration

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# 4 Virtual exhibitions and FG-MV meetings held in the metaverse

*Kindly provided by:*



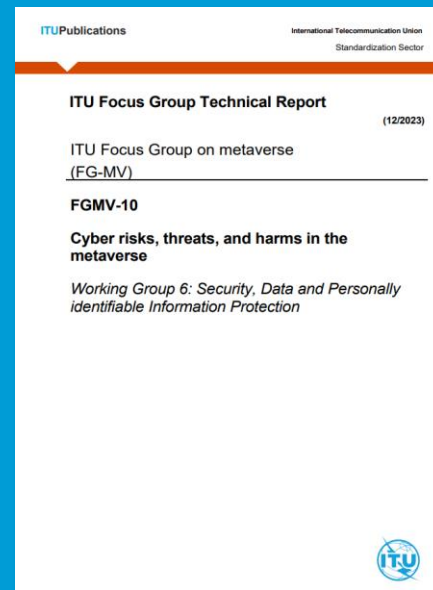
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# Built by people for people

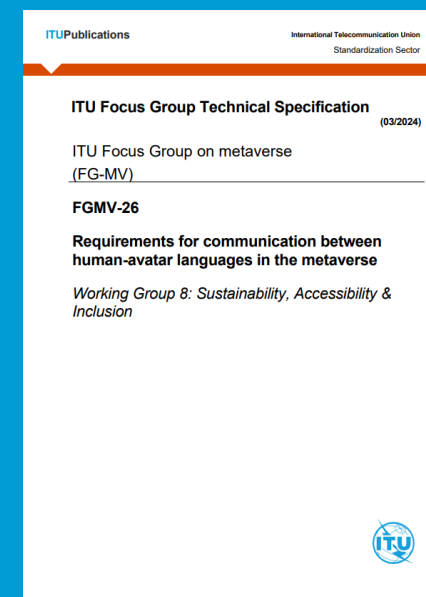
## *Metaverse tourism*



## *Cybersecurity and Child online protection*



## *Accessibility and Inclusion*



## *Industrial metaverse*



In collaboration with UN Tourism, UNICEF, WEF and many more...



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# The UN delivering as one

**UN Virtual Worlds Day**

*Harnessing the metaverse to advance the Sustainable Development Goals*

14 June 2024  
Geneva, Switzerland

 [itu.int/metaverse/un-virtual-worlds-day](https://itu.int/metaverse/un-virtual-worlds-day)

Supported by:    

In partnership with:                                          

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# The work doesn't stop here

## Global Initiative on Virtual Worlds – *Discovering the CitiVerse*

The Initiative will serve as a global platform that aims to foster open, interoperable, and innovative virtual worlds that can be used safely and with confidence by people, businesses, and public services.

Launched by:



UNICC






# Global Initiative - Key Pillars



## Pillar 1 – Bringing Virtual Worlds to Life:

- Strategic Guidance & Governance
- Security and trust
- Awareness Building
- Evaluation and Assessment



## Pillar 2 – Connecting Cities with the Virtual and Real Worlds:

- AI and Emerging Technologies
- Use-case Identification
- Sandbox Experiment Facility
- AI and Virtual Worlds Educational Toolkit



## Pillar 3 – Tunneling the CitiVerse:

- Network of Cities and CitiVerse for SDGs
- CitiVerse Challenge
- Talent Grants Programme
- Annual Training
- Annual Assembly





# Be a part of the journey

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