

## Global Initiative on Virtual Worlds and Al – Objectives

01

Serve as the avenue for developing normative frameworks addressing principles, enablers and governance for applying metaverse solutions in cities.

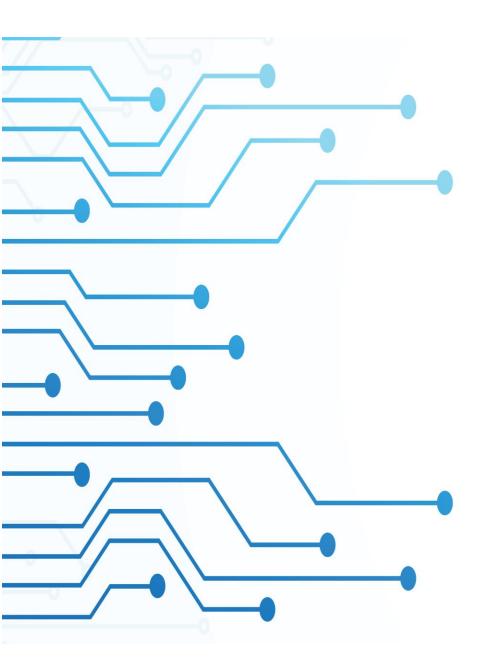
02

Provide training and hosts events to disseminate knowledge, raise awareness and share best practices and solutions among cities worldwide.

03

Deliver a sandbox environment to test, and experiment with metaverse scenarios in cities around the world.





#### **Use Case Identification Track**

The use-case identification track focuses on the collection and curation of **new use cases** pertaining to virtual worlds, including the adoption of digital technologies, such as **AI**, **VR**, **AR**, **digital twins and AI in cities**. The track beings together insights on the expected **opportunities**, **risks**, and **maturity horizons** associated with the use cases identified.

#### **Use Case Identification Track Experts**

Citiverse Use Case
Thematic Areas

**Louisa Barker -** ITU Use Case Identification Track Lead; Senior Research Manger, IDC; ESI Partner in Residence, Exeter University

Urban planning, place making and infrastructure

**Dr. Steffen Braun -**Deputy Director, Urban
Systems Researcher,
Fraunhofer IAO

Prof. Dr. Vanessa Borkmann

 Professor for Placemaking & Tourism, SRH Dresden
 Petr Suska - CIO, OICT
 Prague

**Taisha Fabricius -** Product Manager & XR Capability Lead, ESRI

Prof. Jennifer Schooling –
Professor for Digital Innovation
and Smart Places, Anglia
Ruskin University

City administration, services and public participation

Eva Holzova - Smart City Projects Manager, Brno City Michal Lakomski - Mayor's Proxy for Smart City, City of Poznan

Ricardo Goncalves – Head of Innovation, Investment and Strategic Planning, Municipality of Fundão Jukka Alander – Technical

Expert, Forum Virium Helsinki

Brandon Branham -

Assistant City
Manager/CTO, City of
Peachtree Corners

**Dr. Christoph Schubert** – Project Manager Digital City Unit, City of Leipzig

Economic development, education and tourism

Andreia Rosa Collard - Digital Transformation and Innovation Specialist, Regional Government of Madeira

**David Warden Sime –** Lead Innovation Strategist, Invantage Ltd.

Scott Dickson – Creative Content Director, GAI & Digital Media, Bold Digital Media Pty I td

Carlos Sousa – Senior Advisor,
Urban Economy Forum
Fabio Carbone – Tourism and
Peace Specialist/ Education in
Emergencies Humanitarian
Activist, Northampton University
Adeniyi Tinubu – CEO/GO
Nigeria Ambassador Huders

Field Property

Transport and mobility

Joe Appleton Smart Cities and Mobility Expert

Prof. Aleksanser Orlowski

 Gdansk University of Technology

**Segun Williams -** Special Advisor to the Governor of Lagos State

Carlo Capua – Chief of Strategy and Innovation, City of Fort Worth

Gintarė Janušaitienė – Senior Advisor, Ministry of Transport and Communications. Lithuania

**Grace Quintana –**Technology Director, Metro Bogota

**Anna Lisa Boni** – Advisor, Commune di Bologna Public safety, health disaster resilience

**Dr. Alison Brooks (PhD) -**Research Vice President, Public Safety Specialist, IDC

**John Apostolidis –** City of Toronto, Police and Emergency Response Specialist

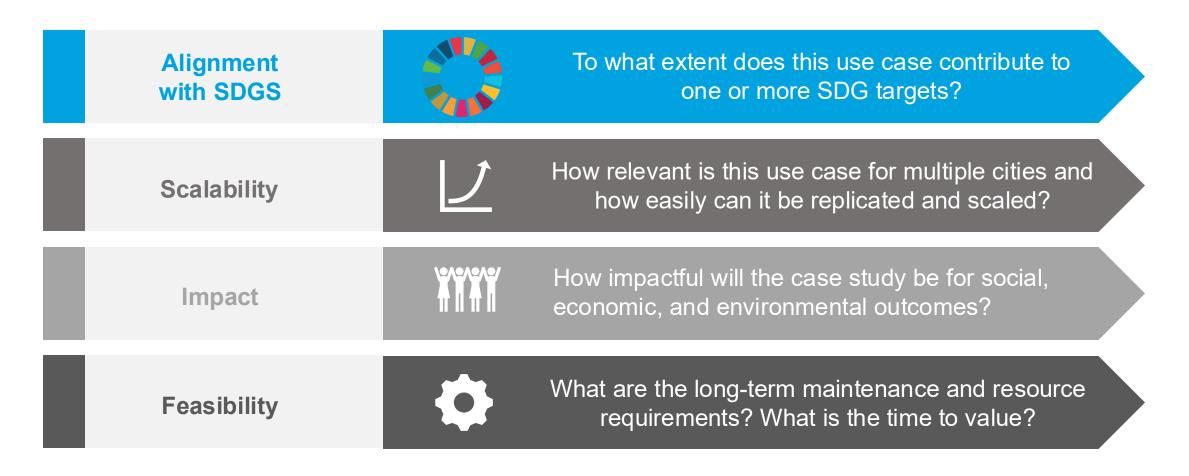
**Dr. Leonidas Anthopoulos** – Professor in e-business, University of Thessaly

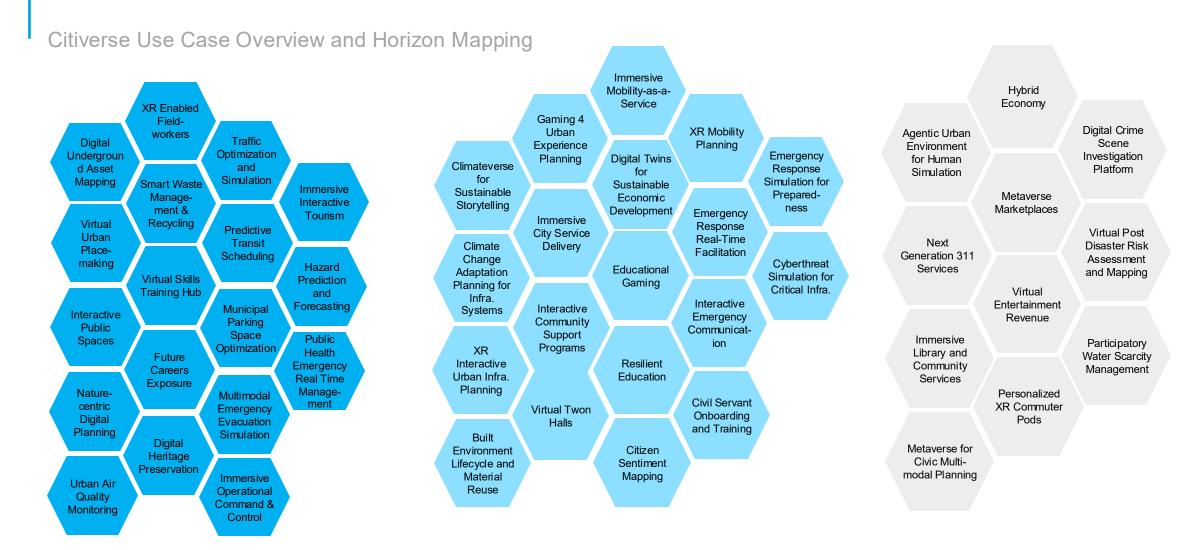
**Fabrice Klein** – Head of Innovation Projects, Port de Bordeaux **Andrew Schroeder** – VP of

Research and Analysis, Direct Relief **Kanika Kalra** – WHO, Technical Officer

**Queen Ndlovu –** CEO and cofounder of QP DroneTech, South Africa Flying Labs.

#### **Use Case Prioritisation**





**Horizon 1: Current Deployment** 

**Horizon 2: Piloting** 

**Horizon 3: Discovery** 

#### Citiverse Use Case Taxonomy Overview

https://www.itu.int/net/epub/TSB/2025-Citiverse-Use-Case-Taxonomy-Overview-Use-Case-Identification-Track/index.html#p=26



QRCode

The Citiverse Use Case Taxonomy Overview was launched at the second UN Virtual Worlds Day on 12 June 2025 providing participants with an opportunity to explore the evolving landscapre of Citiverse Use Cases and tangible examples of best practices from around the world.

**Shaping the Future** 

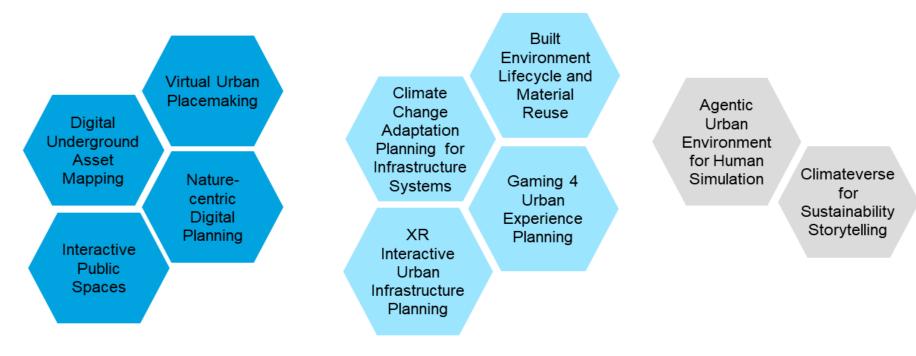
# Citiverse Use Case Taxonomy: Global Insights and Implementation Pathways

#### The overarching framework

Presents sector-specific insights and detailed use cases in the areas of Urban Planning, Placemaking and Infrastructure; City Administration, Services and Public Participation; Economic Development, Education and Tourism; Transport and Mobility; and Public Safety, Health and Disaster Resilience. A comprehensive reference designed to inform policymakers, industry leaders, city officials, and other stakeholders on the **opportunities and pathways for Citiverse implementation**.

**Shaping the Future** 

#### 1. Urban Planning, Placemaking and Infrastructure



**Horizon 1: Current deployment** 

**Horizon 2: Piloting** 

**Horizon 3: Discovery** 

Modern urban planning should be based on state-of-the-art urban technology and infrastructure that anticipate the evolution of energy, water, transport and security systems, fostering readiness and positive opportunities for future-proof cities.

**Shaping the Future** 

#### 2. City Administration, Services and Public Participation



**Horizon 1: Current deployment** 

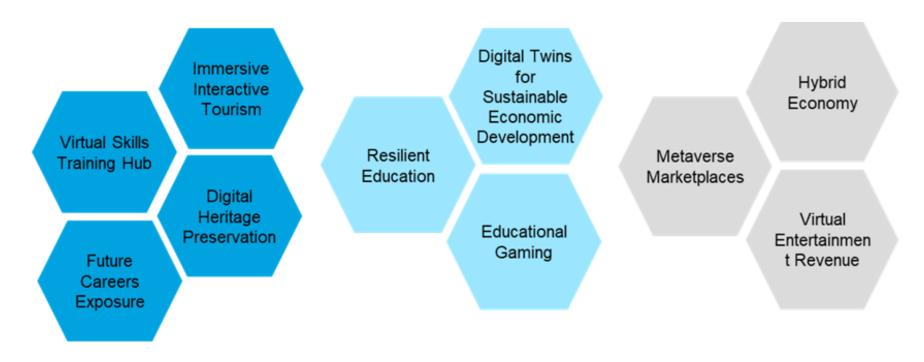
**Horizon 2: Piloting** 

Horizon 3: Discovery

Adopting digital technologies to transform governance, enhance public services, and foster meaningful citizen engagement through Public Service Delivery, Citizen Participation and Co-Creation, Sustainable City Operations, Transparency and Accountability
 1st Citiverse Assembly

**Shaping the Future** 

#### 3. Economic Development, Education and Tourism

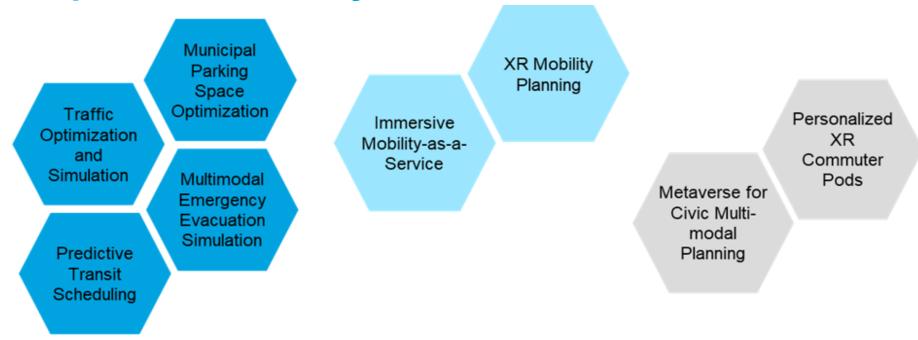


Horizon 1: Current deployment Horizon 2: Piloting Horizon 3: Discovery

Confluencing the digital and physical environments to transform how cities address the experiences and interactions of people with their learning, leisure, professional and business surroundings. Envision a world with a transformed economic system, a more effective and immersive education approach, whereby tourism is based on sustainable and cultural continuance impact.
1st Citiverse Assembly

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#### 4. Transport and Mobility

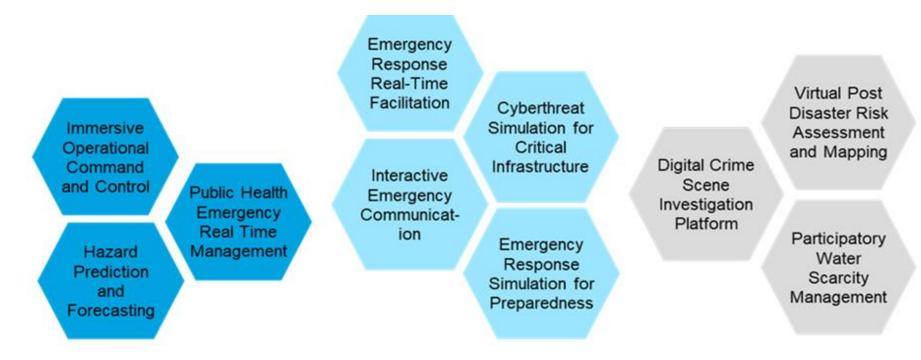


Horizon 1: Current deployment Horizon 2: Piloting Horizon 3: Discovery

Focuses on leveraging virtual worlds to transform the way people and goods move through cities, spanning from public transport, to active transportation and micro-mobility, private vehicles, urban logistics, freight and the transformation of stations, city ports and airports into integrated multimodal transport hubs.

**Shaping the Future** 

#### 5. Public Safety, Health and Disaster Resilience



**Horizon 1: Current deployment** 

**Horizon 2: Piloting** 

Horizon 3: Discovery

➤ The public safety, health, and disaster resilience thematic area focuses on harnessing virtual worlds to transform how cities protect and support their communities from emergency response, public health management, crime prevention, disaster preparedness and critical Infrastructure protection.

#### **How | COMMON GOALS**





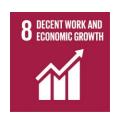






























**The FUTURE**: Predictive Forecasting | Optimization | Better Decision Making | Inclusion | Resilience | Sustainability | Post Disaster Recovery | Hybrid Economy | Real Time | Interactive | Immersive | Participatory | Adaptable | Balanced | Preservation | Heritage | Reuse | Support | Collaboration

Next Step to Action: Goal 17 PARTNERSHIPS FOR THE GOALS

#### Final Message to take



