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**World Metaverse Council launches at World Future Verse Conference, Lake Bled Slovenia, 1 October 2022**

Tadej Slapnik, Chairman of the Organizing Committee for World Future Verse Conference launched the Bled Declaration establishing the World Metaverse Council. The three day conference, the biggest Metaverse conference in Eastern Europe showcased start ups, policy makers, live entertainment companies and game developers and successful early use cases for the potential of the metaverse. With the development of 5G communication technology and XR technology, Metaverse has no space-time constraints and offers endless possibilities.

There is, as yet no world body bringing metaverse developers and creators together globally. In his announcement, he explained “ *with the advent of new, borderless, virtual worlds, we want to see the creation of worlds where human beings and their avatars shall enjoy freedom of speech and belief and freedom from fear and want. In founding the World Metaverse Council, we seek to promote the development of friendly relations between Metaverses and to form a common standard for Metaverses everywhere.”*

Diego Diego Gutiérrez Zaldívar, CEO & Co-founder @ IOVLabs, Argentina, told the conference,  *“we are at the early stage of the development of this transformational technology and it is important to strive for an open, transparent, interoperable, decentralized Metaverse accessible to all and to develop guidelines on data security, privacy, and rights and consumer protection, especially of children) in the Metaverse”.*

The World Metaverse Council will be open and decentralized and will promote collaboration to create an equitable, inclusive and truly decentralized Metaverse and maximize the incredible economic and social possibilities and minimize harms. A key initiative will be to promote teaching and education on Metaverse accessible globally. I will connect and merge resources, to accelerate the adoption of open, free Metaverses, promoting an open metaverse built on shared open source protocols, open infrastructure, and an open financial system.

Nena Dokuzov, Head of Project Group for New Economy and Blockchain Technologies at the Ministry of Economic Development and Technology, Slovenia concluded, *“We invite Metaverse creators, artists, innovators, thinkers, governments and to support the mission of the World Metaverse Council”.*

Dr Jane Thomason, Co-founder of the British Blockchain and Frontier Technology Association was at the launch and said *“The Metaverse has significant ethical challenges. It has amazing potential, but significant risks," she says. “ We need an open and inclusive Metaverse with proper safeguards.* *We are building the future, and should ensure that life in the Metaverse is better and more equitable and inclusive than the world we have now. The World Metaverse Council can provide a platform for leading the dialogue”.*