



# World Metaverse Council Fact Sheet

## ABOUT

The rapid pace of technological innovation has brought with it a range of ethical challenges, from the use of personal data to the deployment of autonomous systems. In response, a number of organizations have developed digital ethics frameworks to guide the development and deployment of technology in an ethical manner.

The World Metaverse Council's Ethics Working Group (WMC-EWG) is a group of global thought leaders who have come together to promote ethical behavior and practices in the emerging field of metaverse technologies. As the metaverse becomes an increasingly important part of our lives, it is essential to establish an ethics framework that ensures that all ethical principles have been considered and are upheld.

Several digital ethics frameworks published from 2020 through 2023 worldwide by key stakeholder organizations and leading technology companies can serve as valuable guidance documents for The World Metaverse Council's Ethics Working Group.

The Working Group's Charter will include drafting a digital ethics framework, a digital ethics manifesto, a digital code of ethics, and a white paper.

## USE CASES

### IEEE

#### Global Initiative on Ethics of Extended Reality Report

[https://standards.ieee.org/wp-content/uploads/2022/06/XR\\_Metaverse\\_Governance.pdf](https://standards.ieee.org/wp-content/uploads/2022/06/XR_Metaverse_Governance.pdf)

### Santa Clara University-Markulla Center for Applied Ethics

#### Code of Ethics for The Metaverse

<https://www.scu.edu/ethics/metaverse/>

### World Economic Forum Metaverse Governance



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World Metaverse Council was formed in October 2022, with the Bled Declaration.

#### Our Mission is to:

1. Strive for an open, transparent, interoperable, decentralized Metaverse accessible to all.
2. Build global collaboration, sharing technical advancements to improve the functionality of Metaverses everywhere.
3. Develop and share standards for global Metaverse adoption.

# CHALLENGES

- Lack of universal definition for metaverse
- Poorly defined metaverse maturity model
- Rapid pace of metaverse evolution
- Lagging regulatory frameworks
- Industry fragmentation
- No digital ethics framework for the Metaverse
- No universally accepted Code of Digital ethics for metaverse
- No international best practices for the metaverse
- Lack of interoperability
- Lack of portability

4. Promote teaching and education to encourage respect for Metaverse rights and freedoms and transparency to secure their universal and effective recognition and observance in all Metaverses.

5. 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.

6. Develop protocols to ensure that creators, innovators building them, developers building on them and players playing in them are fully rewarded for their contribution.

7. Develop guidelines so that people both in the real world and in virtual worlds have rights to freedom and wellbeing and that in so far as avatars can be viewed as virtual representations or modes of presentations of real people and must be perceived as virtual purposive agents, and have moral rights and obligations similar to those of their real counterparts.

8. Develop guidelines on data security, privacy, and rights and consumer protection in the Metaverse.

# OPPORTUNITIES

## Governance

- Draft and publish a Metaverse Ethics Mission Statement
- Draft and publish a Metaverse Digital Ethics Framework
- Draft and publish a Metaverse Digital Ethics Manifesto
- Draft and publish a Metaverse Code of Digital Ethics
- Draft and publish a Metaverse Digital Ethics Whitepaper

## METaverse ETHICS KEY PRINCIPLES

- Fairness
- Privacy
- Data protection
- Transparency
- Accountability
- Security
- Sustainability
- Justice

9. Develop guidelines to mitigate physical and mental health impacts of the Metaverse.

10. Develop guidelines on informed consent be possible in the Metaverse.

11. Develop guidelines to protect children in the Metaverse.

12. Collaborate to create an equitable, inclusive and truly decentralized Metaverse and maximize the incredible economic and social possibilities and minimize harms.

13. Invite Metaverse creators, artists, innovators, thinkers, governments and to support the mission of the World Metaverse Council.