



*Where The World Comes Together To Safeguard The Metaverse*  
Annually from 10th to 15th December

## **Metaverse Safety Week (MSW)** **Global Awareness Campaign Charter**

*Organized by:*



*Helping Build Safety in Emerging Tech Ecosystems*



## Metaverse Safety Week Global Awareness Campaign:

*Bringing the world together to safeguard the Metaverse through global leadership and collaboration*

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### The Charter

The Metaverse Safety Week (MSW) Global Awareness Campaign Charter outlines the goals, objectives, and actions of the annual MSW campaign. This charter serves as a guide for participating governmental and non-governmental bodies and organizations to understand the expectations and commitments of the campaign, as well as the benefits and expectations of participation. By participating in MSW and signing this charter, the stakeholders can play an active leadership role in promoting a safer and healthy metaverse for all.



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### **Executive Summary**

The Metaverse Safety Week (MSW) is an annual awareness campaign created by the XRSI - X Reality Safety Intelligence (XRSI) to promote a safe and positive experience within immersive environments. As the Metaverse evolves, the associated risks and hazards continue to grow. The risks range from physical harm to human beings, cyberbullying, financial fraud, intellectual property rights violations and exposure to inappropriate or illegal content.

**The primary goal of the MSW campaign is to educate and raise awareness about the importance of building safe experiences and promoting responsible behavior** within the Metaverse. **Another goal is** to encourage the development of policy, best practices and guidelines for safeguarding the Metaverse. The MSW campaign can achieve this through a range of activities and events, such as webinars, educational resources, virtual events, and social media campaigns.

There is an urgent need to proactively address the risks associated with the Metaverse and to reduce harm to humans, societies and ecosystems. By coming together to build awareness and safeguards, the stakeholders can promote a culture of safety, certainty, and trust within immersive environments. The MSW campaign aims to create a safe and positive experience for global citizens, including children and vulnerable populations.

The MSW campaign invites stakeholders to adopt the campaign and to collaborate in promoting the importance of safeguarding the Metaverse. The campaign recognizes that this is a shared responsibility that requires the participation of all stakeholders, including individuals, platform providers, creators, educators, policymakers, organizations and institutions.



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### The Metaverse Safety Challenge

The Metaverse is the next frontier of the Internet, and with its persistent, shared, and three-dimensional environment, it presents new risks to citizens worldwide. The Metaverse will increasingly come to dominate individual time and attention. As the Metaverse evolves, it is essential to stay informed and raise awareness among citizens worldwide to ensure a safe and positive Metaverse experience for all.

[XRSI defines the Metaverse](#) as “A network of interconnected virtual worlds with the following key characteristics: Presence, Persistence, Immersion and Interoperability. Metaverse is the next iteration of the internet enabled by several converging technologies such as Extended Reality ([XR](#)), Artificial Intelligence ([AI](#)), Decentralized Ledger Technologies ([DLTs](#)), neuro-technologies, optics, bio-sensing technologies, robotics, improved computer graphics, hardware, and network capabilities.”

In this new immersive domain, the consequences of the convergence of various technologies affect “Humans in the loop”, “Societies in the loop” and “connected ecosystems”. Anticipating these risks to protect humans, societies and safeguard the ecosystems that we are so intertwined with, is critical. These risks are typically hidden because they occur in the digital realm, but they can have a tangible impact on individuals and the physical world. To promote safety in the Metaverse, XRSI and all MSW stakeholders shall commit to reflecting on their own contributions to the safety of the Metaverse. This involves asking important questions, such as:

- *What type of leadership role should we play together in shaping the development and use of the Metaverse?* This will guide our strategy and determine the level of resources and effort we need to invest in Metaverse safety.
- *How can we combine our resources and expertise to effectively address safety challenges?* This involves collaboration with other organizations, sharing knowledge and expertise, and finding ways to leverage each other's strengths and capabilities.
- *How can we stay ahead of the challenges that the Metaverse brings along?* Given the dynamic nature of the Metaverse, it is crucial that we stay vigilant and proactive in anticipating, identifying and addressing potential risks and vulnerabilities.

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The MSW Global awareness campaign aims to unite stakeholders in a proactive effort to address safety concerns in the Metaverse, safeguarding individuals, society, and the environment while fostering innovation, creativity, and exploration in this promising new realm.

### **Scope**

The scope of MSW is to promote a safer and healthier Metaverse for all stakeholders, including individuals, platform providers, creators, educators, policymakers, organizations, and institutions. The campaign aims to educate and raise awareness about the risks associated with the Metaverse and to promote responsible behavior and the development of best practices and guidelines for safeguarding the Metaverse. The MSW Awareness Campaign is held annually, with activities and events occurring throughout an entire work week. The campaign information hub is [www.metaversesafetyweek.org](http://www.metaversesafetyweek.org) , complemented by social media and other online channels.

MSW campaign intends to create a global celebration for stakeholders to come together to collaborate, share knowledge, and work towards building a safer and more secure Metaverse for all. The campaign also encourages companies to make pledges related to safeguarding the Metaverse, issue transparency reports, and commit to educating and upskilling employees in a way that balances corporate benefits and the privacy and safety of the worker. Overall, the scope of MSW is to create a global movement for responsible innovation, global awareness and appropriate regulations for the Metaverse.

*“Now that the metaverse is no longer science fiction, it’s time to get serious about making it safer, especially for children. eSafety commends the ongoing work of XRSI to raise awareness, foster global collaboration and looks forward to continuing this important conversation and working collectively in 2023 and beyond.”*

**- Julie Inman-Grant , esafety Commissioner, Australia**



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### Goals

The goals of Metaverse Safety Week annual awareness campaign are to:

- Empower individuals and organizations with knowledge and resources to create a safe and inclusive Metaverse experience for all.
- Encourage the development and implementation of policies, standards, and best practices for the Metaverse safety and security.
- Foster a sense of community and collaboration among the Metaverse stakeholders to work together towards a safer, healthier, and more equitable Metaverse.
- Promote digital literacy and critical thinking skills to enable individuals to recognize and mitigate potential risks and harms in the Metaverse.
- Raise awareness about the impact of Metaverse use on mental health and well-being and work with experts to identify and address these challenges.

The goals of the Metaverse Safety Week campaign are to inspire stakeholders to actively engage in promoting Metaverse safety, and to work together to create a safer and more secure Metaverse environment for everyone. Together, by promoting Metaverse safety and responsible behavior, the campaign aims to build a better and safer Metaverse for all.

### Outcomes

MSW campaign outcomes could be measured through many ways, including:

- *Increased awareness of Metaverse safety and responsible behavior* among stakeholders through metrics such as website traffic, social media engagement, and attendance at MSW events and activities.
- *Increased adoption of Metaverse safety best practices and guidelines* by organizations and individuals, which could be measured through surveys and interviews with stakeholders.
- *Increased collaboration and partnerships between organizations and individuals* working towards Metaverse safety, which could be measured through tracking the formation of new partnerships and collaborations.

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- *Increased development and adoption of Metaverse safety policies and regulations by governments and industry organizations, which could be measured through tracking policy changes and industry standards.*
- *Reduced number of incidents of harassment, discrimination, cyberbullying, and other negative behaviors in the Metaverse, which could be measured through reports of incidents and surveys of stakeholders.*

These outcomes will not only indicate the success of the MSW campaign but also provide insights into areas where more work is needed to create a safer and more positive Metaverse environment.

## **Activities**

Anyone adopting and celebrating the MSW campaign could choose from a wide range of activities to raise awareness, educate stakeholders, and promote a safer and healthier Metaverse for global citizens.

## **Education and Events**

- Conducting interactive webinars and panel discussions featuring experts on Metaverse safety and responsible behavior
- Extended Reality (XR) simulations and experiences designed to illustrate the risks of unsafe behavior in the Metaverse
- Creating and distributing educational resources and materials, such as guides and tips for safeguarding the Metaverse
- Outreach to academic institutions and research organizations to explore and address emerging risks and challenges in the Metaverse
- Promotion of digital literacy and critical thinking skills to empower individuals to recognize and avoid potential risks in the Metaverse
- In-world events and experiences, such as immersive simulations and scavenger hunts, to engage global citizens in education and awareness
- Hosting virtual events and workshops focused on Metaverse safety and responsible behavior

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- Organizing competitions and challenges to safeguard the Metaverse, such as creating and promoting safe virtual environments or identifying and reporting potential hazards
- Creating and promoting physical conferences, meetups, and webinars to connect with stakeholders and share insights and best practices for safe Metaverse

### **Collaboration and Innovation**

- Collaborations with industry leaders and organizations to promote responsible innovation practices and appropriate regulations for safeguarding the Metaverse
- Engagement with policymakers and government agencies to promote regulations and policies that ensure the safety, inclusion, accessibility and privacy of the Metaverse citizens
- Community-driven initiatives such as hackathons, online forums, and crowdsourced solutions to identify and mitigate risks to safeguard the Metaverse
- Collaboration with mental health experts to address the potential impact of the Metaverse use on emotional and psychological well-being

### **Transparency and Accountability**

- Producing and sharing video messaging, infographics, op-eds, and articles to raise awareness and share recommendations and guidelines for a safe Metaverse
- Releasing transparency reports including the steps taken to ensure the safety and security of Metaverse citizens
- Encouraging companies to make pledges related to safeguarding the Metaverse and holding product launches to promote and showcase new safety features and tools
- Promotion of diversity, equity, and inclusion in the Metaverse through targeted outreach and education on the potential risks of discrimination and harassment.

Note: These are just a few examples of potential activities and initiatives for MSW. The scope of the campaign is broad and can include a wide range of efforts to promote Metaverse safety and responsible behavior.





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### Metaverse Safety Week Campaign Participation

MSW stakeholders come together annually to develop messaging and other assets for the campaign, as well as to oversee the execution and management of the campaign. To participate in the campaign development process, the stakeholders can join XRSI organized campaigns as supporters, sponsors, or community partners, or develop their own campaigns guided by the campaign charter and borrow assets from MSW campaign website. Individual contributions to the campaign can also be made by promoting and supporting the campaign through social media and other channels.

There are three levels campaign participation:

1. **Organizing committee:** The organizing committee is responsible for actively managing the messaging development, global collaborations and governance of the campaign
2. **Sponsors:** Sponsors provide resources necessary for the development and maintenance of assets and other materials for the campaign.
3. **Partners:** Strategic and media partners use their network and resources to deploy and distribute the messaging worldwide.

All campaign assets must focus on our shared responsibility for safety in the Metaverse and on emerging threats and actionable guidance for individuals, societies, regulators and organizations.

### Messaging Assets & Collaboration

The stakeholders adopting MSW awareness campaign could take several routes, including:

- **Collaborate with XRSI and other stakeholders:** XRSI will provide high-level messaging and themes for the campaign via the MSW website, which stakeholders can use to craft their own programming and messaging for their constituents. Collaboration with other stakeholders will allow for knowledge sharing around emerging themes and messaging.
- **Utilize the resources provided by XRSI:** XRSI will provide a range of assets, including messaging, artifacts, and social tags, that can be used in the development of individual

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campaigns via the MSW website. These assets can be licensed and used with the permission of XRSI.

- **Determine messaging for own programming:** Stakeholders can determine the messaging for their own programming and their constituents, using the high-level message and themes from MSW campaign website as a starting point.
- **Participate in roundtable discussions:** Participating in roundtable discussions with other stakeholders will allow for further collaboration and the sharing of ideas and resources.
- **Utilize the expertise of a consulting firm:** The MSW Campaign organizing committee may consider working with a consulting firm to assist in the development of messaging and other assets. The selected firm will be responsible for initial message composition and testing its efficacy with consumer audiences.
- **Work in a stepwise process:** The campaign messaging could be developed through a stepwise process, involving collaboration between XRSI, the selected consulting firm, and the campaign organizing committee. This process could involve the development of ideas for messaging content and mechanisms for crafting and propagating the messaging assets through various channels.
- **Balance overarching principles with technical instruction:** The challenge in developing the campaign messaging is finding the most effective level of guidance, balancing overarching principles with technical instruction.

MSW is a collaborative effort between XRSI and stakeholders to promote safety and security within the Metaverse. As part of this collaboration, XRSI will share messaging assets, licensing, and permission agreements with participating stakeholders. These assets will include social tags, promotional material, and other resources that can be used to promote the campaign and its message.

Each stakeholder will be responsible for determining their own messaging for their programming and their constituents, and for sharing knowledge about emerging themes and messaging through roundtable discussions. XRSI will always be the beneficiary of any

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financially viable activities resulting from the campaign (terms of such benefits are determined on a case by case basis), and will have the right to use, distribute, and promote the campaign materials as needed.

The MSW awareness campaign will be managed by the XRSI team, in collaboration with the consulting messaging development firm and the organizing committee. The campaign team will work through an online workgroup and live sessions to craft ideas for messaging content and mechanisms for crafting and propagating the messaging assets.

## Next Steps for Adoption: Joining the MSW Campaign

Key stakeholders looking to adopt the MSW campaign should:

- **Sign the MSW charter:** Organizations and governments must sign the MSW charter and provide a copy to XRSI along with their logo. Request a version for signing the charter by emailing [info@xrsi.org](mailto:info@xrsi.org)
- **Plan collaboration for MSW:** Organizations and governments must plan collaboration each year to celebrate MSW in December(10-15). This involves organizing events and activities to promote Metaverse safety and responsible behavior.
- **Join the campaign:** Organizations and governments must join the MSW campaign by expressing their support for Metaverse safety and responsible behavior. This includes promoting the campaign on their social media platforms, websites, and other communication channels, and encouraging their stakeholders to participate in MSW events and activities.
- **Allocate resources:** Organizations and governments must allocate resources to support the MSW campaign. This includes financial contributions to fund MSW activities and events, as well as human resources to assist with the planning and execution of MSW initiatives.
- **Develop best practices:** Organizations and governments must work together to develop best practices and guidelines for Metaverse safety. This includes promoting standards



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for data privacy, security, and individual protection, as well as promoting responsible behavior and ethical practices among stakeholders.

- **Foster collaboration:** Organizations and governments must foster collaboration and partnership among stakeholders in the Metaverse ecosystem. This involves working with other organizations and governments to share knowledge, expertise, and resources, as well as identifying opportunities for joint initiatives and activities.
- **Monitor progress:** Organizations and governments must monitor progress and evaluate the impact of the MSW campaign. This includes collecting data on the effectiveness of MSW initiatives and activities, as well as soliciting feedback from stakeholders to identify areas for improvement.



**MSW**  
**METaverse SAFETY WEEK**

[www.xrssi.org](http://www.xrssi.org) | [info@xrssi.org](mailto:info@xrssi.org)

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