



CASE STUDY

Our world is changing, welcome to the COP27 metaverse



Our metaverse was created as an environment where our clients, partners and members could come together to meet, listen and collaborate during COP27

Innovation to support sustainability

Part of our involvement in the 2022 United Nations Climate Change Conference, known as COP27, was to demonstrate the role that enhanced virtual collaboration can play in the fight against climate change. With this in mind, we showcased a metaverse environment for COP27, built specifically for the event. Through interactive presentations, we demonstrated how the metaverse can reduce the environmental impacts of travel and how the technology industry can partner with organisations in all sectors on their transition to net zero through sustainable technologies and practices.

Our experts showcased our metaverse innovation and the opportunities this technology offers to fight climate change. Together with our speaking partners and clients, we highlighted how virtual collaboration can help to significantly reduce carbon emissions and the technology industry's pivotal role in supporting governments and businesses transition to net zero.

Endless possibilities

We had a physical presence at the conference, and in order to involve a wider audience we built a metaverse accessible to people in Egypt and around the world. This allowed us to bring presentations and insights from our stand in Egypt to those attendees (as avatars) in our metaverse auditorium. We even recreated the giant globe from our stand space in our COP27 metaverse event.

Through designing and developing our COP27 metaverse application it's easy to see the possibilities and benefits that the metaverse and virtual experiences can offer in the short and long term.

In fact, the future single joined up metaverse also has the potential to significantly impact our working and social lives more widely, in several ways such as:

1. Bringing communities together
2. New revenue generation opportunities
3. Bringing physical and virtual environments together
4. More accessible and impactful education and training
5. Enhanced research and modelling through digital twins.

There are many potential benefits of this technology, but it's also important to keep in mind that its impact will also depend on how it is designed, implemented, and regulated.

Future plans

As we continue to scale the uses of our metaverse environments, including our London office CGI Meta Hub, we continue to take learnings from all our sessions to build and scale our platform and experiences.

We are also working with a number of our clients to build their broader metaverse journey. Get in touch if you'd like to discuss and explore how we can help build your organisation's pathway to the metaverse.



A view from our CGI COP27 metaverse!

Align metaverse ambitions to your organisation's strategy and transformation programme and build an associated outcome-driven roadmap to track progress and benefits.

About CGI

Insights you can act on

Founded in 1976, CGI is among the largest IT and business consulting services firms in the world.

We are insights-driven and outcomes-based to help accelerate returns on your investments. Across 21 industry sectors in 400 locations worldwide, our 91,000 professionals provide comprehensive, scalable and sustainable IT and business consulting services that are informed globally and delivered locally.



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