

# Ten principles for designing a good Metaverse

A manifesto for Inclusion, Diversity, Equity, Accessibility and Safety in the Metaverse

**1** Is open and accessible

**2** Is honest and understandable

**3** Is safe and secure

**4** Is driven by social equity and inclusion

**5** Is sustainable



**6** Values privacy, ethics and integrity

**7** Guarantees data protection and ownership

**8** Empowers diversity through self-expression

**9** Innovates responsibly

**10** Complements the physical world



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Matteo Zallio - [www.matteozallio.com](http://www.matteozallio.com)  
University of Cambridge - Engineering Design Centre