GLOBAL COLLABORATION VILLAGE
VIDEO TRANSCRIPT

Speaker: David Treat

David Treat: Here in Davos, we have our Global Collaboration Village that we've built with Microsoft and the World Economic Forum. We chose to focus the example on one of the Sustainable Development Goals and in partnership with 1 trillion trees. Our team just created this amazing experience of the Sahel and the Sahara Desert's encroachment on the Sahel. And the feedback that we've been getting from clients is, is you could be told about the Sahel. You could be you know, you could hear a lecture about it, you could see pictures of it. But to actually be standing there and to hear the wind from the desert, to be able to see the movement of the trees, to be able to, you know, the baobab trees, to be able to get the scale of them, to be able to see to to see the fruit, you know, actually crack it open. Now, suddenly, we're having a totally different conversation because, one, we're having that direct connection. We know that we're focused on each other and two, we are standing in the data, in the experience, in the context,

and are able to then relate to it, talk about it, and really drive a whole new level of empathy and understanding. And one of one of our clients who went through, I think, said it perfectly. These platforms are going to enable us to understand how the macro decisions we're making globally are felt on a micro level in a super specific way. And I think that's I think that's exactly right. And the real potential and benefit of the metaverse.