



Three Dimensional Virtual World – Global Communication Opportunities for Conservation Education and Awareness

07 October 2008, 09h00-13h00
Hotel AC Barcelona, Room Eixample

Objectives

- (1) Introduction to Virtual Worlds. A Virtual World is a computer-based simulated environment that allows users to interact via a virtual representation of the user "avatar". A VW can be modelled on real world rules or some form of fantasy. Attendance will be introduced to this new age technology from an environmental and awareness user perspective.
- (2) The application of Virtual Worlds in organizations. This part of the presentation will explore further the application of this technology and will outline the potential massive benefit that can be had from its application. The presentation will also include a real life demo of Save Our Seas virtual world developments.
- (3) Share some of the work that Save Our Seas Foundation is promoting around the world.

Organizing Partners

		
Save Our Seas Foundation (SOSF)	White Feather Technologies SL	Metaverse Holdings

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The classroom of the future is in a virtual world! This presentation demonstrates how new technology advances can revolutionize the education process. Participants will be taken on a real-time tour to Save Our Seas Foundation Metaverse offices, meet the environmentalists working there and witness the ease in which this technology can allow interaction with people around the world. The SOSF education facility is introducing international perspectives to the classroom, students from around the world interact in real-time and participate in class room discussions.

The audience will learn how to use this technology to help in the dissemination of the environmental message.

The Learning opportunity lesson structure:

(1) Presentation Introduction – Explanation of the general flow of the presentation and how online education is a cost effective and environmentally friendly method of learning. The online education evolution and the constraints of 2D internet.

(2) Introduction to 'Virtual Worlds' - The fundamentals of 'Virtual Worlds'. What does the term mean? Where is the technology going? Is it likely to succeed? How will it impact all of us? What effect it may have on education and specifically environmental education?

(3) Using Second Life – Learning how to enter the virtual world, choose an Avatar, navigate, change appearance, using animations & gestures, using Audio & Video & other features.

(4) Using Virtual Worlds for education, simulation and environmental awareness. A lecture will be given on an environmental topic - The lecture will be simultaneously attended by Virtual Students. After the lecture the attendants will be given the chance to ask questions and also questions will be taken from both the LIVE as well as the VIRTUAL audience. All questions will be heard by both audiences.

(5) Panel Questions and answers - The audiences both the virtual ones and the real ones engage in a Q & A session.

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Time	Event	Content	Speaker
09:00	<i>Session 1</i> Welcome and introduction	<ul style="list-style-type: none"> • Welcome • Introduction to topics and speakers • Opening remarks <p>Duration: 45 minutes</p> <p><i>This session will be streamed live in SOSF Virtual World at Second Life</i></p>	Chris Clarke
09:45	<i>Session 2</i> Introduction to Virtual Worlds	<ul style="list-style-type: none"> • What is a Virtual World? • How are we represented in a Virtual World? • The application of Virtual Worlds in real world organizations. • Demo • Q&A <p>Duration: 1:00 hour</p>	Jesús Hormigo
10:45	Coffee break		
11:15	<i>Session 3</i> Mobility, Carbon and Technology	<ul style="list-style-type: none"> • Do we need to travel to work? • What are the alternatives? • Who is doing what about it? • Who is challenging this tradition? • How can new technology help change the tradition? • The impact on global warming • Q&A <p>Duration: 45 minutes</p>	Dr. Jamil El-Imad
12:00	<i>Session 4</i> SOS Projects and Challenges	<ul style="list-style-type: none"> • Introduction to Save Our Seas field projects • Lecture – ‘Sharks R Us!’ New insights into the behavior of Elasmobranchs. • Q&A <p>Duration: 1 hour</p>	Dr. Rupert Ormond
13:00	End of session		

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Chris Clarke
Executive Director of the
Save Our Seas Foundation



After graduating from Southampton University with an honours degree in Oceanography, Chris Clarke spent the next two year working as a scientific research diver for Glasgow University. He is trained as an Advanced Instructor, First Class Diver, Master Scuba Diver Trainer, scientific diver and Technical Dive Instructor. Chris joined the Founder of the Save Our Seas Foundation in 1995 to manage a busy marina and develop diving operations and to coordinate global diving expeditions. It was during these expeditions that the Founder became aware of the global threats to the marine environment. Chris was tasked with establishing an organization to bring together leading scientists to focus support on marine conservation research and to raise awareness for the urgent need to preserve the Marine Environment, especially with our younger generations.

In September 2003, Chris was appointed the Executive Director of the newly formed Save Our Seas Foundation a Non profit Swiss based organization established to actively develop Global conservation initiatives. To date SOSF operates in over 30 countries and has established over 72 projects. It has produced numerous HD documentaries and published over 50 educational publications. By the end of 2008 Chris will complete his PhD focusing on shark conservation, migration and behavior. His passion is to guide and develop the Save Our Seas Foundation to affect real positive change in creating awareness, protection, preservation and conservation of the marine environment around the world.

Rupert Ormond
Chief Scientific Officer SOS
Foundation



EDUCATION: I studied at the University of Cambridge (England) from 1965-1972, obtaining BA, MA and PhD, the latter for studies on the neurophysiology and behaviour of fish.

CAREER: From 1972-74 I ran a coral reef research project in the Sudan. From 1974-1999 I was on the academic staff of the Biology Department at the University of York (England), where I established and ran the Tropical Marine Research Unit. From 1999-2006 I was Director of the University Marine Biological Station at Millport, part of the University of London, managed jointly by the University of Glasgow, where I was an Honorary Professor.

OTHER EXPERIENCE: I have managed projects for and acted as consultant to various NGOs (e.g. IUCN, UNEP, WWF), overseas governments (e.g. Egypt, Saudi Arabia, Oman, Pakistan) and consultancy companies (e.g. WS Atkins, Halcrows). In the UK I have served on the advisory boards of various bodies (e.g. the Environment Agency, Scottish Natural Heritage, SoS Foundation and WWF-Scotland), and on the management committees of various protected areas (e.g. North Yorkshire Moors National Park).

RESEARCH INTERESTS: My main research interests have been in the behaviour, ecology and management of coral reefs and coral reef fish and fisheries, and also of associated habitats such as mangroves and seagrasses. I have also undertaken research on sea-birds, sharks and cetaceans.

CONSERVATION INTERESTS: I have been involved in marine conservation surveys in a series of countries in the Red Sea and Indian Ocean regions. In particular I was involved in recommending the establishment of Marine National Parks in Egypt, where I have remained involved over many years. I also initiated the establishment of a number of local nature reserves in the UK.

Dr. Jamil El-Imad
President - W
Investments (UK)
Limited



Jamil El-Imad has worked in the Information Technology Industry for over 30 years. He holds an MBA and a PhD in technology management. Dr. El-Imad has occupied systems engineering, senior and executive positions, both in the UK and the Middle East. He has published and presented numerous papers on technology issues and was the winner of Xephon International Technology Award, after submitting a paper on how to maximize efficiency through better resource scheduling.

Dr. El-Imad is also the author of 'Technology In Business', a book that was published in 2001 and sold internationally.

Currently, Dr. El-Imad is the President of W Investments and is the Chairman of Metaverse Holdings.

Jesús Hormigo
Chief Technology
Officer – White Feather
Technologies SL



Jesús Hormigo is the CTO of White Feather technologies. After graduating from college Mr. Hormigo has managed web based development projects for over a decade. He is renowned for his exceptional skills and talents in delivering efficient and effective technology solutions. Mr. Hormigo has also consulted for a number of international companies looking at IT directions. He has a reputation for insight on the effects of future technologies and its applicability to business. In addition to his role at White Feather Technologies, Mr. Hormigo is also the CTO of Metaverse Holdings.

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Save Our Seas Foundation (SOSF)



Awareness, protection, preservation and conservation of the global marine environment.

The Save our Seas Foundation is a non-profit Swiss foundation with headquarters in Geneva, Switzerland. Its purpose is to implement and support diverse programmes aimed at education, protection and conservation of the marine environment around the world. Its Foundation Board discusses the allocation of funds, sponsorship and policy. The Founder has provided the Foundation with sufficient means to cover its administrative costs and to insure that all future donations and sponsorships go directly to help worthy marine projects.

To date the Foundation has initialized over 72 projects in over 30 countries from cutting edge scientific research to classroom education initiatives and awareness campaigns. The Foundation produces popular marine wildlife documentaries and has published over 50 educational publications.

Awareness, protection, preservation and conservation of the global marine environment are the heart of the Foundation's mission and to act as an inspiration for the preservation of this natural heritage of international importance.

'Together we can make a difference!'

White Feather Technologies



White Feather Technologies SL (WFTSL) has been providing web solutions and cutting edge web design since its inception in 2002.

In addition to its 2D web and eCommerce solutions, WFTSL is also as a 3D web developer and Virtual Worlds developer.

WFTSL has worked with global corporations and institutions on pioneering web projects.

WFTSL has exceptional talents in web development, animation, digital design and project management. The company works with talent from around the world and as such, uses web based project management tools with all its clients, in order to ensure efficiency, transparency and timely project completion.

Metaverse Holdings



Metaverse Holding is newly formed technology company investing in 3D web solutions and virtual world start-ups. The company was started under a year ago and is currently funding a number of Virtual worlds projects