



ACCENTURE BUSINESS CASE STUDY

VIDEO TRANSCRIPT

Your Excellencies, honoured guests, ladies and gentlemen. Talofa, warm Pacific greetings from Tuvalu. Today, I speak again from my country, from a small island that is likely to be one of the first spots in Tuvalu to be submerged by rising sea levels.

Rising sea levels will submerge Tuvalu in a matter of decades.

At COP27, Minister Simon Kofe shared his country's plan for survival.

We have no choice but to become the world's first digital nation.

At COP27, Accenture partnered with the Pacific Nation of Tuvalu to announce the relocation of a country to the metaverse.

The Minister delivered his speech from the first piece of Tuvalu to be digitized and the first part to be completely submerged due to climate change.

The speech directed people to a landing page, inviting the public to show their support.

Tuvalu is now starting the process of working out how to catalogue, map, record and save as much of the island as possible.

Historical documents, records of cultural practices, family albums and traditional song are just some of the things that will be making their way to the metaverse.

These are the first steps in a long yet inevitable, process.

John Vidas, Senior Managing Director, Health & Public Service, ANZ, Accenture

The word 'Digitisation' gets thrown around a lot, but this project is its purest definition. Transforming a country, typically defined by its land, mass and culture into a digital entity.

Dawid Naude, Managing Director, Metaverse Continuum, ANZ, Accenture

This is a highly ambitious goal, requiring many technical capabilities that we're bringing together right now, combined with creative thinking and emotive storytelling. We have partnered with Tuvalu to create a digital twin of one of their nine islands. This is the first step towards preserving Tuvalu, its culture, its identity, in the metaverse. Our ambition is to create a digital country that can actually feel like home for Tuvaluans.



Lucy Sundberg, Manager – Growth & Strategy, Sustainability Studio, Accenture Song

We are here to help Tuvalu share the human impact of climate change. It's also a call to arms for the public to show their support. This route for Tuvalu to digitise its nation is an example of climate adaptation, preparing for the worst. But there is still hope for climate mitigation, to stop the need for Tuvalu to become solely a digital nation. But this mitigation effort is reliant on the global community.

Without a global conscience and a global commitment to our shared well-being, we may soon find the rest of the world joining us online as their lands disappear. Fakafetai lasi, Tuvalu mo te Atua.

Save the real Tuvalu.

Visit [Tuvalu.tv](https://www.tuvalu.tv).

Tuvalu's message reached over 9 million people.

People from 118 countries (and counting) engaged with Tuvalu's plight at [Tuvalu.tv](https://www.tuvalu.tv).

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