

KUN GLOBAL COMMUNITY

The global digital hub for urban innovation, sustainability and technology

Who we are

A Barcelona-based network of experts building the sustainable, digital and social cities of the 21st century — urbanism, architecture, engineering, economics, sustainability and communication in one team.

TRAINING

Specialised training programmes so cities are managed by qualified professionals.

URBAN KNOWLEDGE HUB

An interdisciplinary lab that turns raw expertise into reports, talks and courses.

DISSEMINATION

Reports, KUNtalks and interviews taken out to the sector — change is not made in silence.

OUR FIELDS OF WORK

Sustainability

Mobility · Building and planning

Inclusion

Digital divide · Energy poverty

Digitalisation

Digital humanism · Smart cities

Governance

Cities 4.0 · Digital identity

Our vision

A leading global digital hub for urban innovation, sustainability and technology applied to cities and buildings — connecting professionals, companies, institutions and citizens committed to intelligent and human urban transformation.

CONNECT

Experts, companies and institutions in one global network

SHARE

Courses, reports, talks and articles across three thematic hubs

ACT

Collaborative projects that turn knowledge into urban impact

The challenge

Urban knowledge in Catalonia and beyond is abundant — but disconnected.

01

Fragmented expertise

Leading specialists work in isolation, with no shared space to meet, debate or build together.

02

Knowledge silos

Reports, courses and best practices stay locked inside single organisations instead of circulating.

03

Limited visibility

Strong local projects never reach the international audience that would amplify their impact.

Three thematic hubs

A minimum viable structure of three content hubs, designed to scale.

DIGITAL HUMANISM

Human and ethical impact of technology in cities.

- La Salle course
- Report #1
- Ethics & responsible AI articles

GLOBAL GOVERNANCE

Policy, leadership and international cooperation.

- Report #2 and #3
- Data governance articles
- Open-city models

SMART CITIES

Technical and academic core of urban innovation.

- UB course
- Report #4
- Projects, data and solutions

Content types

Every hub combines the same five reusable content formats.

Courses

Specialised training from existing programmes (La Salle, Zigurat, UB, Colombia).

Reports

In-depth analysis and data from previous KnowUrbanNet work, re-edited for the web.

KUNtalks

Video conversations and webinars — one new production per hub at launch.

Articles

Critical reflection from invited internal and external experts.

Debates

Moderated community forums opened with a guiding question.

Target audience & roles

SEGMENT

ROLE IN THE COMMUNITY

International experts & consultants

Ambassadors — free of charge, featured publishing

Professionals & academics

Expert members — included in the base tier

Companies

Sponsors — tiered: Bronze, Silver, Gold, Ad hoc

Public administrations

Sponsors — tiered, with institutional visibility

Universities & education bodies

Sponsors — tiered, linked to courses and research

Social entities & NGOs

Free limited access to articles, debates and KUNtalks

Model & member value

PILOT PHASE

Open and free access, to build critical mass and prove the value of the network.

AFTER THE REVIEW

A freemium tier plus tiered corporate and institutional sponsorship, as already used by KUN.

WHAT MEMBERS GET

Global networking and best-practice exchange

Exclusive training across the three hubs

Private events and webinars

Recognition and visibility as an expert voice

Newsletter from month three after launch

The platform

Eight modules, built on a common navigation, search and tagging layer.

Network map

Dashboard of members, projects and activity

Member profiles

Role, region, projects, interests, contact

Thematic channels

Focused conversation spaces per topic

Resource library

Shared reports, papers, guides and video

Events calendar

Webinars and workshops with registration

Collaborative projects

Launch initiatives and recruit members

Community blog

News, results and best practices

Recognition system

Badges and rankings for contribution

Roadmap

A twelve-month pilot, from consultant appointment to the scaling decision.

● JAN 2027	Consultant appointment	Development partner selected and briefed. Initial pilot scoped to match budget available.
● FEB 2027	Content handover	Existing courses, reports and talks delivered
● APR 2027	Initial platform population	Content loaded, tagged and cross-linked
● JUN 2027	Beta launch of pilot	Closed testing with the editorial committee
● OCT 2027	Public launch of pilot	Community opened, communication campaign live
● NOV–DEC 2027	Review of pilot	Impact, engagement and content performance assessed
● JAN 2028	Decision on scaling	New hubs, membership model and budget confirmed

Governance & delivery

Editorial committee

KnowUrbanNet President, a Training representative, a Hub representative and a Communications representative.

Moderation

Two members of the editorial committee moderate comments and debates across the three hubs.

Technical delivery

Adaugé as development partner, with a dedicated project director and a technical and content team.

Communication

External communication, social channels and newsletter run by the communications commission.

Membership & data

Registration with real name, corporate email and personal profile, under strict data-protection rules.

Expected impact

An ecosystem of value

Collaborations, joint projects, training and networking between members across borders.

International positioning

KnowUrbanNet established as a reference digital hub for urban innovation.

Innovation through connection

Global connectivity turning isolated expertise into applied urban solutions.

A living knowledge base

The community as an active source of content, data and best practices.

CONNECT. COLLABORATE. INNOVATE.

Together we transform the cities of the future.

AT A GLANCE

- 3** thematic hubs
- 5** content formats
- 8** platform modules
- 12** months of pilot