



**WECANGLOBAL**  
kune /

**CROWDSOURCING CONNECTION, INNOVATION & REGENERATION IN COMMUNITIES WORLDWIDE.**





**KUNE**

**WE CONNECT AND EMPOWER PEOPLE, BUSINESSES AND  
COMMUNITIES TO TRANSFORM LIVES, SOCIETY & THE PLANET**

WeCanGlobal is a network of place-based communities within Kune.

# Connect, Contribute, Collaborate

Humanity must build a new way to **connect, contribute & collaborate**, if we are to make the deep changes we need to make.

## What is Kune?

"Kune" means "**Together**" in Esperanto.

**Kune is an Irish-led social platform for purpose.** It combines...

- the connectivity of **LinkedIn**
- the collaboration of **Wikipedia**
- and the focused, place-by-place energy of **The Lions Club, Rotary, or the Chambers of Commerce.**

**Kune enables purposeful global and local collaboration in a science-based, positive & outcome-oriented culture.**

Kune supports **citizen-led, asset-based community development**. It also incorporates a "**program delivery mechanism**" to help communities **crowd-deliver the best available programs** on issues & opportunities including **climate, biodiversity, regeneration, innovation & resilience.**





# WeCanGlobal Goals

We support and empower individuals, businesses, and communities around the world to work together and create positive change in their areas, through locally-led social, environmental and entrepreneurial programs, projects, and initiatives.

## Together We Can...

- **CONNECT PEOPLE** in focused, interlinked groups of learning & action.
- **ENABLE EVERYONE** to find their impact 'sweet spots' and to contribute purposefully.
- **PROMOTE TRUTH**, transparency, understanding and generosity.
- **HELP COMMUNITIES** to create, and constantly grow, positive change.
- **CO-DELIVER BEST-PRACTICE PROGRAMS** through peer-supported community projects and groups.

**WeCanGlobal helps us collectively find our way to better harmony with ourselves, each other & nature.**



# Communities of Action

Each City or Town gets **it's own dedicated community & set of resources** for projects, programs, organisations and initiatives.

This includes **a forum for openly-shared collaboration**, and a **"workspace"** - a rich & flexible document/ database/ calendar portal - for **collaboration on projects, organisations & activities**.

**Individuals, Organisations, Agencies, Companies, Universities and Schools** come together within the Community to:

- **Discover & Learn of** Local Projects & Initiatives.
- **Participate** in Development & Implementation
- **Bring Best-Practice Programs** to Life in their Locality
- **Help** Promote & Fund Local Action.
- **Collaborate to Make** Real Change Happen.





# Citizen-Led & Asset-Based

**WeCanGlobal empowers local, citizen-led, asset-based change. People simply start where they are & with what they have, to make the changes that can be made, right here & right now.**

Change is driven by:

- **Focusing on what is possible** and on what can happen.
- **Stimulating & supporting** Citizen & Local-Community Initiatives.
- **Systematically making the most** of what is available locally.
- **Optimising & replicating** what works.
- **Sharing lessons & providing peer-support** globally.

**By working *together* locally in far better ways, and focusing on getting done what can be done, we can create well-informed, just, democratic, kind and sustainable societies globally.**



# Crowdsourced & Peer-Supported Best-Practice Programs

Nearly **everything** that needs to be done *has* been done successfully, somewhere, and often is detailed in a best-practice program. We need to **accelerate the roll-out of best practice**.

WeCanGlobal supports the definition of **best-practice programs**, blending **continuous improvement, tailored local delivery, expert facilitation, and peer-to-peer/intercommunity learning & support**.

- **Program Owners** share best practice and provide usable resources.
- **Local communities** tailor, fund (as necessary) and deliver projects.
- **Universities, specialists**, relevant companies, organisations and diaspora members provide expert facilitation, oversight & supports.
- **Expertise & lessons learned** are shared with other communities.

**WeCanGlobal accelerates change by streamlining the sharing, improvement and application of actionable learning.**





# Integrating & Accelerating the SDGs.

## EVERYTHING WE DO IS LINKED BACK TO THE SUSTAINABLE DEVELOPMENT GOALS

We are building a **supportive volunteer expert community per goal**, to act as a shared **SDG advisory & implementation resource** across Cities & Towns **globally**.

The network will **provide communities** with **easy to follow roadmaps** that will **to help accelerate the implementation** of good social and environmental **polices**.

It will also create a **feedback loop** that will **assist** with **more responsive** and **flexible policy development**.





# Corporate Leadership

## COMPANIES PROVIDE SPONSORSHIP THAT FUNDS COMMUNITY DEVELOPMENT & OPERATION

We believe in **business as a force for good** and as a necessary leader on **environmental** and **social issues**. Kune assists **business** to **collaborate** with **communities** and **demonstrate leadership** on the issues that matter.

Kune will **help companies engage** with **employees & their communities** - providing **benefits in customer & employee branding**, and **insights** for **product/service development**.

### Kune ...

- Provides **OPPORTUNITIES FOR COMPANIES** to sponsor and participate in local programs, projects and initiatives.
- **SUPPORTS BUSINESSES** to profitably build their relevance to communities, employees, and society.
- **HELPS FINANCE, INDUSTRY, & AGRICULTURE** to move to zero-carbon, and more circular & regenerative models.
- **LINKS NETWORKS & ORGANIZATIONS** to community-driven change.



# We Must Act.

The science is clear; we have until 2030 to turn things around.

**The biodiversity that society and the economy is built on is at risk.** The climate stability and biodiversity that enabled us to develop agriculture and build our societies, that provides us with food, clean water and air is cracking under our feet. **Business as usual is pushing the planet's natural boundaries to breaking point. There is no planet B. Earth's finite resources cannot support unlimited economic growth particularly when it is based on a linear economic model that produces waste.**

We have kicked the can down the road for the last few decades, but we cannot do that anymore. Even conservative climate models point to climate instability and biodiversity loss that will create conditions that will make it harder and harder for societies to function. Places may become unlivable, and climate migration will put further pressure on shrinking resources that will create high levels of social instability and escalate the potential for conflict.

But we can avoid this, we must shift away from fossil fuels and move rapidly to zero emissions. We need to make space for nature, and to switch from our linear and waste-laden economic model to an inclusive & sustainable circular economy. We can do it, but it requires our immediate and decisive action.

**Doing this at the speed & scale needed requires the globally-accelerated, optimised delivery of deep local change. WeCanGlobal exists to facilitate this acceleration & change by connecting everyone in a network of science-driven, positive and tightly-focused communities of local action.**



# The Roadmap.

Thanks to science, we know what we need to do:

- Zero Carbon; half by 2030, zero by 2050.
- Clean our Rivers, Oceans, & Lakes.
- Make Space for Nature.
- Eliminate Waste & Establish a Circular Economy.
- Re-imagine Success; build Sustainable Growth.

Failure is not an option.

Fast, focused action together will drive success.

Join us, lean in & make a difference.

To start or support a WeCanCommunity in your city or town contact us at [connect@kune.co](mailto:connect@kune.co)