



# **What is KIRAHub?**

**#NordicMade Smart City Delegation to Japan, 2023**

**MAKE FINLAND  
THE FORERUNNER  
OF SUSTAINABLE  
DIGITALIZATION  
IN THE BUILT  
ENVIRONMENT**



**KIRAHub -  
Innovation ecosystem for  
the built environment**

**SHARED  
VISION**



**SHARED  
ENVIRONMENT**



**SHARED  
INFORMATION**



**SHARED  
METRICS**



**SHARED  
FUTURE**

# Our board members are...

11 industry organizations and associations + Association of Finnish Municipalities and Housing Fair of Finland

In close cooperation with:



Ympäristöministeriö  
Miljöministeriet  
Ministry of the Environment

**ATL**  
ARKKITEHTI-  
TOIMISTOJEN  
LIITTO

 KIINTEISTÖTYÖNANTAJAT

 RAKENNUSMESTARIT JA  
INSINÖÖRIT AMK RKL

**RAKLI**  
Tilaa elämälle

 Isännöintiliitto

 KIINTEISTÖLIITTO  
Kotisi asialla

 SKOL

**ril**

 STUL

 ASUNTOMESSUT  
Mitä voisi olla.

 RT Rakennusteollisuus

RAKENNUSTIETO

 Kuntaliitto  
Kommunförbundet



# Lean way of making future happen

- We are continuously learning by doing and eager to test new ways of doing things - ecosystems can also provide a fruitful platform for social innovations!
- We are innovation ecosystem and non-profit association, but people also call us “Disruptive ecosystem”, “Industry diplomat”, “glue of the industry”, “innovation network”
- the system is continually changing and so are we!



# Our ecosystem in numbers

- Over 4000 people from more than 1,500 organizations participated in the activity
- Almost 2000 subscribers to the newsletter - published every Thursday
- In the open KIRAHVI discussion forum, 550 active members from more than 200 organizations, 4 theme meetings per year
- Live streamed events and interviews on a weekly basis
- More than 200 events in the Urban3 ecosystem space in 2022
- The WDBE Summit has approx. 400 participants per year and is organized annually



# Our strategic map

1. Create a transparent ecosystem



2. Connect the right people and organizations



3. Enable adoption of new solutions and flow of data



Open Testbeds



International Networks



Sustainability Metrics



Competence Development





# Basic ideas of our ecosystem

1. Digitization changes the structures of the industry.
2. Renewal and innovation take place outside traditional industry categories.
3. Sustainable digitization is goal-oriented digitization.
4. Every player of the industry has a role in achieving the industry's visions.





**Some exciting examples of our activities**

**You are welcome to join us!**



# URBAN3 INNOVATION ECOSYSTEM WITHOUT BORDERS.

[WWW.URBAN3.ORG](http://WWW.URBAN3.ORG)

## ECOSYSTEM MELTING POT



URBAN3

Enterprise Singapore

Helsinki Partners

KIRAHub

maria O1

URBAN INNOVATION  
ECOSYSTEM  
WITHOUT BORDERS  
URBAN3.ORG

VISIT BY ENTERPRISE SINGAPORE AND SINGAPORE  
TRADE ASSOCIATIONS AND CHAMBERS TO FINLAND



We are hosting Urban3-ecosystem space as a center for the innovation activities of the Finnish ecosystem



Tietoisku: "Minä päätän, sinä maksat" -väittelyasenne vähensyy asukkaita

 **KIRAHub**  
101 subscribers

Subscribe

5



Share

Downl

334 views Streamed 1 year ago

Urbaanit Visionäärit saa vieraaksi Firan ilmiöarkentaja Tero Vanhasen. Viimeiset viisi vuotta Firan arvon kehittämisen parissa työskentänyt mies keskittyy tänä perjantaina kaavoituksen ja asuntorakentamisen solmujen avaamiseen.



**KIRAHub** @KIRAdigi · Nov 23

KIRA-kasvuohjelman toteutus käynnistyy! @ToivanenMia aloittaa KIRA-kasvuohjelmajohtajana vuoden 2023 alusta ja lähtee rakentamaan #kasvuohjelman toteutusta yhdessä koko toimialan kanssa 🙌 Hienoa saada sinut mukaan Mia!

 [kirahub.org/mia-toivanen-k...](https://kirahub.org/mia-toivanen-k...)



ATL - Arkkitehtitoimistojen liitto and 9 others

Promote

**Miten KIRA kehittyy?  
Uusimmat digiuutiset  
kuulet meiltä!**

**TILAA KIRAHubin uutiskirje!**

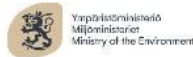
We serve the ecosystem as a media platform for sharing the best stories



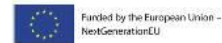
# How will the real estate and construction sector help solve the climate crisis?

**EUR 40 million** for climate action related to built environment in 2021-2023

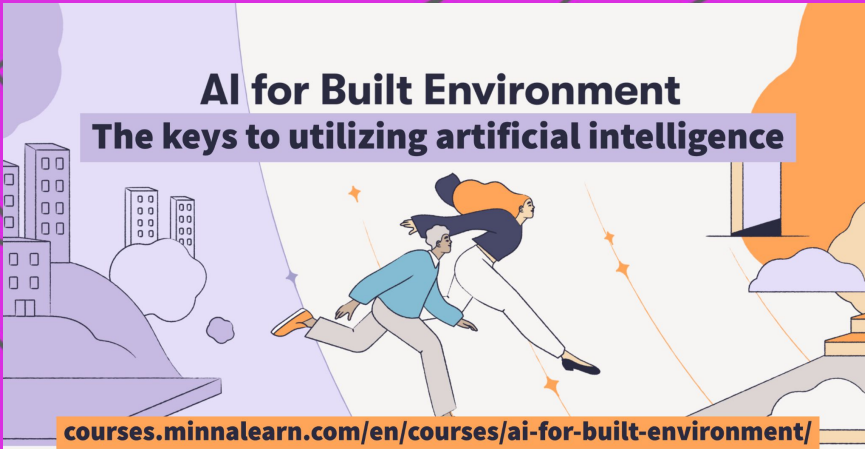
**#KIRAirilmasto**  
Vähähiilisen rakennetun ympäristön ohjelma



BUSINESS  
FINLAND



Low Carbon Built Environment offers EUR 40 million in funding for developing low-carbon solutions related to the built environment.

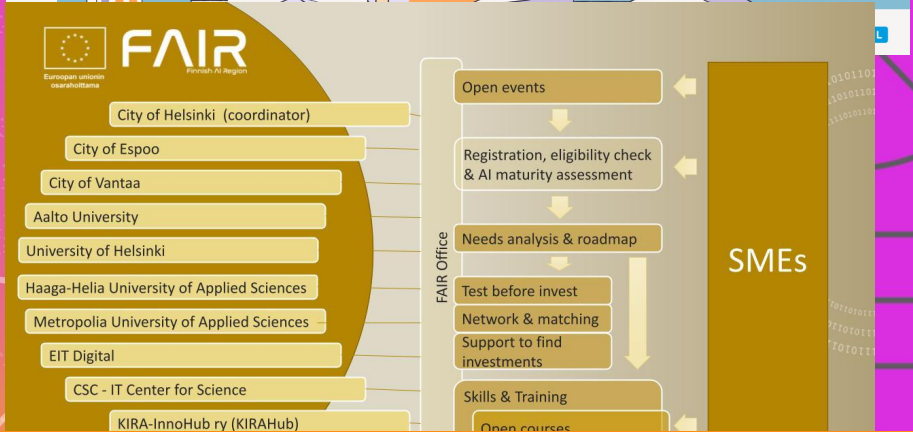


**AI UPDATES**

**TALK SHOW ABOUT ARTIFICIAL INTELLIGENCE FOR BUILT ENVIRONMENT PROFESSIONALS**

~ join us on-site @Urban3 or through our KIRAHub some channels

Broadcasting April 17, June 5, September 4, October 23 & December 4



Artificial intelligence shaping the whole industry



# Mitä digi voisi olla.

-innovaatiokilpailu Asuntomessuille Naantalissa



yhleistyössä:



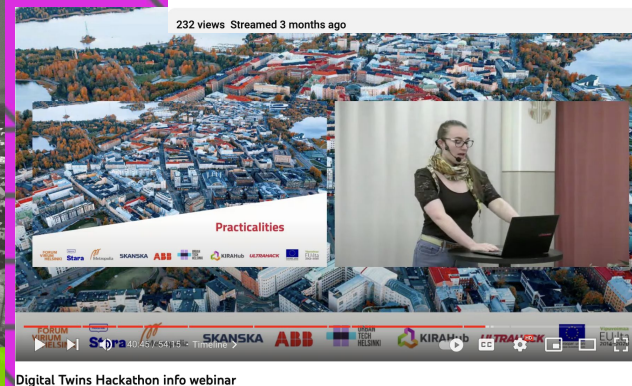
Ilmoita  
tiimisi  
mukaan



Palkinto-  
potissa  
10 000€



Mitä digi voisi olla - kilpailutöiden pitchaus ja palkitsemistilaisuus



Hackathons and idea competitions creating new ideas and bringing innovators together

# HELSINKI CITY HOUSING COMPANY INVITES **LOW CARBON HOUSING SOLUTIONS** TO JOIN THE NEW **INNOVATION PROGRAM!**

»»» **Apply before 5th December!**



ONLINE EVENT • AUGUST 22<sup>ND</sup> 14:00-15:00 EEST

## Best Practices In Implementing Tech For The Construction Site



**Aviv Leibovici**  
CPO Co-Founder at Buildots



**Riku Laiho**  
Manager of VDC/ NCC



**Olli Seppänen**  
Associate Professor/ Aalto Building 2030 Contractor perspective



**Teemu Lehtinen**  
CEO KIRAHub Moderator



**Antti Ruuska**  
Chief Sustainability Officer at YLVA

REGISTER AND WATCH 10 SOLUTIONS PITCHING ONLINE @WDBE.ORG

“ Let's redefine sustainability for urban future together! ”



STARTUPS SHORTLISTED BY KIRAHub BY

22 APRIL, 13:00-15:00

**SOLUTIONS IMPROVING BUILT ENVIRONMENT: WATCH 8 MARIA 01 STARTUPS LIVE PITCHING!**

+ HEAR MORE ABOUT AINS CVC PROGRAM

ASKEL.ID, CHAOS ARCHITECTS, CONSAIR, DIGITAL CITY PLANNER, IMMERSAL, POINTSCENE, PROXIMI.ID, TRAIL

A-INSINÖÖRIT URBAN3

Ecosystem partnerships for creating deeper understanding about the Finnish ecosystem



## SUSTAINABLE URBAN INNOVATION JUST GOT A LOT MORE INTERESTING!

**BLOX HUB**

**KIRAHub**

**CON  
TECH  
LAB\_**

**Estonian Digital  
Construction Cluster**

**SmartCity  
Cluster**

**Munich  
Urban  
Colab**



**URBAN HUB  
EUROPE**

Global network of ecosystems for systematic and lead co-operation  
& internationally funded projects

# WDDBE

WORLD OF DIGITAL BUILT ENVIRONMENT

# 2023

WDDBE.ORG

**INVESTING IN CLIMATE THROUGH TECH**  
19–20 SEPTEMBER TALLINN + HELSINKI



Ympäristöministeriö  
Miljöministeriet  
Ministry of the Environment



REPUBLIC OF ESTONIA  
MINISTRY OF ECONOMIC AFFAIRS  
AND COMMUNICATIONS



Estonian Digital  
Construction Cluster



Netherlands

World of Digital Built Environment Summit – global gathering for the industry forerunners

# Submit your proposal by 30 June to compete

# A W A R D S

Category:

**Best use of open standards**

Category:

**Most innovative digital project delivery**

Category:

**Best research for digital built environment**

Category:

**Most advanced digital twin**

Category:

**Most collaborative use of data**

Category:

**Most impactful digital act for sustainability**

Category:

**Most promising digital solution**

Category:

**Most pioneering climate tech investment**

INVESTING IN CLIMATE THROUGH TECH, 19-20 SEPTEMBER, [WDBE.ORG](https://wdbe.org)





**KIITOS! Thank you**

Vappu Id, COO, [vappu@kirahub.org](mailto:vappu@kirahub.org), [www.kirahub.org](http://www.kirahub.org)