



Charter

1. Purpose of this document

The purpose of this document is to define a basic set of principles for mutual collaboration and conduct. It shall make sure that participants in the Smart Cities Marketplace know what they may expect and what is expected from them, in general terms.

2. Overall aims of the Smart Cities Marketplace

With a view on the transition towards a Climate-Neutral Europe as informed by the European Green Deal, the aim of the Smart Cities Marketplace is to advance the market for smart and sustainable city solutions while ensuring a mutual level playing field for all smart city stakeholders within the European regulatory framework, the latter also comprising rules on economic competition. The Smart Cities Marketplace aims also at being a catalyst for innovative economic and financial approaches capable to help the post-pandemic recovery phase. The Smart Cities Marketplace operates in an impartial and transparent fashion.

3. Structure of the Smart Cities Marketplace

The current structure of the Smart Cities Marketplace is the result of a number of processes since its launch in 2012, which led to the present set of Action Clusters¹ and Initiatives², including their respective Action Cluster Chairs and Initiative Leads (see sections 4).

In order to keep the Smart Cities Marketplace up-to-date with emerging needs and interests as well as changes in the political and legal framework, in which the Smart Cities Marketplace operates, the Secretariat will organise regular calls for interest, both for Action Clusters and Initiatives as well as their respective chairs and lead persons.

The first such call for interest is expected to be organised in 2021, which also marks the kick-off of the next Framework Programme for Research and Innovation of the European Commission: Horizon Europe³.

4. Smart Cities Marketplace Community | Participants

Participants in the Smart Cities Marketplace community commit themselves to contribute to the overall aims of the Smart Cities Marketplace as stated above (see section 2) and agree to the provisions of this charter. Every person who is registered, communicates via the website of the Smart Cities Marketplace, organises and/or attends Smart Cities Marketplace events, is considered a participant of the Smart Cities Marketplace Community.

¹ <https://smart-cities-marketplace.ec.europa.eu/action-clusters-and-initiatives/action-clusters>

² <https://smart-cities-marketplace.ec.europa.eu/action-clusters-and-initiatives/initiatives>

³ https://ec.europa.eu/info/horizon-europe-next-research-and-innovation-framework-programme_en



All participants in the Smart Cities Marketplace Community take part in their own capacity and on a voluntary basis, yet representing their respective organisation. Participants are not paid for their contribution by the European Commission nor by the Smart Cities Marketplace Secretariat. The data protection considerations of participants are regulated by the Smart Cities Marketplace Privacy Statement: https://ec.europa.eu/info/legal-notice_en.

The Smart Cities Marketplace Secretariat is the organisational body of the Smart Cities Marketplace acting under the instruction of the European Commission and continuing under the next Framework Programme for Research and Innovation of the European Commission: Horizon Europe⁴. The Secretariat welcomes everybody to participate and contribute to the overall aim of the Smart Cities Marketplace and will inform (new) participants about this Charter being applicable to their participation.

Participants can take part in different roles, as defined by the European Commission. These roles bring different responsibilities and mandates:

- **Action Cluster Chair⁵**: this participant has been invited – e.g. following a call for interest (see section 3) – by the European Commission to chair an Action Cluster on a specific topic in a personal capacity.

An Action Cluster consists of a group of participants who signed up to the Smart Cities Marketplace and jointly work on actions advancing the European market for smart and sustainable urban solutions in a specific area.

The Action Cluster Chair is expected to be a central contact point and partner for the Initiatives during meetings and bilaterally to develop strategies, work plans, concrete activities and links with other Action Clusters and disciplines. He/she is a partner that works with the initiatives on a joint purpose of boosting replication and the aims of the Action Cluster with a flat hierarchy. The Action Cluster Chair is expected to connect the Initiatives to relevant partners, networks, projects, conferences, consortia, companies etc. on a regular basis and also bilaterally.

The actions performed in the Action Clusters might entail sharing of knowledge, taking away specific barriers for the market uptake of smart and climate-friendly solutions, identifying and promoting best practices, seizing new opportunities for this uptake, and development of innovative and novel methods and technologies.

The Action Cluster Chair is responsible for a timely delivery of annual work plans and 3-year roadmaps and commits himself/herself to the realisation of planned outcomes, coordinates the planned actions which advance the cause of the Smart Cities Marketplace, and is responsible for good internal communication within the Action Cluster, i.e. with its Initiative Leads and participants (a monthly or more frequent coordination meeting/call is considered good practice).

⁴ https://ec.europa.eu/info/horizon-europe-next-research-and-innovation-framework-programme_en

⁵ In principle the Action Cluster Chair is fully accountable for his/her role. It is nevertheless possible to assign a Co-Chair, e.g. as a backup, if that proves useful or needed.



Action Cluster Chairs are expected to ensure responsiveness to the Initiatives, the European Commission and the Smart Cities Marketplace Secretariat within reasonable timeframes (in the range of 5 business days) and organise a back-up for communication during longer periods of absence such as holidays and sick leave.

Finally, Action Cluster Chairs are responsible for monitoring of and reporting on the progress of the Action Cluster (e.g. against the above-mentioned 3-year roadmap) to the Smart Cities Marketplace Secretariat, which will consolidate the feedback for communication with the European Commission.

The Action Cluster Chair is supported for mutually agreed tasks by the Smart Cities Marketplace Secretariat. The latter will also assist the Action Cluster Chair with external communications.

- **Initiative Lead⁶:** this participant has been invited by the European Commission and the respective Action Cluster Chair or following a call for interest (see section 3) to lead an Initiative within an Action Cluster on a specific subtopic in a personal capacity.

An Initiative consists of a subgroup of members signed up to the Smart Cities Marketplace and the Action Cluster, who work on a specific subtopic and/or a specific set of actions under that topic.

The Initiative Lead is responsible for a timely contribution to annual work plans, to 3-year roadmaps, to the realisation of planned outcomes of the Action Cluster, and for coordinating the planned actions which advance the cause of the Smart Cities Marketplace for this specific subtopic.

The role of the Initiative Lead is to build trust and a lively dynamic community motivating and inspiring the members of his/her Initiative as well as participants of the Smart Cities Marketplace.

The Initiative Lead is supported by the Smart Cities Marketplace Secretariat for mutually agreed tasks. The latter will also assist the Action Cluster Lead with external communications.

- **Member of an Action Cluster and/or Initiative:** this participant has been invited or has expressed his/her interest to participate in one or more Action Clusters and/or Initiatives by registration through the Smart Cities Marketplace website and signing up for a particular Action Cluster and/or Initiative.

After the registration on the Smart Cities Marketplace website, the participant is proposed as a new Member. Following approval by the Action Cluster and Initiative Leads, the participant is included in all relevant communications within the Initiative, the Action Cluster and generally the Smart Cities Marketplace.

The Member of an Action Cluster contributes mainly expertise and time, but is also generally expected to help advancing the cause of the Smart Cities Marketplace.

- **Participants not taking any of the roles above:** these participants are not participating in any Action Cluster or Initiative but have signed up for particular events or activities, e.g. the newsletter, the Matchmaking platform or any of the Smart Cities Marketplace's events.

⁶ In principle the Initiative Lead is fully accountable for his/her role. It is nevertheless possible to assign a Co-Lead, e.g. as a backup, if that proves useful or needed.



Following above-mentioned calls for interest (see section 3) Action Cluster Chairs and Initiative Leads are invited by and selected through joint approval by the involved Directorates-General of the European Commission⁷. Members of Action Clusters and Initiatives as well as all other participants remain in the Smart Cities Marketplace Community for as long as they wish to, independent from taken roles (see above) and as long as they operate in line with this Charter.

5. Smart Cities Marketplace | Role of the Secretariat

The Secretariat of the Smart Cities Marketplace is in charge of ensuring a smooth operation of the latter, in close collaboration with the Action Cluster Chairs and Initiative Leads as well as with the European Commission, following the guidance of the latter.

Its services are specified in more detail in the terms of the service contract No. ENER/C2/SER/2019-455/SI2.811289 with the European Commission and include:

- Programme Management Office support to the Smart Cities Marketplace, its Action Clusters and their initiatives:
 - Planning and execution of events of the Smart Cities Marketplace, e.g. Action Cluster meetings, Action Cluster and/or Initiative events, Matchmaking events, General Assemblies, webinars, workshops etc.;
 - Expert support to the Action Cluster and Initiative leads, mutually agreed and based on individual needs;
- Day-to-day communications, maintenance of the Smart Cities Marketplace's mailboxes (including those of the Action Clusters and Initiatives);
- Updating the Smart Cities Marketplace's Event Calendar with relevant Smart City events (including those of the Action Clusters and Initiatives) and liaising with other relevant EU Smart City initiatives to establish a joint EU events calendar);
- Matchmaking services to help bringing project ideas (including those arising from the Action Clusters and Initiatives and from potentially any other EU funding programme) to a stage where they can be financed;
- Within the specific actions that are set up in the Action Clusters and Initiatives, helping to bring Initiative and/or whole Action Cluster Chairs in contact with potential partners, key decision makers, influencers or other relevant to that specific action;
- Support Initiatives and Action Clusters with external communications, disseminating/sharing/promoting of outcomes of the Action Clusters' and Initiatives' work and success stories, e.g. as part of the newsletter;

⁷ Currently: DG Energy, DG Move and DG Connect



- Proactively linking the Smart Cities Marketplace's Community to other relevant EU level initiatives, such as the Urban Agenda for the EU⁸, CIVITAS⁹, Living-in.eu¹⁰, the Community of Practice on Cities¹¹, the Intelligent Cities Challenge¹², the Horizon Europe Mission on Climate-Neutral and Smart Cities¹³, etc..

6. Smart Cities Marketplace | Role of the European Commission

The European Commission provides the Smart Cities Marketplace by means of a service contract or grant with a consortium running the Secretariat of the latter, paid for by the European Commission.

The European Commission supports the Action Clusters and Initiatives and collaborates with them in the respective policy areas of the involved Directorates-General¹⁴ of the European Commission as well as the cross-cutting areas of the Smart Cities Marketplace by:

- Giving feedback and advice on the operations and roadmaps of the respective Action Clusters and Initiatives;
- Supporting events, workshops, webinars, etc. with presentations, speeches, input, etc.;
- Facilitating a high-level dialogue between Action Clusters and Initiatives of the Smart Cities Marketplace and high-level representatives of the European Commission on contributions to European Smart City policies.

7. Code of Conduct

Participants of the Smart Cities Marketplace commit themselves to follow the code of conduct as stated below:

a. Promote the overall aims of the Smart Cities Marketplace (see section 2)

All participants commit themselves to promoting the overall aims of the Smart Cities Marketplace in a professional, transparent and respectful manner, in an open atmosphere with sufficient room for interaction and dialogue, where leading by example is the norm. Action Cluster Chairs and Initiative Leads are fully aware that the interests of Members of their Action Cluster and Initiatives and participants to their activities are likely to be much broader than those of their specific business or institutional affiliation. They make sure to meet these broad interests in the best possible mutual way when planning and executing the actions.

⁸ <https://ec.europa.eu/futurium/en/urban-agenda>

⁹ <https://civitas.eu>

¹⁰ <https://www.living-in.eu>

¹¹ <https://ec.europa.eu/jrc/communities/en/community/cop-cities>

¹² <https://www.intelligentcitieschallenge.eu>

¹³ https://ec.europa.eu/info/horizon-europe-next-research-and-innovation-framework-programme/mission-area-climate-neutral-and-smart-cities_en

¹⁴ Currently: DG Energy, DG Move and DG Connect



b. Payment and reimbursement

While Action Cluster Chairs and Initiative Leads are not paid for their contribution by the European Commission nor by the Smart Cities Marketplace Secretariat, they are entitled to a limited scheme of travel reimbursement which is part of the service contract between the European Commission and the Smart Cities Marketplace Secretariat. The service contract specifies the ceiling for the reimbursement, specific conditions for the meetings and the maximum number of meetings per year. The Smart Cities Marketplace Secretariat is in charge of executing the mentioned reimbursements and provides detailed information.

c. Not a channel for organisational promotion

All participants are understood to bring their own, or their organisation's insights and expertise. However, they must never use the Smart Cities Marketplace for promotional or sales activities.

Networking is understood to possibly lead to discussions towards the aims of the participants' business activities. Should these discussions not create benefit for the Smart Cities Marketplace Community or should they even be to its detriment, they must happen outside of the Smart Cities Marketplace, be it in terms of the content shared electronically or during events organised by the Smart Cities Marketplace Secretariat. Where cases of (potential) conflicts of interest arise, the European Commission will inquire their legal aspects and propose a solution, if such cases can't be mutually settled with support of the Smart Cities Marketplace Secretariat.

d. No association

Participants of the Smart Cities Marketplace **must not** use the Smart Cities Marketplace visual identity, including textual or graphical reference, to implicitly or explicitly imply that any activities, including business activities, are endorsed by the Smart Cities Marketplace or the European Commission, **unless** these activities have been officially endorsed by the latter two.

To clarify and unify the visual appearance of the Smart Cities Marketplace's Action Clusters and Initiatives a sub-identity of three "stickers" has been created by the European Commission, covering the following use cases:

- For initiative related business a sticker "An initiative of the Smart Cities Marketplace";
- For action cluster related business a sticker "An action cluster of the Smart Cities Marketplace";
- For anything else outside the direct operations of the Smart Cities Marketplace a sticker "Supported by the Smart Cities Marketplace".

In cases where the Smart Cities Marketplace is not directly in charge as organizer, author, etc. (e.g. during events, for publications, etc.) these stickers establish a direct link to the Smart Cities Marketplace while not including the EC logo and therefore not being directly affiliated with the European Commission¹⁵.

¹⁵ For further guidance on the sub-identity for Action Clusters and Initiatives and a comprehensive Q&A list please contact info@eu-smart-cities.eu.



Regarding any other use of the EC logo and/or the Smart Cities Marketplace visual identity on documents, digital content and communication, social media and so forth, Smart Cities Marketplace participants will follow the guidelines provided by the Smart Cities Marketplace Secretariat.

All Smart Cities Marketplace publications and digital content must have a disclaimer that makes clear that the content does not necessarily reflect the opinion of the European Commission and that the European Commission does not take responsibility or accept liability for the content of outcomes of the Smart Cities Marketplace.

Content, which implicitly or explicitly promotes the business of any organisation – whether commercial or otherwise – must be explicitly authorised in writing by the Smart Cities Marketplace Secretariat (on behalf of and in consultation with the European Commission) before being disseminated by any Smart Cities Marketplace group or even by their participants (if this is done by means supported by the Smart Cities Marketplace Secretariat).

For clarity, Action Cluster Chairs and Initiative Leads may mention their roles in their Curricula Vitae and biographies. The relationship between organisations and the Smart Cities Marketplace is determined only by written agreements made bilaterally, and organisations should otherwise limit the description of their association with the Smart Cities Marketplace by only stating the roles of their staff and/or officers.

e. Non-compliance with the Code of Conduct

In case participants in the Smart Cities Marketplace do not follow this code of conduct and where their actions may harm the overall aims of the Smart Cities Marketplace, the Smart Cities Marketplace Secretariat will ask participants to align their conduct with this Code or (after consultation with the European Commission) stop their participation if deemed necessary for the benefit of the Smart Cities Marketplace.

8. Validity and contents of the Charter

The European Commission – referring to its role outlined in section 6 – reserves the right to update the Charter of the Smart Cities Marketplace if needed and every two years at the very latest.