

FINANCES

4.1. Finance Committee

4.1.3 Charter of Ethics and Fundraising

THE METROPOLIS DRAFT CHARTER OF ETHICS

Objectives of the Charter

METROPOLIS, world association of the major metropolises, comprising 140 member cities and capital regions with more than one million inhabitants, is an open and dynamic association, which fosters sustainable urban development. The major demographic, economic, social and environmental challenges that lie ahead in the coming years has led to the association's constant pursuit of new relations and partnerships to further its expertise and enhance its own activities with its members and any stakeholders with an interest in urban development.

International partnerships, whether with private companies, government agencies, NGOs or associations, prove valuable to METROPOLIS, as they can provide information on a series of issues related to organising the urban space, improving the environment and the living conditions of the inhabitants of major metropolises, particularly on the available technologies for the effective delivery of certain services (e-health, renewable energy, etc.). In turn, METROPOLIS can afford the strength and diversity of its network thanks to the exchange platform that constitutes the association.

This Charter has therefore been developed to establish a transparent process and to enforce the public accountability of METROPOLIS. It provides a framework of reference for METROPOLIS members as well as useful information for potential sponsors as regards METROPOLIS' partnership principles.

The METROPOLIS Finance Committee will ensure all METROPOLIS' partnerships with sponsors comply with the guiding principles and guidelines outlined herein.

Guiding principles

Every sponsorship relationship will be based on five key principles:

- **Independence**

The political independence of METROPOLIS must not be undermined by agreements with third parties, and therefore:

- METROPOLIS will not enter into any sponsorship agreement that would associate it with any political or religious organisation or party;
- METROPOLIS' campaigns and political work will be exclusively financed by the Secretariat General's own resources;

- The sponsors will bear no influence on METROPOLIS' work and statutory events and the association will retain ownership and control of all events, projects, services and awards;
- Acceptance of sponsorship will not imply METROPOLIS' endorsement of the sponsor company, its products or services.
- **Respect for METROPOLIS' values**

The approval of a partnership is subject to the partner's respect for METROPOLIS' mission and core values:

- The criteria to be taken into consideration in the search for suitable partners, above all, cover social and employment practices, environmental standards and financial management practices;
- METROPOLIS will decide which events, projects and services a sponsor will be associated with and will retain control of the content of such events.
- **Transparency**

Partnership agreements are entered into in accordance with METROPOLIS' statutes:

- Relations of some importance and established in the long or medium term will be the subject of a memorandum of understanding submitted to the Finance Committee for approval;
- Relations of a more modest and sporadic nature will be subject to a report submitted to the Finance Committee;
- All sponsorships will be entered into by signing a legal agreement that will outline all the terms of the partnership and the counterparts attendant thereto;
- The budget report submitted to the METROPOLIS Board of Directors and General Assembly will include a special section on private funds received, indicating their sum and the purpose for which they were used (activity monitoring);
- This METROPOLIS Charter will be adjoined to the agreement signed with the sponsor.
- **Confidentiality**

The METROPOLIS database and personal contacts will not be disclosed to any partner whatsoever. Contacts may however be established between members of METROPOLIS and sponsors at the request or via the authorisation of members.

- **Mutual benefits and added value**

Sponsorship, by definition, must yield clear benefits for both the sponsor and METROPOLIS:

- METROPOLIS will benefit from the relationship and from the access to the partner's knowledge and technical expertise and/or from additional resources;
- The sponsorship must contribute to the effective implementation of METROPOLIS' strategy and its priorities;
- A note containing the sum that METROPOLIS wishes to raise, and the purposes for which it is intended, will be drawn up for each sponsorship application before contacting any sponsor;
- The funds raised thanks to sponsorship must serve the interests of our members and bring them clear added value;
- The partner will benefit from counterparts that will be clearly delineated in the partnership agreement attached to the Charter.

Guidelines for the partnership

- ***Use of the METROPOLIS logo***

The METROPOLIS logo may only be used by the sponsor following receipt of express written authorisation and instructions for use of the logo.

- ***Use of the METROPOLIS name***

METROPOLIS must be consulted each time its name is to be employed. Every document that refers to a joint project or initiative must be approved by METROPOLIS before being used.

- ***Written documents***

METROPOLIS reserves the right to veto any documentation produced in the framework of a joint activity or initiative.

- ***Access to METROPOLIS' mailing list***

Sponsors will not be authorised to have direct access to METROPOLIS' database. However, the sponsorship agreement may include a clause whereby METROPOLIS will be able to pass documents and other information on to the members concerned.

- ***Press relations***

Sponsors cannot issue press releases regarding the joint activity or initiative without prior consent from METROPOLIS.

- ***Non-exclusive partnership***

Generally speaking, sponsors' support of METROPOLIS does not have an exclusive nature and METROPOLIS is free to seek support from other partners. In the event of multiple sponsors, METROPOLIS will inform possible sponsors of all partners that are already part of the sponsorship. METROPOLIS will not accept a new sponsor without ensuring that it

does not conflict with the rights of sponsors that are already under contract and, where appropriate, without informing the existing partners. In exceptional circumstances METROPOLIS may, if it deems appropriate, grant exclusivity to a sponsor for a specific area of activity or a project and for a clearly defined and limited period of time.

- **Termination by mutual agreement**

Failure to comply with the Charter's clauses, in full or in part, by METROPOLIS and/or the partner may or will result in the termination of the partnership agreement.