



## **Memorandum of Understanding**

Publica's work contributes to a global conversation about how to make cities more efficient, inclusive, vibrant and safe. As part of this, we regularly collaborate with other organisations across the public and private sectors, including local authorities, national agencies, industry bodies, and community organisations. Some of that collaboration is informal, especially when a project is at a very early stage. This can include advice to shape policy, or as part of a joint funding application or tender process.

This document sets out how we approach informal collaborations. It's not a legal contract, but is intended to create a shared understanding of how we work, and what we ask in return. This helps establish an open and equitable working relationship.

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### **Intellectual property**

If we are asked to contribute thinking, advice, or creative direction before a project is formally commissioned, we do so in good faith, but with the understanding that our work is protected.

Until there is a formal agreement in place, any concepts, proposals, designs, methodologies or recommendations we share remain our intellectual property.

Unless otherwise agreed, informal discussions do not imply exclusivity or commitment from either side.

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### **Credit and attribution**

We ask that any contributions we make (and, in particular, any of our designs or methodologies) are clearly acknowledged. This includes written attribution in any reports or presentations.

Our name, ideas, designs or draft materials should not be used in public or submitted as part of bids, funding applications or reports without our prior agreement.

We will agree together how our involvement should be described publicly. Where possible, we value being able to share the work on our own channels, once it is live.

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### **Moving forward**

If a project progresses, we will agree together on a clear scope of work and a commercial basis for involvement. We will provide a clear proposal setting out scope, roles, timelines and fees.