ABSTRACT “**Cooperation and Opportunities for Standards in the New Urban Agenda**”

Smart Cities are complex adaptive systems of systems with a diversity of stakeholders. Whereas each city has a unique context and establishes its own vision and values, cities generally have a common purpose and a common set of challenges. The pace at which technologies advance is putting intense pressure on Cities, and international standards development organizations (SDO) have the potential to provide guidance to help Cities deal with change. But SDO’s are not top of mind with cities. Cities are predominantly influenced by a wide variety of other networks, associations, funders, analysts, advisors, local partners, and others. They gain a city’s attention through relationships, insight and funding. Indeed, such parties often produce guidance materials which at times are pseudo-standards for cities. This presents a brand challenge to SDO’s and to be relevant to Cities, SDO’s need to cooperate around a new coherent portfolio of materials (not just technical specifications) that cities want to use.