



Committee Regulations – Federal Association of the Digital Economy (BVDW) e.V.

Adopted by the Executive Committee on 26 June 2025 in Berlin.

These committee regulations replace the committee regulations in the version dated 3 May 2019.

Preamble

The Executive Committee issues these committee rules in accordance with Section 16 (2) of the Articles of Association. The following provisions apply equally to all committees of the Association. These committee rules govern the description of tasks and working conditions with regard to the establishment and activities of the individual committees.

The Presidium supervises, in consultation with the respective committee chairs and the office (the committees with the aim of ensuring that the work of the committees, even with organisational and technical independence, is compatible with the interests of the association both externally and internally).

A. Structure of the association

§ 1. General provisions

- (1) The association has an open structure. Each member is assigned to a segment based on their background. Segments represent the entire value chain of the digital economy as types of companies. They are purely a formal classification criterion for members and, unlike the committees described below, have no active function. Regardless of their assignment to a specific segment, each member may work in the committees described below in accordance with the criteria set out at . Participation is generally only open to employees of member companies.
- (2) Each full member and the administrative office is entitled to apply to the Executive Board for the establishment of committees within the framework of the structure described in these committee rules.
- (3) The Presidium may exercise its supervisory activities through the sponsorship of individual Presidium members over one or more committees.

§ 2. Committees

The BVDW distinguishes between working groups, labs and initiatives as types of committees. The work of the association and its members takes place in these committees. The following committees may be established:

- (i) Open working groups
- (ii) Closed working groups
- (iii) Labs
- (iv) Initiatives

§ 3. Language

As a rule, only the specialist and focus topics of the committees are used in external communications, with the addition of "in the BVDW". For example: "The digital agencies in the BVDW" or "Programmatic advertising in the BVDW". The terms "working group" and "lab" can be used for further clarification, e.g. "Working Group Digital Agencies in the BVDW" or "Working Group Programmatic Advertising in the BVDW". The Executive Board may decide on further details in a guideline on BVDW communication.

B. Organisation and tasks of the committees

§ 1. General provisions

- (1) All committees are supported by the administrative office. Upon establishment, the management assigns a member of the association's staff (BVDW programme manager) to support the committees. The management decides on the type and scope of support. The BVDW programme manager generally supervises several committees.
- (2) The publication, communication and technical implementation of all association positions and products are carried out exclusively by the association's administrative office. Deviating written regulations in individual cases require a decision by the management or the executive committee.
- (3) The Executive Board or the management of the BVDW shall decide on the distribution of funds for the committees. Additional funding for the committees may also be provided through contributions from members or through sponsorship.
- (4) The Executive Board authorises the office to issue implementing provisions for these committee rules, which shall bindingly regulate the organisational and working processes of the committees. The Executive Board shall approve the implementing provisions prior to publication.
- (5) The work of the committees is voluntary and unpaid at all levels.



§ 2. Open working groups

- (1) The open working groups represent the topic-specific interests of the members of the respective open working group both internally and externally. Open working groups serve the professional exchange of members on relevant topics of the digital economy.
- (2) Open working groups are established and dissolved upon application and by resolution of the Executive Committee. For each open working group, the applicant shall formulate a mission statement defining the open working group and the objectives of the open working group and its activities.
- (3) Each open working group elects a chairperson and at least one deputy chairperson for a term of two years.
- (4) Each open working group shall meet at least once every six months. Current developments are presented and discussed at the meetings of the open working group. The meetings serve
 - (i) the exchange of knowledge,
 - (ii) presenting the working group's work results and lab results, and
 - (iii) recruiting participants for projects,
 - (iv) the exchange of views on the strategic development of the open working group and the underlying issues, and
 - (v) networking.

§ 3. Closed working groups

- (1) Closed working groups represent the specific business models of the members of the respective closed working group both internally and externally. A closed working group represents a group of members within a segment. The members who have joined together in closed working groups operate the same business model. A segment may contain several closed working groups. No closed working group may be established if a closed working group already exists for the corresponding business model. A closed working group should represent the business model in a manner that is representative of the market based on the sum of its members.
- (2) Closed working groups are established and dissolved upon application and by resolution of the Executive Board. For each closed working group, the applicant shall formulate a mission statement that defines the closed working group, the objectives of the closed working group and its activities, and the criteria for the assignment of members.
- (3) Each closed working group shall elect a chairperson and at least one deputy chairperson for a term of two years.
- (4) Each closed working group shall meet at least once every six months. Current developments shall be presented and discussed at the meetings of the closed working group. The meetings shall primarily serve
 - (i) identifying topics and determining the strategic direction and operational organisation of the closed working group,
 - (ii) recruiting participants for projects,
 - (iii) presenting and discussing the closed working group's work results and the results of any labs, and
 - (iv) the exchange of knowledge and opinions regarding the strategic development of the underlying business models.
- (5) Each closed working group may adopt its own rules of procedure. These must be approved by the Executive Committee before they are adopted and published. Notwithstanding such approval, any provisions that conflict with the Articles of Association or other higher-ranking regulations of the Association shall be invalid. Subgroups may be formed to structure the work within a closed working group. These subgroups are not committees within the meaning of these rules. Their structure and mandate shall be governed by the rules of procedure of the closed working group.

§ 4. Labs

- (1) Labs are organisational subunits of open or closed working groups and initiatives. Labs serve to develop the specific content, services, products and/or work results of the association in a time-limited and results-oriented manner, thereby achieving added value for the members of the association and the stakeholders of the BVDW. The results of the lab work are also incorporated into the association's press and public relations work.
- (2) A lab is established and closed at the request of the majority of the members present at a working group meeting or by the head office and upon resolution by the executive committee. For each lab, the applicant shall formulate a description of the work and objectives of the lab and specify the duration of the lab's work. The duration of a lab may not exceed two years. Upon justified request, the executive committee may decide to set up a lab without a time limit.
- (3) Labs are led by a leader appointed by the office for the duration of the lab from a member company of the respective working group. The committee leaders of the higher-level working group have the right to propose candidates for the position of lab leader. Elections are not held. If, upon a reasoned request pursuant to Section 4 (2) of these Rules of Procedure, the Executive Committee decides to establish a lab without a time limit, the members of the lab shall elect a lab leader and at least one deputy lab leader for a term of two years.
- (4) The lab leaders report regularly on the status of their work to the respective higher-level working group. The committee chairs of the higher-level working group supervise the labs in cooperation with the lab leaders with the aim of ensuring that the lab work, despite its organisational and technical independence, is compatible with the interests of the association both internally and externally. Committee chairs of the higher-level working group may perform supervisory activities through sponsorships of one or more labs.
- (5) A lab may be dissolved by the Executive Board if it fails to comply with the rules or if it is foreseeable that it will not



achieve its objectives.

§ 5. Initiatives

- (1) Initiatives are segment-independent committees that work on new specialist topics with the aim of integrating them permanently into the association's work. Depending on the market relevance of the respective specialist topic, initiatives should develop into an open or closed working group.
- (2) Initiatives should develop new topics, challenges, questions or market needs relevant to members within a limited start-up period. Through initiatives, the BVDW aims to continuously develop its committee work in line with the requirements of the digital economy in order to provide its members and other BVDW stakeholders with relevant impetus and insights. The initiatives represent the topic-specific interests of the members of the respective initiative both internally and externally.
- (3) Initiatives can be established as open or closed initiatives. An initiative is established upon application by resolution of the Executive Board. For each initiative, the applicant formulates a mission statement that defines the initiative and the objectives of the initiative and its activities.
- (4) The meetings of the initiative serve primarily to identify further projects, plan and present topic-specific work results, and exchange knowledge and opinions regarding the sustainable development of the initiative and market developments in this area.
- (5) Within six months, the initiative must generate initial projects and then present a development concept for establishing the initiative in the form of a closed or open working group. A one-time extension of the development period by a further six (6) months is only possible upon resolution by the Executive Board at the request of the majority of the initiative's members. If a development concept has not been completed by the end of the development period, the initiative will be dissolved by resolution of the Executive Board after notification by the BVDW programme manager.
- (6) On the basis of the development concept, the establishment of a corresponding closed or open working group shall be applied for in accordance with these rules of procedure.
- (7) Initiatives shall be represented by a chairperson appointed by the Secretariat for the duration of the initiative and at least one deputy chairperson. In addition, the Presidium may appoint up to two mentors from the Presidium or from committees with a similar remit. Cross-association and cross-thematic work

§ 6. Cross-association and cross-thematic working groups

- (1) Cross-association and cross-theme working groups are responsible for cross-association and cross-committee issues within the association in the sense of a steering committee and report directly to the Executive Board. Cross-association and cross-theme working groups are not committees within the meaning of these committee regulations.
- (2) The establishment, dissolution, content and strategic orientation of a cross-association and cross-thematic working group are the responsibility of the Executive Board in consultation with the management and the chairs of the working groups involved.
- (3) The Presidium may appoint a spokesperson and at least one deputy spokesperson for association- and cross-thematic working groups for steering tasks for a term of two years from among the members of the working groups involved. The spokespersons report directly to the management and the Presidium. The provisions of Section D § 3 apply to the spokespersons.

C. Committee leadership

§ 1. Election of committee chairs

- (1) Unless otherwise specified in these committee rules, the committee chairs shall be elected by the members of the respective committees. The chairpersons and deputy chairpersons shall be elected individually during the meetings by secret ballot of the members present. The committee chairs must be employees of a member. At the request of a member entitled to vote and by a majority decision of those present, an open election may be held.
- (2) The chairperson or deputy chairperson is elected if they receive at least two-thirds of the valid votes cast. If such a majority is not achieved, the candidate who receives a simple majority of the valid votes cast in a further ballot is elected. If a two-thirds majority is not achieved in the first ballot with more than two candidates, a run-off election shall be held between the two candidates with the highest number of votes. Abstentions shall not be counted.
- (3) Each committee may elect a maximum of one chairperson and four deputies. Upon reasoned request, the Presidium may decide to increase the number of deputies for a committee.

§ 2. Term of office of the committee chairs

- (1) The committee chairs are elected for a term of two years, unless otherwise specified in these committee rules.
- (2) If a member company to which a chairperson or deputy chairperson belongs leaves the association or the chairperson or deputy chairperson leaves the member company to which he or she belongs before the end of the term of office, the term of office shall be terminated prematurely. If the term of office ends prematurely, new elections or a new appointment must be held immediately. The term of office shall be the remaining term of office of the chairperson or deputy chairperson who has left office. Until the new election or appointment, the office shall be held by a deputy. If this office is not filled, the management shall hold the office on an interim basis.
- (3) If the personal requirements for eligibility cease to apply during the term of office, the office shall end at the end of 3



(three) months after the end of the relevant activity, provided that the personal requirements for eligibility have not been restored by that time. If the delegating member resigns, the office shall end after 3 (three) months, provided that the personal requirements for eligibility have not been restored by that time.

§ 3. Duties of the committee chairpersons

- (1) All committee chairpersons are obliged to protect the interests and concerns of the entire association and to actively promote the unity of the association.
- (2) The chairperson of a committee represents the committee internally and externally and is responsible for its content and strategic activities. Chairpersons represent the committee to the public, politicians, the executive committee, members and management, and ensure that the committee's work is consistent with the interests of the association both internally and externally. Public statements and any communication with politicians, the media and external stakeholders of the association on behalf of the committee or the BVDW shall be coordinated with the press officer of the head office and require the approval of the executive committee. Details and deviations are governed by the implementing provisions of these committee rules.
- (3) The chairpersons of the committee shall regularly inform each other about the current affairs of the association. They shall also inform the executive committee about their activities and those of the committee.
- (4) In consultation with the press officer at the head office, the chairperson is the contact person for press enquiries concerning the committee's affairs. He or she has the right to make proposals on matters such as content, public relations, representation of interests in industry and organisational innovations affecting the committee.

D. Working methods of the committees

- (1) The task of the committees is to represent the interests of the association internally and externally, to provide expert advice to the Executive Board and the management, and thereby to contribute effectively to the fulfilment of the association's purpose (Section 2 of the BVDW Articles of Association).
- (2) The committees carry out the specialist work necessary to fulfil their tasks. To this end, they prepare the content of publications, studies, statements, standards, voluntary commitments (work results), etc.
- (3) A brief summary of the results of each meeting shall be prepared, containing the main points of the meeting and the resolutions adopted. The meeting documents and the summary of the results shall generally be sent to the meeting participants electronically or made available via an appropriate platform.
- (4) The members of the committees and, upon request, the administrative office and the executive committee shall receive copies of the summary minutes and the work results within the meaning of paragraph 2.
- (5) The management shall decide on the disclosure of the minutes and the work results of individual committees. Disclosure to outsiders is only permitted with the prior written consent (e.g. by email) of the management. The necessary correspondence shall always be handled by the administrative office.
- (6) Guests may attend committee meetings a maximum of two times. Project-related participation by non-members is excluded, unless they are invited to individual meetings by the management with the consent of the committee chairpersons on the basis of their expertise.
- (7) All members and guests are obliged to treat the contents of meetings and the results of their work as confidential. This applies in particular if disclosure could harm the interests of a member company or the association or the progress of the committees' work.
- (8) Press communications regarding the working results of the committees or the positions of the association and the industry shall be carried out exclusively by the administrative office. Members may only present working results to the public in consultation with the BVDW administrative office (management and press department).

E. Publication

These committee rules are published on the association's website and are recognised as binding by all members.



Appendices

Appendix 1:

Current overview of segments in the BVDW – as of February 2025

1. Advertisers
2. Agency
3. Consulting
4. E-commerce
5. Platform
6. Publisher
7. Technology
8. Marketers
9. Science, education, institutions
10. Other segments

Appendix 2:

Current overview of committees within the BVDW – Available at: <https://www.bvdw.org/en/committees/>