



COLLABORATION AGREEMENT BETWEEN ESMA (EUROPEAN SOCIAL MARKETING ASSOCIATION) AND AEMARK (ASOCIACIÓN ESPAÑOLA DE MARKETING ACADÉMICO Y PROFESIONAL)

This agreement is made the 22 of March 2024,

BETWEEN: Ms. NATALIA RUBIO BENITO, as President of the Asociación Española de Marketing Académico y Profesional (hereinafter AEMARK), residing in Madrid, Universidad Autónoma de Madrid, Departamento de Financiación e Investigación Comercial, in Tomás y Valiente Street, 5, zip: 28049.

AND: Ms. NADINA LUCA, as Chair of the Board of ESMA, with address in York, England, Room: A/C/106, Alcuin C, York Science Park, School for Business and Society, University of York, Heslington, zip: YO10 5DF.

BACKGROUND

- I. ESMA was founded in London, United Kingdom, in 2013, and registered with company number 08767830.
- II. The purpose of ESMA is to promote social marketing as a framework to solve social problems, and to market the use of social marketing approaches to address social challenges.
- III. As it is disclosed on its website, ESMA was founded with the aim of connecting social marketing people, research and practice at the European level.
- IV. AEMARK, Asociación Española de Marketing Académico y Profesional, was founded on January 27th, 2006, and registered in the Registro Nacional de Asociaciones (Grupo 1/ Sección 1 / Número Nacional 586873).
- V. The purpose of AEMARK is to provide those interested in the development of Marketing knowledge, whether they belong to the academic or professional context, a venue to stimulate, promote, disseminate and apply Marketing teaching and research.
- VI. The AEMARK statutes, in article 3, section e), state “To promote the establishment and maintenance of scientific contacts with national and foreign institutions that pursue identical or similar purposes”

TERMS

FIRST. It is the object of this agreement to establish the basis of collaboration between ESMA and AEMARK that help the development of both associations.

SECOND. This collaboration agreement will be effective as of the date of its signature and will remain in force for a period of two years from that date. After said date, it will tacitly be extended for successive periods of two years, unless one of the parties, at any time, expresses its willingness to terminate it by sending the other a registered letter with acknowledgment of receipt, with at least one month prior to the end of the initial period of validity of the agreement or of each of the extension periods.

THIRD. ESMA and AEMARK will facilitate their respective associates the participation, whenever possible, in the life of both associations.

FOURTH. ESMA and AEMARK will communicate to all their associates the characteristics and scope of this agreement, as well as inform about the characteristics and objectives of both associations and their activities.

FIFTH. By prior agreement of the parties, ESMA and AEMARK shall collaborate in the dissemination of activities organized by the associations, as well as jointly organize events whose purpose is to inform and publicize the objectives of both associations.

SIXTH. An AEMARK representative will be invited to introduce their organisation during a scheduled session at the ESMA European Conferences. Similarly, an ESMA representative will be asked to present their organisation at the AEMARK annual conferences.

SEVENTH. In order to provide greater agility in the fulfilment of the agreement and solve the aspects that may arise from time to time, the parties establish a Monitoring Committee that may meet as many times as required. Said Committee shall be made up of the presidents themselves or those persons to whom the presidents delegate, depending on the specific issues to be discussed.

EIGHTH. Failure to comply with this agreement will be sufficient cause for either party to decide the resolution thereof, prior written notice to the other.

And in proof of conformity, the current Collaboration Agreement is signed in duplicate in the place and date above indicated.