



**Katowice
Business
University**



ESCOLA SUPERIOR DE
RELACIONS PÚBLIQUES

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UNIVERSITAT DE
BARCELONA

COOPERATION AGREEMENT

BETWEEN

**THE KATOWICE BUSINESS UNIVERSITY BASED IN KATOWICE
AND**

**THE *FUNDACIÓN UNIVERSITARIA EUROPEA DE RELACIONES PÚBLICAS*, AS HOLDER
OF THE *ESCOLA SUPERIOR DE RELACIONS PÚBLIQUES*, A CENTER ATTACHED TO
THE UNIVERSITY OF BARCELONA.**

Firstly, the Katowice Business University (KBU, pol. Akademia Górnośląska im. Wojciecha Korfantego w Katowicach), based in Katowice (Harcerzy Września 1939 No. 3, 40-569 Katowice), Taxpayer Identification Number: 9540007281, REGON: 272199522, entered into the Register of Non-Public Universities at number 36, represented by: Rector – Marta Adamczyk, Chancellor – Anna Lukasczyk, hereafter KBU

Secondly, the *Fundación Universitaria Europea de Relaciones Públicas* (hereafter FUERP), NIF G-60747250, based in Barcelona (Sepúlveda street, 50, 08015) which was constituted on 6th April 1993 before the notary Wladimiro Gutiérrez Álvarez with the number 975 of protocol and figures recorded in the *Registro de Fundaciones del Ministerio de Educación, Cultura y Deporte* as a financing, promotion nationwide foundation with registration number 268 EDU, and, on its behalf, Dr. Antonio Noguero Grau, as president, DNI 37237744-P, who sustains power granted in deed by Barcelona notary Francisco Miras Ortiz on 3rd August 2005 with the number 1778 of protocol and figures recorded in the *Registro de Fundaciones*.

STATE

1. That KBU aims to promote and conduct scientific research, as well as higher education, particularly focusing on activities related to the fields of management and social sciences.
2. In pursuit of its mission, KBU sets the following specific goals, illustrative in nature:
 - a) To initiate, promote, and propose study.
 - b) To establish and maintain collaborative commitments with institutions and organizations deemed suitable to carry out activities aligned with KBU's objectives.
 - c) To publish and disseminate research and studies through various media channels to ensure broad accessibility and impact.
 - d) To secure funding from third-party sources to support KBU's academic and research initiatives.
 - e) Pursue any other objectives that support excellence in management, organizational studies, and related management sciences.
3. That *FUERP* aims to promote and carry out scientific and technical research, as well as higher education related to activities linked to public relations in the context of social sciences and,



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specifically, in the sciences of management, organization, information and communication (Part I, Article 2 of the *FUERP* Statutes).

4. That, in pursuit of its aims, the following are specific goals of *FUERP*, listed in merely illustrative terms:
 - a) To promote and propose study and research programmes.
 - b) To establish commitments of cooperation with institutions and organizations that are considered appropriate to carry out activities contained in this article.
 - c) To publish and disseminate, by any means, the studies and research carried out.
 - d) To obtain funds from third parties to apply them to our own activities.
 - e) To finance external research projects related to the Foundation's purposes.
 - f) In general, any other goal related to the Foundation's indicated purposes.

5. That *FUERP* is holder of *Escola Superior de Relacions Públiques*, a center attached to the University of Barcelona, where the official degrees of ***Advertising, Public Relations and Marketing*** (bachelor's) and ***Communication Direction and Public Relations Strategy*** (master's) are taught.

Both entities, considering that their objectives are partly coincident and complementary, wish to sign this agreement in order to show their interest in maintaining a mutually beneficial cooperation that can be translated into specific projects.

AGREE

1. The purpose of this agreement is to establish a framework of cooperation between both parties, on the following actions:
 - a) Interaction and cooperation in the design and development of propositions for activities of interest to both parties, with special emphasis on the guidelines established by the **Sustainable Development Goals**.
 - b) Interaction and cooperation in the education field.
 - c) And all those that the parties may agree upon related to their respective objectives.

2. The extent of the cooperation will be conditioned, in each case, to the availability of the means of each party, as well as to the priority required by their own current programmes.

3. Each of the specific cooperation programmes between both parties will require the elaboration of a work programme, the proposed goals and the necessary means for its realization.

4. Both parties grant, as a general rule, the qualification of reserved information to the information obtained in application of this agreement or in future projects.

5. The present agreement does not involve any economic cost. Each Project will require the signing of a supplementary agreement that will specify, if necessary, the budget for each of the activities



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and the economic contributions for the expenses generated by the cooperation will be evaluated and agreed upon by the governing bodies, in each case.

6. The duration of this agreement will be of one year starting from the date of its signature and it will be tacitly renewable for the same period of time.
7. Either party may denounce this agreement by notifying the other party in writing two months prior to the date on which it wishes to terminate it.

And in proof of conformity, the parties sign and seal this agreement in the aforementioned place and on the aforementioned date.

In Barcelona, 10th March 2025

By Katowice Business University

Rector – Marta Adamczyk,

Chancellor – Anna Lukasczyk

**By Fundación Universitaria Europea de
Relaciones Públicas**

President of the Patronage – Antoni Noguero
Grau