

## **Extract from the Collaboration Agreement**

between

**EURISPES**  
**Istituto di Studi Politici, Economici e Sociali**  
**Roma, Italy**

and

**the section “Communication Management in Politics and Business” at  
Central and East European International Studies Association (CEEISA)**

and

**the Group of Experts and Researchers from universities, entitites and  
associations whose names appear on the last pages of this document**

agree that

- All the parties signing this agreement consider that the exchange of knowledge and information and the collaboration of scientific and cultural sectors promote civility and progress leading to reinforced understanding and peaceful cooperation between different peoples
- All the parties signing this agreement agree to share a common interest in the study of ways and methods of media and communication management as a support of the relations between EU and Russia and to promote a regular exchange of information and organise initiatives for scientific and cultural collaboration - research, lectures, education, promotion, editing. The goal is to promote a better understanding of media and communication management, to overcome national boundaries and spread a method for the study, research and analysis of communication phenomena and reach an assessment of the economic, social, ethical, cultural, political and institutional effects those have on social life in Europe and Russia.
- All the parties signing this agreement mean it as a work tool and manifest their interest and availability to promote collaboration agreements amongst themselves as well as with third parties and with European and Russian bodies operating along the same lines.
- All the parties signing this agreement intend to contribute their initiatives for the reinforcement of scientific, cultural and educational cooperation on a European and Russian scale and, by doing so, contribute to the strengthening of the relations between EU and Russia.

Taking these premises into account

EURISPES  
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Moscow, Russia

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Agree To

### **Article 1. Importance of the Premises**

The premises are an integral and essential reference point in the agreement for the cultural and scientific collaboration

### **Article 2. Collaboration's initiatives**

All the parties signing this agreement (next "Parties") are committed to:

#### **2.1. Exchange of Information**

Exchange information on a regular basis regarding programmes for study projects, research, training and publications to be undertaken on national, European and international levels; make the results from these projects available; create an efficient system for the gathering and diffusion of data (internet) which will allow comparative study;

#### **2.2. Joint Programme**

Develop and promote a joint programme for cultural and scientific collaboration in order to create a unique European - Russian scientific community specialized in the studies of ways and methods of media and communication management as a support to the relations between EU and Russia. The joint research activities of the Parties are intended to be carried out in connection with broader research projects or programmes, conducted in cooperation with other research institutes, both in Russia, Italy and other countries;

#### **2.3. The main areas of the research:**

- a. The communication management in the political relations and cooperation between EU and Russia.
- b. Media support and C.M. of the economic development and integration in Europe.
- c. Media support and C.M. in the joint activities of EU countries and Russian private and state business structures.
- d. Media and C.M. studies and education in EU and Russia.
- e. Media coverage of conflicts and crisis situations in Europe and the role of media and communication management in cooperation between EU and Russia in their solution (for example the problem of the Antarctic Shelf, the energy disputes etc.).
- f. International reputation management of Russia and the countries of EU.
- g. Media and C.M. support of cooperation between Italy and Russia.
- h. C.M. in foreign policy of EU and its countries members and Russia.
- i. C.M. in the relations of EU and Russia with other regions (especially with the USA, China, India and Latin America).

**2.4. The implementation:** The joint programme will involve: a) research, analysis and study projects; b) target research and publishing projects to promote the active participation of European and Russian community and international initiatives; c) periodic study and updating meetings; d) shared initiatives for updating, educating and training in order to favour the exchange between students, teachers and researchers for a multidisciplinary approach of media and communication management; e) to organise an European - Russian network offering consultancy services for public institutions and civil society bodies dealing with the problems of media and communication management;

### **2.5 A specialized Euro – Russian International Centre**

To better manage and implement the overmentioned initiatives, indicated in sub-points 2.1-2.4 the Parties are committed to create with time an "International centre in studies of communication management in order to support the EU-Russia relations and cooperation" – Acronym: EU-RU-C.M., based on the ideas defined in the present Agreement.

### **Article 3 The Coordination, Management and Participation**

In order to promote this joint programme, the Parties agree to operate in the spirit of constructive, sincere and honest collaboration to reinforce their presence and their service role at a national, European and international level. To promote this objective, a Joint Work Group at the section "Communication Management in Politics and Business" and EURISPES will be created. For the first period (three years of the agreement) the Working Group will be composed by two coordinators: *Prof. Evgeny Nikolaevich PASHENTSEV (Russia)* and *Prof. Marco RICCERI (Italy)*. Their activity will be supported by the

collaboration of well-known researchers from Russia, the countries of EU and other regions.

#### **Article 4. Third Parties**

The Parties can extend the terms of this agreement to third parties, be they individual experts, researchers, or institutes in and outside of Europe.

#### **Article 5. Arbitration**

This agreement is to be interpreted and applied according to the international and national agreements - with reference to the Nation of each individual party – on the scientific and cultural cooperation.

Any issues regarding the interpretation of the present agreement will be entrusted to a conciliatory work group constituted by *Prof. Evgeny Nikolaevich Pashentsev*.

This agreement has a duration of three years and can be automatically renewed for three years more. Each party signing this agreement can withdraw at any moment by writing to the coordinators of the Working Group.

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Roma, Italy

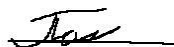
The Secretary General



Prof. Marco Ricceri

The section "Communication Management in Politics and Business" at Central and East European International Studies Association (CEEISA)  
Moscow, Russia

Coordinator  
Prof. Evgeny Pashentsev



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