MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding (the "MOU") entered into in duplicate as of [2014. 12. 12] (the "Effective Date").

BE TWEEN

The University of Toronto’s Media Ethics Lab ("the Media Ethics Lab")

— and —

The University of Macerata ("UniMC")

RECITALS

WHEREAS the Media Ethics Lab, a research hub and intellectual community based at the University of Toronto, and founded in 2019, challenges perceptions and applications of techno-social research; endeavours to create an interdisciplinary and enduring collective of media scholars; focuses on the research of Digital Equity, Digital Cities and Digital Literacy; approaches research through the diverse pillars of Open Research, Integrated Learning and Civic Engagement; aims to improve the ethics of our digital landscape through a deeper understanding of both humanity and technology; and

WHEREAS UniMC, one of the oldest universities in Europe, highly specialized in the Social Sciences and Humanities, is committed to innovation through humanities; fosters innovative research aimed at linking and integrating social sciences and humanities with technology; focuses on interdisciplinary and intersectoral research with a specific emphasis on issues of global communication, digital culture, media ethics, ethical and legal aspects of ICTs and artificial intelligence; approaches research through the diverse pillars of Open Research, Integrated Learning and Civic Engagement; aims to improve the ethics of our digital landscape through a deeper understanding of both humanity and technology; and

WHEREAS both Parties acknowledge that by collaborating, they make the global socio-technical landscape a more ethical and effective one for all; and

WHEREAS the Parties wish to outline in a Memorandum of Understanding ("MOU") those areas of
common interest which offer potential for activities in which collaboration on their shared goals may benefit the University of Toronto, the Media Ethics Lab and UniMC;

NOW, THEREFORE, the Parties agree as follows:

1. NATURE OF THE MOU

The MOU does not create a partnership or other legal relationship between the Parties, and does not bind either Party contractually. Instead, it is intended as a good faith and focused documentation of areas of mutual interest, to be explored by both Parties during its Term, and which it is hoped will lead to specific agreements, the content of which will be negotiated and recorded in writing in relation to the specific activity being covered. The MOU is non-exclusive, and either Party may enter into similar MOUs with any other entity.

2. TERM & TERMINATION

The Term for the MOU commences on the date by which both Parties have signed (the "Effective Date") and ends on the date that is three years from that Effective Date (the "Termination Date"). Prior to the Termination Date, the Parties can agree to formalize an extension of the Termination date according to each party's procedure.

Prior to the Termination Date, the MOU may be terminated for any reason, by written notice of either Party to the other. In light of the nature of the MOU, and its goal of fostering collaborative activities as more specifically set out below, if either Party exercises this early termination right, it is encouraged to discuss its intentions beforehand.

3. SHARED GOALS

Working together, the Media Ethics Lab and UniMC agree to identify opportunities to leverage resources and talent to meet broadly defined shared goals ("Shared Goals"), including but not limited to the following:

- To study the ways that digital media practices and emerging technologies are marked by ethical issues and decisive political, societal and cultural questions.
- To sustain a scholarly network and to engage with issues of media and communication studies relevant to contemporary social realities and digital culture.
- To reach out to stakeholders, private and public institutions, representatives of the civil society, and the broader public, actively exploring and stimulating the value of ethical thinking for research, learning, and civic engagement.
- To foster the making of an international community that serves as a source of knowledgeable energy and encouragement for research connections in the field of Media Ethics.

The Parties acknowledge that these Shared Goals will be reached more effectively through mutual collaboration and support. Areas of potential collaboration are identified in section 4 below.

4. COLLABORATION

The MOU is intended to signal a mutual intention to build a relationship between the Media Ethics Lab
and UniMC, and to foster opportunities for new relationships and activities flowing therefrom. Collaboration offers the potential to support, enhance and foster these relationships and activities.

Specific areas of collaboration may include, but are not limited to:

**Funding opportunities**
In which the Media Ethics Lab and UniMC work together to apply for funds from public, private and other sources for the benefit of mutual interests; both parties share a will to identify and apply to funding opportunities and research grants that effectively meet shared goals.

**Partnership opportunities**
In which the Media Ethics Lab and UniMC work to identify appropriate fellows, visiting scholars and visiting professors as well as research associates in the shared goal of facilitating academic exchange both of experienced and early-stage researchers, including undergraduate and graduate research students, and PhD students; both parties seek to engage in joint ventures with Third Parties that may advance their mutual interests and goals.

**International opportunities**
In which the Media Ethics Lab and UniMC pursue opportunities for international collaboration and partnership; knowledge mobility and opportunities for global engagement should be selected in an effort to further both parties goals.

In collaborations that involve research activities, both Parties agree to abide by their respective policies governing issues including confidentiality, ethics, intellectual property ownership and authorship, and to record such activities in separate research agreement(s).

4. PROGRESS REPORTS

To facilitate strategic decision-making, and to help continually assess effectiveness of the partnership, both Parties agree to periodically self-assess and check in on progress.

5. COORDINATION

For the coordination of the Agreement UniMC nominates Prof. Benedetta Giovanola, while the Media Ethics Lab nominates Prof. Paolo Granata.

IN WITNESS WHEREOF, the authorized representatives of the Parties have executed this Memorandum of Understanding, the Effective Date being the date signed by both Parties, or the latter date if signed separately.

THE UNIVERSITY OF TORONTO'S MEDIA ETHICS LAB
Paolo Granata, Director

By: [Signature]

THE UNIVERSITY OF MACERATA
Francesco Adornato, Rector

By: [Signature]