

AD VENTURE 2025-2026 NON-DISCLOSURE AGREEMENT

This Non-Disclosure Agreement ("NDA") is entered into by

European Association of Communications Agencies (hereinafter referred to as EACA), on behalf of the European Institute for Commercial Communications Education (edcom), – organiser of the 2025-2026 edcom Ad Venture Student Competition in partnership with Kraft Heinz ("Disclosing Party").

Address: Rue Defacqz 78, 1060 Bruxelles, Belgium

And refers to and applies to all edcom members, as per the document in *annex 1*, who are taking part in the 2025–2026 EdCom Ad Venture student competition, organised in partnership with Kraft Heinz.

From hereinafter, the “Receiving Party” refers to the students, Jurors and academics involved in the organisation and/or unfolding of the 2025-2026 edcom Ad Venture student competition.

Collectively referred to as "the Parties."

Purpose of Disclosure:

The Disclosing Party intends to share certain confidential and proprietary information (the Ad Venture 2025-2026 "Brief") with the Receiving Party for the sole purpose of participating in the 2025-2026 edcom Ad Venture Student Competition.

Confidential Information:

"Confidential Information" shall mean any and all information provided by the Disclosing Party, including but not limited to the 2025-2026 edcom Ad Venture Student Competition's brief, rules, guidelines, judging criteria, or any other information related to the 2025-2026 edcom Ad Venture Student Competition.

Non-Disclosure Obligation:

The Receiving Party agrees that it shall: (a) use any Confidential Information strictly for the Purpose; (b) not disclose any Confidential Information to anyone except those of its employees, officers, directors, partners, agents, consultants, attorneys, or other professional advisors, students and professors (collectively, the “Representatives”; (c) exercise reasonable security measures to protect the

confidentiality of the Confidential Information and treat all of the Confidential Information with the same degree of protection and care as the Receiving Party accords its own confidential information but no less than reasonable care; and (d) not use or make copies of the Confidential Information, except to the extent necessary to fulfil its obligations under this Agreement and in accordance with the Purpose. The Receiving Party shall be responsible for any unauthorised disclosure or use of the Confidential Information by its Representatives.

Use Limitations:

The Receiving Party shall use the Confidential Information only for the purpose of preparing and participating in the 2025-2026 edcom Ad Venture Student Competition. Any other use of the Confidential Information is strictly prohibited without the prior written consent of the Disclosing Party.

No Rights Granted:

Nothing in this NDA shall be construed as granting any rights, by license or otherwise, to the Receiving Party under any patent, trademark, copyright, or other intellectual property rights of the Disclosing Party.

Return or Destruction of Information:

At the conclusion of the 2025-2026 edcom Ad Venture Student Competition, or upon the Disclosing Party's written request, the Receiving Party shall promptly return or destroy all copies of the Confidential Information.

Term:

The Parties' duty to protect the Confidential Information shall last for five (5) years from the Effective Date of this Agreement. Either Party may terminate this Agreement with thirty (30) days' prior written notice. The expiration or termination of this Agreement shall not relieve the Receiving Party of its obligations to protect the Confidential Information disclosed until the end of the confidentiality period.

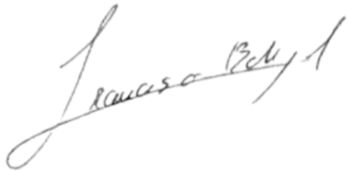
Governing Law:

This NDA shall be governed by and construed in accordance with the Belgian law.

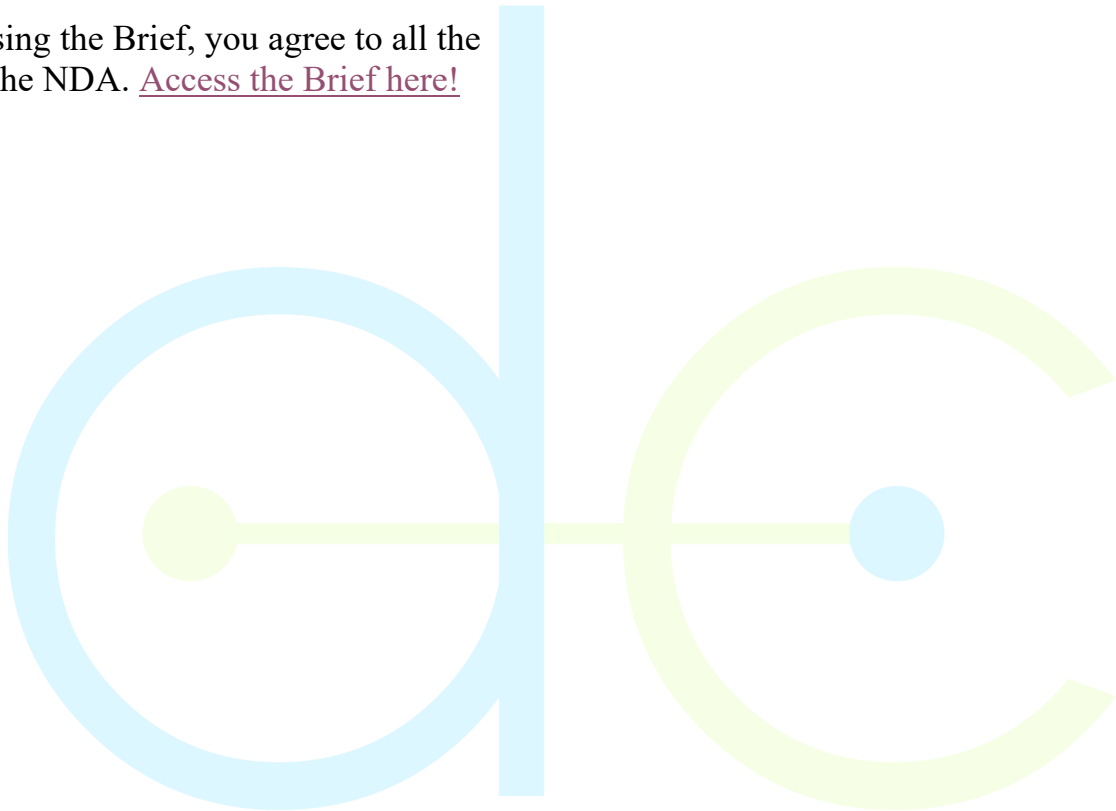
IN WITNESS WHEREOF, the Parties hereto have executed this Non-Disclosure Agreement as of the Effective Date.

EACA – Represented by:
Francesco Bottegal, EACA Project Officer

Brussels, 15/09/2025



By accessing the Brief, you agree to all the
terms of the NDA. [Access the Brief here!](#)



ANNEX 1

FHWien der WKW University of Applied Sciences for Management & Communication	represented by	Sieglinde	Martin
Fachhochschule (University of Applied Sciences)	represented by	Kirstie	Riedl
Artesis Plantijn Hogeschool Antwerpen	represented by	Ann	Gemoets
Erasmushogeschool Brussel	represented by	Ben	Cuadron
Hogeschool Gent	represented by	Jo	De Bruyn
Hogeschool PXL	represented by	Jeroen	de Vuyst
Howest	represented by	Liselotte	Van Damme
Thomas More	represented by	Steven	Meel
New Bulgarian University	represented by	Kristian	Postagian
Cyprus University of Technology	represented by	Maria	Voutsas
University of Creative Communication Prague	represented by	Petr	Majerik
Prague University of Economics and Business - Faculty of International Relations	represented by	Premysl	Prusa
Tomas Bata University Faculty of multimedia communications	represented by	Dagmar	Weberova
Ecole Supérieure de Publicité (ESP)	represented by	Sophie	de Linage
Insec	represented by	Anne-Françoise	Stasser
Iscom	represented by	Elena	Mansurova
Pantheon University	represented by	Virginie	Pez
Sup de Pub	represented by	Gilles	Nakhle
Aristotle University of Thessaloniki	represented by	Christina	Boutsouki
Athens University of Economics and Business	represented by	Vlassis	Stathakopoulos
Institute of Communication	represented by	Elena	Tsilika
National and Kapodistrian University of Athens	represented by	Dimitris	Haralabis
Panteion University of Social and Political Sciences	represented by	Betty	Tsakarestou
The American College of Greece	represented by	Georgia	Miliopoulou
TU Dublin (Technological University Dublin)	represented by	Rosie	Hand
Breda University of Applied Sciences	represented by	Arnoud	Versluis
Fontys School of Economics	represented by	Joep	Peeters
Hogeschool Utrecht	represented by	Luc	van Dijk
The Hague School of Applied Sciences	represented by	Tim	Hoppen
Rotterdam University of Applied Sciences	represented by	Monique	Abbenbroek
Universidade Europeia, IADE	represented by	Rodrigo	Morais
University of Bucharest	represented by	Madalina	Moraru

FSPAC University

Universidad Cardenal Herrera

Nisantasi University - Marketing Communciation School

University of Georgia, Georgia

Bournemouth University

University of the Arts London, Media School (London College of Communication-UAL)

University City St. George, London

King's College Business School

represented by

represented by

represented by

represented by

represented by

represented by

represented by

represented by

represented by

Ioana

Pepe

Gresi

Natia

Cliff

Paul

Hyunsun

John

Rusu

Martinez

Sanje

Kaladze

Van Wyk

Springer

Yoon

Bredican

