

# THE EUROPEAN SOCIAL MARKETING ASSOCIATION (ESMA)

2022  
ACTIVITY  
REPORT

# 02

## 2022 HAS BEEN A BUSY YEAR FOR THE EUROPEAN SOCIAL MARKETING ASSOCIATION (ESMA). OUR WORK FOCUSED ON FOUR STRATEGIC AREAS:

1

Expanding our community to include members from more European countries and beyond.

2

Developing new alliances and strengthening existing affiliations and partnerships to promote the application of Social Marketing to solve societal problems across Europe.

3

Developing and disseminating standards, teaching, evidence and guidance of best practice in Social Marketing.

4

Delivering learning, networking, training, volunteering opportunities and experiences that support the promotion of social marketing and the development of a community of practice across Europe.

# 03

BELOW WE INCLUDE SOME HIGHLIGHTS FROM OUR ACTIVITY IN 2022.

## 1. EXPANDING OUR COMMUNITY TO INCLUDE MEMBERS FROM MORE EUROPEAN COUNTRIES AND BEYOND.

We started creating content in other languages to increase access to social marketing resources. Our Board members provided invaluable help translating the online **Key Concepts of Social Marketing course** in Italian, Spanish and Portuguese. Greek, French, Japanese, Slovenian, and Hindi versions of the course are planned to be available in 2023. We are also working on creating a platform on our website for the ESMA national representatives to share resources from their own countries.

## 2. DEVELOPING NEW ALLIANCES AND STRENGTHENING EXISTING AFFILIATIONS AND PARTNERSHIPS TO PROMOTE THE APPLICATION OF SOCIAL MARKETING TO SOLVE SOCIETAL PROBLEMS ACROSS EUROPE.

We organised regular meetings with the ESMA representatives to engage with the wider community and understand local needs. We have created a standing item for the ESMA representatives to share updates from their country in our regular newsletter and are working on creating a platform for countries on our website. We have also expanded our national representative network to include members from Hungary, Cyprus and Greece. We formalised our affiliation with the French Institute of Social Marketing. We also launched a volunteers recruitment campaign to facilitate engagement with the community and support early career social marketers. Special thanks go to our leading volunteers, **Boris Chapoton** and **Mélissa Marthély** for their dedication and contributions to the ESMA communication activities.

# 04

## 3. DEVELOPING AND DISSEMINATING STANDARDS, TEACHING, EVIDENCE AND GUIDANCE OF BEST PRACTICE IN SOCIAL MARKETING.

We supported iSMA's work on the iSMA code of ethics (Board members **Dr Carla Rodriguez Sanchez** and **Professor Jeff French** being part of the iSMA working group) which is currently out for consultation until the end of February 2023. ESMA Board members also contributed to the iSMA webinar series focused on evidence-based responses to promoting covid vaccination. We are currently working with the iSMA on reviewing the social marketing professional standards of practice.

ESMA Board members developed iSMA courses '[Key Concepts and Principles of Social Marketing](#)' (in English, Italian, Spanish and Portuguese) and 'Researching your audience'. Key Concepts and Principles of Social Marketing is a three module self-paced online course developed by experts **Professor Jeff French** (ESMA Board member and iSMA President) **Sarah Cork** (Brilliant Futures, University of Brighton) and **John Landels** (ESMA Secretary and National Social Marketing Centre). The course is continuously available all over the world and one that can be studied at times and at a pace that fits in with students needs and situation. This short course which takes approximately five hours to complete is an ideal stepping off point into other more advanced and specialised courses offered by iSMA, its affiliated associations and academic partners.

['Researching your audience'](#) is an introduction to social marketing research training course designed to equip its students with a sound understanding of the vital role that research plays in informing audience-led social marketing programmes. This 4-week course delivers 'how to' lessons from **Rita Brophy**, a UK-based field researcher who specialises in qualitative insight to improve health outcomes & who serves on the Board of the European Social Marketing Association.

# 05

**Dr Nadina Luca** (Chair of the ESMA Board) has taught '[Community-based participatory methods in public health](#)' in collaboration with **Dr. M. Amalia Pesantes** at the [SSPH+ Lugano Summer School](#) (Switzerland). The SSPH+ Summer School gathers practitioners, researchers, and graduate students from all over the world to exchange knowledge, experiences, and research, build new networks and strengthen established ones and improve capacities for public health impact. In this course which features social marketing, participants learn how to engage individuals, hospitals, health service providers, social organisations, and government officials to develop partnerships and co-create positive change. The course will be offered again at the 2023 edition of the Summer School.

## 4. DELIVERING LEARNING, NETWORKING, TRAINING, VOLUNTEERING OPPORTUNITIES AND EXPERIENCES THAT SUPPORT THE PROMOTION OF SOCIAL MARKETING AND THE DEVELOPMENT OF A COMMUNITY OF PRACTICE ACROSS EUROPE.

We organised our **5th European Social Marketing Conference (ESMC 2022)** in the beautiful city of Thessaloniki, Greece. The conference was held in person between 22nd - 24th of June 2022. The event gathered **99 attendees** from **26 countries**, included **46 presentations**, **four special sessions** and **eight posters**. It covered diverse topics that ranged from social marketing communications during the pandemic to systems approaches to deal with complex problems. Special sessions were dedicated to ethics, social inclusion, application in military contexts and critical social marketing. On our [website](#) you can find a series of reflections made on ESMC 2022 by various members of the ESMA Board and volunteers and members of the Association who attended the conference. We have already started planning for the next European Social Marketing Conference which will take place in Slovenia in 2024.

# 06

Professor Suzanne Suggs (Board member) was part of a team leading on the EU Erasmus project Social Marketing for Social Inclusion (SIM). The project resulted in the production of the following resources, all freely available online, and aimed at helping to improve the social inclusion of people with disabilities:

## [SIM Training Needs Assessment:](#)

A study of the training needs of professionals on social marketing.

## [SIM HANDBOOK:](#)

A practical guide for applying social marketing in the disability sector.

## [SIM Pedagogical strategy:](#)

A teaching tool, using case studies, to help professionals and students learn about using social marketing for social inclusion.

## [SIM MOOC:](#)

A short course available online that integrates the learning materials produced by the project.

The project was completed in 2022 and received a positive evaluation from the EU Erasmus programme. You can find more information about the project [here](#).

**Professor Giuseppe Fattori** (Chair of Representatives and Volunteers Committee on the ESMA Board) led on several social marketing projects in Italy. These included the conference 'Social Marketing and Human/Environment Interaction', the first conference focused on social marketing in Italy, organised in collaboration with ESMA and the Istituto Superiore di Sanità. In collaboration with ESMA and ISDE (International Society of Doctors for the Environment) Giuseppe organised the Social Marketing Contest for One Health. Digital Poster Competition 2022 to celebrate the 20th anniversary of the Italian Social Marketing Association. You can find out more about the contest and the winners [here](#).

# 07

The Italian Social Marketing Association has continued to promote the ESMA activities and social marketing more widely through their regular [newsletter](#) and a dedicated page on the Italian Social Marketing Association's website. For more information about the activities and projects of the Italian Social Marketing Association, please visit their [website](#).

**Dr Carla Rodríguez Sánchez** (Chair of the Communication Committee on the ESMA Board and ESMA representative on the iSMA Board) has led the communication strategy revamping the ESMA newsletter (sent quarterly), promoting the ESMA at the World Social Marketing Conference, and building an online presence through daily publication of posts on Twitter, creation of the ESMA LinkedIn page and updates on the ESMA website.

2023 announces to be another busy year for our Association. We are planning local networking and knowledge exchange events and working on the sixth European Social Marketing Conference. We are working on developing the ESMA national representative network to facilitate more engagement and learning with our members and the wider social marketing community. We continue to support social marketing training and courses and explore ways to collaborate and connect with our community and contribute to the development of social marketing in Europe and beyond. Here's to a new year of mutual learning, connection, and impact for a better world.



**Dr Nadina Luca**  
Chair of the ESMA Board

