



FEBRUARY 2024

# THE EUROPEAN SOCIAL MARKETING ASSOCIATION (ESMA)

2023  
ACTIVITY  
REPORT

# 02

**THIS REPORT PRESENTS SOME OF THE HIGHLIGHTS OF THE WORK OF THE EUROPEAN SOCIAL MARKETING ASSOCIATION (ESMA) AND ITS BOARD MEMBERS IN 2023. AS IN PREVIOUS YEAR, THE WORK OF OUR ASSOCIATION 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 2023.**

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

We continued to create content in other languages to increase access to social marketing resources. In collaboration with iSMA, our Board members (Dr Carla Rodríguez Sánchez and Professor Giuseppe Fattori) contributed to translations of the Global Consensus Definition of Social Marketing in Spanish and Italian. With Professor Giuseppe Fattori's support, plans are under way to publish the first Italian edition of "Social Marketing: Behaviour Change for Good" by Nancy R. Lee, Philip Kotler and Julie Colehour. Philip Kotler and Giuseppe Fattori's article [The Battle between Commercial Marketing and Social Marketing](#), is now available in English, Italian and Chinese. We created 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 continued our work with iSMA on a number of projects regarding standards in social marketing. Dr Diogo Veríssimo, Board member, started a Behaviour Change Taskforce: [conservationbehaviourchange.org](#) with the International Union for the Conservation of Nature (IUCN) and will be looking to establish linkages with ESMA in 2024.

# 04

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

Professor Jeff French, (Board member), John Landels (the ESMA Board Secretary) and the National Social Marketing Centre (NSMC), developed a three day social marketing course to be offered at the Winter Social Marketing School, as part of the European Social Marketing Conference , in Ljubljana, Slovenia 2-6 November 2024.

Professor Jeff French (ESMA Board member) and Leonidas Skerletopoulos (iSMA Board member) led on the development of the iSMA training accreditation service that will go live in 2024.

The Key Concepts in Social Marketing course [iSMA Key Concepts of Social Marketing Certificate](#) led by Professor Jeff French is now available in Italian, Spanish and Portuguese thanks to ESMA members leadership. This year 19 people have registered for the Key Concepts online course in Spanish and English. Since the course was launched in 2021, a total of 81 people have registered.

ESMA has also been contributing to the iSMA's development of the [online case study data base](#). This new service will go live in the spring of 2024.

Professor Giuseppe Fattori (Chair of Representatives and Volunteers Committee on the ESMA Board) led on several social marketing projects in Italy. Social Marketing courses have been added to Masters Programmes at Universities in Italy showing that social marketing is increasingly recognised as an effective approach to behaviour and social change. These include:

- University of Bologna, [Social Marketing Course](#), Academic Year 23/24
- Sant'Anna University of Pisa. Social Marketing Course, Academic Year 23/24
- University of Modena and Reggio Emilia, Social Marketing has been included in the Master Course "Food, Health and Sustainability
- University of Urbino, Social Marketing has been included in the Master "Communication and Advertising for Organisations".

# 05

Professor Giuseppe Fattori worked with the Green Social Festival to produce the "[Environment and health in 100 seconds](#)" which includes short interviews with students and experts. He also collaborated with the 'International Society of Doctors for the Environment' on the '[Environment Call](#)' project which aims to reduce animal meat consumption.

Professor Suzanne Suggs (ESMA Board member) taught a 6 ECTS Bachelors level course "Introduction to social marketing" and a 6 ECTS master level course "Social Marketing" at the University of Lugano.

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 2024 edition of the Summer School.

Board member Rita Brophy taught the 'Managing Health Improvement Through Social Marketing' course as part of the MSc Healthcare Management for the Faculty of Health & Life Sciences at Northumbria University, United Kingdom. The students are healthcare professionals from an international catchment.

Dr Carla Rodríguez Sánchez (Chair of the Communication Committee on the ESMA Board and ESMA representative on the iSMA Board) contributed to the [ethical principles document](#) of iSMA led by Professor Krzysztof Kubacki. She coordinated the ESMA newsletter (sent quarterly), and maintained an online presence through daily publication of posts on X and LinkedIn.

# 06

## 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.

Together with the International Society of Doctors for the Environment we supported the “Social Marketing for One Health International competition launched by the Italian Social Marketing Network to celebrate 20 years of activity. The best projects were published in the ["Social marketing for One Health"](#) book.

Dr Beatriz Graça Luz (Board Member) provided mentoring on social marketing to three groups of students who participated in the XV International Congress of Teaching Cases in Public and Nonprofit Marketing.

John Landels worked with the NSMC which included projects on the impact of the cost of living crisis on the Scottish population; introductory social marketing training to management consultants in the US who work with military veterans on a range of issues such as suicide prevention; and a range of social marketing projects covering smoking cessation and increasing breastfeeding rates in the UK and gun control in middle eastern hospitals.

Dr Carla Rodríguez Sánchez secured public funding for a project, titled 'New Technologies and Social Marketing to Promote Pro-environmental Behaviour', as the principal investigator. The project will promote pro-environmental behaviours using a social marketing approach with the integration of new technologies (e.g., augmented reality, artificial intelligence and neuroscientific methods) for both formative research and communication strategies.

# 07

Professor Suzanne Suggs is involved in an Erasmus+ project called [“Growing Green Communities”](#). The project uses a social marketing approach to support young people to advocate for green spaces and urban gardens in their communities. Professor Suggs leads the parts on behaviour change, advocacy skills, and communication. As part of the project, she provided social marketing training to students in Bordeaux, France and at one high school in Tampere Finland.

Board member, Dr Diogo Veríssimo is involved in several active projects focused on using social marketing to tackle illegal wildlife trade and reduce demand for products such as elephant ivory and saiga antelope horn, in countries such as Thailand, Vietnam, Singapore and Japan.

# 08

## CRITICAL SOCIAL MARKETING SYMPOSIUM

In June 2023, the University of Dundee School of Business was host to one of ESMA’s regional events, a Critical Social Marketing Symposium. The symposium was organised by Professor Thomas Anker (University of Dundee, Vice-chair of ESMA) and engaged a large hybrid audience in discussion of the nature and role of critical social marketing as an approach to social change. The seminar featured several top scholars, including Professor Ross Gordon (Queensland University of Technology), Dr Nadia Zainuddin (University of Wollongong), Professor Jeff French (President of the iSMA), Dr Diogo Veríssimo (University of Oxford), Dr Ariadne Kapetanaki (University of York), Professor Thomas Anker (University of Dundee), Dr Fiona Spotswood (University of Bristol) and Dr Nadina Luca (University of York, Chair of the ESMA Board). The hybrid format was very successful and attracted participation from several continents. 150 people signed up for the event.

**CRITICAL Social Marketing SYMPOSIUM**  
 5 June 2023 | 09:30-16:00  
 University of Dundee  
 Join the conversation on-campus and online  
 FREE ATTENDANCE – LUNCH INCLUDED

**SPEAKERS**

<p><b>THOMAS BOYSEN ANKER</b>                  University of Dundee  <i>The Problem of Consent in Marketing</i></p> <p><b>JEFF FRENCH</b>                  CEO Strategic Social Marketing  <i>The Future is Fusion</i></p> <p><b>ROSS GORDON</b>                  QUT Queensland University of Technology  <i>Towards a Framework for Critical Social Marketing to Deliver Emancipatory Behaviour &amp; Social Change</i></p> <p><b>ARIADNE KAPETANAKI</b>                  University of York  <i>Older People and Online Information Consumption</i></p>	<p><b>NADINA LUCA</b>                  University of York  <i>Change in a Time of Crisis: Social Marketing, Care and Neurodiversity</i></p> <p><b>FIONA SPOTSWOOD</b>                  University of Bristol  <i>Using Practice Theory in Social Marketing</i></p> <p><b>DIOGO VERISSIMO</b>                  University of Oxford  <i>Why I No Longer Call Social Marketing an Evidence-led Discipline</i></p> <p><b>NADIA ZAINUDDIN</b>                  University of Wollongong  <i>Value Creation and Destruction in the Marketisation of Human Services</i></p>
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University of Dundee | ESMA | Critical Social Marketing Network





# 09

Many thanks to our Board members, ESMA national representatives and all members for supporting the Association. We would also like to thank our volunteers, and in particular express our gratitude to Mélissa Marthély for her commendable work in supporting the work of the Communications Committee.

For 2024 we are planning more local networking and knowledge exchange events such as the Critical Social Marketing Symposium. We are already busy working on the sixth European Social Marketing Conference (ESMC), which will be held in Ljubljana, Slovenia, 4-6th of November 2024. We are working on developing further links with organisations to facilitate more engagement with the wider marketing for social good and behaviour and social change 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. Looking forward to a new year of connection, social impact, and growth for the social marketing field.



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

