CALL FOR ABSTRACTS

ESMC 2026: THE 7TH EUROPEAN SOCIAL MARKETING CONFERENCE

MOMENTUM FOR GOOD: CITIZEN-POWERED ACCELERATION OF POSITIVE CHANGE THROUGH SOCIAL MARKETING INTERVENTIONS

MBS School of Business, 8 - 10 July 2026, 2300 Avenue des Moulins, 34080 Montpellier, France

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Boris Chapoton - ESMA Board Member, EUSPR Board Member

Judita Kulovec – National Institute of Public Health (NIJZ) – Slovenia, ESMA Board Member, SZSM Board Member

Conference Session Formats

Across the conference there will be a range of sessions in parallel sittings when keynotes, plenary and other main stage events are not in session. Those responding to the call for abstracts can propose a session which can be delivered in any one of the following formats.

Poster

- Up to 30 places available

20 Minute Oral Presentation

- Up to 70 sessions available

45 Minute Discussion or Interactive Session

- Up to 8 session spaces available

60 – 90 Minute Collaborative, Problem Solving or Interactive Session (8 July only)

- Up to 4 sessions available. These sessions must present a clear collaborative exercise with a behaviour change focus which can accommodate 30 or more people. Each co-lab session will run concurrently, and facilitators will be asked to give feedback on their findings / their session in a wrap-up plenary session to round off proceedings on 10 July.

60 Minute Panel Sessions

Up to 2 sessions available / proposals must clearly propose a chairperson and full panel roster. All panel members must be paid attendees to the event.

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CONFERENCE TRACKS

TRACK 1: **Health and wellbeing**

Description: This track features on individual health and wellbeing. Topics may include but are not limited to public health, healthy communities, consumer agency and health management, responsibilisation for health conditions and outcomes, dynamic between societal factors and individual motivation and empowerment to lead healthy lives.

TRACK 2: **Planetary health: Environment and sustainability**

Description: This track focuses on social marketing work on environmental sustainability, aimed at mitigating environmental degradation, and promoting sustainable practices among individuals, communities, and institutions. Topics may include but are not limited to climate change communication, waste reduction initiatives, biodiversity conservation efforts, sustainable consumption and production patterns, and the integration of environmental considerations into social marketing campaigns.

TRACK 3: **Social marketing for CSR and brand purpose**

Description: This track explores how social marketing principles and approaches can be used to strengthen corporate social responsibility (CSR) strategies and enhance brand purpose. We welcome submissions from both corporate and non-profit sectors that demonstrate how social marketing has been applied to design or deliver CSR programmes with genuine social impact. Topics may include aligning brand identity with social change objectives, fostering public trust through behaviour-driven initiatives, co-creating value with communities, and evaluating the outcomes of CSR activities. Submissions that critically examine the ethical dimensions of purpose-led branding and showcase partnerships between businesses, public institutions, and civil society are especially encouraged.

TRACK 4: **Inclusion, integration and community resilience**

Description: This track invites research, policy discussions, and case studies that explore how social marketing can strengthen inclusion, equality, and cohesion—especially among communities affected by migration, displacement, poverty, disability and systemic discrimination. We particularly welcome work that highlights the role of civic engagement and citizen participation in building resilient and equitable societies. Submissions may focus on empowering vulnerable populations, fostering cultural understanding, co-creating interventions with communities, and designing policies that support social justice and collective wellbeing. Contributions that demonstrate how people themselves drive change, rather than simply receive it, are strongly encouraged.

TRACK 5: **Innovation in theory, methods and measuring impact**

Description: This track welcomes bold and forward-thinking contributions that push the boundaries of social marketing through new theories, frameworks, methods, and evaluation practices. We invite submissions exploring innovative approaches to intervention design, emerging fields of application, and the ethical use of theory to guide social change. The track also addresses how impact is defined, measured, and communicated—covering topics such as new social KPIs, the tension between long-term and short-term outcomes, and overcoming barriers to meaningful evaluation. Papers that introduce novel lenses for understanding behaviour and demonstrate how theory and evidence can work together to advance practice are especially encouraged.

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TRACK 6: **Mainstreaming social marketing: policy, systems and advocacy**

Description: This track focuses on advancing the strategic positioning of social marketing through upstream approaches, systems thinking, and stakeholder engagement. It welcomes contributions that explore how social marketing can influence policy, be integrated into public planning, and gain greater recognition and uptake among decision-makers, practitioners, and institutions. Submissions may include critical marketing perspectives, advocacy strategies, and cross-sector collaborations aimed at embedding social marketing into wider social and policy systems.

TRACK 7: **Ai, Digital and technological impact on social behaviour**

Description: This track explores the transformative role of digital technologies in influencing social behaviour and driving behaviour change. We invite submissions addressing the use of social media, artificial intelligence (AI), the metaverse, and other emerging digital tools as catalysts for social change. Topics of interest include the design and evaluation of tech-enabled interventions, systems-level impact, and cross-sector digital collaborations. We also welcome critical perspectives on the impact of social media and online spaces on human behaviour, the risks and ethical challenges of using generative AI—such as unconscious persuasion, data privacy, and manipulation—as well as the opportunities and dilemmas posed by virtual realities. Contributions examining whether targeting avatars in the metaverse can lead to offline behavioural shifts, and how digital innovation can be used responsibly and effectively in social marketing, are especially encouraged.

TRACK 8: **Food and the environment**

Description: This track explores the intersection of food and the environment, with emphasis on research and programmes related to health, community, culture, environment, sustainability and food security. We welcome submissions featuring interventions, policies and programmes which seek to address the relationship between food and the environment for a sustainable future. Topics may include but are not limited to food systems resilience, food insecurity, sustainable and healthy food for children, food waste, food marketing, biodiversity and climate change.

TRACK 9: **Critical social marketing**

Description: This track focuses on the negative impacts of commercial marketing and action to reduce its influence. We particularly encourage submissions that engage with the following questions: How can social marketing mobilise consumers for societal change? Is consumer empowerment an illusion or are consumers able to change the world? How can critical social marketing be used not just as a critique of consumption and capitalism but also as a tool for pragmatic change?

PROPOSAL SPACE SUBMISSION GUIDANCE

The sections below provide an overview of what you will require to complete your submission to ESMC 2026.

To learn more about how to use Proposal Space and how to obtain your free account please visit the main Proposal Space website here - https://proposalspace.com/

For further information about the event or for any queries you may have about submitting an abstract please contact the team at euro@wsmconference.com

UNIVERSAL FIELDS FOR ALL SUBMISSIONS

The submission portal will require input for each of the items below for every abstract submission.

- **Abstract Title**
- **Proposed Conference Track** (see above)
- **Submission Type** – authors will be asked to confirm if their session is a…
    - Practice / Case Study Abstract
    - Research / Academic Abstract
- Selection of your preferred **presentation format** (see above)
- **Session Theme** – to help the planning team group sessions in the final programme you will also be asked which conference theme your abstract best aligns to
- **Keywords** – you will be able to enter up to 6 keywords that best describe your abstract
- Describe the **priority audience** – this is for the session itself, not the target audience of the research or case study
- Provide two or three **learner objectives** for your session

PRACTICE OR RESARCH QUESTIONS WILL THEN BE PROVIDED HERE DEPENDING ON YOUR SELECTION ABOVE. SEE DETAILS BELOW.

Universal Fields continued overleaf.

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Supporting Documents

Each submission can be supported by the inclusion of uploaded assets such campaign examples, data tables or other items. Supporting assets must be uploaded in JPG, PNG, Word or PDF formats. Video assets are not permitted.

- *Poster Authors* – if you do already have an example of your poster, please upload this as a supporting asset. This is not mandatory for poster authors but can be helpful during the review process.

Programme Listing

If your work is accepted, we will require a listing for the conference programme. Please provide a summary of what people can expect from your session / why people should decide to attend this session.

Contact Information

The next section asks for more contact details for you, the Corresponding Author, and following your information, it asks for the same contact details for your Co-Authors.

- Full Name
- Degrees and Credentials
- Organization/Institution
- Job Title
- Department
- Email (for secondary authors use only their email, so we can contact them directly if needed)
- Phone (for secondary authors use only, their own phone number, so we can contact them directly if needed)
- Address

Additional Opportunities for Your Submission

As part of your abstract submission, please indicate your willingness to participate in the following opportunities. These options help extend the impact of your work beyond the conference.

- *I am willing for my paper to be considered for a Global Social Marketing Award and consent to being contacted regarding this opportunity (Y/N)*
- *I am willing for my paper to be included in the iSMA Global Case Study Portal and consent to being contacted regarding this opportunity (Y/N)*
- *I am willing for my paper to be submitted to one of WSMC's partnering journals for review and potential publication and consent to being contacted regarding this opportunity (Y/N)*

Understandings

- Acknowledge that registration fees and travel/hotel costs are your responsibility.
- Acknowledge the restrictions on presenting multiple sessions (more than two)
- Copyright acknowledgement

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RESEARCH / ACADEMIC SUBMISSION QUESTIONS

Abstract

Enter your abstract, 500-word limit.

Each of the following sections allows up to 350 words further explanation in addition to your abstract.

Introduction

The introduction should clearly present the research problem or question, providing the context and rationale for the study. It should highlight the significance of the research and outline the objectives.

Theoretical Framework

Please provide a comprehensive review of the relevant literature, defining key concepts and theories that underpin the research. It should also position the study within the broader field of knowledge, identifying gaps that the research seeks to address.

Methodology

The methodology section must describe in detail the research design, data collection methods, and analysis techniques used in the study.

Results

This section presents the findings of the study in a clear and concise manner. It should include tables, figures, and any other relevant data representations.

Discussion

This section should highlight the implications of the findings, any limitations of the study, and potential directions for future research.

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PRACTICE / CASE STUDY SUBMISSION QUESTIONS

Abstract

Enter your abstract, 500-word limit.

Each of the following sections allows up to 150 words further explanation in addition to your abstract.

Background & purpose: problem statement, location/geography of program

This section should clearly outline the issue your case study addresses. Define the problem or challenge being tackled, its relevance to the community or audience involved, and any contextual factors (social, economic, cultural, etc.) that shaped the programme. Be sure to specify the geographic scope or setting (local, national, regional, or international) and provide background information necessary to understand why this case is important.

Awareness, Experience, Knowledge or Behavioural focus

Describe the specific behaviour(s), attitudes, knowledge levels, experiences, or awareness you aimed to influence through this project. Clarify the desired change and its relevance to the population or context. This section should make it clear whether the focus was on individual actions, community behaviours, or institutional practices, and how these connect to broader social marketing goals.

Study Design, Methods, and Approaches

Explain the design of your intervention or campaign, including key activities, partners involved, and the rationale for choosing these approaches. Describe any formative research, segmentation, co-creation, or pilot testing undertaken. Outline the tools, techniques, or social marketing strategies used to engage the target audience and influence change, such as media campaigns, training, environmental design, or policy advocacy.

Results – Outcomes/Impact

This section presents the findings of the study in a clear and concise manner. It should include tables, figures, and any other relevant data representations.

Discussion/Implications for Social Marketing and Behaviour Change as a Field

This section should highlight the implications of the findings, any limitations of the study, and potential directions for future research.