AfSMA
African Social Marketing Association

The American University in Cairo
Onsi Sawiris School of Business

THE 2nd AFRICAN SOCIAL MARKETING ASSOCIATION CONFERENCE

BEHAVIOUR CHANGE
FOR SUSTAINABLE SOCIAL IMPACT
INTEGRATING POLICY, COMMUNITY AND INDIVIDUAL ACTION

10 - 12 NOVEMBER, CAIRO, EGYPT

#AfSMAC26

WELCOME TO AFSAMC 2026

Dear Delegate,

On behalf of the African Social Marketing Association (AfSMA), Onsi Sawiris School of Business at The American University of Cairo (AUC), and all our partners and supporters, we are delighted to welcome you to the 2nd African Social Marketing Association Conference.

This year marks a significant step for our association. Three years ago, the inaugural AfSMAC brought delegates from more than 16 African countries to Johannesburg under the banner The Future is Fusion. Today the conference moves north, and for the first time the African social marketing community gathers in Cairo, a city that has been shaping human behaviour for five thousand years.

Our theme, Behaviour Change for Sustainable Social Impact: Integrating Policy, Community and Individual Action, reflects a conviction that lasting change is rarely the work of one actor alone. It is built where policy, community and individual action meet. You will hear that argument all three days. It runs from our opening keynote on turning Egypt's commitment to its protected areas into everyday action, through the challenge of changing behaviour for nature, into a plenary asking not whether communities are involved but what they can shape and change, and out again in our closing conversation on creating action across Africa.

We would especially like to thank the conference planning committee, our keynote speakers, our session chairs, and every presenter who has brought work to Cairo from across Africa and from four continents beyond it. Our thanks also go to FUSE for producing the conference, and most of all to you, our delegates, who have made this event possible.

Over the next three days we will learn from one another through keynotes, workshops, parallel sessions, our Meet the Editor session and our Industry Insights Panel. As always, it is energising to see so many of you not simply attending, but contributing, presenting and sharing your own work. This conference is strong because it builds and sustains an African community of practice dedicated to social good.
We look forward to working with you over the next few days to turn learning into action across this continent.



Dr. Ahmed Tolba
Professor of Marketing and Chair of Heikal Department of Management, Onsi Sawiris School of Business at The American University in Cairo



Prof. Paul Issock
Chair of the AfSMA Conference Committee, Associate Professor, Marketing, University of the Witwatersrand, Johannesburg

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PLANNING TEAM



Dr. Ahmed Tolba
Professor of Marketing and Chair of Heikal Department of Management, Onsi Sawiris School of Business at The American University in Cairo



Prof. Paul Issock
Chair of the AfSMA Conference Committee, Associate Professor, Marketing, University of the Witwatersrand, Johannesburg.



Prof. Debbie Ellis
President of the African Social Marketing Association, Head of Research & Ethics: Human Nature Africa, Visiting Professor, School of Tourism & Hospitality, Strathmore University, Kenya



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AfSMA Board Member
Lecturer of Marketing, Cairo University (Egypt)



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AfSMA Board Member, Head of Communications, Malaria Consortium



Saud Alrakhayes
Founder, Behavioral Strategist, THE BEHAVIOR CHANGE, Kuwait



John French
Programme Director, World Social Marketing & COO, Fuse Events



Claire Naidoo
AfSMA Board Member, University of the Witwatersrand, Founding Director, LiveMoya



Dr. Maria Ana Montes de Oca
AfSMA Board Member, Communications

PARTNERS

The African Social Marketing Association (AfSMA) is a growing community of professionals and academics across the continent who are enthusiastic and passionate about social marketing and leveraging social marketing techniques in addressing the numerous social challenges bedevilling Africa and Africans.

The AfSMA has a focused agenda of bringing together social marketing (SM), and social and behaviour change (SBM) practitioners, academics, researchers, and policy makers including macro stakeholders such as governments, NGOs, multilateral organisations, and donors. The association seeks to help build capacity and nurture the social marketing space in Africa creating an output which would be a sustainable cadre of expertise to support the scale of more effective social marketing programs and interventions on the continent.

The AfSMA is affiliated with the International Social Marketing Association (iSMA) which provides AfSMA members with the benefits of a global network of stakeholders in the social marketing space.

The American University in Cairo (AUC) is the top private university in Egypt, which has been one of the leading players in higher education in Egypt and the Middle East Africa (MEA) region for over 100 years. Enjoying close to eight decades' worth of history, Onsi Sawiris School of Business origins—dating back to 1947—offer a wide range of programs that extend beyond the classroom to provide a holistic and engaging student-centered learning experience and is reflected in the academic triangle of teaching, research, and service including community development and executive education.

Onsi Sawiris School of Business is dedicated to transforming today's young, promising, and innovative minds into responsible change agents of tomorrow while harnessing leadership, integrity, ambition, and excellence in an evolving and dynamic ecosystem.



AGENDA - 10th NOV

9.00 – 12.30 - MORNING WORKSHOP

Designing Behaviour Change for the Environment

with Diogo Veríssimo, Research Fellow at University of Oxford, Chair IUCN SSC CEC Behaviour Change Taskforce

This session introduces participants to the use of behavioural science to address biodiversity conservation challenges. Moving beyond traditional approaches focused primarily on raising awareness, participants will learn how to identify the specific human behaviours contributing to environmental problems, understand what drives or prevents these behaviours, and design more effective interventions. Using real-world examples from species conservation and environmental management, the workshop will introduce practical frameworks such as COM-B and guide participants through the process of developing a behaviour change intervention.

ATTENDANCE OPEN TO WORKSHOP TICKET HOLDERS ONLY

12.30 – 1.30 - LUNCH & REGISTRATION

Free to all delegates

1.30 – 2.30 - OPENING PLENARY

ROOM: Moataz Al Alfy Hall

WELCOME TO AFSAMC 2026

Dr. Samer Atallah - Associate Professor of Economics and Associate Dean for Graduate Studies and Research, Onsi Sawiris School of Business, The American University in Cairo

Dr. Ahmed Tolba - Professor of Marketing and Chair of Heikal Department of Management, Onsi Sawiris School of Business at The American University in Cairo

Dr. Paul Issock - Chair of the AfSMA Conference Committee, Associate Professor, Marketing, University of the Witwatersrand, Johannesburg

KEYNOTE SESSION

Session Chair | Dr Paul Issock, Vice-President, African Social Marketing Association

FROM POLICY TO PROTECTED AREAS: TURNING NATIONAL COMMITMENT INTO EVERYDAY ACTION

Ms. Hoda El Shawadfy - Assistant Minister for Ecotourism, Ministry of Local Development and Environment

How does environmental policy become everyday behaviour? This keynote answers with four Egyptian examples: the Eco Egypt Experiences campaign, the Green Sharm El-Sheikh project, biodiversity conservation in tourism, and the Egyptian Red Sea Initiative. Awareness is only the starting point. Lasting impact comes when policy, community and individual action come together, so that sustainable behaviour becomes the easier, more natural choice.

2.30 – 3.00 - BREAK

AGENDA - 10th NOV 3.00 - 5.00 | Parallel Sessions

	MOATAZ AL ALFY HALL	ROOM PO19	ROOM PO22
3.00 - 3.20	**Combating Reactance: Better reaching tricky audiences and avoiding backlash** Dr. D. Scott Borden, IE University	**Raising awareness and visibility of no and low alcohol alternatives in hospitality settings** Prof. Victoria Wells & Dr. Nadine Waehning, School for Business and Society, University of York	**From Pay to Culture: Comparative Evidence on Workplace Preferences among GEN Z in Thailand, China, and Egypt** Dr. Emeela Wae-esor, PhD., Prince of Songkla University
3.25 - 3.45	**Informality as an Economic Stabiliser: Financial Inclusion, Digital Integration, and Economic Resilience Among Informal Market Participants in Gauteng Province, South Africa** Dr. Adebanji William Ayeni, University of South Africa	**The effects of environmental concern, health consciousness and environmental knowledge on plant-based product purchase intentions** Dr. Jenasha Tooray, University of KwaZulu-Natal, South Africa	**What Does a Film About Fatherhood Do to the Brain? A Neurocinematic Research Proposal for Measuring Social Impact Through the Heartlines Fathers Matter Film Series** Dr. Caryn Abrahams, Wits University and Heartlines, South Africa
3.50 - 4.10	**Connected Citizens: Understanding how social networks shape prosocial behavior in Uganda** Cynthia Mbabazi, Busara Center for Behavioral Economics	**Understanding Community Needs to Co-Create Community-Led, Resilient Climate Adaptation Interventions in Rwanda** Liliana Vanegas, Independent Consultant, Colombia	**From Screening to Sacred Space: Embedding Fathers Matter in Eastern Cape Initiation Schools Through Community-Catalysed Co-Design** Zamabongo Mojalefa, Heartlines, South Africa
4.15 - 4.35	**What Moves Donors to Act? Emotional Framing, Victim Gender and Donation Behaviour in Anti-Domestic Violence Campaigns** Dr. Denisha Seedoyal Seereekissoon, Middlesex University	**Why Awareness is Not Enough: Public Barriers to Action on Bycatch and Sustainable Seafood Choices** Dr. Jeanne Lallement, Dr. Beatrice Parguel & Dr. Florence de Ferran, La Rochelle University, France	**From University-School Partnership to Sustainable School Improvement: Exploring the Contributions of Professional Learning Communities** Nuannut Khieowan, khieowan Prince of Songkla University
4.40 - 5.00	**Beyond Adoption: Understanding the Challenges of Scaling Behaviour Change Interventions** Dr. Diogo Veríssimo, Research Fellow at University of Oxford, Chair IUCN SSC CEC Behaviour Change Taskforce	**INTERACTIVE SESSION** **4.40 - 5.25** **Purpose-Derived Social Marketing: Brand Purpose, CSR, and Behaviour Change in Africa** Dr. Nkiru Olumide-Ojo, Standard Bank, South Africa	**Product Awareness and Behavior Change through Social Marketing** Mostaque Ahmed, Social Marketing Company (SMC), Bangladesh

5.00 – 7.00 - WELCOME RECEPTION

Network with fellow delegates and enjoy some complimentary finger food and refreshments at the end of Day 1. Free to attend for all delegates.

AGENDA - 11th NOV

9.00 – 10.00 - MORNING PLENARY

ROOM: Moataz Al Alfy Hall

KEYNOTE SESSION

Session Chair | Dr. Relebohiseng Matubatuba, AfSMA, Head of Division and Lecturer: Marketing, University of the Witwatersrand, Johannesburg

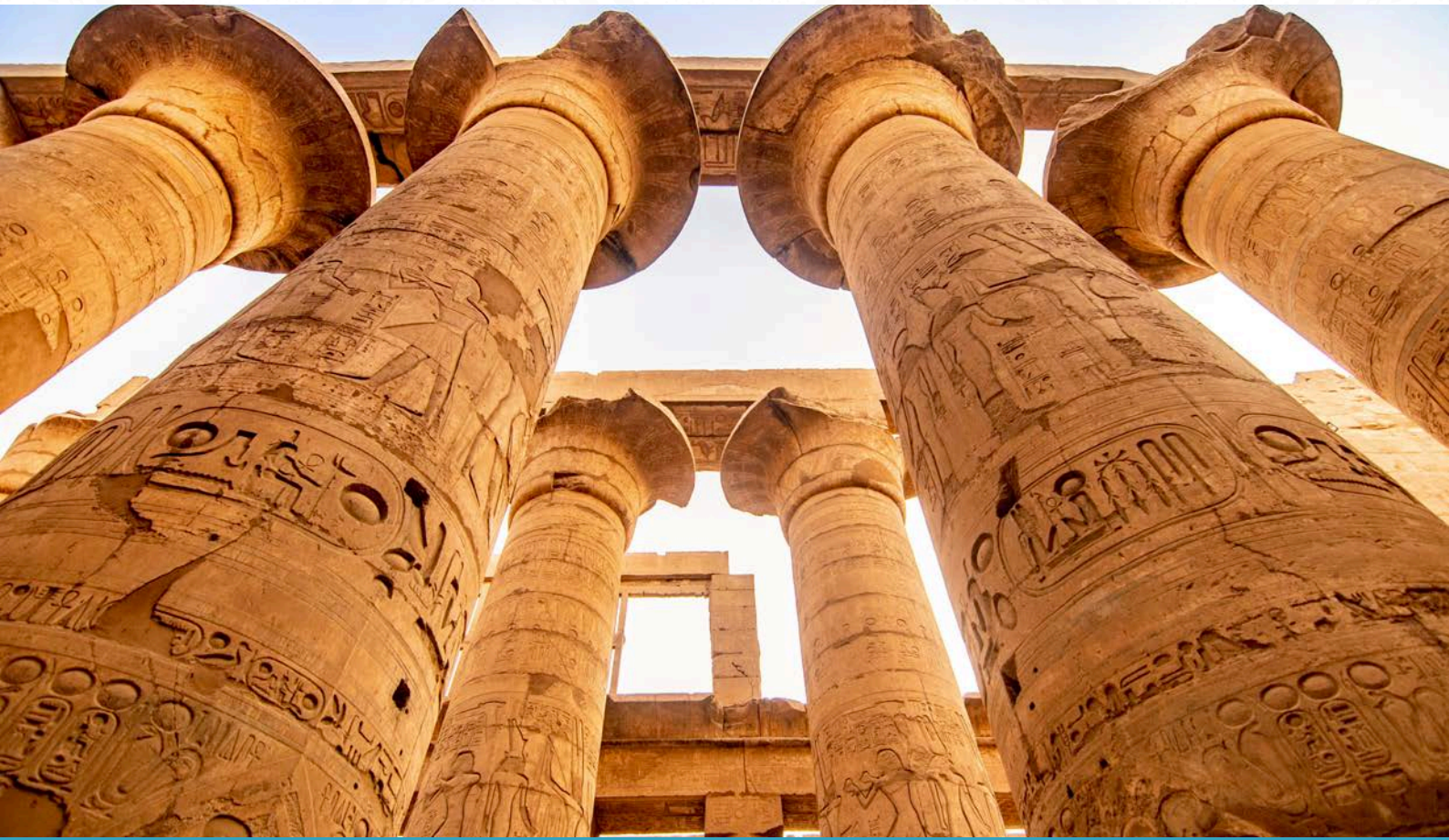
SELLING THE UNSELLABLE?
THE CHALLENGE OF CHANGING BEHAVIOUR FOR NATURE

Dr. Diogo Veríssimo - Research Fellow at University of Oxford, Chair IUCN SSC CEC Behaviour Change Taskforce

Conservation presents social marketing with unusually difficult challenges: benefits are often distant, uncertain, or enjoyed by others, while competing behaviours can offer immediate and tangible rewards. Drawing on conservation case studies, this talk explores what these difficult exchanges reveal about social marketing, and what they can teach us about changing behaviour.

FOLLOWED BY Q&A

10.00 – 10.30 - BREAK



AGENDA - 11th NOV

10.30 - 12.30 | Parallel Sessions

	MOATAZ AL ALFY HALL	ROOM PO19	ROOM PO22
10.30 - 11.15	INTERACTIVE SESSION **Stress testing social marketing initiatives before implementation** Claire Naidoo, LiveMoya / Rain Barrel Labs	INTERACTIVE SESSION **From Crash Data to Dancefloor: Diagnosing When Culture Is the Intervention in Multi-Level Behaviour Change** Dr. Joanne Corrigall, University of Cape Town	DISCUSSION SESSION **Meet the Editor: Journal of Social Marketing** Prof. Krzysztof Kubacki, Editor-in-Chief of the Journal of Social Marketing (JSocM)
11.20 - 11.40	**Horizon Scanning Highlights Future Trends of Digital Health** Dr. András Márton, Corvinus University of Budapest	**Human–AI Co-Learning for Scaling Responsible Use:A Case Study of Human–AI Co-Learning** Prof. Andrea Marfori, Gampati AC	**Advancing sustainable retail practices: A behavioural analysis of reusable shopping bag adoption in South Africa** Dr. Nombulelo Dilotsotlhe, University of South Africa
11.45 - 12.05	**Blood donation and big data: Untapped tech opportunity** Dr. Relebohiseng Matubatuba, University of the Witwatersrand, South Africa	**Credit, Attention, and Externalities in the Adoption of Energy-Efficient Technologies by Low-Income Households.** Suleiman Amanela, Busara, Kenya	**Towards a Conceptual Framework for Online Visual Merchandising in Apparel E-Tailing: Insights for the South African Context** Dr. Adebanji William Ayeni, University of South Africa
12.10 - 12.30	**Automated Tools Mediating Behaviour Change: The Case of Heartlines' Fathers Matter WhatsApp Coach** Dr. Caryn Abrahams, University of the Witwatersrand and Heartlines, South Africa	**Catching Harm Before Launch: The Culture-First Audit, a Five-Question Pre-Launch Review for Marketing Campaigns** Ms Halla Gamal, Independent marketing strategist, Egypt	**Individual Capability or Community Norms? Segmenting Waste-Sorting Behaviour Change by Living Arrangement** Dr. Relebohiseng Matubatuba, University of the Witwatersrand, South Africa

12.30 – 1.30 - LUNCH

AGENDA - 11th NOV

1.30 – 2.30 - AFTERNOON PLENARY

ROOM: Moataz Al Alfy Hall

INDUSTRY INSIGHTS PANEL

Session Chair | Claire Naidoo, AfSMA, University of the Witwatersrand: LiveMoya, South Africa

This insightful panel discussion draws on the hard-won experience of practitioners who've seen and done it all, exploring the shifts reshaping social marketing, from new tools to the tried-and-true approaches that still deliver results. Panelists will share lessons on closing the gap between research and practice, doing more with less as budgets tighten, and rebuilding public trust in an era of misinformation. The session closes with each panelist's big idea for lasting behaviour change, followed by an open Q&A with the audience.

PANEL MEMBERS

Jude Khalaf - Senior SBC Programme Manager, MAGENTA Consulting

Justine Bahoumina - Senior Consultant, Good Business

Lillian Diaz - Owner and CEO, 17 Triggers

2.30 – 3.00 - BREAK



AGENDA - 11th NOV

3.00 - 4.35 | Parallel Sessions

	MOATAZ AL ALFY HALL	ROOM PO19	ROOM PO22
3.00 - 3.20	**Building an Ecosystem for Change: Lessons from Supporting Teen Girls in Africa** Justine Bahoumina & Rosie Serlin, Good Business, United Kingdom	**An integrative theoretical approach to condom use intentions among university students in Kenya** Dr. Bayram Zafer Erdogan, Anadolu University, Turkiye	**Skin Bleaching and the Politics of Beauty, Acceptance, and Social change** Dr. Zivai Machaka Mare, University of Greenwich & Jennifer Akpabio, NHS, UK
3.25 - 3.45	**Reducing social acceptability of child domestic work in Kenya through a behaviorally informed communication campaign** Monica Kay, Busara Center for Behavioral Economics , Kenya	**The Path for Brave Girls: HPV Vaccine Uptake Through Community-Centered Design in Ethiopia's Afar Region** Lillian Diaz, 17 Triggers, Netherlands	**Corporate Social Marketing in Conflict Settings: Data-Driven Segmentation of Human-Rights-Minded Consumers in Ukraine** Prof. Krzysztof Kubacki, University of Plymouth, United Kingdom
3.50 - 4.10	**Blame My Family: Early-life and Current Explanation of Financial Literacy, Behaviour and Well-being** Prof. Helen Inseng Duh Wits School of Business Sciences, South Africa & Victorine Mbong Shu, Profounder South Africa	**Advocacy Campaign for Women's Political Participation in the Pacific and Africa** Jude Khalaf, MAGENTA Consulting, Jordan	**Can AI Speak for a Social Cause? Message Authorship, Motive Attribution, and Corporate Social Marketing Credibility in Contested Industry Contexts** Dr. Paul Issock, University of the Witwatersrand, South Africa
4.15 - 4.35	**Founding the Vision: A Conceptual Framework of Entrepreneurial Marketing and Informal Leadership in Faith-Based Educational Formation** Dr. Adebanji William Ayeni, University of South Africa	**Transition of Social Marketing Company from Donor Support to a Resilient Business Model** Mostaque Ahmed, Social Marketing Company (SMC), Bangladesh	**Consumer skepticism toward greenwashing: a bibliometric analysis** Dr. Zahira Betta, Université Cadi Ayyad Marrakech, Morocco

AGENDA - 12th NOV

9.00 – 10.00 - MORNING PLENARY

ROOM: Moataz Al Alfy Hall

KEYNOTE SESSION | Community is the Key

Session Chair | Dr. Lina Khattab, Lecturer of Marketing, Cairo University, AfSMA Board Member

FROM AWARENESS TO ACTION: HOW COMMUNITY PARTNERSHIPS SHAPE PATIENT-CENTRED CANCER CARE

Prof. Dr. Emad Shash - Director of the Breast Cancer Comprehensive Hospital - National Cancer Institute, Cairo University

How can community become an active part of the cancer care journey? Drawing on experience at the Breast Cancer Comprehensive Center, National Cancer Institute, Cairo University, this keynote explores how patients, families, healthcare teams and partners can work together to shape more responsive care. Through examples of patient education, navigation and digital engagement, it examines how listening, trust and participation can inform both individual behaviour and the way services are designed. The focus is on translating patient voices into practical action, with lessons for community engagement across health and social care.

"COMMUNITY IS THE KEY" - BUT WHO HOLDS IT?

Prof. Krzysztof Kubacki - Professor of Marketing and Society and Associate Dean International, University of Plymouth, Editor in-Chief, Journal of Social Marketing

Communities are often consulted but have little influence over the decisions that shape their lives. This talk argues that social marketing must move from community involvement to community influence over priorities and outcomes. It asks how vulnerability is produced, whose resilience is strengthened and who controls empowerment, showing how apparently responsible practices can strengthen or undermine those with least power. Organisations and social marketers, not communities, must become accountable for conditions constraining community agency. Moving from compliance to care means asking not whether communities are involved, but what they can shape, challenge and change.

10.00 – 10.30 - BREAK



AGENDA - 12th NOV

10.30 - 12.05 | Parallel Sessions

	MOATAZ AL ALFY HALL	ROOM PO19	ROOM PO22
10.30 - 10.50	**PANEL SESSION** **High-Impact Public Health Initiatives in Egypt: "How Social Marketing Drives Reach and Impact in Public Health"** This panel hosted by AUC examines landmark initiatives tackling Hepatitis C, polio and bilharzia, alongside the 100 Days of Health initiative. Dr. Yasser Fayed Corporate Business Development & Strategic Alliance Director Pharco corporation Dr. Radi Hammad First Undersecretary for Preventive Medicine and Public Health Dr. Farag Elkamel Professor of Communication, Cairo University Dr. Galal Elshishiney Head of Central Administration for Public Health initiatives, Ministry of Health and Population, Egypt	**A better menu from tastier behaviour insights** Claire Naidoo, University of the Witwatersrand, South Africa	**INTERACTIVE SESSION** **Tourists' archetypes and sustainability at the destination: A digital behavioural segmentation approach** Dr. Sofía Blanco Moreno, Universidad de León
10.55 - 11.15		**First Foods Africa: Social Marketing for Nutrition Change** Giulio Vialetto, MAGENTA Consulting, Jordan	
11.20 - 11.40		**From Stigma to Reintegration: A Behaviour Change Approach to Supporting Burn Survivors in Egypt** Mostafa Mamdouh Mostafa & Nashwa Ibrahim, Ahl Masr Foundation, Egypt	**Marketing Cooperation, Not Competition: Using Corporate Social Marketing to Catalyse Cross-Cultural Entrepreneurial Skills Transfer and Address South African Unemployment** Dr. Sikhumbuzo Maisela, University of the Witwatersrand & Dr. Reabetswe Gladys Parkies, University of the Free State, South Africa
11.45 - 12.05	**From Misinformation to Informed Action: How Patient-Centered Care Changes Behavior Across the Breast Cancer Journey** Dr. Fatma Bektash, Breast Cancer Comprehensive Hospital - National Cancer Institute, Cairo University	**Condoms Are Brands Too: Linking Brand Value and Price to Consistent Condom Use and HIV prevention Among South African Young Adults** Dr. Emile Nkwei, University of the Free State, South Africa	**Social Marketing Programs in Empowering Men and Boys to Combat Gender-Based Violence: A Global Systematic Review** Dr. Nkululeko PraiseGod Zungu, Durban University of Technology

12.00 – 1.00 - LUNCH

AGENDA - 12th NOV

1.00 - 2.10 | Parallel Sessions

	MOATAZ AL ALFY HALL	ROOM PO19	ROOM PO22
1.00 - 1.20	**Unsung and Unframed: Towards a Social Marketing Framework for Informal Community Social Impact Programmes in Africa** Prof. Helen Inseng Duh, Wits School of Business Sciences South Africa	**Fix My Food in Africa: Youth-led advocacy as a systems social marketing intervention** Claire Naidoo, LiveMoya, UNICEF South Africa	**Digital Health Development and User Adoption: A Cross-Disciplinary Bibliometric Analysis of Medicine and Social Sciences** Leila El Kamel, Université Téluq, Canada
1.25 - 1.45	**Retrofitting theory of change: Qualitative study of nonprofit practice** Manal Belghali, Mighty Ally, Morocco	**Own Your Game - UNICEF** Giulio Vialetto, MAGENTA Consulting, Jordan	**Protect Our Little Ones: Co-Designing Community-Centered Social Marketing Interventions to Increase Demand for Routine Childhood Immunization in Ethiopia** Lillian Diaz, 17 Triggers, Netherlands
1.50 - 2.10	**Examining the Phenomenon of Communication Influence on Indian Youth Amidst the COVID-19 Pandemic: A Qualitative Exploration** Shefali Khare, Galgotias University Greater Noida UP, India	**Reconciling Public Policies, Community Actions, and Individual Initiatives: An Integrated Approach for Sustainable Social Marketing Impact in West Africa – The Case of the Convergence of Social Marketing Agencies in West Africa (CAMSAO)** Emmanuel Farma, Convergence des Agences de marketing social (CAMSAO), Burkina Faso	**Driving Behavior Change in Primary Health Care: A Hybrid Training Model to Prevent Harmful Alcohol Use in South Africa** Angela Rizzo, AB InBev Foundation, United States

2.10 – 2.30 - BREAK

2.30 – 3.30 - CLOSING PLENARY

CREATING ACTION ACROSS AFRICA

To close the conference, members of the planning committee will take to the stage for an open, low-key conversation with the audience. Drawing on everything they've seen and heard over the conference, they'll share their own reflections, standout moments, and big ideas sparked by the event, then open the floor to the room. Come ready to add your own takeaways, questions and ideas as we close AfSMAC 2026 together.

CONTRIBUTORS

Dr. Paul Issock, Chair of the AfSMA Conference Committee, Associate Professor, Marketing, University of the Witwatersrand, Johannesburg

Dr. Ahmed Tolba, Professor of Marketing and Chair of Heikal Department of Management, Onsi Sawiris School of Business at The American University in Cairo

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WORLD CHANGING EVENTS