



EUROPEAN SOCIAL MARKETING CONFERENCE

NOVEMBER 4 – 6 > LJUBLJANA, SLOVENIA

CONFERENCE AGENDA

*ENABLING CHANGE: STRATEGIES FOR INCLUSION,
EQUITY, WELLBEING AND SUSTAINABILITY*



EUROPEAN
SOCIAL MARKETING
ASSOCIATION

MONDAY, NOVEMBER 4TH, 2024

TIME	SESSION	ROOM
12.30 – 1.30	LUNCH & NETWORKING	UNION HALL
MAIN CONFERENCE BEGINS		
1.30 – 1.45	<p>WELCOME FROM ESMA Dr Nadina Luca, ESMA President and Senior Lecturer at University of York</p>	GARDEN HALL
1.45 – 2.15	<p>WELCOME AND OPENING ADDRESS FROM THE ACADEMIC CHAIRS Prof. Thomas Boysen Anker, Chair, Social Marketing & Associate Dean of Research, University of Dundee School of Business Prof. Tanja Kamin, Professor, Department of Communication Studies, Head of Research Centre for Social Psychology at the Faculty of Social Sciences, University of Ljubljana</p>	GARDEN HALL
OPENING KEYNOTE		
<p>Plenary Chair: Dr Nadina Luca, ESMA President and Senior Lecturer at University of York</p>		
<p>Social Marketing in Slovenia – Insights and Experiences</p> <p>Prof. Tanja Kamin, a leading expert in social psychology and communication from the University of Ljubljana, will kick off the conference with an exploration of Slovenia’s social marketing landscape. Drawing from her extensive research and practical experience in health, nutrition, and clean energy, she will highlight key challenges and successes in driving behavioural and social change. Tanja will share valuable insights from past projects, providing an in-depth understanding of how social marketing principles have been applied to address pressing social issues in Slovenia and beyond.</p>		
2.15 – 2.45 KEYNOTE 1	<p>Prof. Tanja Kamin, Professor, Department of Communication Studies, Head of Research Centre for Social Psychology at the Faculty of Social Sciences, University of Ljubljana</p>	GARDEN HALL
2.45 – 3:15	COFFEE & NETWORKING	UNION HALL

3.15 – 4.45

CO-LAB SESSIONS

3.15 – 4.45 (90 MINS)

Social Marketing Ethical Checklist

GLASS 1

This interactive session will include the presentation and discussion of the Global Consensus Definition of Social Marketing, the Social Marketing Statement of Ethics, and the Six Social Marketing Ethical Principles approved by the iSMA Board in September 2023. This interactive session is an opportunity for the social marketing community to provide feedback on the current work and inform future developments in the area of social marketing ethics.

Prof. Jeff French, iSMA President, CEO of Strategic Social Marketing and Brighton University

Prof. Krzysztof Kubacki, Professor of Marketing and Society and Associate Dean International, University of Plymouth

3.15 – 4.45 (90 MINS)

Designing Responsive Public Health Solutions for Improved Preventive Care

WHITE 1

This interactive workshop will delve into how public health systems can become more responsive to preventive health interventions, going beyond merely informing the public about healthy lifestyles. Participants will explore ways to address real-world barriers that often hinder access to preventive services. Leveraging social marketing principles, attendees will work on practical cases to design solutions that enhance the effectiveness and reach of health promotion efforts.

Dr Sinja Gerdina, University of Ljubljana Faculty of Social Sciences

Judita Kulovec, National Institute of Public Health, Slovenia

WE ENCOURAGE PHD STUDENTS AND EARLY CAREER SOCIAL MARKETERS TO JOIN THIS SESSION

DAY 1 CLOSING PLENARY

Plenary Chair: Dr Nadina Luca, ESMA President and Senior Lecturer at University of York

30,000 Signatures in 24 Hours: How to Get 3 Minutes of Someone's Time to Help Change the Future

4.45 – 5.15

My Voice, My Choice is a campaign advocating for safe and accessible abortion across Europe. In this session, we'll reveal how we mobilized hundreds of volunteers across the continent, using WhatsApp groups, partner organizations, and social media to unite people for a shared goal. As Belle from Malta described it: "Our energy was electric—a powerful statement that people will no longer tolerate these barriers."

We'll take you behind the scenes of our journey, discussing the challenges we faced, the mistakes we made, and the valuable lessons we learned. Our focus will be on how social marketing isn't just about being present online—it's about building impactful collaborations that inspire real action.

Lucija Borak, Digital Graphic Design Lead, My Voice, My Choice

GARDEN HALL

5.30 – 7.30

NETWORKING RECEPTION

FOYER

TUESDAY, NOVEMBER 5TH, 2024

TIME	SESSION	ROOM
8.00 – 5.00	REGISTRATION DESK OPEN	
	DAY 2 WELCOME	
9:00 – 9:30	<p>9.00 – 9.20 WELCOME FROM ISMA Prof. Jeff French, iSMA President, CEO of Strategic Social Marketing and Brighton University</p> <p>THE SLOVENIAN SOCIAL MARKETING ASSOCIATION 9.20 – 9.30 Dr Sinja Gerdina, University of Ljubljana Faculty of Social Sciences</p>	GARDEN HALL
	PLENARY SESSION	
	Plenary Chair: Dr Sinja Gerdina, University of Ljubljana Faculty of Social Sciences	
9.30 – 10.00	<p>Heroes drive in Pyjamas: How we managed to change awareness and behaviour by involving disabled, youth and local communities</p> <p>Heroes drive in Pyjamas is a youth awareness raising and behaviour changing campaign aimed at reducing drunk driving. The campaign has successfully engaged youth, and their parents and local communities to join forces to achieve change in the local environment and social norms. Youth and disabled youth are the main generators of change through various activities such as structural dialogue, workshops, party interventions, etc. Heroes drive in Pyjamas is a multi-award-winning initiative and a recipient of the European's Commission Best EU Road Safety initiative award as well as dozens of national and international awards on effective communication, community engagement, and behaviour change.</p> <p>David Razboršek, Director, Zavod VOZIM, Slovenia</p>	GARDEN HALL
10.00 – 10.30	<p>Listening, Connecting and Acting: The Power of Qualitative Research</p> <p>In this keynote, we inspire you by showing how qualitative research offers deep insights into the world and needs of typically hard-to-reach target groups. We explain our fdc-method, demonstrating how genuine connections encourage people to share their stories. Through practical examples from research on the BES islands and with High Impact Crimes (home burglaries and armed robberies), we show how we gather valuable input to design positive behavior change. The core message is: if you truly listen and ask the right questions, you can develop interventions that make a real impact.</p> <p>Tessa de Groot, Het Onderzoekshuis, Netherlands</p>	GARDEN HALL
10.30 – 11.00	COFFEE & NETWORKING	UNION HALL

HEALTH AND WELLBEING

11:00 – 11:20 (20 mins)

Theme: People & wellbeing

#24 - **Using conflicting cognitions to mitigate binge drinking: implications for social marketing**

WHITE 1

Presenter: Chrystyna Misiewicz, Assistant Professor, Kozminski University

11:25 – 11:45 (20 mins)

Theme: Technology and social marketing

#23 - **Use of VKJ mobile app in improving knowledge and awareness of alcohol-related harm**

Presenters: Sandra Rados Krnel, National Expert, National Institute of Public Health, Slovenia & Anita Kusar, Researcher, Inštitut za nutricionistiko Ljubljana

11:50 – 12:00 (10 mins)

Theme: People & wellbeing

#1 - **A 4-year research study of behaviourally designed integrated lifestyle interventions to demonstrate that Integrated services provide better and lower cost outcomes than silo services.**

Presenter: Adam Riglar, Strategic Engagement Lead, ICE Creates

HEALTH AND WELLBEING

11:00 – 11:20 (20 mins)

Theme: People & wellbeing

#13 - **Everybody's Free (To Wear Sunscreen). How nudging and machine learning can help in the fight against skin cancer.**

WHITE 2

Presenter: Jotte Mallisse, Researcher, Sundo

11:25 – 11:45 (20 mins)

Theme: People & wellbeing

#12 - **Enhancing Comorbidity Mitigation Interventions through a Health Literacy and Empowerment Framework: Insights from a Qualitative Study on Tobacco and Diabetes**

Presenter: Marie-Laure Murre, Associate Professor, Université Paris Est Créteil

11:50 – 12:00 (10 mins)

Theme: People & wellbeing

#9 - **Drinking at home: a qualitative exploration of parental drinking practices in the context of the COVID-19 pandemic**

Presenters: Dr Ann Stokes, PhD, Research and Impacts Manager, Drinkware & Dearbhla O'Brien, CEO, Drinkaware

HEALTH AND WELLBEING

11:00 – 11:20 (20 mins)

Theme: Technology and social marketing

#4 - **Assessing the power of storytelling in mental health social marketing campaigns: The Learning to Care Project**

WHITE 3

Presenters: Hope Burko, Research Student, McGill University

11:25 – 11:45 (20 mins)

Theme: People & wellbeing

#22 - **Uptake and effectiveness of an Instagram intervention on antimicrobial resistance among undergraduate students**

Presenter: Sana Parveen, PhD Scholar, University College Dublin

11:50 – 12:00 (10 mins)

Theme: People & wellbeing

#16 - **Increasing uptake of Pre-exposure prophylaxis (PrEP)**

Presenters: Holly Dixon, Head of Client Services, Hitch Marketing & Dr Hannah Roberts, Research Manager, Hitch Marketing

PLANETARY HEALTH

11:00 – 11:20 (20 mins)

Theme: Environment & sustainability

#31 - Building social capital during a community gardening project designed to save native Australian pollinators

GARDEN HALL

Presenters: Felicity Small, Senior Lecturer in Marketing, Charles Sturt University

11:25 – 11:45 (20 mins)

Theme: Environment & sustainability

#36 - Exploring the Dynamics of Community Citizenship Behaviour: A Transformative Social Marketing Perspective on Actor Engagement and Value Co-creation in Sustainable Agriculture

Presenters: Irem buran, Lecturer, Ankara University & Bayram Zafer Erdoğan, Professor, Anadolu University

THEORIES AND METHODS

11:00 – 11:20 (20 mins)

Theme: Systems & policy

#29 - Social Marketing and multidisciplinary exchanges: Developing a conceptual framework for mutual learning

GLASS 1

Presenters: Chahid Fourali, Associate Professor, London Metropolitan University

11:25 – 11:45 (20 mins)

Theme: People & wellbeing

#71 - Applying social marketing principles to foster social engagement: a case study on empowering vulnerable populations through STEAM approaches

Presenter: Olga Pereira, Assistant Professor, CIICESI, ESTG, Instituto Politécnico do Porto

11:00 – 11:45 (45 mins)

Theme: People & wellbeing

#70 - Under-represented voices for social change

Presenter: Dr. Nadina Luca, Senior Lecturer/Associate Professor, School for Business and Society, University of York

GLASS 2

11:50 – 12:10 (20 mins)

Theme: People & wellbeing

#69 - Examining issue of low participation rates of people with disability in mainstream employment

Presenter: Rola Mahasneh, PhD candidate, University of Wollongong

12.00 – 1.30 LUNCH

UNION
HALL

HEALTH AND WELLBEING

1:30 – 1:50 (20 mins)

Theme: People & wellbeing

#20 - Self-care as a key to healthy, inclusive and equitable living of persons with heart failure**Presenter:** Silva Nemeš, MSc, Expert in media studies and communication, National Institute of Public Health of the Republic of Slovenia

WHITE 1

1:55 – 2:15 (20 mins)

Theme: People & wellbeing

#21 - Social Robots for Acute Elderly Care: Investigating Staff Perceptions Within the UK's NHS**Presenter:** Rodrigo Perez Vega, Associate Professor, Henley Business School, University of Reading**2:20 – 2:40 (20 mins)**

Theme: People & wellbeing

#11 - Enabling safe internet use among older people**Presenters:** Ariadne Kapetanaki, Senior Lecturer in Marketing, University of York**2:45 – 2:55 (10 mins)**

Theme: People & wellbeing

#19 - "Savvy Screens, Happy Tweens" : An initiative aimed at the ecosystem of actors surrounding children to promote sensible use of screens**Presenter:** Sophie McGannan, Director of Development and International Projects for the 'Vivons en Forme' programme, "Vivone en Forme" Programme

HEALTH AND WELLBEING

1:30 – 1:50 (20 mins)

Theme: People & wellbeing

#8 - Comparing participatory design methods: what can I expect from Co-design and Creating Collective Solutions (CCS)?**Presenters:** Julia Carins, PhD, Associate Professor, Griffith University

WHITE 2

1:55 – 2:15 (20 mins)

Theme: People & wellbeing

#7 - Co-creating a Pilot Program to Empower Adolescents to Face Tobacco and Alcohol Influence on Social Media: feedbacks from a French setting**Presenter:** Boris Chapoton, Project Manager, PhD candidate, CoActiS, Jean Monnet University, Saint-Etienne**2:20 – 2:40 (20 mins)**

Theme: People & wellbeing

#2 - A Paradoxical Perspective to Explore the Drinking-Related Identities of Chinese Students in the UK**Presenter:** Jiayu Lei, PhD Student, School for Business and Society, University of York**2:45 – 2:55 (10 mins)**

Theme: People & wellbeing

#3 - An examination of Irish adults' behaviour and attitudes towards alcohol in the context of the legacy of the COVID-19 pandemic**Presenters:** Dr Ann Stokes, PhD, Research and Impacts Manager, Drinkware & Dearbhla O'Brien, CEO, Drinkaware

HEALTH AND WELLBEING

1:30 – 2:15 (45 mins)

Theme: Future direction

#27 - **Making Sense of Suicide Prevention: Exploring the Visual Construction of Suicide Prevention in Social Marketing Materials**

Presenter: Amy Cannon, Lecturer, TU Dublin

2:20 – 2:40 (20 mins)

Theme: People & wellbeing

#18 - **Promoting behavioural change against child sexual abuse: "Not everything is what it looks like" campaign.**

Presenter: Prof. Sara Balonas, Professor, University of Minho - Communication and Society Research Centre

2:45 – 2:55 (10 mins)

Theme: People & wellbeing

#15 - **Give Hope Conference**

Presenter: Nina Gavin, Director of Behavioural Insight, ICE Creates

WHITE 3

THEORIES AND METHODS

1:30 – 1:50 (20 mins)

Theme: Environment & sustainability

#51 - **Advancing Theory and Improving Interventions Through Theory-mapping**

Presenter: Alieena Mathew, Research Fellow, Griffith University

1:55 – 2:15 (20 mins)

Theme: Environment & sustainability

#52 - **Aligning practical solutions with system dynamics**

Presenter: Caroline van der Weerd, Senior consultant, TNO

2:20 – 2:40 (20 mins)

Theme: Environment & sustainability

#54 - **Climate intrapreneurship – identification of a relevant model to account for the enablers and barriers to the translation of employee carbon knowledge to climate action after participation in an education program**

Presenters: Janne van Wulfften Palthe, PhD Candidate, Swinburne University & Dr. Rowan Bedggood, Senior Lecturer, Researcher and Principal PhD Supervisor, Swinburne University

GARDEN HALL

PLANETARY HEALTH

1:30 – 1:50 (20 mins)

Theme: Environment & sustainability

#44 - **To buy, not to buy, or to buy better, that is the question! How emotions and motivations affect sustainable fashion consumption**

Presenter: Irene Garnelo-Gomez, Lecturer in Marketing and Sustainability, Henley Business School, University of Reading

1:55 – 2:15 (20 mins)

Theme: Environment & sustainability

#39 - **Is your pro-environmental policy (socially) accepted? Investigating the preference for corporate green measures, the role of autonomy, and social proof's change potential**

Presenter: Roos van Gogh, PhD researcher, University of Antwerp

2:20 – 2:40 (20 mins)

Theme: Environment & sustainability

#34 - **Determinants, Personality Traits, and Spiritual Intelligence in Water Conservation in Business: The Case of Portuguese Wine Tourism**

Presenter: Cristina Araújo, Researcher, GOVCOPP Research Unit - Universidade de Aveiro

2:45 – 2:55 (10 mins)

Theme: Environment & sustainability

#33 - **Consumer Attitudes towards Reusable/Refillable product packaging**

Presenters: Holly Dixon, Head of Client Services, Hitch Marketing & Dr Hannah Roberts, Research Manager, Hitch Marketing

GLASS 1

UPSTREAM SOCIAL MARKETING

1:30 – 1:50 (20 mins)

Theme: Future direction

#67 - **Social Marketing in Action: Learning from the BES Islands**

Presenters: Tessa de Groot, Het Onderzoekshuis & Carlijn Kuin, JOGG

1:55 – 2:15 (20 mins)

People & wellbeing

#25 - **Vaccinating your child during an emergency is more important than ever': a randomised controlled trial on message framing among Ukrainian refugees in Poland**

Presenter: Dorota Kleszczewska, President of the Board, Institute of Mother and Child Foundation

2:20 – 2:40 (20 mins)

Theme: Systems & policy

#46 - **Anti-Consumption for Social Marketing in Energy Policy: A Content Analysis of National Energy and Climate Plans in Europe**

Presenters: Olavo Pinto, PhD Candidate, University of Minho, School of Economics and Management & Beatriz Casais, Associate Professor, University of Minho, School of Economics and Management and CICS.NOVA.UMinho

2:45 – 2:55 (10 mins)

Theme: Systems & policy

#49 - **Transforming the Political Landscape: Effect of a Social and Behavioural Change Intervention to Empower Women and Youth Political Involvement in Kano and Kaduna, Nigeria**

Presenter: Oluyemi Abodunrin, Technical Advisor, Centre for Communication and Social Impact (CCSI)

GLASS 2

3.00 – 3.30

COFFEE & NETWORKING

UNION
HALL

PLENARY SESSION

Plenary Chair: Dr Sinja Gerdina, University of Ljubljana Faculty of Social Sciences

3.30 – 4.30 (60 MINS)

Tackling Public and Self-Stigma Related to Mental Health Problems

This session will explore how social marketing can address stigma related to mental health issues. Prof. Tanja Kamin will provide a historical context on mental health promotion and suicide prevention in Slovenia, followed by a presentation from Saška Roškar on stigma reduction strategies. The session will conclude with an engaging conversation between the speakers and the session chair, discussing practical approaches to destigmatization, and include a Q&A with the audience.

Asst. Prof. Dr Saška Roškar, National Institute of Public Health Slovenia

Prof. Tanja Kamin, Professor, Department of Communication Studies, Head of Research Centre for Social Psychology at the Faculty of Social Sciences, University of Ljubljana

4.30 – 5.00 (30 MINS)

Multi-Level Social Marketing Interventions in Slovenia: A Case Study of Public Health and Environmental Impact

In this session, participants will explore three impactful social marketing case studies from Slovenia focused on non-communicable disease prevention, air quality advocacy, and youth engagement through influencers. Attendees will learn how upstream, midstream, and downstream interventions shaped policies, influenced behaviours, and engaged communities. Through real-world examples and interactive campaign materials, the session offers valuable insights into multi-level social marketing strategies and their successful implementation, providing actionable ideas for attendees to apply in their own work.

Jan Peloza, Managing Director, Impact Hub Ljubljana

Tomaž Gorenc, Director, Institute for Health and Environment

5.00 – 5.15 (15 MINS)

CLOSING REMARKS DAY 2

Prof. Jeff French, iSMA President, CEO of Strategic Social Marketing and Brighton University

3.30–5.15
KEYNOTE 4 & 5

GARDEN
HALL

5.15 – 6.30

POSTER WALK, NETWORKING & CASH BAR

UNION
HALL

WEDNESDAY, NOVEMBER 6TH, 2024

TIME	SESSION	ROOM
8.30 – 4.30	REGISTRATION DESK OPEN	UNION HALL
9.15 – 9.30	WELCOME DAY TWO Plenary Chair: John Bromley , Founding Director, National Social Marketing Centre	GARDEN HALL

PLENARY SESSION

A behaviour change approach to reducing violence against health workers.

9.30 – 10.15
KEYNOTE 6

The International Committee of the Red Cross (ICRC) has long focused on tackling violence in healthcare settings. Maciej Polkowski (ICRC) and John Bromley (NSMC) will present a pilot project from Tripoli General Hospital (TGH) in Lebanon, addressing two key initiatives of the Health Care in Danger (HCiD) program: an online tool to reduce weapons entering healthcare facilities and a training course to de-escalate violence against healthcare workers.

Through a social marketing approach, they successfully implemented a behaviour change programme that led to a significant reduction in violence at TGH. The session will also highlight challenges faced, including overcrowding and ethical dilemmas, and discuss how the HCiD initiative plans to scale and promote these efforts globally.

John Bromley, Founding Director, National Social Marketing Centre

GARDEN HALL

After Ljubljana 2024, discover the vibrant city of Montpellier at ESMC 2026

10.15 – 10.45
KEYNOTE 7

The next ESMC will be hosted by Montpellier Business School (MBS) and jointly organised by ESMA, IMS (Social Marketing Institute) and MBS. Pr. Patricia Gurviez, as IMS chair of the Board, will highlight "the long and winding road" to build the legitimacy and recognition of Social Marketing as an expert discipline of behavioural change, by academics, organizations and public policymakers. Dr. Jacqueline Boysselle will showcase MBS and Montpellier through an engaging video. Don't miss the opportunity to experience a good story of perseverance both from a young player (IMS) and from the city that boasts the second oldest medical university in Europe.

Patricia Gurviez, Institute du Marketing Social, France

Dr. Jacqueline Boysselle, Head of the Teaching & Research Marketing Department, Montpellier Business School

GARDEN HALL

10:45 – 11:15

COFFEE & NETWORKING

UNION HALL

11.15 – 12:30

BREAKOUT SESSIONS

HEALTH AND WELLBEING

11.15 – 11.35 (20 mins)

Theme: People & wellbeing

#10 - **Empowering Rural Women Entrepreneurs to Disseminating Public Health Messages: An Innovative Business Model in Bangladesh**

WHITE 1

Presenter: Mohammad Mohiuddin Ahmed, Masters in Sociology, Additional General Manager, Program Marketing and BCC, Social Marketing Company (SMC) and Dhaka, Bangladesh

11.40 – 12.00 (20 mins)

Theme: People & wellbeing

#6 - **Closing the Gap for Indigenous Australians: A Social Marketing Review of Food Security Initiatives**

Presenter: Dr Jessica Harris, Practitioner and Academic, Griffith University

12.05 – 12.25 (20 MINS)

Theme: People & wellbeing

#26 - **Winning Hearts and Minds to Engage Southeast Asian Women by Working With Rather Than Against Their Culture.**

Presenter: Amanda Jackson, Director of Strategy, ICE Creates

FOOD AND THE ENVIRONMENT

11.15 – 11.35 (20 mins)

Theme: Environment & sustainability

#59 - **Agro Sourcing: how to become (again) a key player in the organic and fair-trade market in a post-growth society?**

WHITE 2

Presenters: Jacqueline Boisselle, Head of the Marketing, Sales and Branding Department & Assistant Professor, Montpellier Business School

11.40 – 12.00 (20 mins)

Theme: Environment & sustainability

#60 - **Taste the Change: intervention to encourage healthy and planet friendly diet in the university campus**

Presenters: Dr. Sinja Gerdina, Researcher, University of Ljubljana Faculty of Social Sciences & Dr. Tanja Kamin, Professor, University of Ljubljana Faculty of Social Sciences

12.05 – 12.25 (20 MINS)

Theme: Environment & sustainability

#62 - **Too hurry for avoiding food waste? The role of time pressure in food practices**

Presenters: Margot Dyen, Senior lecturer, University of Savoie Mont Blanc – IREGE & Lucie Sirieix, Profesor, Institut Agro Montpellier - UMR MOISA

11.15 – 12.00 (45 mins)

Theme: Technology and social marketing

#63 - **Developing a Scale for Perceived Realism in VR Storytelling: Implications for Narrative Persuasion and Prosocial Change**

WHITE 3

Presenter: David Walewijns, PhD researcher, University of Antwerp

12.05 – 12.15 (10 MINS)

#50 - **'Wear Real' counterfeit football shirt prevention, World Cup 2022**

Presenters: Holly Dixon, Head of Client Services, Hitch Marketing & Dr Hannah Roberts, Research Manager, Hitch Marketing

PLANETARY HEALTH

11.15 – 11.35 (20 mins)

Theme: Environment & sustainability
#37 - **Green Governance: Exploring Government Responsibility Claims in Climate Messaging**

Presenter: Ibe Delvaux, PhD Candidate, Vrije Universiteit Brussel and imec-SMIT

11.40 – 12.00 (20 mins)

Theme: Environment & sustainability
#38 - **Identifying safe battery disposal solutions: A CCS case study**

Presenters: Yue Xi, PhD Candidate, Griffith University & Sharyn Rundle-Thiele, Director of Social Marketing @ Griffith Research Centre, Social Marketing @ Griffith and Griffith University

12.05 – 12.25 (20 MINS)

Theme: People & wellbeing
#61 - **Think Global, Eat Local: Proposing a Glocal Social Marketing Approach for Mediterranean Diet adherence in HEI Canteens**

Presenters: Sandra Gomes, Prof. Coordenadora, IPAM and CETRAD & Mafalda Nogueira, Prof. Coordenadora, IPAM

GARDEN HALL

PLANETARY HEALTH

11.15 – 11.35 (20 mins)

Theme: Environment & sustainability
#43 - **Supporting Adoption of Farmer Managed Natural Regeneration in Zambia**

Presenter: Luke van der Beeke, Founder and Managing Director, The Behaviour Change Collaborative

11.40 – 12.00 (20 mins)

Theme: Environment & sustainability
#42 - **Social marketing for the environment: An integrated social marketing communications (ISMC) framework.**

Presenter: Zaineb Bouharda, PhD Candidate, The Open University

12.05 – 12.25 (20 MINS)

Theme: Environment & sustainability
#32 - **Can Knowledge, Environmental Narratives, and Ideology Shape Citizen Support for the Energy Transition?**

Presenters: Carla Rodriguez-Sanchez, Associate Professor., Universidad de Alicante

GLASS 1

THEORIES AND METHODS

11.15 – 11.35 (20 mins)

Theme: Future direction
#58 - **The recipe for success: A process to map theory onto interventions and evaluations**

Presenters: Dr Jessica Harris, Practitioner and Academic, Griffith University & Yue Xi, PhD student, Social Marketing @ Griffith University

11.40 – 12.00 (20 mins)

Theme: Future direction
#55 - **Exploring Social Support and Family Well-Being Through Family Routines for Parents of Autistic Children.**

Presenter: Angela Makris, PhD Candidate, University of South Florida (USF) College of Public Health

12.05 – 12.25 (20 MINS)

Theme: Future direction
#56 - **Integrating Neuroscience into Social Marketing: Insights, Challenges, and Future Directions**

Presenter: Ornella Bonafede, PhD, Sant'Anna School of Advanced Studies

GLASS 2

12.30 – 1.30

NETWORKING LUNCH

UNION HALL

1.30 – 2.30

BREAKOUT SESSIONS

HEALTH AND WELLBEING

1.30 – 1.50 (20 mins)

Theme: People & wellbeing

#28 - **Sameness as male privilege: The presentation of Power in public discourse**

WHITE 1

Presenter: Thomas Anker, Professor of Marketing, University of Dundee

1.55 – 2.15 (20 mins)

Theme: People & wellbeing

#5 - **Breaking Gender Norms through Male-Targeted Health Services: Lessons from Malawi's "Special Day" Initiative**

Presenter: Isotta Triulzi, Researcher, Scuola Superiore Sant'Anna

2.20 – 2.30 (10 mins)

Theme: People & wellbeing

#14 - **Gender-Based Violence Reduction Campaign - #IsThisOk?**

Presenters: Holly Dixon, Head of Client Services, Hitch Marketing & Dr Hannah Roberts, Research Manager, Hitch Marketing

THEORIES AND METHODS

1.30 – 1.50 (20 mins)

Theme: Future direction

#53 - **Applying HITS: A new social marketing theory**

WHITE 2

Presenters: Sharyn Rundle-Thiele, Professor, Social Marketing @ Griffith and Griffith University & Julia Carins. PhD, Associate Professor, Griffith University

1.55 – 2.15 (20 mins)

Theme: Future direction

#57 - **More space for place: Envisioning the third "P" of the social marketing mix for behaviour change strategies**

Presenter: Claire Naidoo, Social and Behaviour Change Practitioner, PhD Candidate, University of Witwatersrand

IMPACT IN SOCIAL MARKETING

1.30 – 1.50 (20 mins)

Theme: Systems & Policy

#67 - **Introducing the FCD Method: Find, Connect, Deepen**

WHITE 3

Presenters: Tessa de Groot, Het Onderzoekshuis

1.55 – 2.15 (20 mins)

Theme: People & wellbeing

#30 - **Impact evaluation of a smoking cessation intervention**

Presenter: Bilal Akbar, Senior Lecturer in Marketing, Nottingham Trent University

2.20 – 2.30 (10 mins)

Theme: People & wellbeing

#66 - **Guidebook and checklists for practitioners to facilitate social marketing adoption in Finland**

Presenter: Heini Taiminen, Senior Lecturer of Corporate Communication, Jyväskylä University, School of Business and Economics

GARDEN HALL

1.30 – 1.50 (20 mins)

Theme: Future direction

#64 - **The Case for Social Marketing Academic Courses in Greece**

Presenters: Angela Makris, PhD Candidate, University of South Florida (USF) College of Public Health & Dr Eleni Mavragani, Assistant Professor in Marketing Management, University of Macedonia

1.55 – 2.15 (20 mins)

Theme: Environment & sustainability

#65 - **Societal Realization of Business — Many of Nonfinancial Factors Have Demonstrable Financial Impact**

Presenter: Fabiola Kopasz, Startegy and Marketing Director, Ganzair

PLANETARY HEALTH

GLASS 1

1.30 – 1.50 (20 mins)

Theme: Environment & sustainability

#40 - **Researchers of the night: Driving flying fox conservation through segmentation**

Presenter: Liz Foote, Research Fellow, Social Marketing at Griffith, Griffith University

1.55 – 2.15 (20 mins)

Theme: Environment & sustainability

#45 - **What are the behavioural drivers and barriers of Chinese ivory consumption? A qualitative systematic review and thematic synthesis**

Presenters: Molly Brown, PhD Student, University of York

2.20 – 2.30 (10 mins)

Theme: Environment & sustainability

#41 - **Segmenting audiences to better inform pro-environmental behavior**

Presenter: Amanda Rockler, Watershed Restoration Specialist, UMD

UPSTREAM SOCIAL MARKETING

GLASS 2

1.30 – 1.50 (20 mins)

Theme: Environment & sustainability

#52 - **Selling idea of selling less in the fashion sector**

Presenter: Julia du Plessis, PHD candidate, Wits

1.55 – 2.15 (20 mins)

Theme: Systems & policy

#50 - **Digital Media for Policymaking: from stakeholder strategies to low participation**

Presenter: Tiago Durães, Ph.D. Candidate, University of Porto, CITCEM/FLUP and Director General of Health, Portugal

2.30 – 3.00

COFFEE & NETWORKING

UNION HALL

FINAL PLENARY SESSION

3.00 – 4.00 (45 mins)

Enabling Change: Reflections and Pathways Forward

As we wrap up the 6th European Social Marketing Conference, this final plenary session provides an open mic space for attendees to share reflections, insights, and ideas inspired by the event. Moderated by Dr. Sinja Čož and Dr Nadina Luca, the session invites participants to voice their thoughts. This interactive session encourages attendees to exchange learnings and discuss how these insights might be transformed into concrete actions that drive meaningful change.

3.00 – 4.00

GARDEN HALL

Moderators:

- Dr Sinja Gerdina, Researcher, University of Ljubljana Faculty of Social Sciences
- Dr Nadina Luca, ESMA President, Senior Lecturer/Associate Professor, School for Business and Society, University of York

4.00 – 4.15

CLOSING REMARKS



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