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A better menu from tastier behaviour insights
Track: Health and Well-being (Practice / Case Study Abstract)
Format: 20 Minute Oral Presentation
Presenter: Claire Naidoo, University of the Witwatersrand, South Africa

Finding and organising broad and deep behavioural insights is the foundation of developing a successful social marketing strategy. Using a place framework can help to guide this process and support the development of a comprehensive social marketing strategy.
In this session, an innovative approach to the social marketing process is presented. Practical guidance on utilising the place framework is shared to equip participants with tools for application.

Authors: Claire Naidoo, University of the Witwatersrand; Paul Issock, University of the Witwatersrand

Advancing sustainable retail practices: A behavioural analysis of reusable shopping bag adoption in South Africa
Track: Global climate change, environmental protection, overconsumption, and sustainability (Research / Academic Abstract)
Format: 20 Minute Oral Presentation
Presenter: Adebanji Adejuwon William Ayeni, University of South Africa, South Africa

Attendees of this session can expect an insightful discussion on the growing environmental challenge of plastic waste and the role consumers can play in supporting sustainable retail practices through the adoption of reusable shopping bags. The presentation will unpack how key behavioural factors such as attitudes, social influence, perceived behavioural control, and everyday living habits shape consumers' intentions to engage in environmentally responsible behaviour within the South African retail context.

Author: Nombulelo Dilotsotlhe, University of South Africa, Adebanji Adejuwon William Ayeni, University of South Africa, South Africa

Advocacy Campaign for Women's Political Participation in the Pacific and Africa
Track: Promoting equity and equality (Practice / Case Study Abstract)
Format: 20 Minute Oral Presentation
Presenter: Jude Khalaf, MAGENTA Consulting, Jordan

This session presents a behaviourally grounded, multi-country advocacy campaign designed to shift the social norms that sustain women's political exclusion across Africa and the Pacific. Attendees will gain practical insight into how the Diffusion of Innovation framework can be applied to norm-change interventions at scale, how audience segmentation channels strategy, and how partner-led dissemination can extend campaign reach beyond institutional audiences. The session offers lessons for practitioners designing SBCC interventions in complex, multi-stakeholder environments where structural and attitudinal barriers intersect.

Author: Elsa Roucaud Carreira, MAGENTA

An integrative theoretical approach to condom use intentions among university students in Kenya
Track: Health and Well-being (Research / Academic Abstract)
Format: 20 Minute Oral Presentation
Presenter: BAYRAM ZAFER ERDOGAN, Anadolu University, Turkiye

This presentation explores predictors of condom-use intentions among university students by integrating Health Belief Model andTheory of Planned Behavior. The study highlights how cognitive evaluations, social influences, and perceived behavioral control shape protective sexual behaviors. The findings identify perceived benefits and attitudes as central drivers while questioning the role of religiosity as a moderator. Attendees will gain insights into how theory-driven approaches can inform effective, context-sensitive social marketing and public health interventions aimed at promoting safer sexual practices among students.

Authors: MANYAGA FAWZ, ANADOLU UNIVERSITY; RIDVAN KOCAMAN, ANADOLU UNIVERSITY; BAYRAM ZAFER ERDOGAN, Anadolu University

Automated Tools Mediating Behaviour Change: The Case of Heartlines' Fathers Matter WhatsApp Coach
Track: Digital, technological and Artificial Intelligence: Implications for Behaviour Change (Practice / Case Study Abstract)
Format: 20 Minute Oral Presentation
Presenter: Caryn Abrahams, University of the Witwatersrand and Heartlines, South Africa

What does it look like when 752 South African fathers send 3,468 parenting queries to a WhatsApp chatbot — and what does that tell us about behaviour change, access barriers, and digital tool design? This session presents a real-world case study from Heartlines' Fathers Matter programme, offering practitioners, designers, and scholars concrete evidence, a new theoretical concept (vernacular parenting), and immediately applicable frameworks for reaching hard-to-engage audiences through low-barrier digital infrastructure. Come for the data; leave with tools you can use.

Authors: Caryn Abrahams, Wits School of Governace and Heartlines; Livhuwani Maphorogo, Heartlines

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Beyond Adoption: Understanding the Challenges of Scaling Behaviour Change Interventions

Track: Global climate change, environmental protection, overconsumption, and sustainability(Research / Academic Abstract)
Format: 20 Minute Oral Presentation
Presenter: Dr. Diogo Veríssimo, Research Fellow at University of Oxford, Chair IUCN SSC CEC Behaviour Change Taskforce

Demonstrating the effectiveness of behaviour change interventions is only the first step towards achieving impact at scale. Drawing on a social marketing intervention promoting synthetic alternatives to wildlife-derived ceremonial garments in Zambia, we explore the challenges of expanding successful interventions. Building on previous evidence of reduced demand for authentic skins and positive conservation outcomes, we examine the factors influencing adoption, including perceived benefits, cultural compatibility, practical barriers and social influence. Our findings highlight the distinction between adopting an alternative and abandoning an established behaviour, offering insights into how social marketing interventions can be adapted and sustained as they reach wider audiences.

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

Blame My Family: Early-life and Current Explanation of Financial Literacy, Behaviour and Well-being

Track: Interdisciplinary and cross-sector action to influence behaviour for social good, encourage community engagement and well-being (Research / Academic Abstract)
Format: 20 Minute Oral Presentation
Presenters: Helen Inseng Duh, Wits School of Business Sciences, South Africa; Victorine Mbong Shu, Profounder South Africa, South Africa

This study uses propective and retrospective approaches to explain financial literacy, financial behaviour and well-being with the aid of the life-course theory. Thus, the study is multi-theoretical and multi-disciplinary from family, economic and consumer psychology. It fills the gap of social marketers' limited focus on understanding financial behaviour and agents of change in this regard.

Authors: Helen Inseng Duh, Wits School of Business Sciences; Victorine Mbong Shu, Profounder South Africa

Blood donation and big data: Untapped tech opportunity

Track: Digital, technological and Artificial Intelligence: Implications for Behaviour Change (Practice / Case Study Abstract)
Format: 20 Minute Oral Presentation
Presenter: Relebohiseng Matubatuba, University of the Witwatersrand, South Africa

In this session, attendees will see how we're translating published recommendations on blood donation and big data into real, buildable digital artefacts, moving from "ideas" to an operational prototype/pilot plan.

Author: Relebohiseng Matubatuba, University of the Witwatersrand

Building an Ecosystem for Change: Lessons from Supporting Teen Girls in Africa

Track: Interdisciplinary and cross-sector action to influence behaviour for social good, encourage community engagement and well-being (Practice / Case Study Abstract)
Format: 20 Minute Oral Presentation
Presenters: Justine Bahoumina, Good Business, United Kingdom; Rosie Serlin, Good Business, United Kingdom; Svetlana Polikarpova, SKY Girls, Tandem Network, and Tandem Digital Company Limited, Kenya

This session presents SKY Girls, a multi-country behaviour change ecosystem supporting adolescent girls across tobacco prevention, sexual and reproductive health, HPV vaccination, and financial inclusion. Drawing on real programme experience across six sub-Saharan African countries, we share practical lessons on interdisciplinary design, cross-sector collaboration, and girl-led co-creation. Attendees will leave with actionable insights on building integrated behaviour change programmes that connect individual empowerment with social norm change — relevant to anyone working with young people or on complex, multi-issue challenges.

Authors: Justine Bahoumina, Good Business; Larissa Persons, Good Business; Edna Njeri, SKY Girls, Tandem Network, and Tandem Digital Company Limited; Svetlana Polikarpova, SKY Girls, Tandem Network, and Tandem Digital Company Limited; Rosie Serlin, Good Business; Anna Heis, Good Business

Can AI Speak for a Social Cause? Message Authorship, Motive Attribution, and Corporate Social Marketing Credibility in Contested Industry Contexts

Track: Social marketing for Corporate Social Responsibility and brand purpose (Research / Academic Abstract)
Format: 20 Minute Oral Presentation
Presenter: Paul Issock, University of the Witwatersrand, South Africa

When corporations use AI to produce behaviour change campaigns, does it undermine the trust that makes those campaigns work? This session examines how AI authorship affects the credibility of corporate social marketing communication, focusing on healthy eating as the target behaviour. It explores why some corporations, particularly those in controversial industries such as fast food, face a greater credibility challenge than others. Delegates will leave with a clearer picture of what AI adoption means for corporate social marketing practice.

Author: Paul Issock, University of the Witwatersrand, South Africa

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Catching Harm Before Launch: The Culture-First Audit, a Five-Question Pre-Launch Review for Marketing Campaigns

Track: Interdisciplinary and cross-sector action to influence behaviour for social good, encourage community engagement and well-being (Practice / Case Study Abstract)
Format: 20 Minute Oral Presentation
Presenter: Ms Halla Gamal, Independent marketing strategist, Egypt

A practice session on the Culture-First Audit: a five-question review (who profits, who pays, who was in the room, who is normalised, who is erased) that marketers can apply to a campaign before it launches. The speaker shares the method, the severity rubric and the questions she asks of an approval chain, and asks delegates to help test it. No outcome data is claimed; the session is an invitation to critique and validate a work-in-progress tool.

Author: Ms Halla Gamal, Independent marketing strategist, Egypt

Combating Reactance: Better reaching tricky audiences and avoiding backlash

Track: Combating mis- and disinformation (Research / Academic Abstract)
Format: 20 Minute Oral Presentation
Presenter: Dr. D. Scott Borden, IE University, Spain

This session explores how psychological reactance shapes resistance to social marketing messages and interventions. Attendees will learn practical strategies for framing interventions that reduce defensiveness, preserve autonomy, and align with audience identity and values. The session provides evidence-based insights for designing more effective campaigns, helping practitioners better target tricky segments and enhance engagement in behavior change initiatives.

Author: Dr. D. Scott Borden, IE University

Condoms Are Brands Too: Linking Brand Value and Price to Consistent Condom Use and HIV prevention Among South African Young Adults

Track: Health and Well-being (Research / Academic Abstract)
Format: 20 Minute Oral Presentation
Presenter: Dr. Emile Nkwei, University of the Free State, South Africa

Author: Dr. Emile Nkwei, University of the Free State

Connected Citizens: Understanding how social networks shape prosocial behavior in Uganda

Track: Learning from Africa on advancing theory, methods, measurement, and evaluation for impact (Research / Academic Abstract)
Format: 20 Minute Oral Presentation
Presenters: Cynthia Mbabazi, Busara Center for Behavioral Economics, Kenya

This session will share findings on how offline social networks shape prosocial behaviors specifically civic engagement in Uganda. Using Social Network Analysis with data from over 2,000 respondents, it shows how trust, social norms, and network structures drive or constrain prosocial engagement. Attendees will learn how information and influence spread through everyday relationships and how these insights can be used to design better social marketing strategies that strengthen community engagement and connect disconnected groups.

Authors: Mr David Muruaru, MPRSK, Busara Center for Behavioral Economics; Brenda Ogutu, Busara Center for Behavioral Economics

Consumer skepticism toward greenwashing: a bibliometric analysis

Track: Social marketing for Corporate Social Responsibility and brand purpose (Research / Academic Abstract)
Format: 20 Minute Oral Presentation
Presenter: Zahira Betta, Université Cadi Ayyad Marrakech, Morocco

How does consumer skepticism shape the perception and effectiveness of greenwashing within social marketing contexts? This session offers an in-depth analysis of the relationship between greenwashing and consumer skepticism from a social marketing perspective.

Author: Zahira Betta, Université Cadi Ayyad Marrakech

Corporate Social Marketing in Conflict Settings: Data-Driven Segmentation of Human-Rights-Minded Consumers in Ukraine

Track: Social marketing for Corporate Social Responsibility and brand purpose (Research / Academic Abstract)
Format: 20 Minute Oral Presentation
Presenter: Prof. Krzysztof Kubacki, University of Plymouth, United Kingdom

Attendees can expect a practice-oriented session that shows how CSM can be designed and targeted in the highly challenging context of wartime Ukraine. Drawing on original survey data, the session introduces four distinct consumer segments and illustrates how their profiles translate into different levers, messages and channels for CSM campaigns. Participants will leave with concrete ideas for how to move beyond “one-size-fits-all” CSM, including how to use segmentation to align human rights responsibilities and behaviour-change goals in high-risk settings.

Authors: Krzysztof Stepaniuk, Bialystok University of Technology; Chrystyna Misiewicz, Kozminski University; Natalia Szablewska, The Open University, Dr Bo Pang, Swinburne University of Technology

Credit, Attention, and Externalities in the Adoption of Energy-Efficient Technologies by Low-Income Households.

Track: Global climate change, environmental protection, overconsumption, and sustainability (Research / Academic Abstract)
Format: 20 Minute Oral Presentation
Presenter: Suleiman Amanela, Busara Center for Behavioral Economics, Kenya

This session examines why low-income households often do not adopt highly profitable, energy-efficient technologies despite clear benefits. Using evidence from a randomized controlled trial in Nairobi, it highlights the roles of credit constraints and behavioral factors. The session shows how access to credit increases adoption, while some behavioral interventions are less effective than expected. It also discusses policy implications, emphasizing integrated approaches combining credit, subsidies, and behavioral design to drive sustainable technology uptake.

Author: Suleiman Amanela, Busara; Debra Opiyo, Busara

Digital Health Development and User Adoption: A Cross-Disciplinary Bibliometric Analysis of Medicine and Social Sciences

Track: Health and Well-being (Research / Academic Abstract)
Format: 20 Minute Oral Presentation
Presenter: Leila El Kamel, Université Téluq, Canada

Learn how medicine and social sciences differently address digital-health adoption (2016-2026) through key bibliometric findings (trends, thematic maps, co-citation). Take away concise implications and actionable strategies to close the adoption gap-embed behavioural frameworks, foster interdisciplinary design, and target underserved groups. Ideal for researchers, clinicians, and policymakers seeking practical steps to increase real-world uptake.

Authors: Yosra Oueslati, IHEC of CARTHAGE; Ismael Baccouche, Collège Bois-de-Boulogne

Driving Behavior Change in Primary Health Care: A Hybrid Training Model to Prevent Harmful Alcohol Use in South Africa

Track: Health and Well-being (Practice / Case Study Abstract)
Format: 20 Minute Oral Presentation
Presenter: Angela Rizzo, AB InBev Foundation, United States

How do we move from proven interventions to real-world impact? This session explores AB InBev Foundation's integrated approach combining digital SBI (eSBI) and a hybrid training program to drive behavior change among healthcare providers in South Africa. Through partnerships, academic engagement, and scalable design, the program addresses key implementation barriers. Attendees will gain practical insights into embedding prevention into routine care in resource-constrained settings.

Authors: Angela Rizzo, AB InBev Foundation; Dr. Tom Achoki, MD, PhD, AB InBev Foundation

Examining the Phenomenon of Communication Influence on Indian Youth Amidst the COVID-19 Pandemic: A Qualitative Exploration

Track: Health and Well-being (Research / Academic Abstract)
Format: 20 Minute Oral Presentation
Presenter: Shefali Khare, Galgotias University Greater Noida UP, India

This session is important for understanding the impact of communication during the COVID-19 pandemic, particularly among youth. It examines how effectively public health messages influenced their adherence to preventive behaviors, especially in the context of asymptomatic transmission. Additionally, the session explores the psychological dimensions of the pandemic by analyzing how young individuals coped with stress and anxiety alongside physical health risks.

Authors: Shefali Khare, Galgotias University Greater Noida UP, India; Prof. Mahim Sagar, Indian Institute of Technology Delhi

First Foods Africa: Social Marketing for Nutrition Change

Track: Health and Well-being (Practice / Case Study Abstract)
Format: 20 Minute Oral Presentation
Presenter: Giulio Vialetto, MAGENTA Consulting, Jordan

What drives a West African caregiver to choose eggs for her child or avoid them? This session shares evidence from the First Foods Africa initiative, a social marketing project spanning seven countries. Drawing on mixed-methods formative research and co-creation with communities, presenters will show how exchange theory and the 5Ps framework outperform knowledge-transfer models in nutrition behaviour change. Attendees will gain a replicable research methodology and practical insights into cultural, social and structural barriers shaping infant feeding across the region.

Author: Giulio Vialetto, MAGENTA Consulting, Jordan

Fix My Food in Africa: Youth-led advocacy as a systems social marketing intervention

Track: Mainstreaming social marketing: policy, systems, and advocacy (Practice / Case Study Abstract)
Format: 20 Minute Oral Presentation
Presenter: Claire Naidoo, LiveMoya, UNICEF South Africa,

Fix My Food is a global youth advocacy movement tackling the wicked problem of obesity and failed food environments. In this session, we will share how systems social marketing is operationalised through this youth-led advocacy movement. Further, we will discuss how storytelling is used as a systems intervention influencing norms, institutions and policy debates.

Authors: Claire Naidoo, LiveMoya, UNICEF South Africa; Rowena Merritt, UNICEF; Gilbert Tshitaudzi, UNICEF South Africa

Founding the Vision: A Conceptual Framework of Entrepreneurial Marketing and Informal Leadership in Faith-Based Educational Formation

Track: Interdisciplinary and cross-sector action to influence behaviour for social good, encourage community engagement and well-being (Practice / Case Study Abstract)
Format: 20 Minute Oral Presentation
Presenter: Adebanji Adejuwon William Ayeni, University of South Africa, South Africa

A prompting question among leaders remains: why do faith-based universities and churches market themselves through informality rather than corporate polish? This session unpacks the Oyedepo leadership model, from Bishop Oyedepo's founding vision to Covenant and Landmark University, Faith Academy, and WOFBI, as a case of entrepreneurial marketing in action. Attendees will leave with a conceptual framework that links Great Man Theory and Theory of Planned Behaviour to real marketing outcomes: service quality, brand trust, and staff loyalty in mission-driven institutions.

Author: Adebanji William Ayeni, University of South Africa

From Crash Data to Dancefloor: Diagnosing When Culture Is the Intervention in Multi-Level Behaviour Change

Track: Learning from Africa on advancing theory, methods, measurement, and evaluation for impact (Practice / Case Study Abstract)
Format: 45 Minute Discussion or Interactive Session
Presenter: Dr. Joanne Corrigall, University of Cape Town, South Africa

How do you shift behaviour in audiences who tune out the message? Using provocative survey findings, music, video and the award-nominated #Ndizijongile Amapiano campaign, this interactive session shows why behaviour change starts with diagnosis, not messaging. Participants test a practical framework for distinguishing knowledge, social-norm, infrastructure, transport-system and policy barriers, then examine when culture is merely a communications wrapper and when it becomes an active mechanism of change. Expect a lively, evidence-based session blending data, cultural storytelling and hands-on application.

Author: Dr. Joanne Corrigall, University of Cape Town

From Misinformation to Informed Action: How Patient-Centered Care Changes Behavior Across the Breast Cancer Journey

Track: Health and Well-being (Practice / Case Study Abstract)
Format: 20 Minute Oral Presentation
Presenter: Dr Fatma Bektash, Breast Cancer Comprehensive Hospital - National Cancer Institute, Cairo University

A 2021 survey at Cairo University's National Cancer Institute found nearly 60% of breast cancer patients and caregivers held misconceptions or were unsure, and just 3% got information from their care team. The Patient Education Unit responded with mandatory pre-treatment orientation, animated videos in Egyptian dialect and mental health screening, reaching over 11,500 people. Correct knowledge more than doubled, anxiety fell and help-seeking rose: a low-cost, scalable social marketing model.

Author: Dr Fatma Bektash, Breast Cancer Comprehensive Hospital - National Cancer Institute, Cairo University

From Pay to Culture: Comparative Evidence on Workplace Preferences among GEN Z in Thailand, China, and Egypt

Track: Interdisciplinary and cross-sector action to influence behaviour for social good, encourage community engagement and well-being (Research / Academic Abstract)
Format: 20 Minute Oral Presentation
Presenter: Emeela Wae-esor, PhD., Prince of Songkla University, Thailand

Attendees of this session will gain insights into how Gen Z workplace preferences vary across cultural contexts, with a focus on Thailand, China, and Egypt.

Author: Emeela Wae-esor, PhD., Prince of Songkla University

From Screening to Sacred Space: Embedding Fathers Matter in Eastern Cape Initiation Schools Through Community-Catalysed Co-Design

Track: Interdisciplinary and cross-sector action to influence behaviour for social good, encourage community engagement and well-being (Practice / Case Study Abstract)
Format: 20 Minute Oral Presentation
Presenter: Zamabongo Mojalefa, Heartlines, South Africa

Programme participants can expect an exploration of how community-based social and behaviour change interventions can unintentionally catalyse cultural transformation from within. Participants will gain insight into how social marketing can empower insiders to challenge harmful norms while remaining rooted in cultural traditions and community leadership structures. Attendees can also expect discussion on masculinity, fatherhood, cultural rites of passage, and the opportunities and tensions involved in adapting established facilitation models to sensitive traditional settings

Authors: Zamabongo Mojalefa, Heartlines; Caryn Abrahams, Wits School of Governace and Heartlines; Livhuwani Maphorogo, Heartlines

From Stigma to Reintegration: A Behaviour Change Approach to Supporting Burn Survivors in Egypt

Track: Health and Well-being (Research / Academic Abstract)
Format: 20 Minute Oral Presentation
Presenters: Mostafa Mamdouh Mostafa, Ahl Masr Foundation, Egypt; Nashwa Ibrahim, Ahl Masr Foundation, Egypt

This session presents Ahl Masr Foundation's integrated behavior change model supporting burn survivors in Egypt, from medical treatment at Ahl Masr Burn Hospital to reintegration through the Inclusion and Empowerment Center. Attendees will gain practical insights into combining psychosocial support, community engagement, and economic empowerment to reduce stigma and promote inclusion. The session is relevant for practitioners, researchers, and policymakers seeking scalable, community-based approaches to address recovery, social reintegration, and behavior change in low-resource settings.

Authors: Mostafa Mamdouh Mostafa, Ahl Masr Foundation; Amr Ali, Ahl Masr Foundation

From University-School Partnership to Sustainable School Improvement: Exploring the Contributions of Professional Learning Communities

Track: Interdisciplinary and cross-sector action to influence behaviour for social good, encourage community engagement and well-being (Research / Academic Abstract)
Format: 20 Minute Oral Presentation
Presenter: Nuannut Khieowan, khieowan, Prince of Songkla University, Thailand

This session explores how cross-sector collaboration between a university and a school fostered sustainable school improvement through Professional Learning Communities (PLCs). Drawing on a qualitative case study, the presentation demonstrates how collaborative learning, reflective practice, and shared problem-solving encouraged positive behavioural change among teachers and strengthened school culture. Participants will learn how partnership-based approaches can build professional capacity, support community engagement, and contribute to meaningful and sustainable educational outcomes.

Author: Nuannut Khieowan, khieowan, Prince of Songkla University

Horizon Scanning Highlights Future Trends of Digital Health

Track: Digital, technological and Artificial Intelligence: Implications for Behaviour Change (Research / Academic Abstract)
Format: 20 Minute Oral Presentation
Presenter: Dr. András Márton, Corvinus University of Budapest

In this presentation, you will learn how digital technologies are transforming healthcare and explore the key trends expected to shape health systems by 2035. Drawing on research and insights from 147 international experts, the session will examine developments in personalised healthcare, digital therapeutics, remote care and patient empowerment. Discover which innovations are likely to have the greatest impact, how patient behaviours and expectations are changing, and what these emerging trends mean for future healthcare policy, service delivery and strategic planning.

Author: Dr. András Márton, Corvinus University of Budapest

Human–AI Co-Learning for Scaling Responsible Use: A Case Study of Human–AI Co-Learning (GRDcode by GampatiAC)

Track: Digital, technological and Artificial Intelligence: Implications for Behaviour Change (Practice / Case Study Abstract)
Format: 20 Minute Oral Presentation
Presenter: Prof. Andrea Marfori, Gampati AC, Italy

Attendees will gain practical, evidence-informed framework for teaching responsible AI use through structured human–AI collaboration. The session showcases a real classroom model based on the GRDcode case, including prompt design, output evaluation, and transparent documentation practices. Participants will leave with adaptable tools, assessment ideas, and strategies to foster critical thinking, ethical awareness, and accountable AI use in their own courses, making this session valuable for educators seeking scalable, hands-on approaches with clear examples and immediately usable classroom activities practical.

Author: Prof. Andrea Marfori, Gampati AC

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Individual Capability or Community Norms? Segmenting Waste-Sorting Behaviour Change by Living Arrangement

Track: Global climate change, environmental protection, overconsumption, and sustainability (Research / Academic Abstract)
Format: 20 Minute Oral Presentation
Presenter: Relebohiseng Matubatuba, University of the Witwatersrand, South Africa

This session reveals a counter-intuitive finding for anyone designing pro-environmental campaigns; that whether your audience lives alone or with others changes what actually motivates them to sort waste. Using a moderated Theory of Planned Behaviour model from young adults in Johannesburg, the research shows when to lead with social-norms messaging and when to build personal capability. The study gives practitioners guidance for segmenting sustainability interventions by living arrangement.

Author: Prince Baah-Peprah, School of Business and Law University of Agder

Informality as an Economic Stabiliser: Financial Inclusion, Digital Integration, and Economic Resilience Among Informal Market Participants in Gauteng Province, South Africa

Track: Learning from Africa on advancing theory, methods, measurement, and evaluation for impact (Research / Academic Abstract)
Format: 20 Minute Oral Presentation
Presenter: Adebanji William Ayeni, University of South Africa, South Africa

This session explores contemporary social marketing challenges and opportunities within African contexts, with particular attention to informality, economic resilience, consumer behaviour, and social change. The presentations examine how social marketing perspectives can contribute to understanding structural risks, consumer practices, and resilience among informal and vulnerable market actors. Collectively, the session highlights the relevance of context-sensitive approaches to advancing understanding and addressing complex economic and societal challenges across African markets.

Author: Adebanji William Ayeni, University of South Africa, Lebogang Saule, University of South Africa

Marketing Cooperation, Not Competition: Using Corporate Social Marketing to Catalyse Cross-Cultural Entrepreneurial Skills Transfer and Address South African Unemployment

Track: Interdisciplinary and cross-sector action to influence behaviour for social good, encourage community engagement and well-being (Research / Academic Abstract)
Format: 20 Minute Oral Presentation
Presenters: Dr. Sikhumbuzo Maisela, University of the Witwatersrand & Dr. Reabetswe Gladys Parkies, University of the Free State, South Africa

South Africa's informal retail sector reveals a striking pattern: immigrant entrepreneurs consistently outperform South African entrepreneurs running the same kind of business under the same conditions, a gap often blamed on unfair competition rather than understood for what the evidence actually shows it to be. This session challenges that narrative and proposes a bold idea: that the same corporate social marketing techniques used to shift harmful drinking behaviour globally, such as AB InBev's Global Smart Drinking Goals, could be applied to close South Africa's entrepreneurial skills gap by turning immigrant and South African entrepreneurs into collaborators rather than rivals, offering attendees a fresh, evidence-based lens on immigrant entrepreneurship and a practical framework for using social marketing to tackle economic inequality.

Authors: Dr. Sikhumbuzo Maisela, University of the Witwatersrand & Dr. Reabetswe Gladys Parkies, University of the Free State, South Africa

Meet the Editor: Journal of Social Marketing

Track: Interdisciplinary and cross-sector action to influence behaviour for social good, encourage community engagement and well-being (Practice / Case Study Abstract)
Format: 45 Minute Discussion or Interactive Session
Presenter: Prof. Krzysztof Kubacki, University of Plymouth, JSocM Edititor, United Kingdom

Join this informal “Meet the Editor” session at AfSMAC 2026 in Cairo. JSocM is the leading international journal dedicated to research that integrates marketing with other approaches to influence behaviour for the greater social good. Prof. Kubacki will outline the journal’s scope and priorities, the types of articles it publishes (including conceptual, empirical, and critical review papers), and its double-anonymous peer-review process. He will also share practical advice on strong submissions, navigating peer review, and positioning social marketing research for impact across policy, community, and individual behaviour change—themes central to the conference’s focus on sustainable social impact. This is an opportunity to ask questions about publishing in JSocM, discuss emerging topics in social marketing, and explore how the journal can support the African social marketing community.

Authors: Prof. Krzysztof Kubacki, University of Plymouth, JSocM Edititor

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Own Your Game - UNICEF

Track: Health and Well-being (Practice / Case Study Abstract)
Format: 20 Minute Oral Presentation
Presenter: Giulio Vialetto, MAGENTA Consulting, Jordan

What does it take to run a public health campaign inside the world's most commercially saturated sporting event with no talent budget and ultra-processed food brands as your competition?
This session shares the inside story of MAGENTA's pro bono influencer activation for UNICEF during the 2026 FIFA World Cup. Expect a conversation about norm change through sport, values-led influencer design, and what the SBC field still needs to figure out.

Author: Elsa Roucaud Carreira, MAGENTA

Product Awareness and Behavior Change through Social Marketing

Track: Interdisciplinary and cross-sector action to influence behaviour for social good, encourage community engagement and well-being (Practice / Case Study Abstract)
Format: 20 Minute Oral Presentation
Presenter: Mostaque Ahmed, Social Marketing Company (SMC), Bangladesh

This session will present key findings from an evaluation of the community mobilization strategy of SMC, focusing on its impact on knowledge, attitudes, and behavior change among Married Women of Reproductive Ages. Attendees will gain insights into effective social marketing approaches that combine interpersonal communication, group sessions, and product promotion. The discussion will also highlight lessons learned, challenges in product uptake, and implications for future programming—making it relevant for policy makers, program implementers, development partners seeking evidence-based strategies.

Authors: Toslim Uddin Khan, Social Marketing Company; Md. Moshiur Rahman, Social Marketing Company; Mostaque Ahmed, Social Marketing Company; Laila Tabassum, Social Marketing Company

Protect Our Little Ones: Co-Designing Community-Centered Social Marketing Interventions to Increase Demand for Routine Childhood Immunization in Ethiopia

Track: Health and Well-being (Practice / Case Study Abstract)
Format: 20 Minute Oral Presentation
Presenter: Lillian Diaz, 17 Triggers, Netherlands

Join this session to learn how behavioral science and Human-Centered Design addressed low childhood vaccination coverage in Ethiopia. Through a three-phase process (Explore, Experiment, Validate), we identified behavioral barriers, co-created solutions with communities, and developed the Protect Our Little Ones Toolkit—a five-component resource for shifting caregiver attitudes and embedding vaccination. Attendees will gain strategies to design demand-generation interventions, see tools that build confidence and leverage social norms, and leave with adaptable approaches for health programs.

Authors: Lillian Diaz, 17 Triggers; Tamirat Walissa, 17 Triggers

Purpose-Derived Social Marketing: Brand Purpose, CSR, and Behaviour Change in Africa

Track: Social marketing for Corporate Social Responsibility and brand purpose (Practice / Case Study Abstract)
Format: 45 Minute Discussion or Interactive Session
Presenters: Dr. Nkiru Olumide-Ojo, Standard Bank, South Africa

This session takes a familiar idea, corporate brand purpose, and asks more of it: can purpose be the organising logic for genuine behaviour change? Using Standard Bank's Financial Fitness Academy across four African markets, it asks when CSR is real social marketing and when it is goodwill in a social coat. You will leave with a practical test for telling the two apart and a new term, purpose-derived social marketing, to carry into your own work.

Authors: Dr. Nkiru Olumide-Ojo, Standard Bank, South Africa

Raising awareness and visibility of no and low alcohol alternatives in hospitality settings

Track: Health and Well-being (Practice / Case Study Abstract)
Format: 20 Minute Oral Presentation
Presenters: Prof Victoria Wells, School for Business and Society, University of York, UK; Dr Nadine Waehning, School for Business and Society, University of York, UK

No and Low (NoLo) alcohol options have become incraesingly popular amongst consumers and are increasing recognised as having potential for reducing alcohol consumption and increasing public health outcomes. This study examined the role of the publican/hopitality manager in increasing availabiliy and visibility of no and low in drinking venues. The project involved formative research, a targeted intervention with branding and materials and data was collected to assess the impact of the intervention.

Authors: Prof Victoria Wells, School for Business and Society, University of York; Dr Nadine Waehning, University of York; Dr Sarah Forbes, School for Business and Society, University of York

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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)

Track: Mainstreaming social marketing: policy, systems, and advocacy (Practice / Case Study Abstract)
Format: 20 Minute Oral Presentation
Presenter: Emmanuel Farma, Convergence des Agences de marketing social (CAMSAO), Burkina Faso

Attending my session will offer a unique opportunity to explore innovative approaches and mechanisms for integrating social marketing interventions into public health policies for sustainable impact. Following the presentation, participants will have the opportunity to engage in discussions.

Authors: Emmanuel Farma, Convergence des Agences de marketing social (CAMSAO); Koudou Lazare Goussou, CAMSAO; Simplice Séraphin Toé, CAMSAO

Reducing social acceptability of child domestic work in Kenya through a behaviorally informed communication campaign

Track: Interdisciplinary and cross-sector action to influence behaviour for social good, encourage community engagement and well-being (Research / Academic Abstract)
Format: 20 Minute Oral Presentation
Presenter: Monica Akinyi Kay, Busara Center for Behavioral Economics, Kenya

Attendees will gain practical insights into how behavioral science can be applied to address child domestic work in Kenya, drawing on evidence from the Freedom Fund's Not Invisible Anymore programme. The session will share actionable findings from a randomized controlled trial conducted by the Busara Center for Behavioral Economics, highlighting which types of messages are most effective at shifting attitudes and intended behaviors.

Author: Monica Akinyi Kay, Busara Centre for Behavioral Economics

Retrofitting theory of change: Qualitative study of nonprofit practice

Track: Learning from Africa on advancing theory, methods, measurement, and evaluation for impact (Research / Academic Abstract)
Format: 20 Minute Oral Presentation
Presenter: Manal Belghali, Mighty Ally, Morocco

Many people working in nonprofit and social marketing programs may know this pattern exists, but not see it named out loud: the theory of change gets built after the program, not before. This session presents qualitative research exploring why that happens, what drives it, and what it costs in terms of program quality and evaluation integrity. If you've ever retrofitted a ToC to match a program already in motion, this session might be a good conversation space.

Author: Manal Belghali, Mighty Ally

Skin Bleaching and the Politics of Beauty, Acceptance, and Social change

Track: Health and Well-being (Research / Academic Abstract)
Format: 20 Minute Oral Presentation
Presenters: Zivai Machaka Mare, University of Greenwich, United Kingdom; Jennifer Akpabio, NHS, UK, United Kingdom

Attendees can expect a rigorous and insightful exploration of the gendered, social, and political dynamics that shape skin-bleaching behaviour. The presentation will introduce a new conceptual model, developed from the study's findings, that incorporates the often-overlooked perspective of the male observer as well as political and social influences. The audience can expect a presentation that not only advances academic understanding but also provides practical guidance for designing more effective interventions.

Authors: Zivai Machaka Mare, University of Greenwich; Jennifer Akpabio, NHS, UK

Social Marketing Programs in Empowering Men and Boys to Combat Gender-Based Violence: A Global Systematic Review

Track: Digital, technological and Artificial Intelligence: Implications for Behaviour Change (Practice / Case Study Abstract)
Format: 20 Minute Oral Presentation
Presenter: Dr Nkululeko PraiseGod Zungu, Durban University of Technology

This presentation explores a global systematic review of Social Marketing programmes aimed at engaging men and boys in preventing Gender-Based Violence. It highlights how behavioural change interventions influence masculinity norms, attitudes, and actions. Attendees will gain insights into effective strategies such as community-based and culturally tailored approaches, as well as barriers to sustained impact. The session also applies key behavioural theories to explain programme effectiveness. It offers practical, evidence-based guidance for researchers, policymakers, and practitioners working to scalable GBV prevention interventions.

Authors: Dr Nkululeko PraiseGod Zungu, Durban University of Technology

Stress testing social marketing initiatives before implementation

Track: Digital, technological and Artificial Intelligence: Implications for Behaviour Change (Practice / Case Study Abstract)
Format: 45 Minute Discussion or Interactive Session
Presenter: Claire Naidoo, LiveMoya / Rain Barrel, South Africa

This interactive and practical workshops will help social marketers to:

- Use AI-supported questioning to challenge assumptions, identify evidence gaps and gain greater clarity about their own social marketing initiatives.
- Identify opportunities to strengthen implementation decisions, improve the likelihood of success and impact, and reduce avoidable waste of time and resources.

Participants will use their own AI tools and a guided six-step resource to experience selected elements of Klerex, Rain Barrel's codified methodology for helping organisations find clarity in complexity, make better decisions, strengthen implementation and achieve lasting positive impact for people and nature. Join this workshop to experience how structured thinking and AI can help turn good ideas into better decisions, stronger implementation and lasting positive impact!

Authors: Claire Naidoo, LiveMoya / Rain Barrel Labs; Tomas Jensen, Rain Barrel Labs

The effects of environmental concern, health consciousness and environmental knowledge on plant-based product purchase intentions

Track: Global climate change, environmental protection, overconsumption, and sustainability (Research / Academic Abstract)
Format: 20 Minute Oral Presentation
Presenter: Dr Jenasha Tooray, University of KwaZulu-Natal, South Africa

This session provides evidence-based strategies to increase plant-based product consumption, which is better for the environment and addresses the climate emergency. By attending this session, stakeholders can: discover how plant-based product purchase intentions can be improved through environmental concern and knowledge, leading to positive attitudes, thus resulting in intention and behaviour change, gain actionable downstream social marketing mix strategies to drive this behaviour change, implement upstream social marketing interventions recognising the need for policy and institutional support.

Authors: Dr Jenasha Tooray, University of KwaZulu-Natal; Prof Debbie Ellis, University of KwaZulu-Natal

The Path for Brave Girls: HPV Vaccine Uptake Through Community-Centered Design in Ethiopia's Afar Region

Track: Health and Well-being (Practice / Case Study Abstract)
Format: 20 Minute Oral Presentation
Presenter: Lillian Diaz, 17 Triggers, Netherlands

Join this session to learn how behavioral science and Human-Centered Design increased HPV vaccine uptake among out-of-school girls in Ethiopia's Afar Region. We identified barriers, co-created solutions with communities, and developed "The Path for Brave Girls" -- a 6-week intervention integrating HPV vaccination with nutrition, menstrual health, and efforts to delay early marriage. Attendees will gain actionable strategies for designing integrated health programs, see real-world examples of storytelling and community engagement, and leave with adaptable approaches for hard-to-reach populations.

Authors: Lillian Diaz, 17 Triggers; Tamirat Walissa, 17 Triggers

Tourists' archetypes and sustainability at the destination: a digital behavioral segmentation approach

Track: Digital, technological and Artificial Intelligence: Implications for Behaviour Change (Research / Academic Abstract)
Format: 45 Minute Discussion or Interactive Session
Presenter: Sofía Blanco Moreno, Universidad de León, España

Are all tourists equally engaged with sustainable travel? Traditional tourism segmentation often fails to reflect actual behaviors in a destination. In this session, discover how Artificial Intelligence and Big Data from over 139,000 Instagram posts were used to uncover six distinct digital tourist archetypes based on their real spatial movements and posting habits.
Attendees will learn why sustainability engagement is not a "one-size-fits-all" concept. Our findings reveal that gastronomic and cultural tourists engage significantly more with pro-environmental content than luxury.

Authors: Sofía Blanco Moreno, Universidad de León; Ana M. González Fernández, Universidad de León; Luis V. Casaló, Universidad de Zaragoza; Roman Egger, Modul University Vienna

Towards a Conceptual Framework for Online Visual Merchandising in Apparel E-Tailing: Insights for the South African Context

Track: Global climate change, environmental protection, overconsumption, and sustainability (Research / Academic Abstract)
Format: 20 Minute Oral Presentation
Presenter: Adebanji William Ayeni, University of South Africa, South Africa

South Africa's apparel e-tail sector is growing, but online sales lag behind global peers due to trust gaps and product tangibility concerns. This session presents a four-dimensional framework for online visual merchandising. They are layout, content, navigation, and atmospherics, which are built specifically for the South African context. Attendees will leave with a practical lens for auditing and improving e-store design to build consumer trust and drive purchase confidence.

Authors: Wessels Elsa, University of South Africa; Wiid Johannes A, University of South Africa; Adebanji William Ayeni, University of South Africa

Transition of Social Marketing Company from Donor Support to a Resilient Business Model

Track: Building resilience amidst funding cuts (Practice / Case Study Abstract)
Format: 20 Minute Oral Presentation
Presenter: Mostaque Ahmed, Social Marketing Company (SMC), Bangladesh

This session presents SMC's journey from a donor-funded social marketing initiative to a fully operational, self-sustaining social enterprise in Bangladesh. Participants will gain practical insights into managing donor transition without disrupting services through integrated model combining social enterprise, private sector engagement, community-based distribution and behaviour change communication. Attendees can expect real-world evidence on health impact, financial sustainability cross-subsidy, and lessons on scaling - making it relevant for policymakers, implementers, and development practitioners seeking replicable strategies for sustainable public health programming.

Authors: Toslim Uddin Khan, Social Marketing Company; Md. Moshiur Rahman, Social Marketing Company; Mostaque Ahmed, Social Marketing Company (SMC); Laila Tabassum, Social Marketing Company (SMC)

Understanding Community Needs to Co-Create Community-Led, Resilient Climate Adaptation Interventions in Rwanda

Track: Global climate change, environmental protection, overconsumption, and sustainability (Research / Academic Abstract)
Format: 20 Minute Oral Presentation
Presenter: Liliana Vanegas, Independent Consultant, Colombia

Why do so many conservation and climate campaigns fail to change anything? Too often, they guess what communities need instead of asking. This session reveals how listening first, through a large community study across African forest landscapes, builds behavior change strategies that stick. Discover how to uncover the real barriers behind people's choices, find the messengers they trust, and design fair, community-led action for climate resilience. Leave with practical tools for your own programs.

Author: Liliana Vanegas, Independent Consultant

Unsung and Unframed: Towards a Social Marketing Framework for Informal Community Social Impact Programmes in Africa

Track: Learning from Africa on advancing theory, methods, measurement, and evaluation for impact (Practice / Case Study Abstract)
Format: 20 Minute Oral Presentation
Presenters: Dr. Nkiru Olumide-Ojo, Standard Bank, South Africa; Helen Inseng Duh, Wits School of Business Sciences, South Africa

This session spotlights an overlooked layer of African social impact: the thousands of informal community programmes rotating savings groups, faith-based welfare committees, peer mentorship circles that change behaviour at scale every day without funding, formal design, or recognition from the discipline meant to understand them. Drawing on Andreasen's behaviour change benchmarks and French's strategic social marketing model,it asks why these programmes remain unseen, arguing the answer lies not in their deficiency but in frameworks built from Western, formally resourced interventions

Authors: Dr. Nkiru Olumide-Ojo, Standard Bank; Helen Inseng Duh, Wits School of Business Sciences

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

Track: Interdisciplinary and cross-sector action to influence behaviour for social good, encourage community engagement and well-being (Research / Academic Abstract)
Format: 20 Minute Oral Presentation
Presenter: Caryn Abrahams, Wits University and Heartlines, South Africa

This session is for social marketers, behaviour change practitioners, and communication researchers working with film, narrative, or media-based interventions in African contexts. It will be of particular interest to researchers exploring measurement and evaluation methodology, and anyone who has ever had to answer the question: how do you know your film actually changed anything? It will also be relevant to neuroscientists or psychologists working in applied/community research who are curious about a partnership with a social impact organisation.

Author: Caryn Abrahams, Wits University and Heartlines

What Moves Donors to Act? Emotional Framing, Victim Gender and Donation Behaviour in Anti-Domestic Violence Campaigns

Track: Learning from Africa on advancing theory, methods, measurement, and evaluation for impact (Research / Academic Abstract)
Format: 20 Minute Oral Presentation
Presenter: Denisha Seedoyal Seereekissoon, Middlesex University, Mauritius

What makes people donate to sensitive social causes such as anti-domestic violence campaigns?
This session presents experimental evidence from Mauritius on how hope, disgust, emotional intensity and victim gender portrayal shape donation behaviour. Attendees will learn how emotionally framed campaigns can move audiences beyond awareness towards action, while also considering the ethical need to balance urgency, donor trust and inclusive representation.

Authors: Denisha Seedoyal Seereekissoon, Middlesex University; Dr. Zhongqi Jin, Middlesex University

Why Awareness is Not Enough: Public Barriers to Action on Bycatch and Sustainable Seafood Choices

Track: Global climate change, environmental protection, overconsumption, and sustainability (Research / Academic Abstract)
Format: 20 Minute Oral Presentation
Presenters: Jeanne Lallement, La Rochelle University, France; Beatrice Parguel, La Rochelle University, France; Florence de Ferran, La Rochelle University, France

Why does awareness of environmental issues fail to translate into action? Drawing on focus-group evidence from France, this session examines public responses to bycatch communication. It shows that increased awareness often fails to produce clear behavioral intentions due to perceived distance, uncertainty about effective actions, and lack of practical guidance. The session highlights which communication approaches are seen as credible and useful, and offers actionable insights for designing sustainability campaigns that enable clearer and more feasible consumer decisions.

Authors: Jeanne Lallement, La Rochelle University; Florence De Ferran, La Rochelle University; Béatrice Parguel, Université Paris Dauphine - PSL