



6th European Social Marketing for Behaviour and Social Change Conference

Ljubljana, Slovenia, 4 - 6 November 2024

European Social Marketing in Times of Crisis: Reflections, Responses and Solutions for a Better World

We encourage submissions from practitioners, academics, NGOs, public sector agencies, policy makers, students and all those interested in developing citizen centric approaches to effective and efficient social programmes, behaviour change and policy delivery.

The ESMC organizing committee aims to maintain the high quality at the conference to this end all abstracts will be subject to blind review. To begin your submission please head to the Call for Abstracts page on the conference website.

Conference Academic Co-Chairs

Tanja Kamin, Professor, Professor of Marketing Communications and Public Relations, University of Ljubljana

Thomas Boysen Anker, Professor of Social Marketing, University of Dundee, UK

Senior Review Team

Prof. Jeff French, iSMA President, CEO Strategic Social Marketing, UK

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Planning Committee

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Dr. Sinja Čož, Faculty of Social Sciences University of Ljubljana

John Bromley, NSMC



Conference Session Formats

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

Poster & 10 Minute Oral Presentation

- Up to 15 sessions available

20 Minute Oral Presentation

- Up to 50 sessions available

45 Minute Discussion or Interactive Session

- Up to 8 sessions spaces available

60 – 90 Minute Collaborative, Problem Solving or Interactive Session (4th Nov only)

- Up to 5 sessions available. These sessions must present a clear collaborative exercise with a behaviour change focus which can accommodate 30 or more people. Each colab session will run concurrently and facilitators will be asked to give feedback on their findings / their session in a wrap-up plenary session to round off proceedings on 4th Nov.

60 Minute Panel Sessions

- Up to 4 sessions available / proposals must clearly propose a chairperson and full panel roster. All panel members must be paid attendees to the event.

Conference Session Themes

During submission of abstracts, authors/presenters should choose the most appropriate theme and track. This will help us group presentations together into a coherent programme.

People & wellbeing

Submissions that focus on behaviours related to improving the wellbeing of individuals, including submissions related to personal and public physical and mental health; financial literacy; equality and social cohesion etc.

Systems & policy

Submissions that look upstream and take a systems approach to research the issues and develop solutions.

Environment & sustainability

Submissions that look at human behaviour in relation to sustainability, and the impacts on the environment. This includes submissions related to climate change and conservation.

Technology and social marketing

This theme explores the integration of technology in social marketing, examining its impact on behavior change interventions and campaigns, while addressing ethical considerations and opportunities for leveraging digital tools in promoting social change.

Future direction

Submissions that look at the future direction of the discipline of social marketing, including theory and critical social marketing. This includes submissions that examine new theoretical approaches, ethics and unintended consequences of social marketing campaigns.

Conference Tracks

Abstract submissions to the conference are invited under the following tracks.

Track	Descriptor
1. Health and wellbeing	<i>Research and programmes focused on individual health and wellbeing, public health, healthy communities, consumer agency and health management, responsabilisation for health conditions and outcomes, dynamic between societal factors and individual motivation and empowerment to lead healthy lives.</i>
2. Planetary health: Environment and sustainability	<i>Research and programmes focused on environmental issues and environmental sustainability Work aimed at mitigating environmental degradation, and promoting sustainable practices among individuals, communities, and institutions. Topics may include but are not limited to climate change communication, waste reduction initiatives, biodiversity conservation efforts, sustainable consumption and production patterns, and the integration of environmental considerations into social marketing campaigns.</i>
3. Implementation challenges	<i>Challenges in implementation and suggestions to overcome them.</i>
4. Migration, integration and community cohesion	<i>Sessions/presentations focused on the global refugee crisis, people living in conflict areas and migration including integration, resilience, and cohesion among communities. Policy papers are also welcome.</i>
5. Theories and methods	<i>New theories, approaches, fields of application and techniques being tested and applied in social marketing including ethical considerations. Application of theory to develop and design interventions. How to use theory as a lens to identify new perspectives and approaches to social change.</i>
6. Upstream social marketing, policy and stakeholder engagement	<i>Systems analysis, research and solutions including upstream action, critical marketing and developing cross-sector solutions to social policy planning and delivery.</i>
7. Promoting the uptake, mandate and application of social marketing	<i>How social marketing is and can be promoted to policy makers, planners, professionals and individuals.</i>
8. Equality, diversity and inclusion	<i>Research, programmes and interventions focused on addressing equity, poverty, vulnerability, and cultural issues.</i>
9. Food and the environment	<i>The intersection of food and the environment, with emphasis on research and programmes related to health, community, culture, environment, sustainability and food security.</i>

10. Metaverse	<i>What risks and opportunities does the metaverse offer social marketers? How can social marketers create behaviour change interventions in the metaverse? Should social marketing interventions in the metaverse target individual users' avatars or the off-line self?</i>
11. AI	<i>How can social marketers use generative AI to enhance effectiveness of behaviour change interventions? What risks does generative AI pose to social marketing? Is it immoral to use AI to persuade people to unconsciously change behaviour?</i>
12. Critical social marketing	<i>Research and programmes focused on the negative impacts of commercial marketing and action to reduce its influence. How can social marketing mobilise consumers for societal change? Is consumer empowerment an illusion or are consumers able to change the world? How can critical social marketing be used not just as a critique of consumption and capitalism but also as a tool for pragmatic change?</i>
13. Impact in Social Marketing	<i>Measuring Impact in social Marketing: New Social KPIs, Barriers in measuring impact in social marketing, long-term vs. short-term impact</i>

PROPOSAL SPACE SUBMISSION GUIDANCE

The section below provides an overview of what you will require to complete your submission to ESMC 2024.

The Submission Portal, Proposal Space, will require input for each of the items below:

1. Abstract Title
2. Selection of your preferred presentation format (see above)
3. Proposed Conference Track (see above)

Each of the following sections allow for a maximum of 150 words further explanation in addition to your abstract.

4. Describe the Priority Audience
5. Background & purpose: problem statement, location/geography of program
6. Awareness, Knowledge or Behavioural focus
7. Study Design, Methods, and Approaches
8. Results – Outcomes/Impact
9. Discussion/Implications for Social Marketing and Behaviour Change as a Field
10. Two to Three Learner Objectives to complete the sentence, “At the end of this session the learner will be able to:”
11. **ABSTRACT**
 - a. Enter your abstract, 500-word limit.
12. **Understandings**
 - a. Acknowledge that registration fees and travel/hotel costs are your responsibility.
 - b. Copyright acknowledgement
13. The next section asks for more contact details for you, the Corresponding Author, and following your information, it asks for the same contact details for your Co-Authors.
 - a. Full Name
 - b. Degrees and Credentials
 - c. Organization/Institution
 - d. Job Title
 - e. Department
 - f. Email (for secondary authors use only their email, so we can contact them directly if needed)
 - g. Phone (for secondary authors use only, their own phone number, so we can contact them directly if needed)
 - h. Address

Learn more about how to use ProposalSpace and how to obtain your free account at <https://proposalspace.com/>

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