



Public Marketing Idea  
**Bulletin**

**Editorial**

**The pleasure of studying, researching and teaching**

There are always many things to say about the benefits of studying. First, It might be a positive way to find a good job. Second, it helps improve us as human beings and citizens. Last and not least, it keeps us healthier and more lucid. For these reasons, The International Association on Public and Non-profit Marketing is also devoted to enhancing research activities and teaching, since everything starts with study.

What a singular moment it was when you attended your first classes at the university. Possibly, now, it seems fantastic, looking back at the first time you read scientific papers and so set off the path to becoming wiser. Can you remember when your academic dreams were finally realised because you got published? The first moments are magical and as vivid as yesterday if we remain committed and faithful.

The International Association on Public and Non-Profit Marketing is one of those spaces where we can experience academic projects and where you can find enthusiasm for research and teaching.

Join us!

<https://www.aimpn.org>

<https://www.linkedin.com/groups/12386569/> ; <https://www.youtube.com/channel/UCRHH8qniyBnCbKQiEbg6bG0A>



## News on scientific events

The XXI International Conference on Public and Non-Profit Marketing Conferences of Braga (Portugal) has been great



At the beginning of July, the leading scientific event of the Association took place. It gave magnificent publication opportunities in the special issue of The International Review on Public and Non-Profit Marketing (IRPNM), The Contemporary Research on Organisation Management and Administration Journal (CROMA), The Responsibility & Sustainability Journal, The Place Branding and Public Diplomacy Journal, the Econviews: Review of Contemporary Business, Entrepreneurship and Economic Issues (ESCI), The Social Responsibility Journal, and The Social Marketing Quarterly. The keynote speaker was Carlos Olivera Santos and everyone understood why he was a pioneer of Social Marketing in Portugal. The conference proceedings confirmed the fine quality of the conference and were entitled “Uniting marketing efforts for the common good: a challenge for four sectors.” Beatriz Casais and Ana María Soares, from the University of Minho, did a great job to remember <https://www.iapnm2022.eeg.uminho.pt>

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## News on important journals

**You are invited to submit research papers, case studies, reviews and research notes to R&S**

Responsibility and Sustainability is an international, multidisciplinary, open-access scientific journal. It was born in 2013 thanks to the University of Leon (Spain), Beira Interior (Portugal) and Szeged (Hungary). As an indicator of its worldly ambition, in 2020, it opened an editorial office in Montevideo (Uruguay) and there are several languages to publish, such as English, Spanish and Portuguese

<https://responsibility-sustainability.org/index.php/R-S>



## News from other organisations

### The main ISMA and ESMA events take place in Europe

Up until 14 years ago, the discipline of social marketing did not have its own conference with international prestige. That changed in 2008, when the first World Social Marketing Conference was hosted in Brighton and social marketers finally had a specific event dedicated to their field. Next June, on the 10<sup>th</sup>, the seventh WSMC will occur again in the south of England. On the fifth and eighth of September, social marketing will be back at the Hilton Metropole Hotel and years of wisdom regarding creativity, innovations and behavioural changes will be shared. The conference theme is “tackling grand challenges: together for impact.” They know how problematic some health and environmental issues are, yet their ambition is to be part of the solution by advocating social marketing philosophies, approaches and techniques.

<https://wsmconference.com/brighton-2022>

<https://wsmconference.com>

In addition to the ISMA event, The European Social Marketing Association took on the responsibility for organising its fifth Conference. It took place in Thessaloniki, Greece, between 22 and 24 of June to bring up the issue of addressing wicked problems in a rapidly changing world”. It focuses on well-being, policy, sustainability and future directions

<https://wsmconference.com/greece-2022>.

None of these events will be forgettable!



## AEMARK launches monthly its newsletter

The Spanish Association of Marketing is called AEMARK. It was founded 35 years ago and organises a scientific conference every September. This year, the conference in Valencia reaches 33 editions. Angel Herrero is its elected president and works to launch the association's monthly newsletter. This newsletter deals with calls for papers, conferences, seminars, awards, professional appointments and a broad range of breaking news. They are interested in Social Marketing, Public Marketing, Non-Profit Marketing, and so on. Have you heard of them? <https://www.aemark.org>





## Marketers have a dynamic forum in Italy

Social Marketing in Italy is becoming much better known for several reasons. First, they are passionate about changing people's behaviours and are making efforts to be organised under the umbrella of the Italian Social Marketing Association. Second, they are open to listening and building bridges to collaborate with peers in the UK, Spain and other social marketers worldwide. Third, they launched a newsletter to bring up the issue of academic conferences, food waste projects and resilience to COVID19. Finally, professor Fattori reminds us how important social marketing is in Italy. They reached nearly 200 issues and touched upon ESMA, ISMA, IAPNM and AEMARK news as domestic information. It is barely possible to find a better communication vehicle for social marketers in Italy. People and behavioural changes are acknowledged readily as the key factors <https://marketingsociale.net>

Marketing sociale

HOME PER GLI STUDENTI UNIBO SOCIAL MARKETING IN DIFFERENT CULTURES AND LANGUAGES LA NOSTRA STORIA TRA FORMAZIONE E DIVULGAZIONE INFORMAZIONI

#SAUTSOCIAL PER ISCRIVERTI

Italian Social Marketing Association

SOCIAL MARKETING FOR ONE HEALTH POSTER CONTEST 2022

CONCORSO

ZORBA MKTS

Ambiente e salute in 100 secondi

ITALIAN SOCIAL MARKETING ASSOCIATION: LA NOSTRA STORIA

ITALIAN SOCIAL MARKETING OUR HISTORY

Il "Coordinamento Nazionale Marketing sociale" è un'A.P.S. (Associazione di Promozione Sociale) iscritta al Registro Unico Nazionale del Terzo Settore (RUNTS).

2022

ZORBA MKTS

CONCORSO SOCIALE MARKETING SOCIALE

to fight GERMS

MANUALE DI MARKETING SOCIALE PER LA SALUTE E PER L'AMBIENTE

Il primo manuale italiano di "Marketing sociale per la salute e per l'ambiente. Non solo sapinette"

Al Green Social Festival con ISSDE (International Society of Doctors for

## Initiatives from our members

The Ph lecturer Mercedes Galan from the University of Extremadura (Spain), and Helena Alves, from the University of Beira Interior (Portugal), are proud to be committed to calling for case studies on Social Marketing and Sustainable Development Goals. No poverty, zero hunger, good health, quality education, gender equality, clean water, affordable and clean energy, decent working conditions, responsible consumption, peace, partnership, and climate action take central stage.



### **Professor Foret Miroslav attended a conference**

The worst circumstances associated with the pandemic are past and one of the first conferences held in a hybrid format is called Heritage 2021. This international conference put together cultural heritage, regional development and management by sharing valuable Slovak, Czech and English papers. In addition, professor Miroslav delivered a paper on sustainability. The conference was hosted by the Faculty of Social Sciences of the University of S Cyril on the 9 of December in 2021, Krakow.



### **Arminda Do Paço encourages their students to become entrepreneurs**

Six students from the University of Beira Interior attended a blended intensive programme on the 30 of May at the University of Savoie Mont Blanc. These students were accompanied by their tutor for entrepreneurship, the Ph lecturer Arminda Do Paço. They joined other students from France, Italy (Università Degli Studi di Torino) and Romania (University Vest din Timisoara). They learnt about circular economy and sustainable consumption, and when they culminated this adventure on the 4 of June, they promised to apply green principles in their future jobs. Undoubtedly, the Faculty of Social Sciences and Humanities is proud of its commitment.





### **The researcher Nicole Micu visits ULPGC**

Nicole's visit took place in June and she was interested in gathering information about the Postal Universal Union. She came from Romania, from the National School of Politics and Administration, and moved forward. Her thesis is entitled "The world post market and the universal post service: situation, organisation and perspectives." She knows how challenging it is to pore over scientific documents, collate and write up devotedly.



### **The Ph Lecturer Luis Camilo Ortigueira Sánchez chairs the IV IAPNM-Latam Congress on Social Marketing**

Following the motto "the importance of responsibility and sustainability for companies with purpose in Latin America," there is a conference whose venue is at the University of Pacific, In Lima (Perú). It will take place on the 13<sup>th</sup> and 14<sup>th</sup> of October and it follows a blended format, being both online and presential.



## **Social Media**

### **The new IAPNM YouTube channel**

The IAPNM is aware of how important social media is in keeping in the loop. For this reason, it had an online presence long before Facebook, Twitter and LinkedIn went live. Now it has set up a new YouTube channel. There are interviews, reports and conference presentations. So far, there are 63 videos, 1,725 visualisations and 47 subscribers. Luis Camilo Ortigueira Sanchez is the YouTube community manager and is doing a great job.

<https://www.youtube.com/channel/UCRHH8qniyBnChQIEbg6bG0A>

### **The University of Griffith celebrates 50 years of Social Marketing on Facebook**

Doctor Gonzalo Díaz Meneses, from the University of Las Palmas de Gran Canaria, was invited to reflect on social marketing achievements and did so in a very psychological, original and inventive way. It is certainly worth a listen (<https://youtu.be/vRwm6CV-ScY>), with other valuable content provided by Philip Kotler, Gerard Hastings and Nancy Lee, among others.

<https://www.youtube.com/watch?v=KVSWJCgKdBo>

<https://youtu.be/3RY5w17ODUM>

<https://youtu.be/eYozy04tYE8>

## **Interview with Luis Camilo Ortiguera Sánchez**

### **Why are you an IAPNM member?**

In IAPNM, you find a different view of the world.

### **When did you start working on social marketing?**

I started my research in the field of public marketing. My concern was focused on communication and efficient use of public resources.

### **How important is social marketing in Perú?**

The waste of public resources and corruption have a social responsibility that is taking shape in campaigns even financed by business organisations.

### **What are the most significant barriers to using marketing in Perú?**

The current government has maintained a position of zero transparency and tries to introduce barriers to freedom in public communication.

### **How might the AIMPN-LATAM Conference help to spread social marketing in Perú?**

The AIMPN-LATAM Conference will allow academics from Peru to connect with regional colleagues with problems and shared interests. Aspects such as social responsibility, organisations with purpose and sustainability are part of the country's plan today and link perfectly with the themes of the conference.



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