

EU Panel session

Jeff French



Structure for my ten minutes

- 1. Some background about Europe**
- 2. Differences and similarities between European and other forms of social marketing**
- 3. Some key developments in the UK**



Key Facts and Quiz



**How many
countries in the EU**

?

27



Candidate countries

- * **Turkey**
- * **Macedonia**
- * **Croatia**
- * **Iceland**



What is the European anthem?

Beethoven's "Ode to Joy"

| Country | Population (millions) |
|--------------------|-----------------------|
| China (CN) | 1 321.8 |
| India (IN) | 1 129.9 |
| EU-27 | 495.0 |
| United States (US) | 301 |
| Russia (RU) | 141.4 |
| Japan (JP) | 127.4 |

GDP in billions of euro (2007)

| Country | GDP (billions euro) |
|---------|---------------------|
| EU-27 | 12276.2 |
| US | 10094.5 |
| Japan | 3197.6 |
| China* | 1787.3 |
| Russia* | 610.6 |



*2005

Europe Day?

9th May



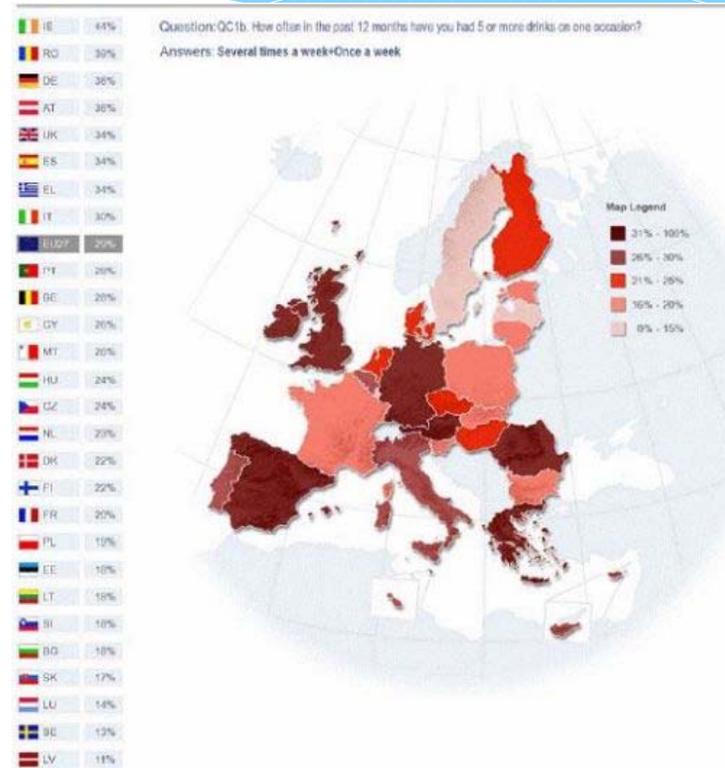
What is the EU motto?

United in
diversity



Who drinks the most?

Ireland Wins

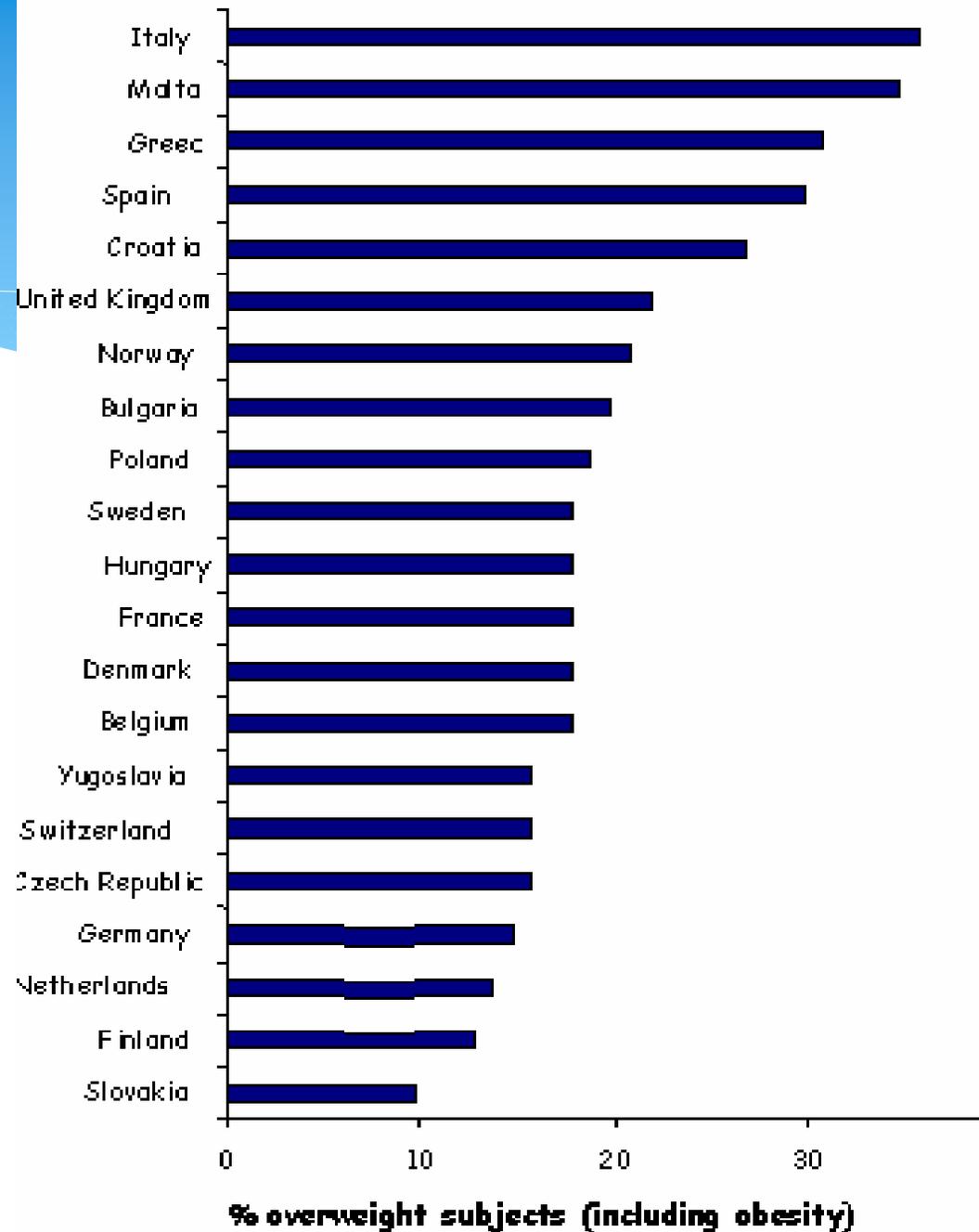


Those who claimed to have drunk alcohol in the past 12 months - Base = 20294 respondents.



Who has the most fat ?

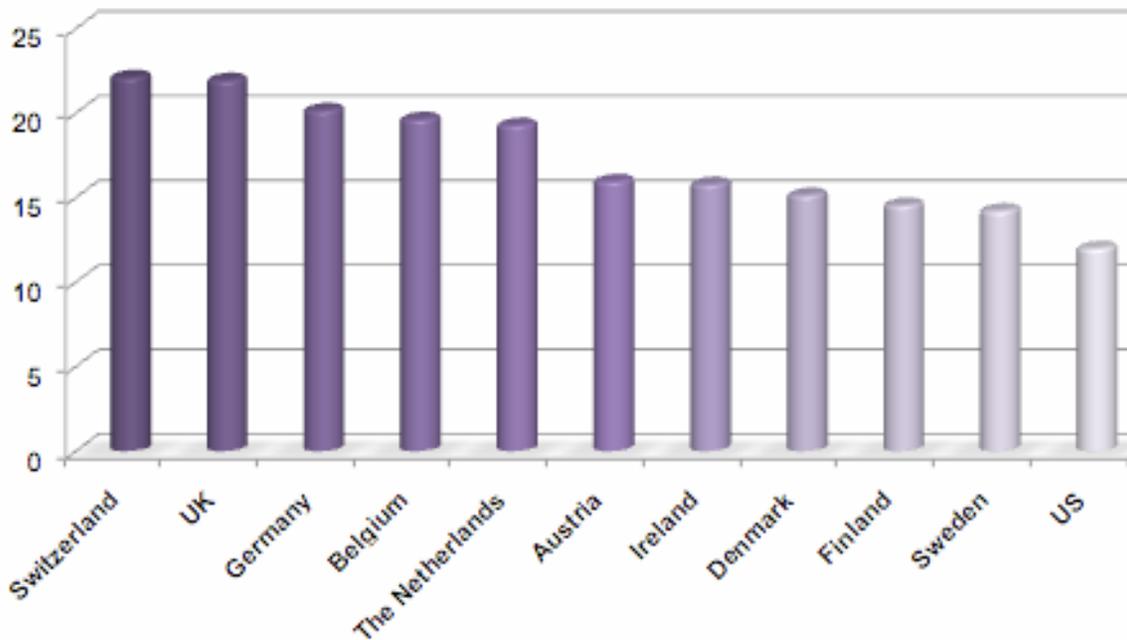
Italy Wins



Who eats the most Chocolate?

The Swiss Win

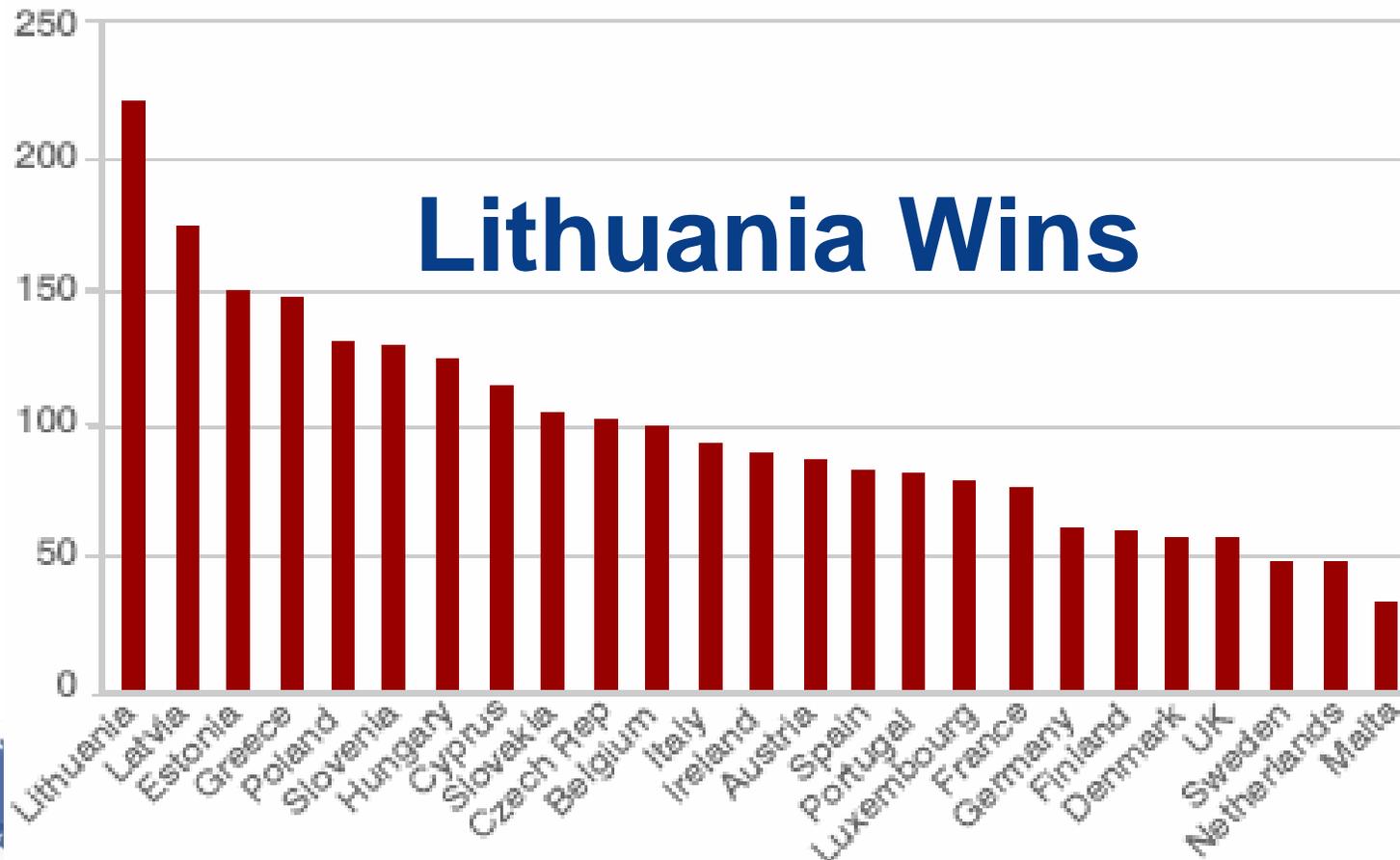
Chocolate Consumption (lbs)



Who has the most Road deaths?

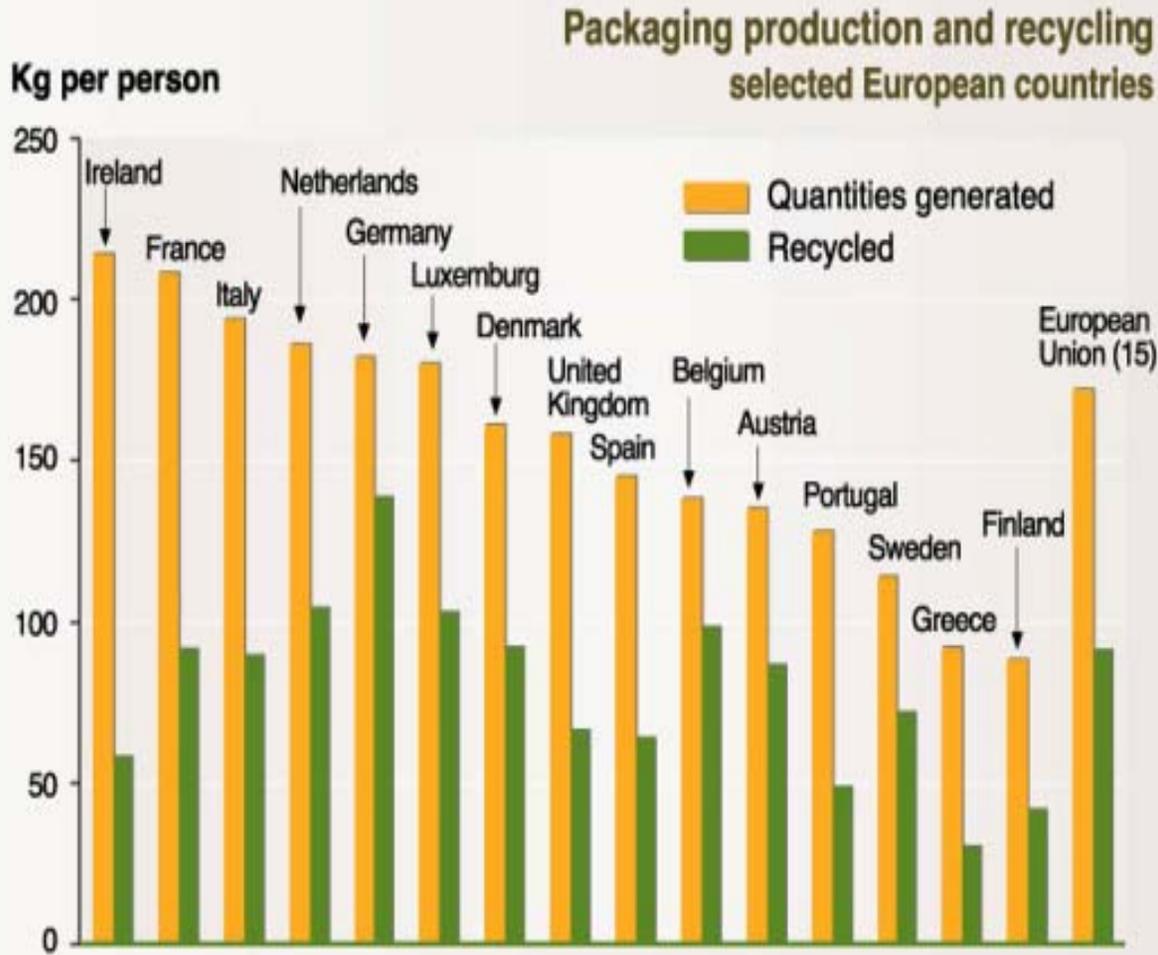
DEATHS ON THE ROAD

Fatalities per million of population (2006)



SOURCE: European Commission

Recycling Champions ?



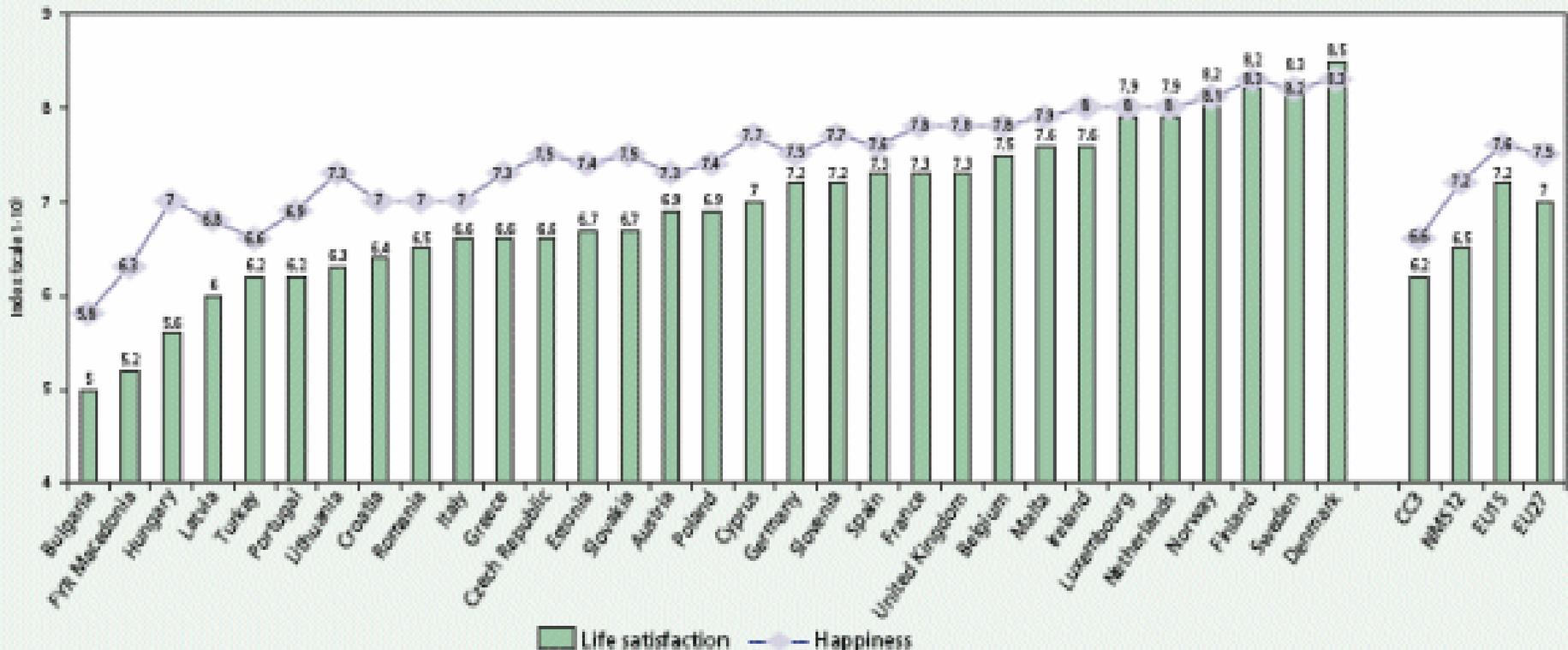
Source: EEA, 2001.

**German
y Wins**

Who is the happiest?

* **Denmark Wins**

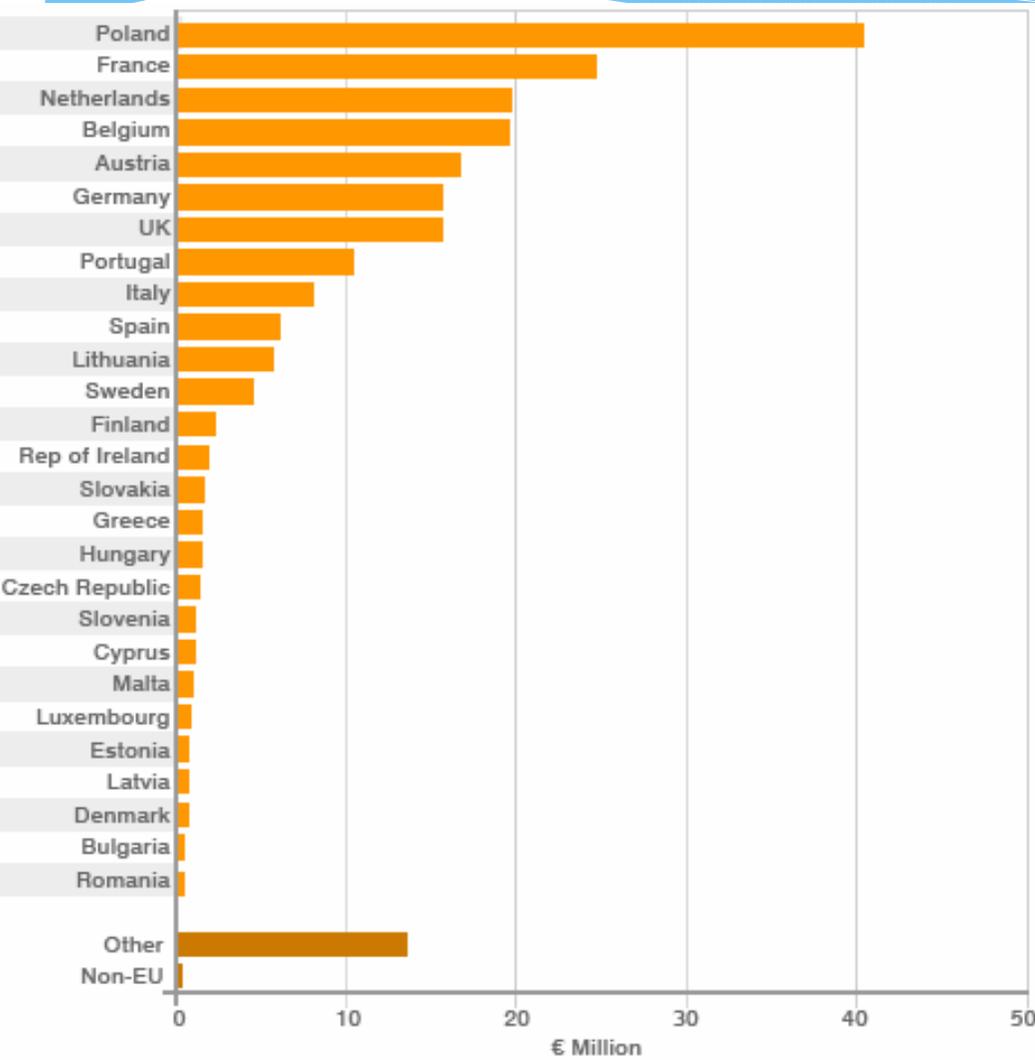
Figure 1: Life satisfaction and happiness index, by country



Question 29: All things considered, how satisfied would you say you are with your life these days? Scale from 1 ('very dissatisfied') to 10 ('very satisfied'). Question 42: Taking all things together, how happy would you say you are, on a scale from 1 to 10 where [1] means you are 'very unhappy' and [10] means you are 'very happy'.

Source: EQLS 2007 for all figures in this résumé.

Who has the most Crime?

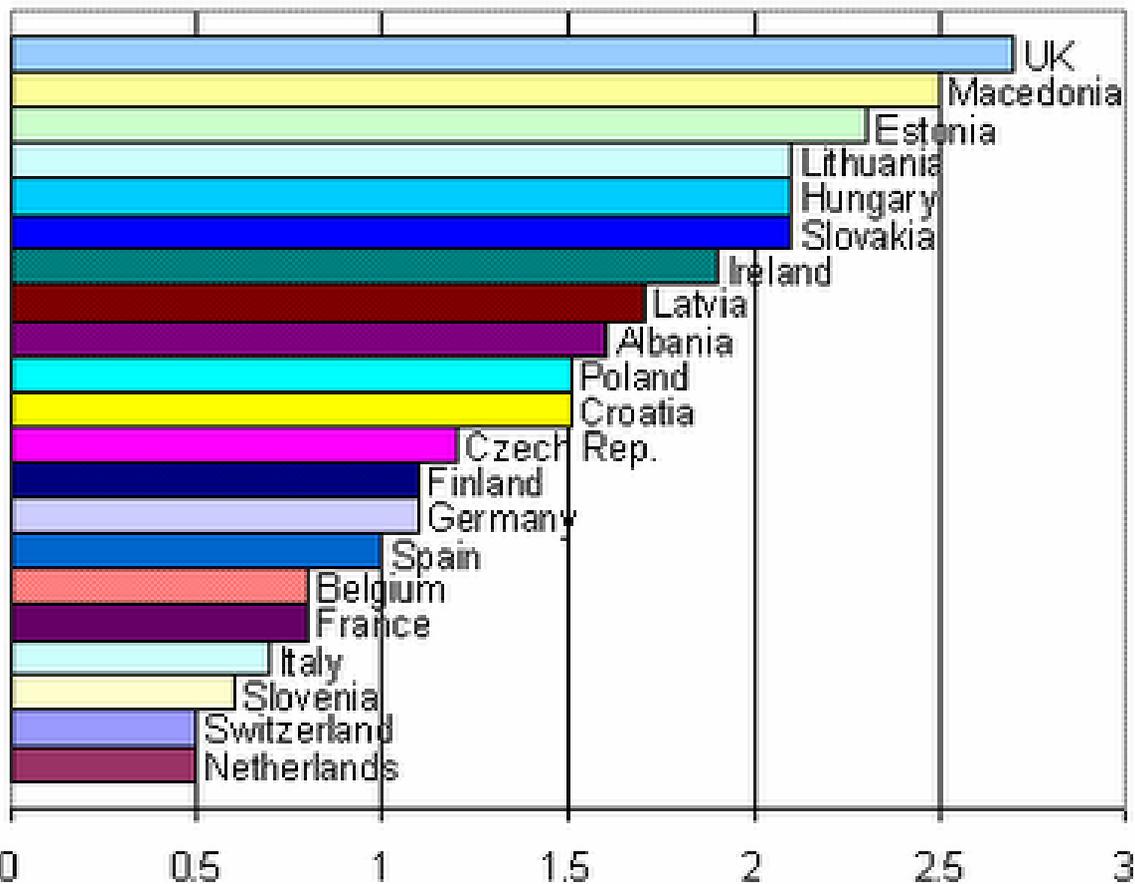


**Poland
Wins**

The UK Must be the best at something!



Teenage pregnancy : The UK wins!



Social Marketing theory and practice in Europe

- 1. Is it different**
- 2. How developed is it**
- 3. Big challenges**
- 4. A few key developments in the UK**



Is European SM different?

YES and NO

*YES

- * Liberal Social Policy
- * Social democracy
- * A focus up stream
- * Communitarian ethic
- * Academic scrutiny and interdisciplinary
- * Huge variation across Europe



Social

Marketing

Social Marketing

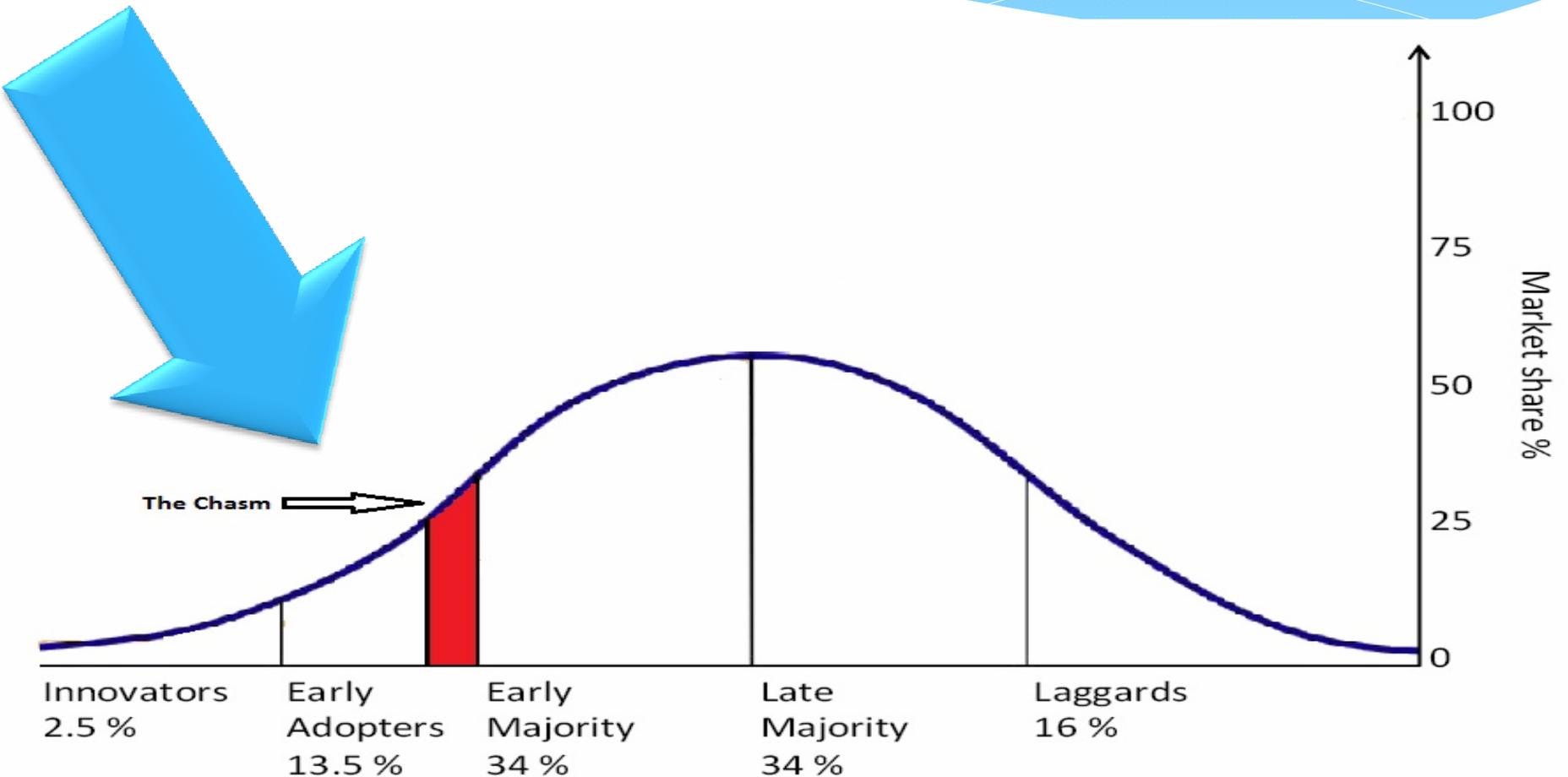


NO

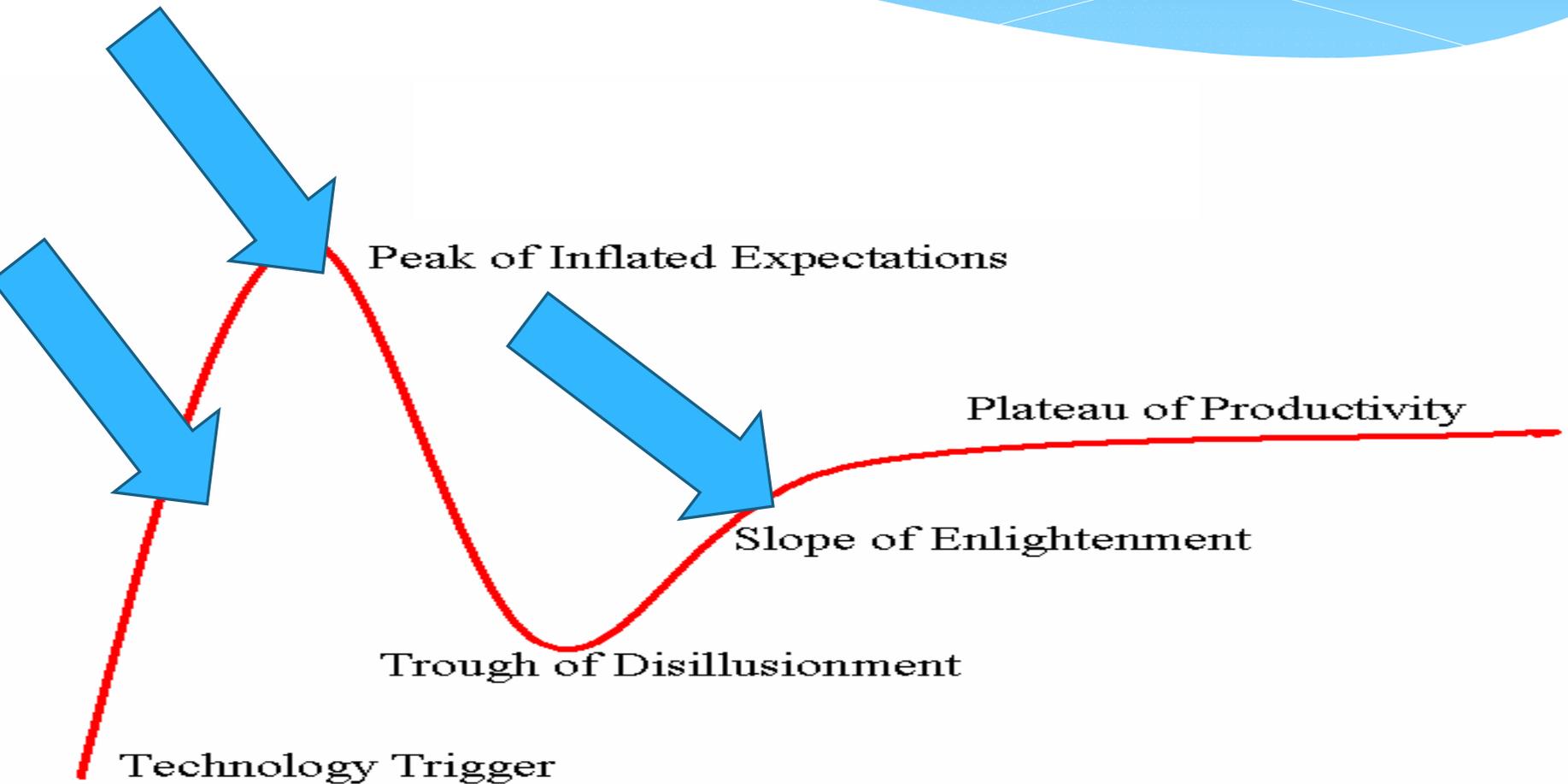
- * **Focused on citizens needs**
- * **Focused on Behaviour**
- * **Focused on creating valued exchange**
- * **Focused on effectiveness**
- * **Still confused with social advertising and social media marketing**



How developed is it?



How developed is it



Key UK developments

- * **New Coalition Government**
- * **Less money**
- * **High interest in the science of change**
- * **Commitment to a second social marketing strategy** Growing number of academic courses
- * **Growth of social marketing in the public sector**
- * **National Occupational standards**
- * **Growth in provider market**



Big challenges in Europe

- * **Confusion over what SM is**
- * **Grow the champions**
- * **Grow the academic base**
- * **Grow the provider base**
- * **Develop a professional associations and networks?**

