

# Social Marketing in Europe: Research, Practice and Policy



Prof. L. Suzanne Suggs  
Prof. Jeff French  
Christiane Lellig  
Dr. Christine Domegan  
Julie Huibregtsen  
Prof. Giuseppe Fattori





# Let's start the exchange about European Social Marketing

<http://socialmarketers.net/groups/viewgroup/3-Social+Marketing+Europe>

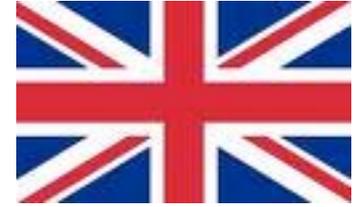


# Social Marketing in Europe: Research, Practice and Policy

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# UNITED KINGDOM



The leader of the pack

## **Prof. Jeff French**

Jeff is a global leader in the application of behaviour change and social marketing. With over 30 years experience at the interface between government, public, private and NGO sectors Jeff has a broad practical and theoretical understanding of national and international health and social development issues.

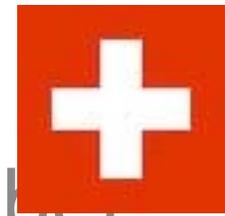
He is a visiting professor at Brunel University and Brighton University and a Fellow at Kings College University London and teaches at four other Universities in the UK.

Jeff was the Director of Communication and Policy at the Health Development Agency from 2000-2005. In July 2006 he established the NSMC UK. In 2009 he became the Chief Executive of Strategic Social Marketing Ltd., where he works with clients from all over the world in the private, NGO and public sector on the development and evaluation of social behaviour change programmes.

Jeff is a member of the editorial Boards of the International Review on Public and Nonprofit Marketing and the Journal of Social Marketing.



# SWITZERLAND



An island surrounded by EU member states

## **Christiane Lellig: Stratagème. Agentur für Social Change**

Christiane has been working as a political communications and social marketing consultant in Switzerland and Germany since 1999. She has led national research programmes and behaviour change campaigns in various domains ranging from environmental issues to labour and social justice issues.

Christiane holds a masters degree in Social Sciences (Sociology, Mass Media & Communications, Marketing, Labour law) from the University of Göttingen, Germany. She is the founder and president of “Stratagème. Agentur für Social Change”, a Zurich-based consulting firm specializing in social marketing and sustainability communications. She is a Board Member of the iSMA and Co-Chair of the European Social Marketing Network.



# IRELAND



There is A LOT more to the Irish than shamrock, leprechauns, Guinness, and being great conference hosts

**Dr. Christine Domegan, B. Comm, MBS, PhD. Senior Lecturer in Marketing, National University of Ireland, Galway.**

Christine's research focuses on Social Marketing and its application to value co-creation, public policy, strategic partnerships and marketing theory through a multi-disciplinary lens with partners in the UK, USA, Canada and Argentina. Her current work embraces recycling, men's health, positive aging, health literacy and science in society.

She teaches Social Marketing in Ireland and the UK where she combines Social Marketing with service learning research and teaching, bringing a civic engagement dimension to her work.

Publications appear in the forthcoming Sage Handbook of Social Marketing, the Journal of Nonprofit and Public Sector Marketing, the Journal of Business and Industrial Marketing and the Irish Journal of Management. She is a co-author of Marketing Research in Ireland; Theory and Practice, an Irish best selling textbook, now in its 3<sup>rd</sup> edition. She is co-authoring the second edition of Why Should the Devil have all the Tunes with Gerard Hasting and is on the Editorial Board for Journal of Nonprofit and Public Sector Marketing and the International Review on



# NETHERLANDS



Still recovering from losing the world cup finals

## **Julie Huibregsten: Regional Health Service Rotterdam**

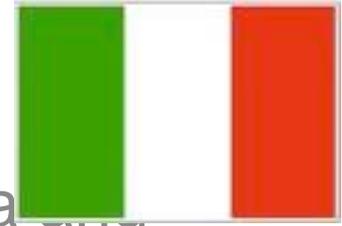
Julie has been working in the field of Public Health for almost 10 years. She earned her degree at the Erasmus University Rotterdam for Policy and Management Healthcare. She's received education by Prof. Jeff French & Clive Blair-Stevens of Strategic Social Marketing© (UK). She's been trained by the National Social Marketing Centre, both in London, during the Summer School Social Marketing in Bled.

With her background as a teacher, policymaker and project manager she understands the challenges of Public Health. As an advisor she is involved in different projects applying Social Marketing. She also runs a training bureau "Huibregtsen Training & Advice" for training Social Marketing.

AND: She attended the Conservatory, has performed as a singer, and has been teaching singing students for ten years.



# ITALY



Where slow food, olive trees, great wine, pasta and cheese go hand in hand with a growing need for behavior change

## **Prof. Giuseppe Fattori, MD**

Physician with experience in the management of healthcare services, currently he is working in the health promotion field. His activities/studies are focused on social marketing, health communication and health education.

He is Director of the Communication and Social Marketing Department at the Local Health Unit of Modena, Responsible of the Italian research area about "Social Marketing and Health Communication". He is also an Adjunct Professor at the Bologna University, where he teaches social marketing.

