



UNIVERSITY Lectures/Seminars

- Bocconi University
- Bologna University
- Urbino University
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UNIVERSITY Course

Social Marketing University of Bologna

TRAINING for Professionals

- Health
- Environment
- Social Marketing Key Concepts - Italian

BOOKS

The first Italian "Social marketing manual for health and the environment. Not just soap"

DISSEMINATION

- Green Social Festival
- Griffith University Celebrating 50 years of social marketing
- International Journalism Festival
- Communication in Public Administration Exhibition (COMPA)
- Italian National Institute of Health
- World Social Marketing Conference
 - 2019 Edinburgh
 - 2018 Anversa
 - 2013 Toronto
 - 2011 Dublin
 - 2008 Brighton

PLANNING documents

- National Prevention Plan 2020-2025
- Regional Prevention Plans

PRACTICAL Examples

- Environment: Bologna's Bella Mossa
- Alcohol: Too Young To Drink
- Obesity: Green Vending Machine
- Smoke : Wanna bet you'll quit?

VOLUNTARY Association

MKTS (Italian Social Marketing Association)

COMMUNICATION

- Newsletter
- Linkedin
- Twitter
- Scoop.it
- Web Site

ESMA

- Topic on Scoop.it: Social Marketing
- Space in the Newsletter
- Social Marketing Competition
- Dedicated page on the Website

Italian Social Marketing Association One Health, One Planet

1. UNIVERSITY Course

1.1. Social Marketing University of Bologna

Link: <https://www.unibo.it/en/teaching/course-unit-catalogue/course-unit/2021/458048>

2. BOOKS

2.1. The first Italian “Social marketing manual for health and the environment. Not just soap”

Link: <https://marketingsociale.net/the-first-italian-social-marketing-manual-for-health-and-the-environment-not-just-soap/>

3. PLANNING documents

3.1. National Prevention Plan 2020-2025

3.2. Regional Prevention Plans

4. PRACTICAL Examples

4.1. -Environment: Bologna's Bella Mossa -Alcohol: Too Young To Drink -Obesity: Green Vending Machine -Smoke : Wanna bet you'll quit?

Link: <https://toolsofchange.com/en/case-studies/detail/724/>

5. VOLUNTARY Association

5.1. MKTS (Italian Social Marketing Association)

Link: <https://marketingsociale.net/la-nostra-storia/>

6. ESMA

6.1. -Topic on Scoop.it: Social Marketing -Space in the Newsletter -Social Marketing Competition -
Dedicated page on the Website

7. COMMUNICATION

7.1. Newsletter

Link: <https://www.scoop.it/topic/newsletter-mkts-marketing-sociale>

7.2. LinkedIn

Link: https://www.linkedin.com/feed/?trk=nav_back_to_linkedin

7.3. Twitter

Link: <https://twitter.com/mktsociale>

7.4. Scoop.it

Link: <https://www.scoop.it/u/social-marketing>

7.5. Web Site

Link: <https://marketingsociale.net/>

8. DISSEMINATION

8.1. Green Social Festival

8.2. Griffith University Celebrating 50 years of social marketing

Link: https://www.youtube.com/watch?v=d-WJTMcWvT8&list=PLrOCHPzSCYE6x3GyB0rbNkmmENO2mF0Td&index=10&ab_channel=SocialMa

8.3. International Journalism Festival

8.4. Communication in Public Administration Exhibition (COMPA)

8.5. Italian National Institute of Health

Link: <https://marketingsociale.net/iss/>

8.6. World Social Marketing Conference

Link: <https://marketingsociale.net/dublino-2011/>

8.6.1. -2019 Edinburgh -2018 Anversa -2013 Toronto -2011 Dublin -2008 Brighton

9. TRAINING for Professionals

9.1. Health

9.2. Environment

9.3. Social Marketing Key Concepts - Italian

Link: <https://enrich.international/courses/course-v1:ESMA+KeyConcepts+2022-IT-01/course/>

10. UNIVERSITY Lectures/Seminars

Link: <https://marketingsociale.net/770-2/>

10.1. -Bocconi University -Bologna University -Urbino University -.....

11. European survey 2022