

M. Mercedes Galan-Ladero
Helena M. Alves *Editors*

Social Marketing and Sustainable Development Goals (SDGs)

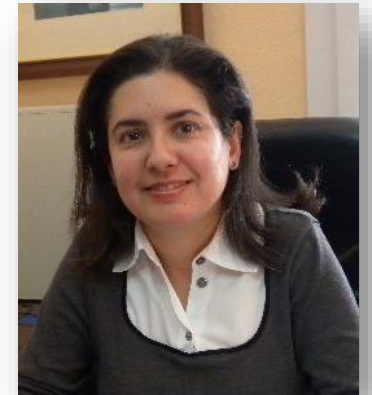
Case Studies for a Global Perspective

Keterangan Buku

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- *“This book presents high-quality cases on different social marketing campaigns that have been developed by NGOs, Public Administration, and businesses. They will be specifically focused on achieving, or contributing to achieving, the different Sustainable Development Goals (SDGs) by The United Nations, and how these campaigns can raise awareness and contribute to achieving the SDGs. This book takes an international approach, gathering cases developed in different countries and cultures around the world.”*
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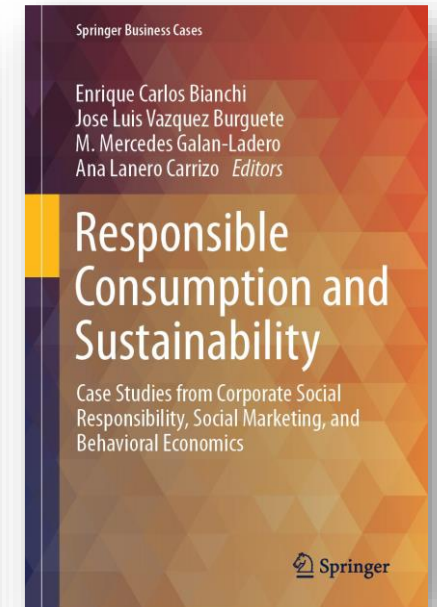
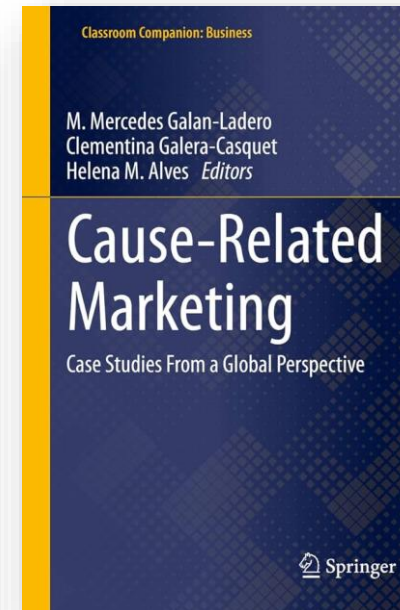
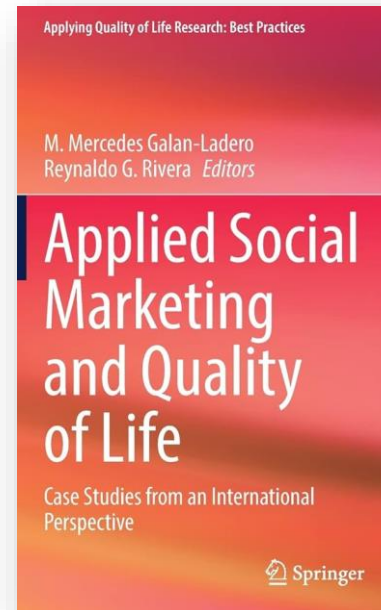
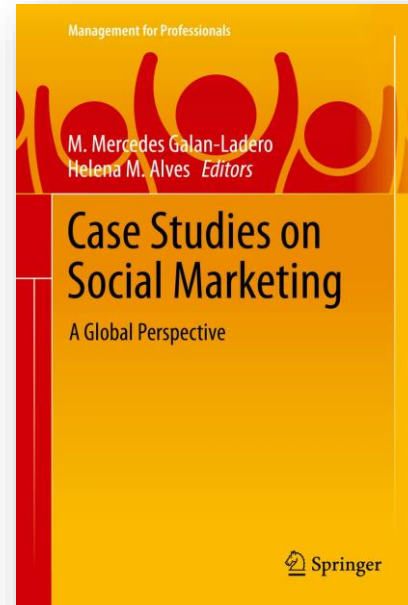
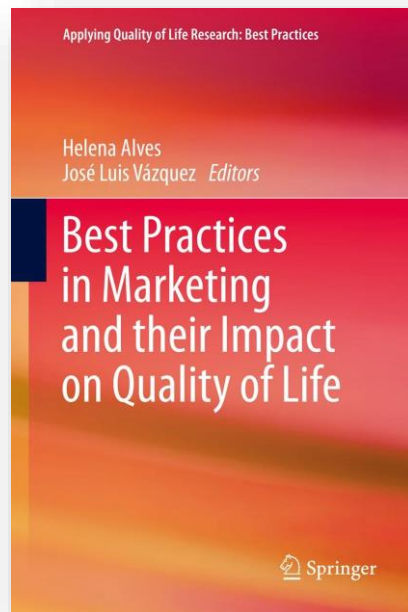
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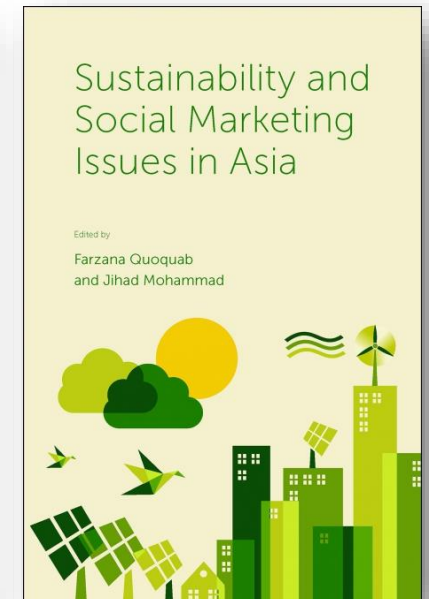
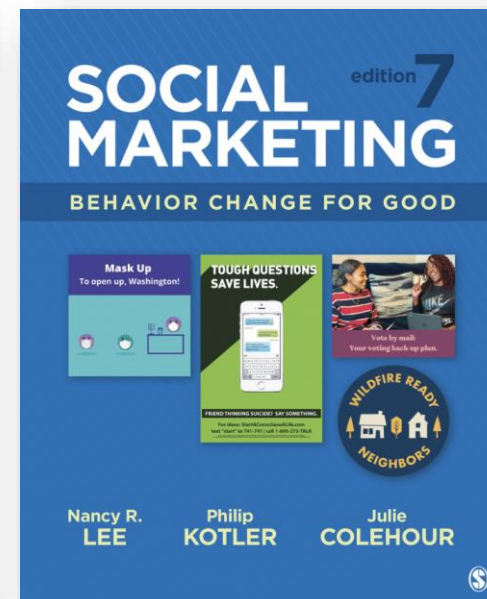
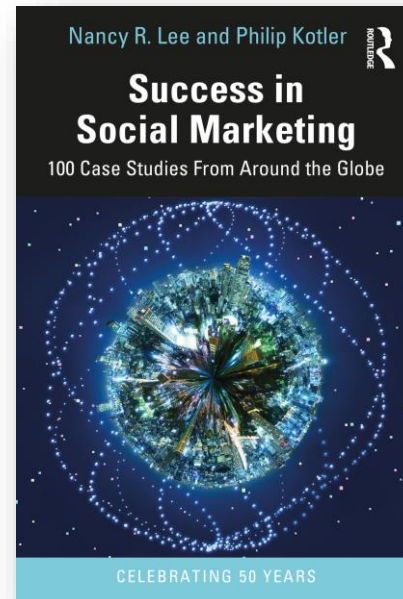
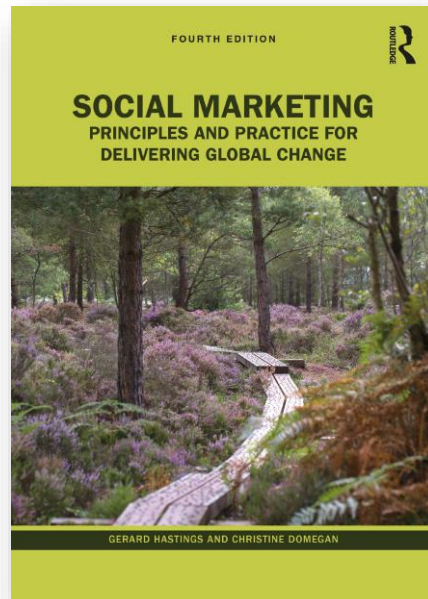
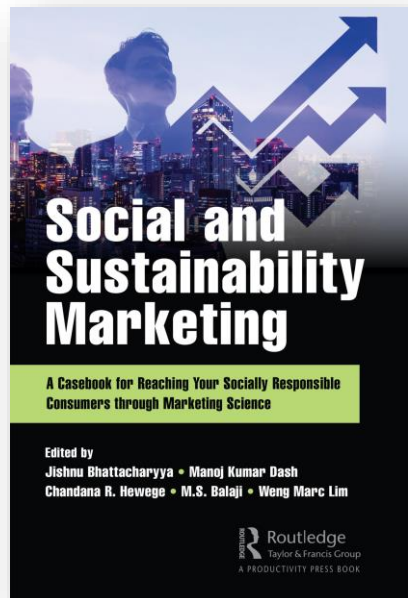
Buku Lain dari Kedua Penyunting

(Alves dan Vasquez [eds.], 2013; Galan-Ladero dan Alves [eds.], 2019; Galan-Lader dan Rivera [eds.], 2021; Galan-Ladero, Galera-Casquet, dan Alves [eds.], 2021; Bianchi, dkk. [eds.], 2023)



Buku-buku Mutakhir Lainnya tentang Pemasaran Sosial

(Bhattacharya, dkk. [eds.], 2022; Hastings dan Domegan, 2023; Lee dan Kotler, 2023; Lee, Kotler dan Colehour, 2023; Quoquab dan Mohammad [eds.], 2023)



Artikel Mutakhir tentang Pemasaran Sosial dan SDGs (Delvaux dan Van den Broeck, 2023; Pinto dan Casais, 2023; Rodriguez-Sanchez, 2023; Vilmar, 2023)

International Review on Public and Nonprofit Marketing (2023) 20:573–603
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ORIGINAL ARTICLE

Check for updates

Social Marketing and the Sustainable Development Goals: Scoping Review (2013–2021)

Ibe Delvaux¹ · Wendy Van den Broeck¹

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Abstract
As social marketing interventions are effective in solving social problems and the deadline to achieve the Sustainable Development Goals (SDGs) is coming closer, it is vital to see to what extent the field of social marketing is contributing to achieving the SDGs by 2030. Therefore, this scoping review mapped the social marketing literature from 2013 to 2021 while also aligning the SDGs and looking at the topical evolution. The results first show the topical dominance of public health and 'SDG 3: Good health and wellbeing', although its share has decreased over the years. Furthermore, the study demonstrates the increasing share of environmental issues in social marketing research, which is something that the field has long called for. However, the number of articles on energy and mobility has decreased over the last eight years. Then, the study highlights which SDGs need increasing attention in social marketing research. The study found four SDGs which were barely studied. Most of these are poverty-related SDGs: 'SDG 1: No poverty', 'SDG 9: Industry, innovation, and infrastructure', 'SDG 4: Quality education' and 'SDG 14: Life below water'. Furthermore, the results highlighted that the share of 'SDG 10: Reduced inequalities', 'SDG 5: Gender equality', and mostly 'SDG 7: Affordable and clean energy' has decreased, which is troublesome amid an energy crisis. This study is relevant to social marketers because it is the first scoping review to map social marketing and the SDGs (2013–2021). It will guide future research and interventions to help achieve the SDGs on time.

Keywords Social marketing · SDGs · Scoping review · Behaviour change

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ORIGINAL ARTICLE

Check for updates

Multilevel implications for anti-consumption social marketing within the public policy framework for SDG realization: a systematic literature review

Olavo Pinto¹ · Beatriz Casais^{1,2}

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Abstract
This systematic literature review analyzes the topic of anti-consumption within the framework of public policy and discusses the multilevel implications for social marketing. Previous research provides a broader scope of analysis based on cases suggesting public policy implications of anti-consumption. However, the topic broadens into social issues and calls for the discussion of the social role and the relationship to sustainability. Building on the goal number 12—Responsible Consumption and Production—of the United Nations Sustainable Development Goals (SDGs), the authors analyzed 42 peer-reviewed papers to assess the relationship quantitatively and qualitatively between public policy and anti-consumption, pointing to future avenues of research. The results show how policymakers can address either disruptive or transitional approaches by considering systemic changes. Public infrastructure and public management are important factors to support policies aiming to achieve sustainable and replacement consumption. However, participatory and transparency mechanisms are needed to effect this social change, which reaffirms the importance of stakeholders and the analysis of their relationships. The impact of anti-consumption on macro and structural changes may be hard to measure, but should not be dismissed. This paper calls for a broad approach to anti-consumption and the mapping of stakeholders — including individuals, organizations, governments, researchers and the media — by applying a social marketing perspective to sustainability concerns. By linking anti-consumption both with social marketing and the contemporary challenge of environmental sustainability reflected on the SDGs, this paper bridges the gap between individual analysis of anti-consumption and its impact and potential to address sustainability challenges.

Keywords Anti-consumption · Public policy · Social marketing · Sustainability · Systematic literature review

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POSITION PAPER

Check for updates

The role of social marketing in achieving the planet sustainable development goals (SDGs)

Carla Rodriguez-Sanchez¹

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Abstract
Changing the way citizens behave toward sustainability is essential to achieve the SDGs. Citizens can help create a more prosperous planet for future generations by making sustainable decisions and engaging in environmentally friendly behaviors. This position paper draws attention to how social marketing can encourage pro-environmental behavior conducive to achieving the environmental Sustainable Development Goals (SDGs) set by the United Nations (UN) as part of the 2030 Agenda. The paper also offers critical analysis of earlier studies employing a social marketing approach to influence participants' behavior in favor of environmental sustainability. Recommendations for social marketing practitioners and researchers are provided. These recommendations center on two issues: how to develop and implement successful environmental social marketing programs and how to use communication more effectively.

Keywords Social marketing · Sustainable development goals (SDGs) · Pro-environmental behavior · Interventions · Communication

1 Introduction

Environmental goals are central to the United Nations 2030 Agenda for Sustainable Development (UN, s.d.). Together these environmental goals form the 'Planet' dimension of the 2030 Agenda. For example, one of the 17 Sustainable Development Goals (SDGs), Goal 13, calls for swift action to mitigate the effects of climate change. SDG 13 covers a broad range of issues, but its primary objective is to reduce global greenhouse gas emissions and increase climate resilience and adaptation. Antonio Guterres, the UN Secretary-General, offered a warning for world leaders at COP27

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POSITION PAPER

Check for updates

Creativity as the key to success—a plea for more guts in social marketing communication

Answin Vilmar^{1,2}

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Abstract
Despite numerous campaigns, the efforts made not only to inform people of the Strategic Development Goals (SDGs) but also to persuade them to contribute individually to the task of achieving these goals have not yet been sufficient. Namely, awareness of the SDGs remains very low among broad sections of the population. In addition, the statements of these goals are not understood in many cases (World Economic Forum 2020). Finally, behavioural changes based on relevant insights have hitherto been insufficient. This situation is also reflected in the UN report, which attests to the insufficient progress made with regard to achieving the SDGs in most countries and notes that in 2020 and 2021, the SDG Index Score even stagnated (Sachs et al., 2022). However, when one's back is literally against the wall and the achievement of the SDGs within the established timeframe seems to be becoming increasingly unlikely, the promotion of the courage necessary to find new creative solutions can represent an escape from this perceived standstill.

Keywords SDGs · Creativity · Communication · Campaign efficiency · WARC Creative 100

1 Introduction

1.1 Time is pressing onwards. And those who have nothing left must risk more

At least since the Club of Rome's 1972 report "The Limits to Growth", which indicated that limitless growth on a finite planet is impossible (Meadows et al., 1972),

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Pengetahuan Ilmiah atas Pemanfaatan Pemasaran Sosial untuk Pencapaian SDGs (Delvaux dan Van den Broeck, 2023)

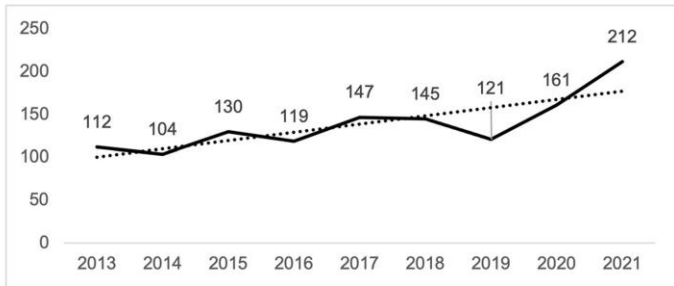


Fig. 2 Evolution number of articles (n = 1251)

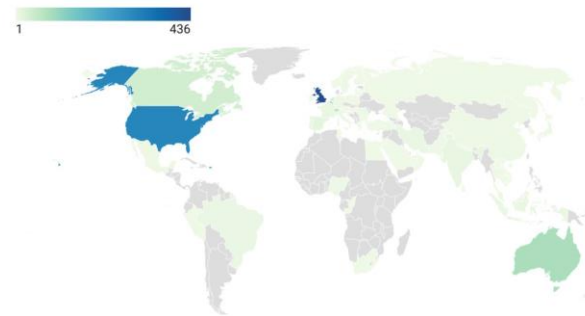


Fig. 5 Geographical focus of social marketing publishers/authors

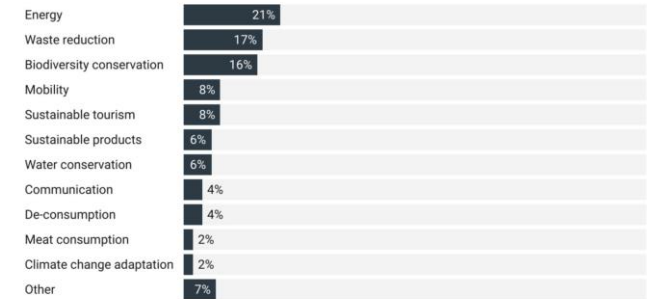


Fig. 10 Distribution environmental topics

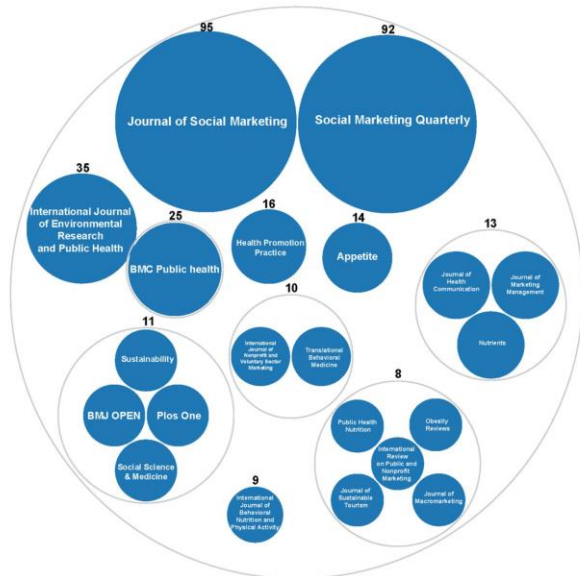


Fig. 3 Most occurring journals (n = 1251)

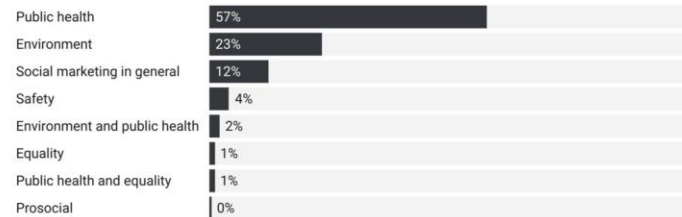


Fig. 6 Distribution topics in social marketing research (n = 1251)

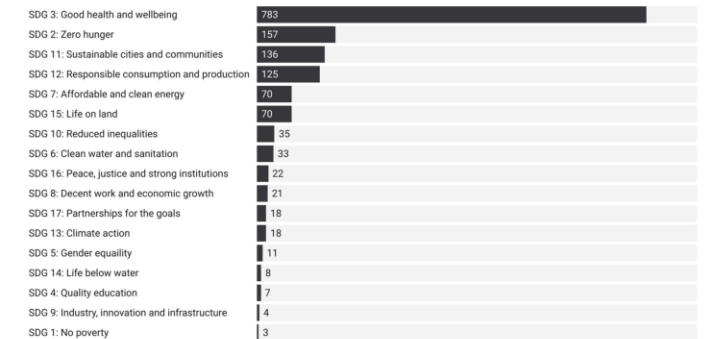


Fig. 15 Distribution number of SDGs in social marketing research (n = 1521)

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Daftar Isi

Contents

Theoretical Background: Social Marketing & Sustainable Development Goals (SDGs)	1
M. Mercedes Galan-Ladero and Helena Alves	
Part I Cases on Social Inequality	
Social Marketing for Improving Women's Rights: The Case of Dowry in Pakistan	27
Hina Yaqub Bhatti, M. Mercedes Galan-Ladero, and Clementina Galera-Casquet	
"No es de Hombres" ("That's Not Manly"): a Campaign for Gender Equity in Mexico	47
Lucirene Rangel-Lyne, Saúl Emmanuel Alonso-Olivares, Karla Paola Jiménez-Almaguer, and José Ignacio Azuela-Flores	
An Open-Source Solution for Social Change: The Goodpush Alliance	61
Doreen E. Shanahan and Clark D. Johnson	
"We Know What We Are Doing": Campaign Toolbox against the Shortage of Young People in Skilled Crafts Professions	79
Answin Vilmar	
Corporate Social Marketing and the Labor Inclusion of People with Disabilities. A Case Study of Ilunion Hotels	95
Carmen Dueñas-Zambrana and Marco Antonio Cruz-Morato	
"You Can't Ask That": Asking and Understanding to Achieve more Inclusive Societies	111
Ana Isabel Polo-Peña, Dolores M. Frías-Jamilena, and Francisco Peco-Torres	
The Use of Events to Achieve Social Change: The Case of ILGA Portugal	123
Inês Santos, Inês Veiga Pereira, Carla Pereira, Diana Moreira, and Sandra Santos	

Integrating the Environmental, Social, and Economic SDGs into an Educational Organization	133
Sergio Barta, Daniel Belanche, Marta Flavián, and M. Cruz-Terré	
Part II Cases on Regional Inequalities	
Social Marketing Strategies to Attract Immigrants to Depopulated Areas: The Case of Hyogo Prefecture in Japan	155
Binh Nghiêm-Phú	
Inland Paladins or Wanderlusts? Fighting Rural Depopulation and Promoting Sustainable Development in an Inland City of Portugal	169
Marisa R. Ferreira and Beatriz Casais	
A Social Marketing Program for Local Products and a Local Market: The Case of Setúbal, Portugal	179
Duarte Xara-Brasil, João Pedro Cordeiro, Luísa Cagica Carvalho, and Pedro Pardal	
The "Smart Destinations" Model from the Perspective of Social Marketing. The Case Study of Gijón as an Example	193
Alba Marín-Carrillo and M ^a Victoria Carrillo-Durán	
Colors and a Pinch of Salt: The "Sustainable Mexico Reborn" Strategy for Enhancing Quality Education	215
Luis Manuel Cerda-Suarez	
Part III Cases on Environment, Healthy Lifestyles, and Responsible Consumption	
Supporting Well-being in People and Helping Pollinators Through a Community Garden Project	233
Felicity Small, Alain Neher, and Lucia Wuersch	
Corporate Social Marketing for Sustainable Animal Well-Being: The Pedigree Promotion of Homeless Dog Adoption	255
Elisabet Mora, Natalia Vila, and Inés Küster	
The Power of Our Diet: Less Meat for a Healthier Life and Planet	265
Antonio Chamorro-Mera and M. Manuela Palacios-González	
The Green Button: Social Marketing for a Government Seal to Support more Sustainable Purchasing Decisions when Buying Textiles	281
Answin Vilmar	

Reducing Salt Consumption through a Nudge Technique: The Case of PÃO.COME	299
Beatriz Casais and Marisa R. Ferreira	
Social Marketing and SDG 12 on Social Networks: A Case Study of Carrefour on Instagram and Twitter	309
Pedro Cuesta-Valiño, Azucena Penelas-Leguía, and Patricia Durán-Álamo	
How Can Social Marketing Help the Sustainability of Water Use in Tourism? The Case of Tourist Accommodation	321
Carla Rodríguez-Sánchez, Franco Sancho-Esper, and Fernando Campayo-Sánchez	
The Spanish Cancer Association: Supporting SDGs	339
M. Soledad Janita-Muñoz and M. Manuela Palacios-González	
The Central Lechera Asturiana Women's Race: A Case of Social Marketing Oriented to the Practice of a Healthy Lifestyle for Women and Girls	359
Nuria García-Rodríguez, Noelia Salido-Andrés, and Silvia Cachero-Martínez	

Table 1 Other definitions about social marketing

Authors	Definitions
Moliner (1998: 27)	Social marketing is an extension of marketing that studies the relation of exchange that arises when the product is an idea or social cause.
Weinreich (2006)	Social marketing is the use of marketing techniques to promote the adoption of healthy or pro-social behaviors.
Santesmases (2007: 1036)	Social marketing is a part or aspect of marketing whose purpose is to stimulate and facilitate the acceptance of ideas or social behaviors that are considered beneficial to society or to stop or discourage those other ideas that are considered harmful.
French and Russell-Bennett (2015: 142)	Social marketing is a multidisciplinary branch of marketing. Social marketing is concerned with the social marketplace and making a significant contribution to solving social challenges. Social marketing seeks to make this contribution through the application of marketing principles, methods, and systems to influence not only the behavior of citizens but also the behavior of social service providers, policymakers, politicians, and other stakeholders associated with particular social issues including the for-profit sector, the not-for-profit sector, and the media sector. Social marketing is defined by its central focus on social value creation using exchange, relationship building, and the provision of social offerings to influence behavior that will result in positive social change.
Newton-Ward (2016: 1)	It is a systematic way to understand the determinants of health and social problems, and to address these causes with an array of interventions—in a way that makes change “ <i>fun, easy, and popular.</i> ”
Hastings and Domegan (2018: xxxiii)	Social marketing is a discipline that aims to systematize not just behavior change, but also social change. Social marketing involves the application of marketing techniques to social ends.
Basil et al. (2019: 23)	Social marketing is the application of commercial marketing and other principles to influence behavior for the good of the individual and society.
French and Gordon (2020: 6–7)	Social marketing is a comprehensive organizing set of principles and concepts, through which to strategically assess, design, deliver, and evaluate social programs that seek to influence behavior for social good. Social marketing is a set of core organizing principles, concepts, and techniques that can be used to develop effective, efficient, and citizen-responsive social program design. Social value creation is the central principle of social marketing.

Source: own elaboration, from the cited authors

Definisi Pemasaran Sosial

“The design, implementation and control of programs calculated to influence the acceptance of social ideas and implies considerations of product planning, price, communication, distribution and marketing research.” (Kotler & Zaltman, 1971)

“Social marketing tries to encourage a certain social behavior, foster a specific value, promote a specific attitude, facilitate a conduct, or try to accept a certain idea, all of which are considered beneficial for society, or for a part of it; or, on the contrary, it can also try to discourage or stop that behavior, attitude or idea that is not socially desirable, because it is considered harmful.” (Galan-Ladero & Galera-Casquet, 2019).

Perkembangan Pemasaran Sosial

Table 3 Key milestones in social marketing

Years	Key Milestones
1970s	Earlier work in the social marketing domain
1971	Academic origin of social marketing
1980s & 1990s	Social marketing programs—participant (consumer) orientation, and a systematic planning approach
21st century	Expansion and consolidation of theory and concepts that influence social marketing
	2002: Andreasen identified six benchmarks for good social marketing interventions: behavior change, consumer research, segmentation and targeting, marketing—mix, exchange, and competition
	2013: Consensus definition of social marketing (iSMA, ESMA, AASM)
	2020: French & Gordon propose 3 key ideas: citizen orientation, exchange theory, and value creation

Source: Own elaboration, based on French and Gordon (2020)

Table 4 Some areas where social marketing has been applied

Areas	Examples
Health & Welfare	<p>To avoid health problems (obesity, diabetes, cholesterol, high blood pressure, heart attack, ictus, etc.):</p> <ul style="list-style-type: none"> – Promotion of healthy food consumption. – Promotion of fat, sugar, and/or sodium reduction. – Promotion of physical activity and healthy habits. – Promotion mandatory social distance and isolation in the pandemics. <p>To reduce child mortality:</p> <ul style="list-style-type: none"> – Prenatal & postnatal care. – Breastfeeding promotion. – Implementation of hygienic measures. – Vaccination promotion. – Improvement of potable water access. <p>To reduce maternal mortality (during the pregnancy or the birth):</p> <ul style="list-style-type: none"> – Prenatal/postnatal care. – Avoidance of child marriage. <p>To prevent diseases (such as cancer, HIV infection, measles, etc.), or detect it on an early stage:</p> <ul style="list-style-type: none"> – Promotion of periodic revisions and tests. – Vaccination. – Social distance and isolation. <p>To save lives:</p> <ul style="list-style-type: none"> – Encouragement of blood donation. – Promotion of organ donation. – Awareness about antibiotics use, to avoid becoming ineffective. – Reduction of smoking, drinking, or drug use.
Governance	<p>Citizenship:</p> <ul style="list-style-type: none"> – To promote civic participation. – To enforce democratic attitudes and behaviors. – To improve safety and reduce street violence. – To implement mobility restrictions (e.g., lockdowns in pandemics). – To promote the consumption of local products. – To encourage shopping in small stores, in traditional commerce. <p>Cities:</p> <ul style="list-style-type: none"> – To promote green and sustainable urban planning. – To foster smart cities models. – To develop sustainable tourism. – To foster local development. – To fight against depopulation in rural areas. <p>Social Responsibility:</p> <ul style="list-style-type: none"> – To encourage social entrepreneurship. – To implement social responsibility in public administrations.
Education	<p>Vial education (road safety):</p> <ul style="list-style-type: none"> – To use the seat belt. – To respect speed limits. – To promote sustainable social behaviors. – Not to drink or use drugs when driving. – To rest from time to time. – Not to use mobile phones when driving. – To use a child protection chair. – To improve cyclist security.

Table 4 (continued)

Areas	Examples
	<ul style="list-style-type: none"> – To enhance pedestrian security. – To reduce speed in school zones. – To check tires. – To wear helmets (motorcyclists, bicyclists, and electric scooter riders). <p>Desirable social values:</p> <ul style="list-style-type: none"> – Full inclusion of diverse and migrant people. – Full inclusion of people with disabilities (encouragement of social and labor integration; awareness of the need of correct accessibility to buildings and other spaces; etc.). – Gender equality (to avoid gender violence, or gender discrimination in the work; to offer opportunities in the labor market, equal access to education, etc.). <p>Traditions and cultural practices:</p> <ul style="list-style-type: none"> – To avoid child marriage. – To stop female genital mutilation. – To abolish dowry. – To stop persecution against religions. <p>Consumer protection and rights:</p> <ul style="list-style-type: none"> – To provide information about consumer rights and awareness of consumer protection. – To offer correct information about the products for sale. – To correctly inform about prices. – To provide complete labeling, in accordance with the regulations in force. – To protect economic and social interests. – To compensate for damages and losses suffered. – Tax payment (VAT). – Right to representation, consultation, and participation. – Right to health and safety. – To inform about administrative and technical protection. – To offer consumer education and training. <p>Tax payment:</p> <ul style="list-style-type: none"> – To avoid tax evasion. – To prevent tax fraud. <p>Preservation of the natural environment:</p> <ul style="list-style-type: none"> – To protect flora & fauna. – To recycle and reuse. – To encourage the circular economy. – To avoid animal mistreatment and pet abandonment. – To use water, and other natural resources, responsibly. – To reduce consumerism, which impacts on economic wealth (e.g., consumption of electricity).
Environment	<p>To protect and preserve the environment:</p> <ul style="list-style-type: none"> – To protect forests. – To stop desertification. – To diminish consumption of natural resources. – To increase recycling and reuse. – To fight against climate change. <p>To reduce pollution:</p> <ul style="list-style-type: none"> – To reduce waste. – To reduce plastic use.

Beragam Aplikasi Pemasaran Sosial

Tiga Arus dalam Pemasaran Sosial

“Donovan and Henley (2010) propose that “the goal of social marketing is not just to encourage individual voluntary behavior and modify the environments that facilitate such changes, but also trying to influence and transform the social structures that will facilitate individual changes.” This will mean “targeting the individuals that have the power to change policies and legislation” (Alves & Galan-Ladero, 2019: 3).”
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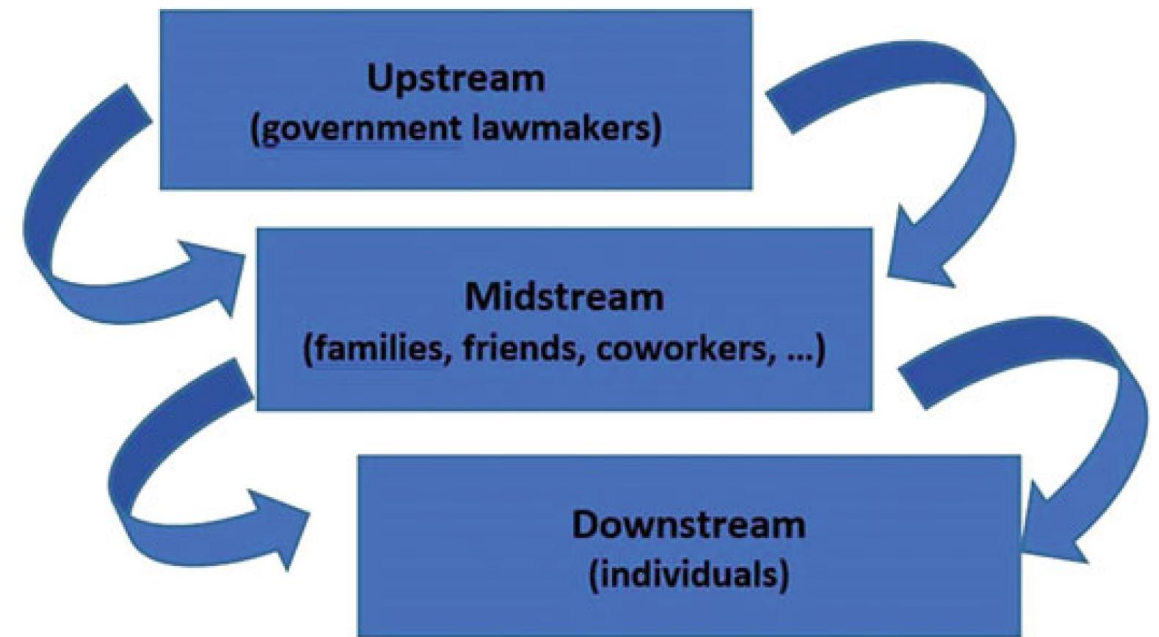


Fig. 3 Three streams in social marketing. Source: Alves et al. (2021)

Table 5 Some examples of social marketing approaches

To reduce the tobacco consumption:

Legal approach: many governments have banned smoking in public places, the sale of cigarettes to minors, or any kind of tobacco advertising—directly (ads) or indirectly (sponsorship).

Relational approach: to promote non-smoking lifestyle among teens, their peers can influence.

Technological approach: medicines are created (e.g., nicotine gum, nicotine patches, pills, etc., which are, in some cases, subsidized and included in the National Health System).

Informative approach: much persuasive information has been offered, also in the cigarette packs (e.g., warning labels, fear-appeal messages, cancer images, etc.).

Economic approach: the price is also increased.

To reduce plastic pollution:

Legal approach: some governments have banned single-use plastic bags and others have mandated, by law, that each bag be charged.

Technological approach: new recyclable and/or reusable plastic bags have also been created, as well as new materials (e.g., potato starch) that are less harmful to the environment, in addition to the traditional ones made of paper or cloth.

Informative approach: information on the damage that plastic bags cause to nature.

Relational approach: information is segmented according to the reference groups.

Economic approach: the cost of the plastic bags (they are no longer free, to discourage their use).

To avoid the spread of COVID-19:

Legal approach: the governments of many countries decreed a state of alarm and the lockdown of the population, restricting the mobility, and also making the use of masks and social distance mandatory.

Technological approach: hydroalcoholic soaps, gels, and sprays, PCR tests, new drugs, vaccines, as well as mobile applications to track population demographic movements and, using big data, artificial intelligence, and geolocation, defining the spread patterns of the virus and evaluating the effects of the lockdown measures imposed (to review and, consequently, relax or tighten quarantine orders).

Informative approach: official and expert information on prevention measures and the correct use of masks, as well as the benefits of wearing them.

Relational approach: responsibility toward one's family, friends, coworkers, and/or fellow students.

Economic approach: the regulation of the price of gloves, hydroalcoholic products, and masks (with fixed prices to avoid speculation and facilitate access to them by everyone; and even being free, in some cases, for vulnerable people and/or without resources); free vaccines, etc.

Source: Alves et al. (2021)

Beragam Pendekatan dalam Pemasaran Sosial

*“Social marketing is characterized by the coordination of different complementary approaches, to achieve the realization or modification of ideas, attitudes, or behaviors (Alves et al., 2021): a **legal approach** (based on regulations, sanctions, rules, laws, etc.), a **technological approach** (using innovations to facilitate the desired behavior), an **economic approach** (reducing the cost of carrying out the desired behavior, or increasing the price to discourage unwanted behavior), an **informative approach** (focused, above all, on persuasive information), and a **relational approach** (based on interpersonal interactions and the impact of social behaviors and experiences).”*
[hal. 14-15]

Strategi *Marketing Mix* dalam Pemasaran Sosial

- **Product** – *The core product is intangible: an idea, belief, cause, attitude, or behavior. But it can also involve supporting products (e.g., a tangible support—goods , or even another intangible support—services).*
- **Price** – *Price can be monetary (the costs for the promised benefits— although many times they are offered for free or subsidized) and/or non-monetary (e.g., waste of time, effort, sacrifice, embarrassment, diminished pleasure, psychological hassle, or psychic discomfort, etc.) in social marketing, for achieving the wanted behavior, or changing or abandoning the behavior. That is, there can be monetary and non-monetary incentives and disincentives.*
- **Place** – *Place focuses on providing appropriate distribution and response channels to trans-form motivations into actions (e.g., physical location where achieving the desired behavior ... to consider its location, accessibility, comfort, operating days and hours, decoration, cleaning, among others).*
- **Promotion** – *Promotion is the most visible part of the marketing mix. Communication with the audience is essential in order to encourage them to adopt the desired behavior, or to persuade them to change or abandon it.*



[Hal. 17-19]

Contoh Pesan dalam Pemasaran Sosial SDGs



- **SDG 1 (No Poverty):** “Fight poverty not the poor,” “We fight against poverty, do you join us?”
- **SDG 2 (Zero Hunger):** “Share food, save lives,” “Feed our future,” “If you can’t feed a hundred people, then just feed one.”
- **SDG 3 (Good Health and Well-Being):** “Be a donor, be a hero,” “Stay home. Save lives,” “How many cigarettes a day does your child smoke?,” “Fast food, fast death,” “Every time you get drunk, you get a little dumber.”
- **SDG 6 (Clean Water and Sanitation):** “Save water, save life,” “Every drop counts!”, “Water is priceless.”
- **SDG 7 (Affordable and Clean Energy):** “Lighting up lives,” “#Endthedarkness.”
- **SDG 11 (Sustainable Cities and Communities):** “Healthy mobility. Walk, pedal, enjoy your city,” “Safe mobility. Less cars. Less accidents.”
- **SDG 13 (Climate Action):** “Fighting climate change, an intergenerational challenge,” “You can stop the countdown,” “Recycling is everyone’s business.”
- **SDG 15 (Life on Land):** “overcoming droughts together,” “The land is valuable. Invest in it,” “Forests are our home,” “Stop wildlife trafficking.”

[Hal. 20]



Proses dalam Perencanaan Pemasaran Sosial

“The importance of social marketing in achieving the Sustainable Development Goals (SDGs) is unquestionable. Social marketing, by influencing people’s beliefs, attitudes, values, and behaviors to promote social change and value creation, is a key instrument to engage all stakeholders (individuals, communities, governments, companies, NGOs, political parties, etc.) in the challenge of achieving the SDGs.”

[Hal. 21]

Table 7 Steps in the planning process for a successful social marketing program

Steps	Actions
1	Define the problem, the purpose (behavior to change), and the focus (who the target public is). Marketing research is key in this step.
2	Conduct a situation analysis and summarize it in a tool like SWOT analysis: Strengths, Weaknesses, Opportunities, & Threats.
3	Select target audiences (e.g., according to demographic & socioeconomic, psychographic, or behavioral criteria). Aspects to consider when selecting a target: who has the greatest need for change, who will be receptive to change, who is reachable, who is affordable, if the group size is sufficient/appropriate, if it fits with the organization, if it will be cost effective to reach. Segmentation is key, because people have different needs, values, interests, and motivations.
4	Set marketing objectives and goals (specifying desired behaviors and changes in knowledge, attitudes, and/or beliefs—e.g., reinforcing, inducing, rationalizing, or confronting them). Objectives should be clear, realistic, and measurable. Goals should be specific, measurable, achievable, relevant, and time sensitive.
5	Identify factors influencing behavior adoption (e.g., the barriers that prevent the audience of adopting the new behavior; the benefits they may realize when adopting the new behavior; the influencers of the desired behavior, who can help the persistence of the current behavior or help to change it, etc.). Barriers, benefits, influencers, facilitators, and “competitors” with your efforts (turning a competitor into a complementor or collaborator).
6	Craft a positioning statement (according to the target audience’s feelings and primary benefits sought when performing the desired behavior) to appeal the target.
7	Develop marketing mix strategies (the 4Ps): product, price, place, promotion.
8	Outline a plan for monitoring and evaluation (identifying which processes and outcomes will be measured, what methods will be used to measure them, when the measurements will take place, and the costs involved in carrying out the measurements).
9	Establish budgets (total costs of the program: including implementation costs, and control and evaluation costs) and find funding sources (to support the costs).
10	Complete the plan for campaign implementation and management (conceptualizing the outline of the task division: who will perform every task, how much it will cost, and when they should be carried out, including the partners’ roles).

Source: Adapted from Kotler and Lee (2008), Alves and Galan-Ladero (2019), Basil et al. (2019), and Alves et al. (2021)

Kasus: Ilunion Hotels dan Inklusi Penyandang Disabilitas

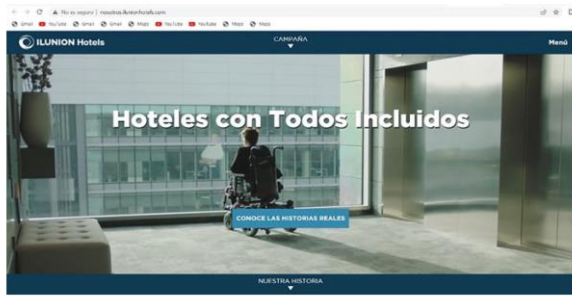


Fig. 2 Ilunion Hotels web. Source: Ilunion Hotels (2022)



Fig. 3 "Hotels with all inclusive" themed facilities. Source: Ilunion Hotel Aqua 4, Valencia (2022)

Table 4 Social media platform, publication and consultation date of the different communication actions

N ^o	Social media platform	Publication date	Link
1	Facebook	22/01/2019	https://www.facebook.com/ilunionhotels/videos/348198619105953
2	Facebook	15/04/2019	https://www.facebook.com/ilunionhotels/videos/578719019203953/
3	Facebook	01/04/2019	https://www.facebook.com/ilunionhotels/videos/287219585547471/
4	Facebook	24/02/2019	https://www.facebook.com/ilunionhotels/videos/384796508979601/
5	Facebook	04/02/2019	https://www.facebook.com/ONCE.org/videos/381904552595604/
6	Facebook	26/12/2018	https://www.facebook.com/ONCE.org/videos/209315190005068/
7	Twitter	29/04/2019	https://twitter.com/search?q=(%23TodosIncluidos)%20(from%3Ailunionhotels)&src=typed_query&f=top
8	Instagram	15/04/2019	https://www.instagram.com/tv/BwSjtUEnia7/
9	Instagram	06/05/2020	https://www.instagram.com/tv/B_12BOajDfQ/
10	Instagram	12/05/2020	https://www.instagram.com/tv/CAfhGzCDhLz/
11	Instagram	28/05/2020	https://www.instagram.com/tv/CAvLwOXDov3/
12	YouTube	03/06/2019	https://www.youtube.com/watch?v=ndS9k4oaJRE&t=23s

Source: Own elaboration with Facebook, Twitter, Instagram, and YouTube data (2021)

3 Conclusions

- The most important problem of PWD in the labor market still seems to be their labor exclusion (in developing and developed countries, such as Spain, and in all industries, especially in tourism sector, where labor conditions are very difficult). The social stigma about disability and the coping responses to it are key elements to understand this situation.
- Social Marketing in general, and Corporate Social Marketing particularly, are useful and powerful tools to overcome the problem in a solid and sustainable manner (changing behaviors in all society, employers, clients, and potential or current workers with disabilities).
- The Spanish social company Ilunion Hotels is a global reference in accessible tourism and the labor inclusion of PWD, having implemented CSM strategies in this sense, among other human resources and CSR interventions. Thus, it is observed the importance of social business to promote SM interventions that could face social challenges.
- According to the previous points, their most important CSM campaign "Hotels with all inclusive" is a good example to study. Thus, it has been analyzed their main physical and online elements, studying the kind of message, tone, music, graphic design, targeted audience, or the main social media platform used. It is highlighted the high engagement rates observed and the positive orientation of this campaign (which would be more adequate to fight the social stigma and promote coping responses, rather than a negative or blaming perspective).
- Dealing with this issue would help to promote a better post-pandemic world, strongly based on equality and sustainable growth, according to the SDGs number 10 (Reduce Inequalities) and number 8 (Promote sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all).

Kasus: Promosi *One Health*

Phase 1. Scientific Reasoning The ecological group collects scientific reports by international organisations and academic researchers that highlight the problem we are facing and the need to change production and consumption models. In some cases, the ecological group conducts the report, but in others, it commissions it to a group of experts. This was the case for the aforementioned report “Less is more: reducing meat and dairy for a healthier life and planet”, which Greenpeace commissioned to Tirado et al. (2018); the Greenpeace Denmark report (2021) “Dissected: the 7 myths of Big Meat’s marketing”, which criticises how major companies use advertising to link meat consumption to positive factors like happiness, health and welfare; or the WWF-UK (2021) report “Driven to waste: The Global Impact of Food Loss and Waste on Farms”.

Phase 2. Broadcasting the Information The marketing strategy is then centred around content marketing, i.e. creating articles and videos about the subject they want to broadcast via the ecological group’s website, blog or social media. As such and summarising the main conclusions from the scientific studies, they try to make citizens see the problem and the need to change our buying and consumption decisions.

Phase 3. Requesting Collaboration In this type of social marketing campaign, ecological groups try to involve consumers in putting pressure on governments, using the potential of online marketing. More specifically, via their website, social media and email marketing (using databases with their members’ and followers’ email addresses) ecological groups ask citizens to fill out an electronic petition with their data, agreeing that they are committed to supporting the cause and authorising that, in their name, they send a petition to the government to adopt a given measure. For example, to not authorise building a mega-farm (Fig. 4).

Phase 4. Street Marketing The previous actions are often accompanied by actions and protests that take place in very specific places, such as a public body’s headquarters, a meat-producing company’s headquarters or a rural town where intensive cattle farming takes place (Fig. 5).

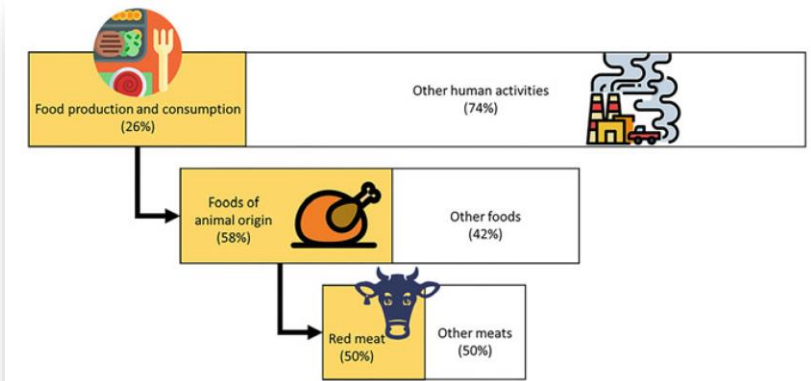


Fig. 1 How food contributes to greenhouse gas emissions. Source: Own elaboration based on Poore & Nemecek (2018)

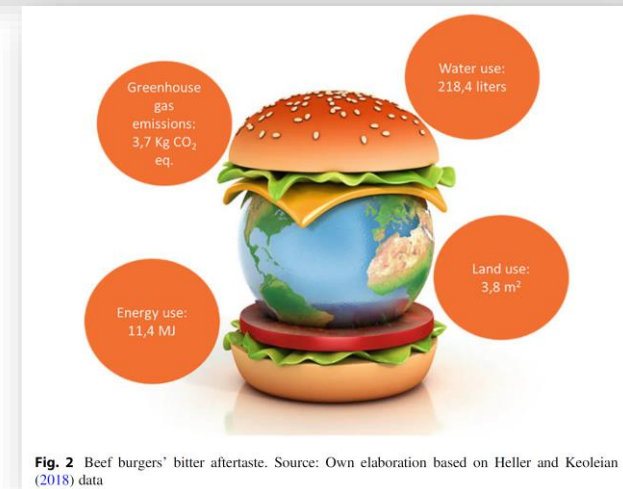


Fig. 2 Beef burgers’ bitter aftertaste. Source: Own elaboration based on Heller and Koeliean (2018) data



Fig. 3 Examples of animal welfare labels. Source: Own elaboration from the websites of the eco-labelling systems

Table 1 Example of social norms messages

Descriptive norm (global)	Descriptive norm (same room)	Descriptive norm (fellow citizens)
“JOIN YOUR FELLOW GUESTS IN HELPING TO SAVE THE ENVIRONMENT. In a study conducted in Summer 2021, 75% of the guests participated in our new resource savings program by taking shorter showers. . . . etc.”	“JOIN YOUR FELLOW GUESTS IN HELPING TO SAVE THE ENVIRONMENT. In a study conducted in Summer 2021, 75% of the guests who stayed in this room (#xxx) participated in our new resource savings program by taking shorter showers . . . etc.”	“JOIN YOUR FELLOW CITIZENS IN HELPING TO SAVE THE ENVIRONMENT. In a study conducted in Summer 2021, 75% of the guests participated in our new resource savings program by taking shorter showers . . . etc.”

Source: Own elaboration based on Goldstein et al. (2008)

Fig. 2 Example of commitment. Source: Own elaboration

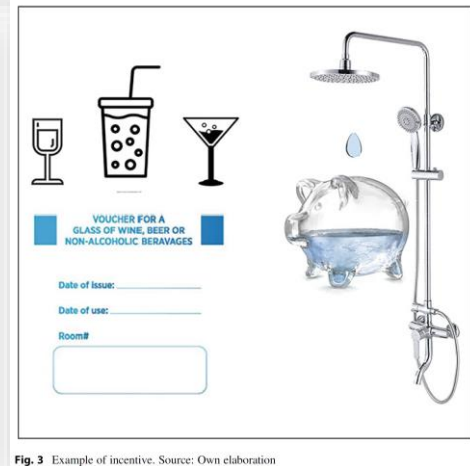


Fig. 3 Example of incentive. Source: Own elaboration

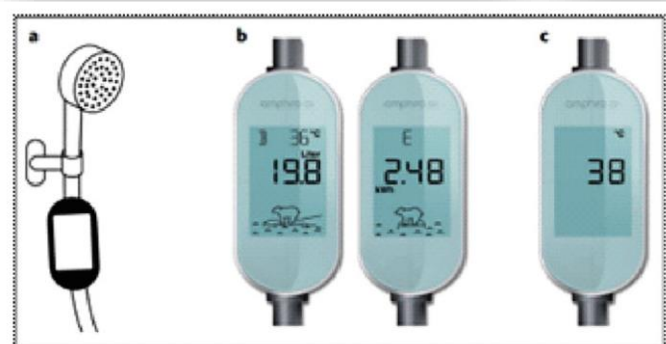


Fig. 4 Example of water smart meter *Amphiro*. Source: Amphiro smart meter device used in Tiefenbeck et al. (2019)

Kasus: Penghematan Air di Lokasi Tujuan Wisata

3 Conclusions

CBSM can be an effective approach to achieving reductions in hotel room water consumption by guests. This framework has shown to be effective at inducing behavioral change due to its pragmatic approach. CBSM is based on the idea that individuals do not engage in pro-environmental behavior because they do not know about the activity to be performed or its benefits, or even if they know it, they may perceive certain barriers to engage in it or perceive benefits associated with their current behavior (Lynes et al., 2014). For this reason, after an analysis of the perceived barriers and benefits of the behavior, it should be used behavior change strategies and tools such as social norms, commitment, incentives, or feedback for overcoming the barriers and increasing the perception of benefits. The use of these behavior change tools increases guests’ water conservation behavior in hotels more effectively than other types of strategies focused on providing environmental information. This highlights the need to modify the sustainability strategies currently applied by most hotels. These existing strategies focus on providing information to change prevalent motivations, perceptions, cognitions, and norms, but not consumption behaviors.

Specifically, hotels mainly display three types of messages (Cialdini & Goldstein, 2002). The most common type of message focuses on basic environmental protection (e.g., “reusing towels will conserve natural resources and help save the environment from further deterioration”). Another form of intervention involves utilizing the social responsibility that guests feel toward future generations. A third form of intervention is to share information with guests about the savings that the hotel could potentially make. However, as earlier literature reviews consistently show, the behavior change model based on knowledge deficits is ineffective (e.g., Steg & Vlek, 2009).

Beberapa Komentar



1. Salah satu dari setidaknya 5 buku pemasaran sosial yang terbit di tahun 2023, yang secara langsung menegaskan bahwa pemasaran sosial bisa, perlu dan sangat penting dipergunakan untuk mencapai SDGs.
2. Memberikan kerangka teoretis yang memadai, walau bukan yang paling komprehensif, terkait pemasaran sosial dan Pembangunan berkelanjutan/SDGs.
3. Setiap bab—kecuali bab pertama yang berisi kerangka teoretis—dibuat dengan urutan yang sama: tujuan belajar, pendahuluan, uraian kasus, kesimpulan, pertanyaan untuk diskusi, catatan untuk fasilitator (termasuk kunci jawaban), dan referensi; menjadikan buku ini sangat baik sebagai buku pegangan untuk mata kuliah pemasaran sosial di tingkat sarjana maupun pascasarjana (termasuk pascasarjana bisnis).
4. Kasus-kasus yang tersedia sangatlah beragam, kaya data, sehingga berhasil memberikan gambaran bagaimana pemasaran sosial memang bisa dimanfaatkan untuk pencapaian beberapa Tujuan dan Target SDGs sekaligus dalam satu proyek.
5. Akan lebih baik bila pembagian bab disandarkan pada 5P, agar lebih sesuai dengan SDGs, dengan tetap menekankan pada interdependensi dan kesalingterkaitan antar-Tujuan dan Target.
6. Belum secara eksplisit menunjukkan konflik kepentingan antar-aktor, maupun *trade-off* antar-Tujuan SDGs—yang sesungguhnya penting untuk menjadi bahan pelajaran.
7. Bagaimanapun, buku ini sangat direkomendasikan untuk siapapun, dari sektor apapun, yang ingin memanfaatkan pemasaran sosial untuk mempercepat pencapaian SDGs.



**SALAM LESTARI.
TERIMA KASIH!**

JALAL

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