

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.

Jeff's new book 'Social Marketing and Public Health Theory and Practice', is now available.



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



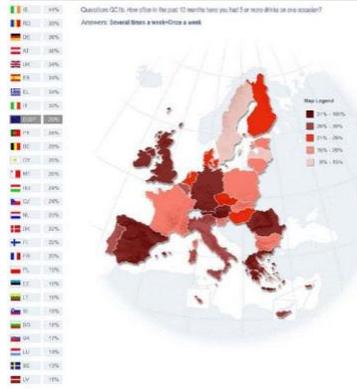
What is the EU motto?

United in diversity



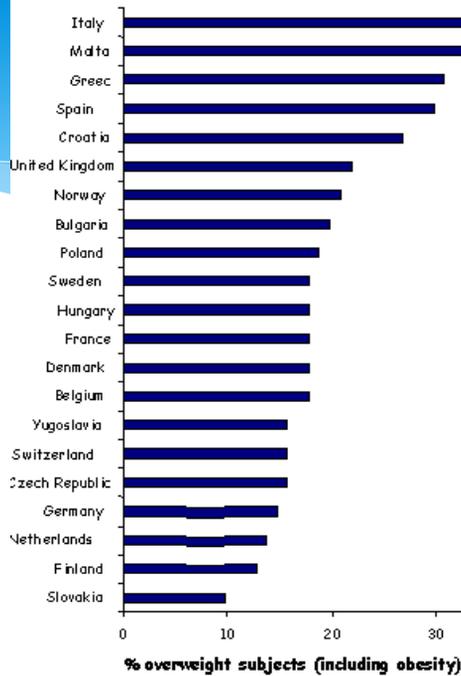
Who drinks the most?

Ireland Wins



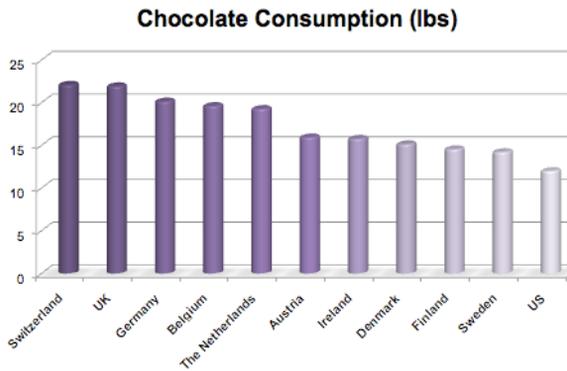
Who has the most fat ?

Italy Wins



Who eats the most Chocolate?

The Swiss Win



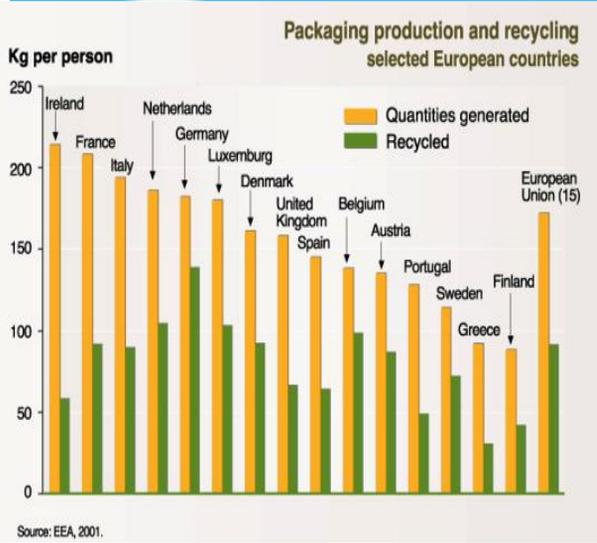
Who has the most Road deaths?

DEATHS ON THE ROAD
Fatalities per million of population (2006)



SOURCE: European Commission

Recycling Champions ?

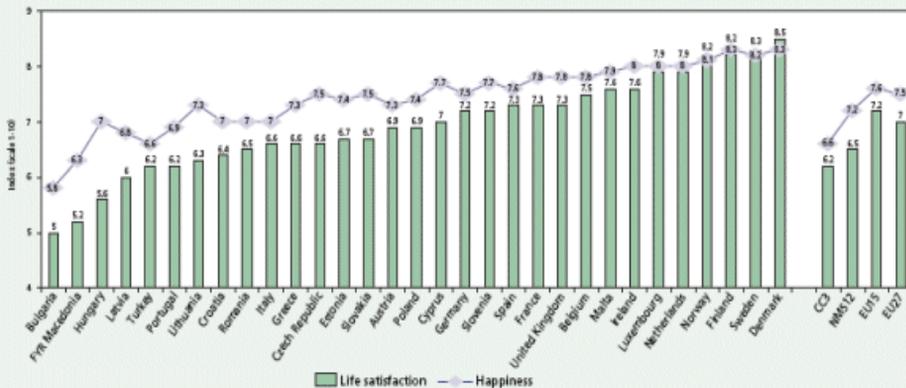


Germany Wins

Who is the happiest?

***Denmark Wins**

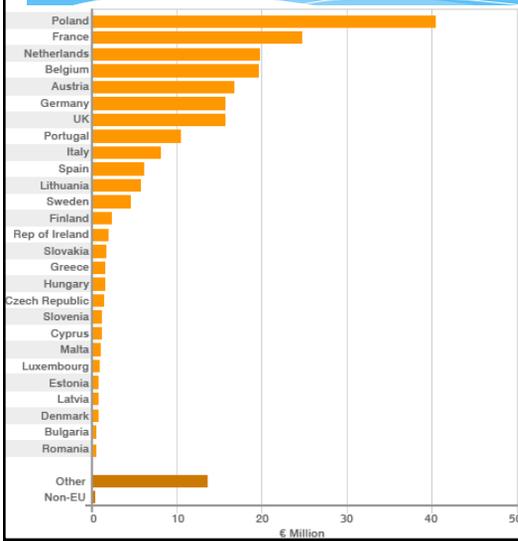
Figure 1: Life satisfaction and happiness index, by country



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?

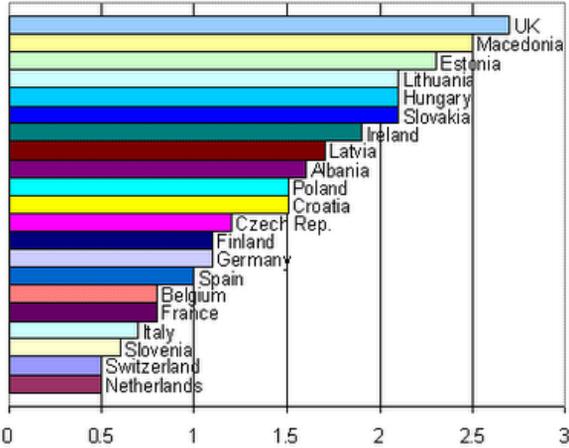


Poland Wins

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

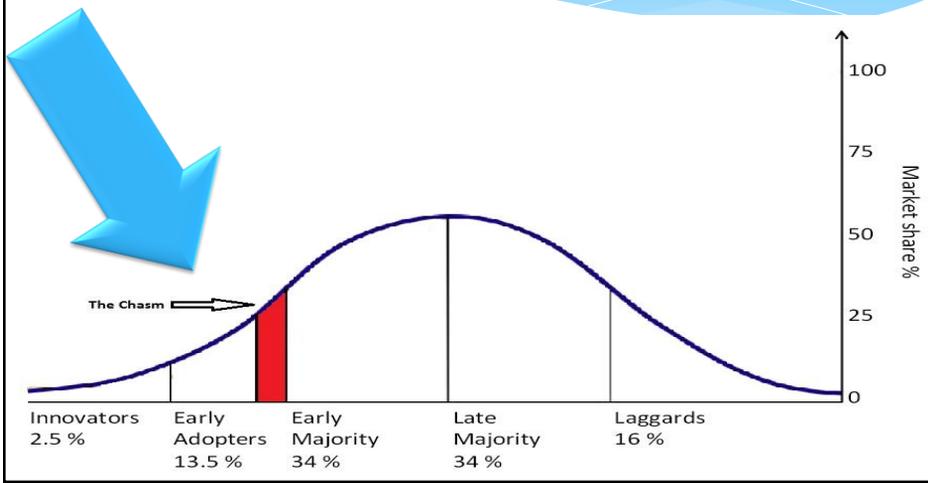


NO

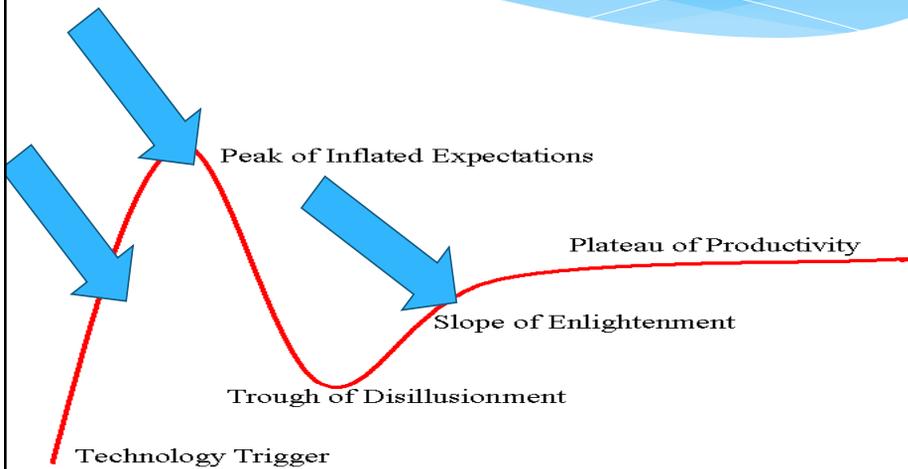
- * Focused on citizens needs
- * Focused on Behaviour
- * Focused on creating valued exchange
- * Focused on effectiveness
- * Still confused with social advertising and social media marketing



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?



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behavioural challenges
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11-12 April 2011 Citywest Hotel, Dublin, Ireland