



**WORLD  
SOCIAL  
MARKETING  
CONFERENCE**

# **Do you want to increase social marketing in your country?**

## **The Portuguese case**

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**September 2022**



**A cognitive process**

# Cognitive approaches...

## CONTINENTAL EUROPE

FRANCE – Grenoble School.

**Référentiels /**

**Policy frame of reference**

/ Bruno Jobert, Pierre Muller (1987);

ITALY – Claudio M Radaelli, **récits** (2000);

Giandomenico Majone, **argument and persuasion** in political process (1989);

GERMANY –Renate Maynt, **network approaches** (1993);

Gerhard Lehmbruch (1995a, 1995b),

Franz-Urban Pappi (1995),

David Knoke (1996),

*Steuerungstheorie* (Giraud, 2002).

## UK

Andrew G. Jordan,

Jeremy J. Richardson (1983),

Singer (1990),

**policy communities;**

David Marsh,

Roderick A. W. Rhodes (1992),

Martin J. Smith (1993),

Keith Dowding (1995),

Mark Tatcher (1998),

**policy networks;**

Emery M. Roe's (1998),

**narrative policy analysis.**

## USA

Richard Hofferbert (1974),

**open-systems frameworks;**

Paul A. Sabatier (1988),

Hank Jenkins-Smith (1993),

**public advocacy coalitions;**

Peter A. Hall (1993), **policy paradigms;**

John Kingdon (1984),

Nikolaos Zahariadis (2007),

**multiple streams framework;**

Hugh Heclo (1978), **issue networks;**

Frank R. Baumgartner,

Bryan D. Jones (1993),

**punctuated-equilibrium theory**

**applied to political science;**

Everett M. Rogers (1983),

Frances Stokes Berry,

William Berry (1990; 1992; 2007),

**innovation and diffusion models .**

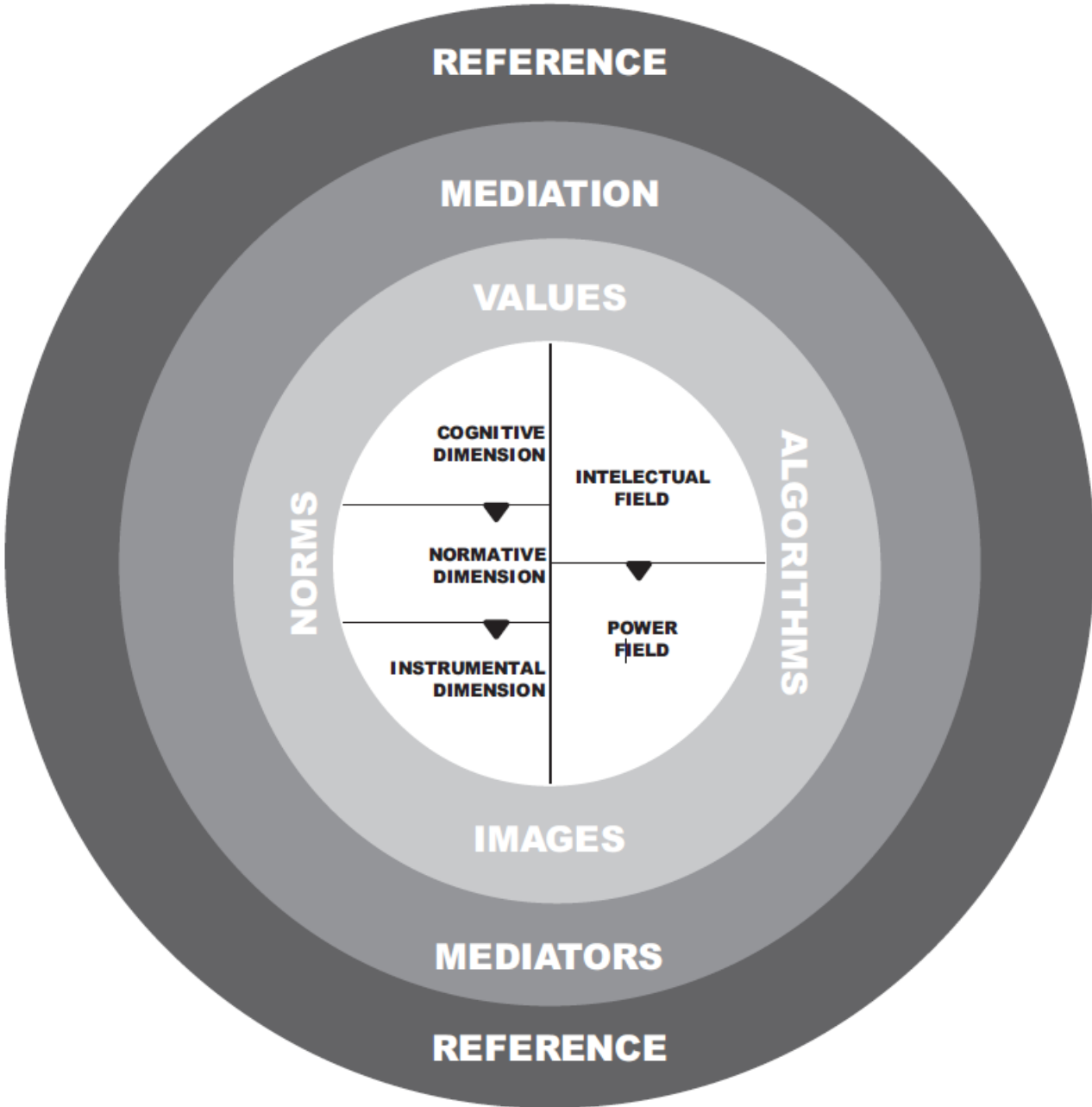
# ***RÉFÉRENTIEL* APPROCHE**

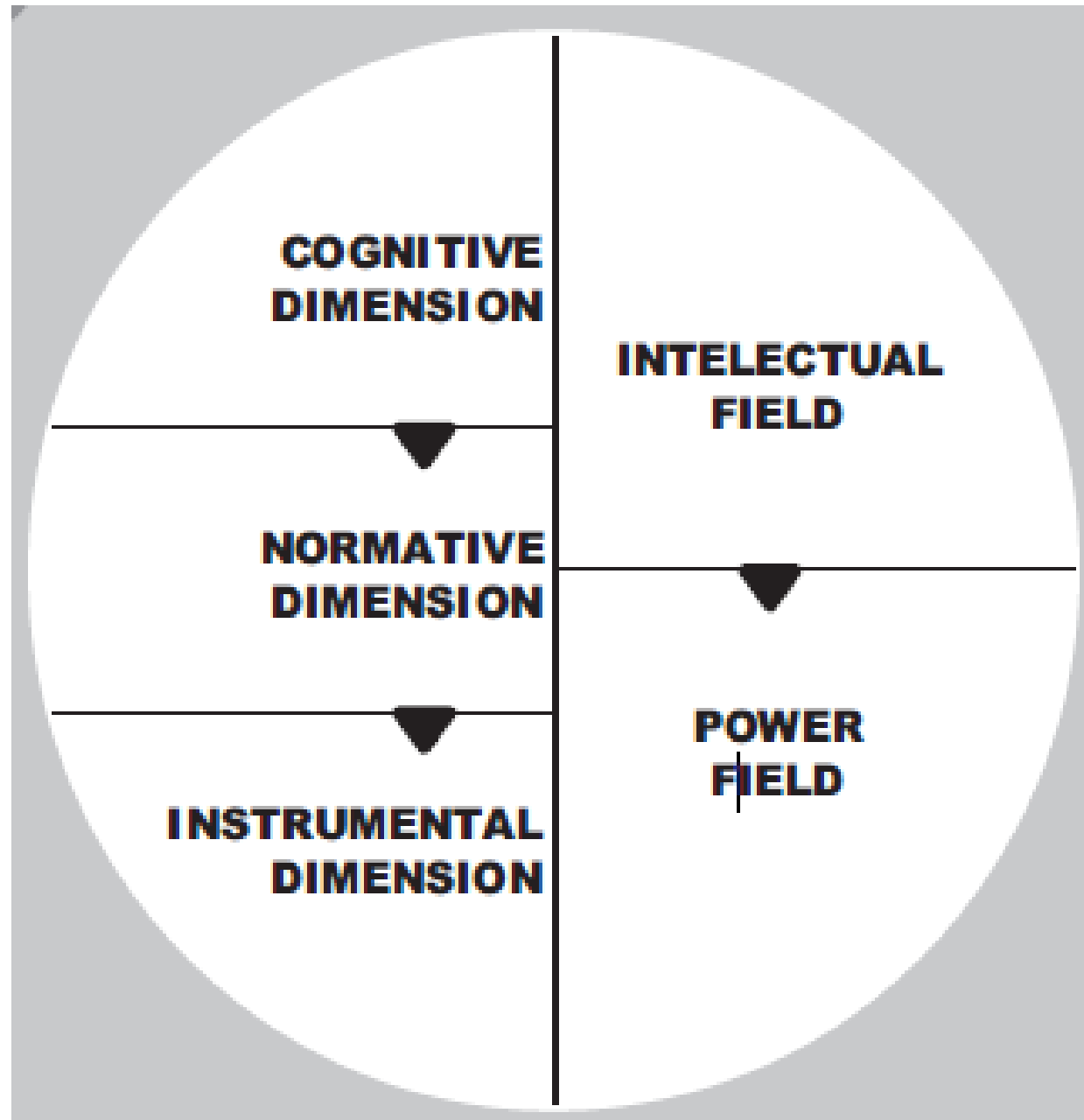
## **Policy frame of reference**

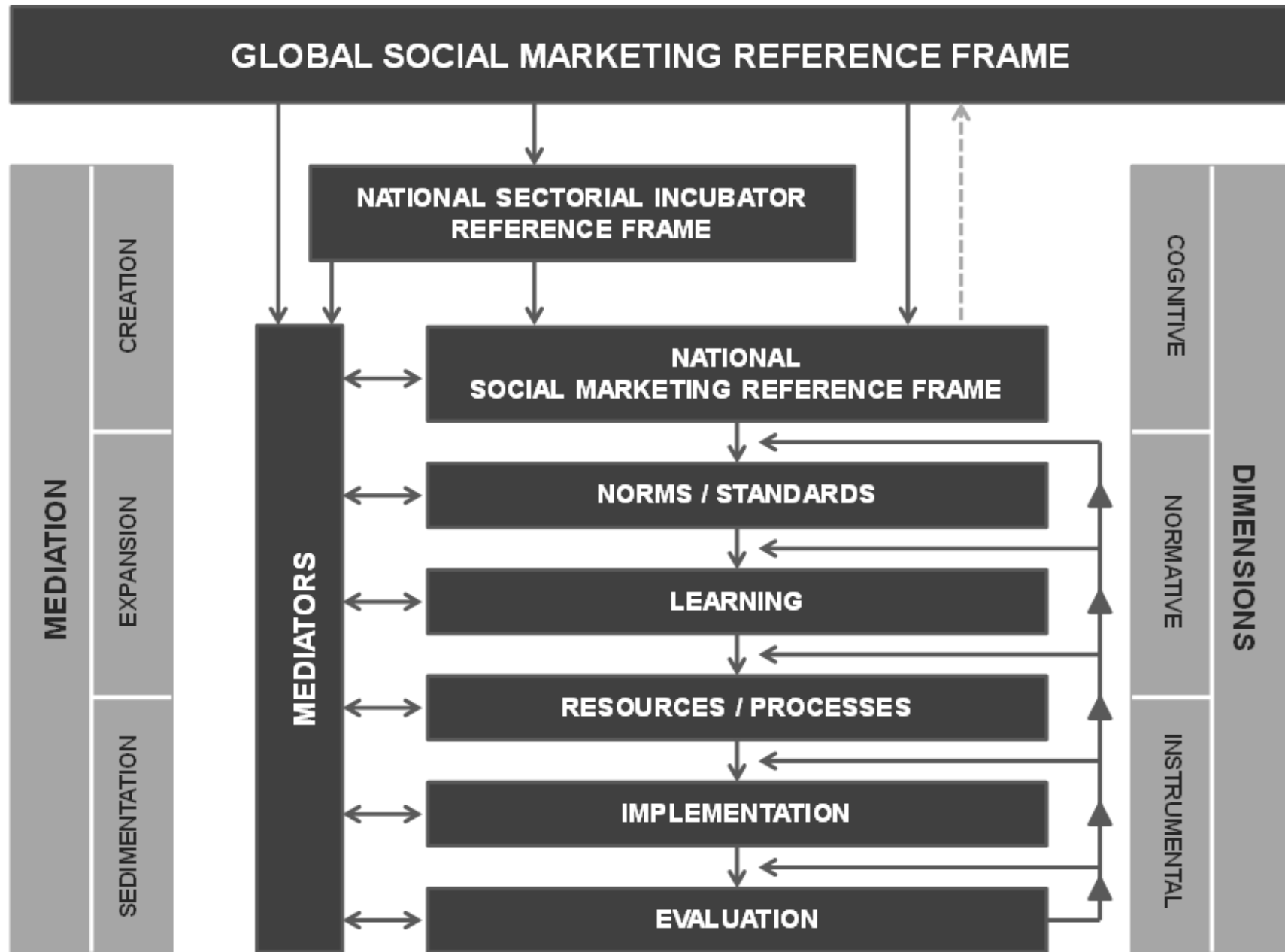
**Bruno Jobert and Pierre Muller (1987)**

**Institut d'Études Politiques  
de l'Université de Grenoble**

**Alain Faure, Gilles Pollet, Philippe Warin,  
Olivier Mériaux, Andrew Smith,  
Jean Leca, Yves Surel,  
Vivien A. Schmidt...**









**Policy  
reference  
frame**

**Ideas in action**



- (1) Pay attention to global-sectorial reference frames.**
- (2) You need good mediators.**
- (3) Decisions based in good research.**
- (4) Articulate the three cognitive dimensions (cognitive, normative and instrumental).**
- (5) Create proper organizations and allocate resources.**
- (6) Establish appropriate norms and standards.**

**(7) Promote good learning, training and cooperation.**

**(8) Combine national and local levels.**

**(9) Promote learning demonstration sites.**

**(10) Evaluate and ensure evidence and insight in people's well-being perspective.**

**(11) Manage the evolution of your reference frame.**

**(12) Good knowledge and policy transfer.**



**MARKETING  
SOCIAL  
PORTUGAL**

PORTUGUESE SOCIAL MARKETING



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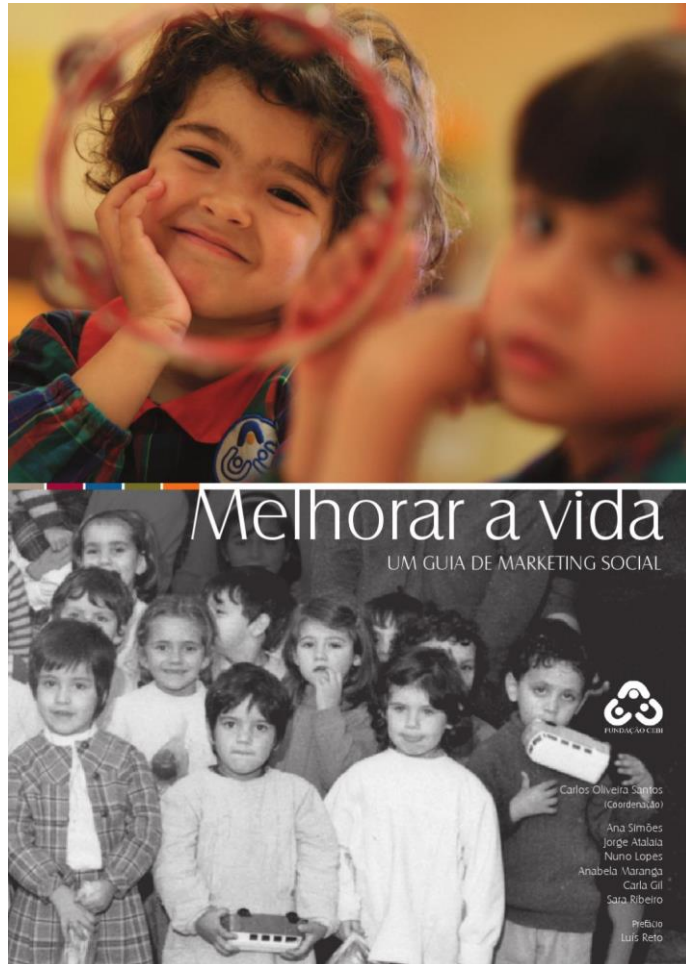
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Universidade de Aveiro  
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**mediators**

# Cognitive dimension



## A Portuguese textbook 2004

**Research**

**INDEX OF PORTUGUESE  
LANGUAGE AND PORTUGUESE  
SPEAKING AUTHORS  
FOCUSED ON SOCIAL  
MARKETING (2019...)**

**1998-2020**

**134 authors**

**91 studies**



ÍNDICE DE AUTORES  
DE MARKETING SOCIAL  
DE LÍNGUA PORTUGUESA  
INDEX OF PORTUGUESE LANGUAGE AND PORTUGUESE  
SPEAKING AUTHORS FOCUSED ON SOCIAL MARKETING

EDITORES / EDITORS

Carlos Oliveira Santos | José Afonso Mazzon

Versão actualizada em Junho 2021  
Updated on June 2021

# Scientific publishing



## Special issues on journals published in Portuguese speaking countries



# Conferences



The screenshot shows the ESMA website header with the logo "ESMA EUROPEAN SOCIAL MARKETING ASSOCIATION" on the left and navigation links "HOME" and "ABOUT US" on the right. Below the header, a banner for the "1st ESMA Conference: Lisbon 2012" features a photograph of the Vasco da Gama Bridge in Lisbon, Portugal, with the text "ESMA Conference, Lisbon, 2012" overlaid in large blue font.

**International Seminar  
about Social Marketing,  
Fundação CEBI-Equal,  
Lisbon, 2004**



The banner has a dark green background with a grid of small icons. The text is white and reads: "XXI INTERNATIONAL CONGRESS ON PUBLIC AND NONPROFIT MARKETING IAPNM 2022", "7 and 8 July 2022 | Braga - Portugal", and "UNITING MARKETING EFFORTS FOR THE COMMON GOOD: A CHALLENGE FOR FOUR SECTORS". At the bottom, there are two white buttons with rounded corners: "Call for Papers" and "Programme".



# Courses



**Social Marketing chair on the Public Management Course, 2009-2020, Institute for Public and Social Policy, University Institute of Lisbon Lisbon**

**First Post-Graduation Course, 2002, University Institute of Lisbon**

**Social Marketing included in several Marketing chairs**

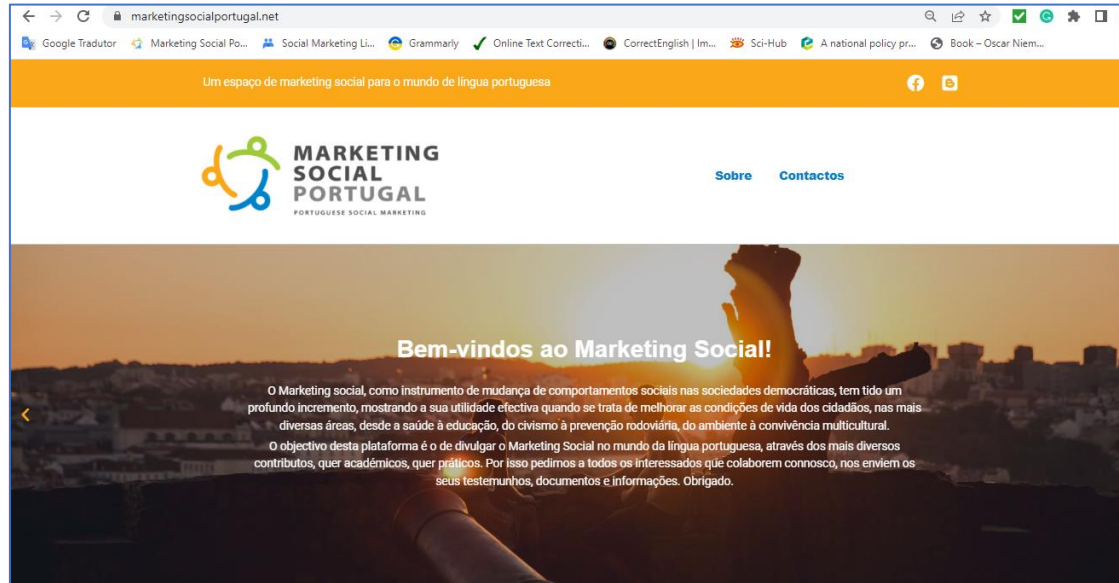
**Network**



**MARKETING  
SOCIAL  
PORTUGAL**

PORTUGUESE SOCIAL MARKETING

# Communication



## Website

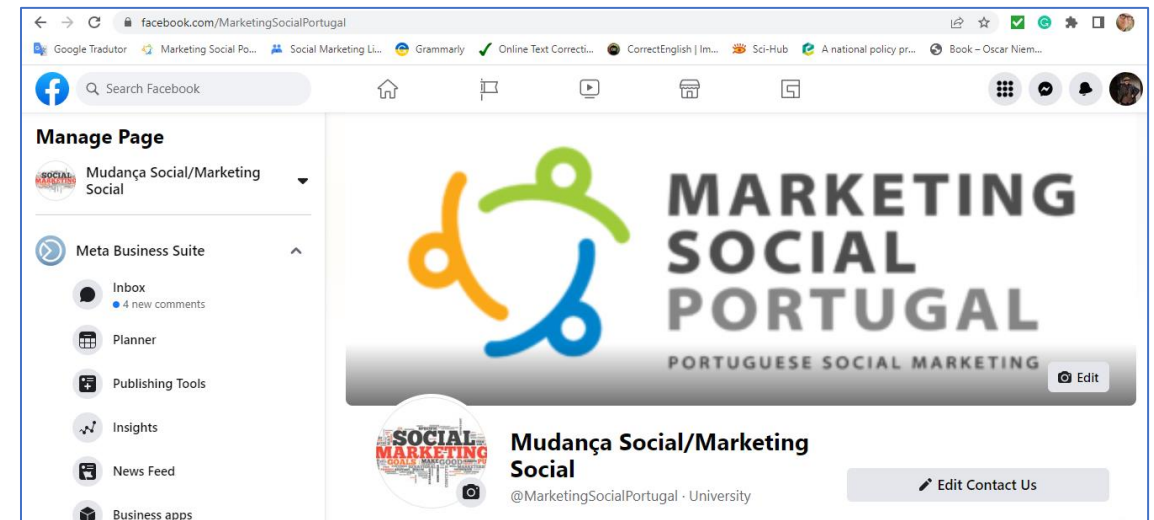
2007

[marketingsocialportugal.net/](http://marketingsocialportugal.net/)

## Facebook

[www.facebook.com/MarketingSocialPortugal](http://www.facebook.com/MarketingSocialPortugal)

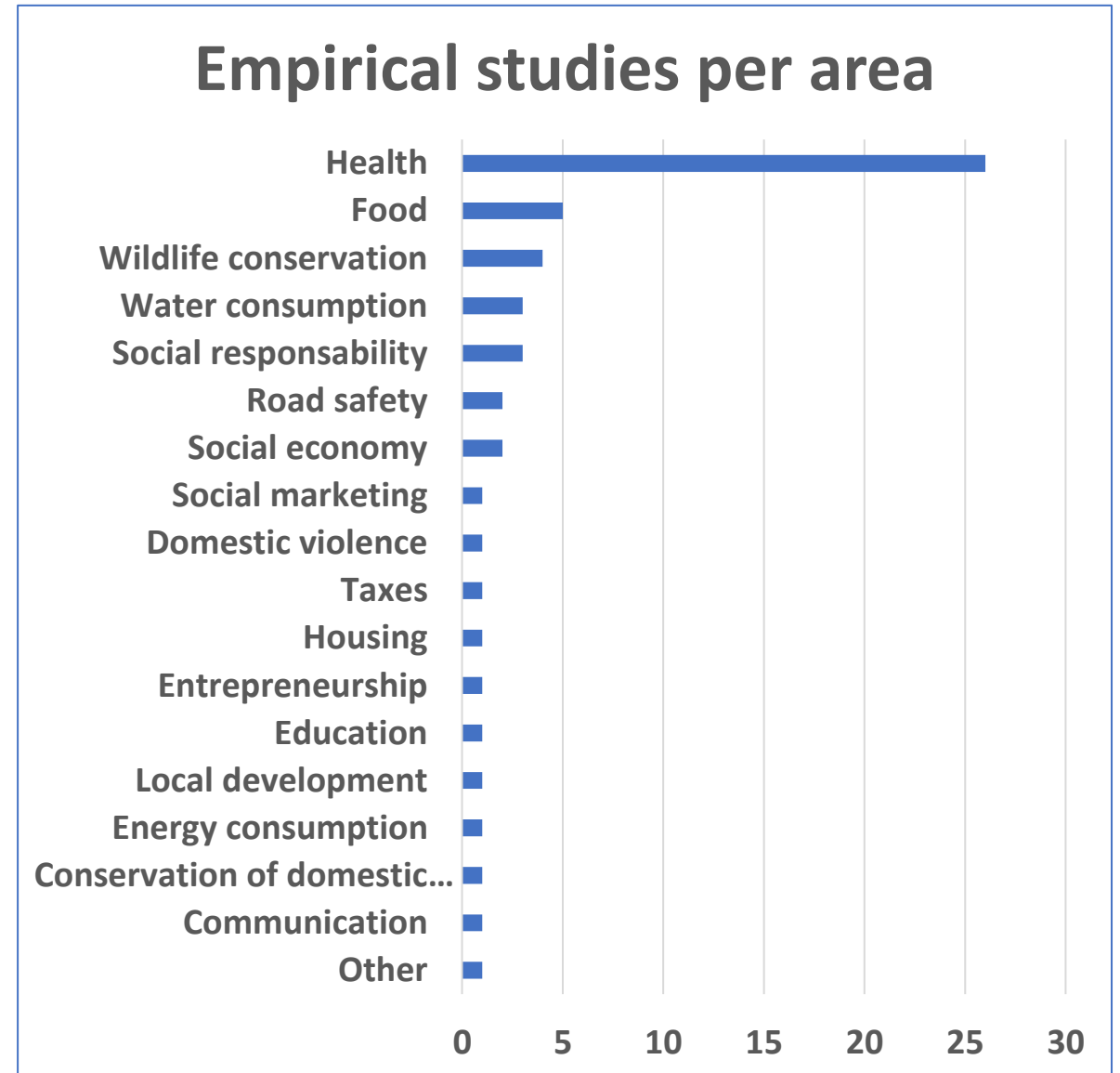
Newsletters  
Emailing



# Instrumental dimension

**Studies (1998-2020)**

**56 downstream interventions**



## **Instrumental dimension**

# **Upstream interventions**



**Contacts, Letters, Meetings,  
Proposals:**

**President of the Republic  
Prime Minister, Government  
Minister of Health  
Parliament, MPs**

# **INDEX OF PORTUGUESE LANGUAGE AND PORTUGUESE SPEAKING AUTHORS FOCUSED ON SOCIAL MARKETING (2019...)**

**1998-2020**

**134 authors**

**91 studies**



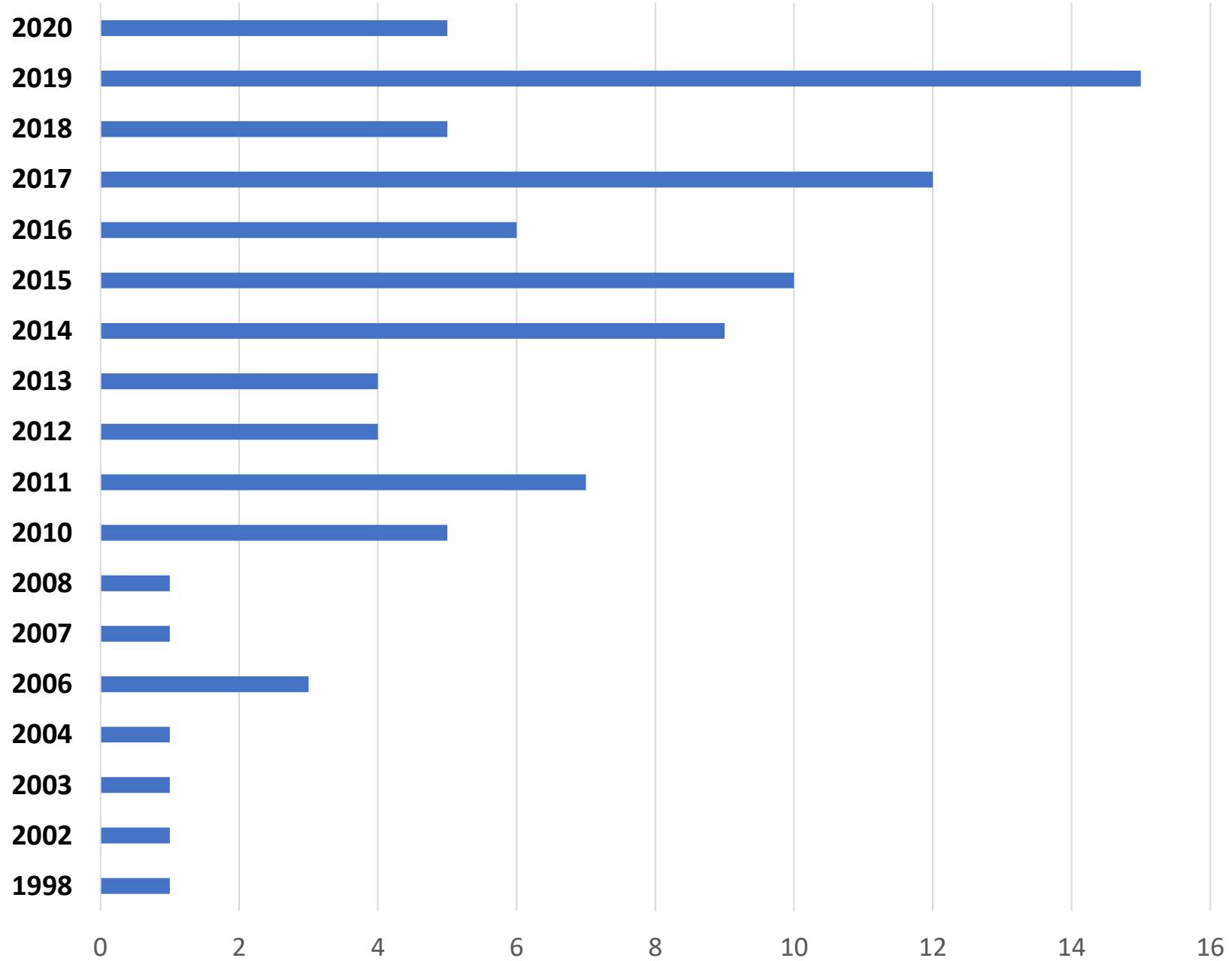
ÍNDICE DE AUTORES  
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EDITORES / EDITORS

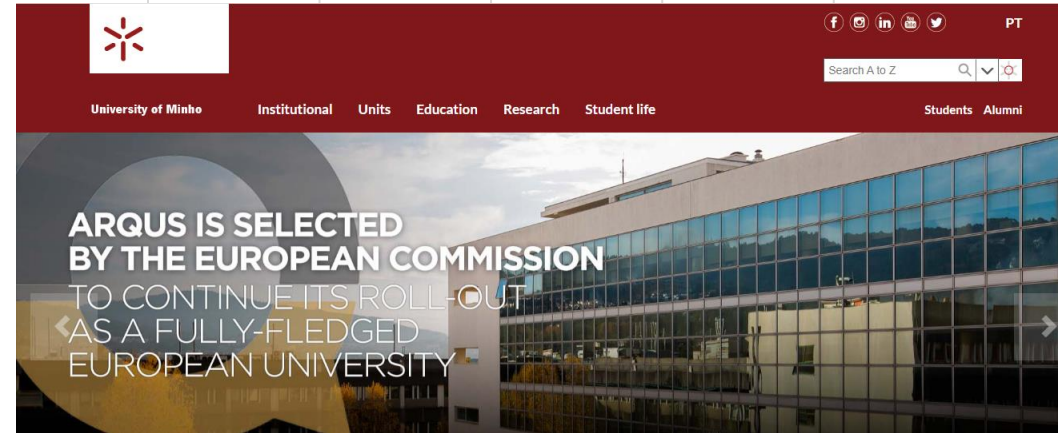
Carlos Oliveira Santos | José Afonso Mazzon

Versão atualizada em Junho 2021  
Updated on June 2021

# Studies per Year

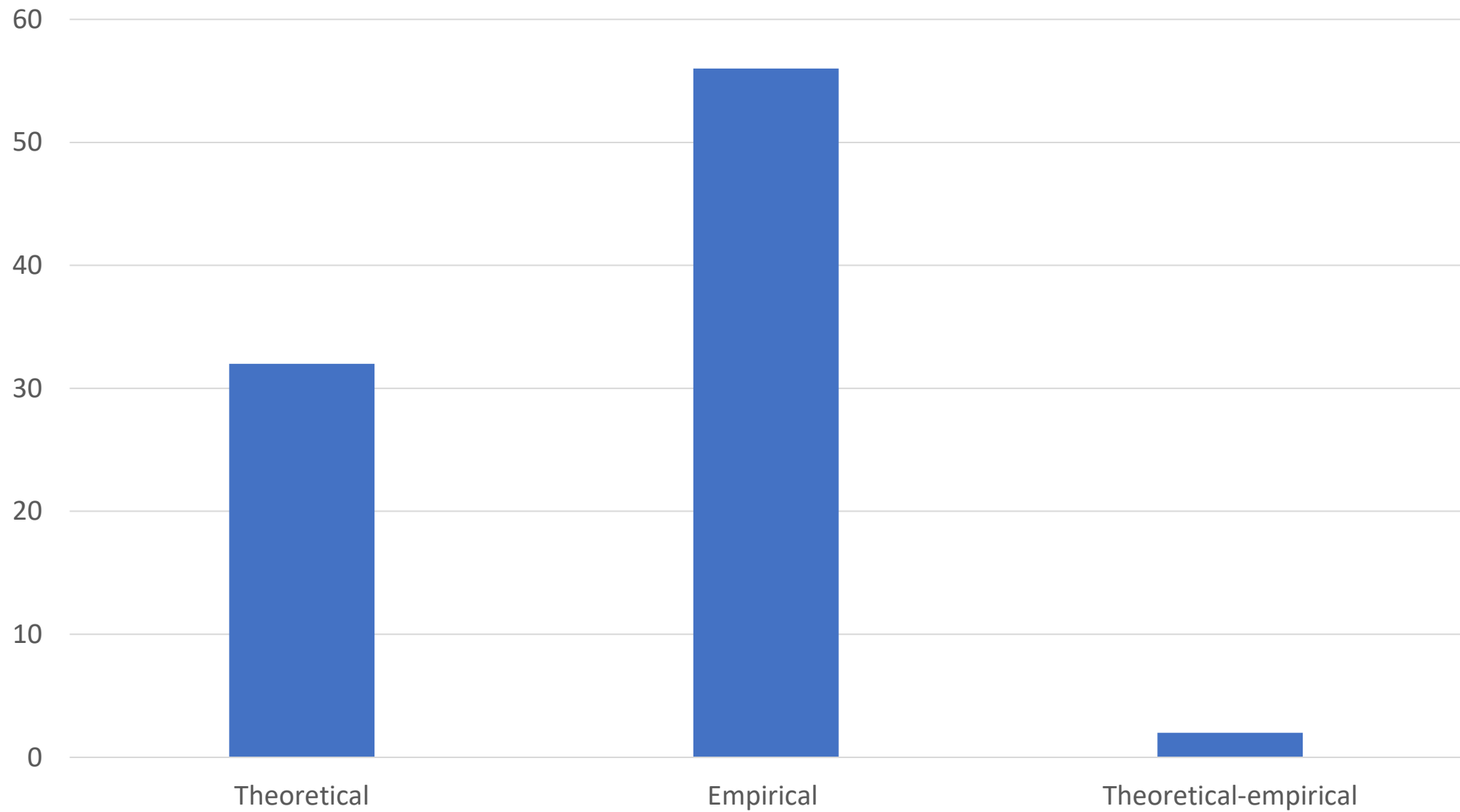


# Studies per Institution

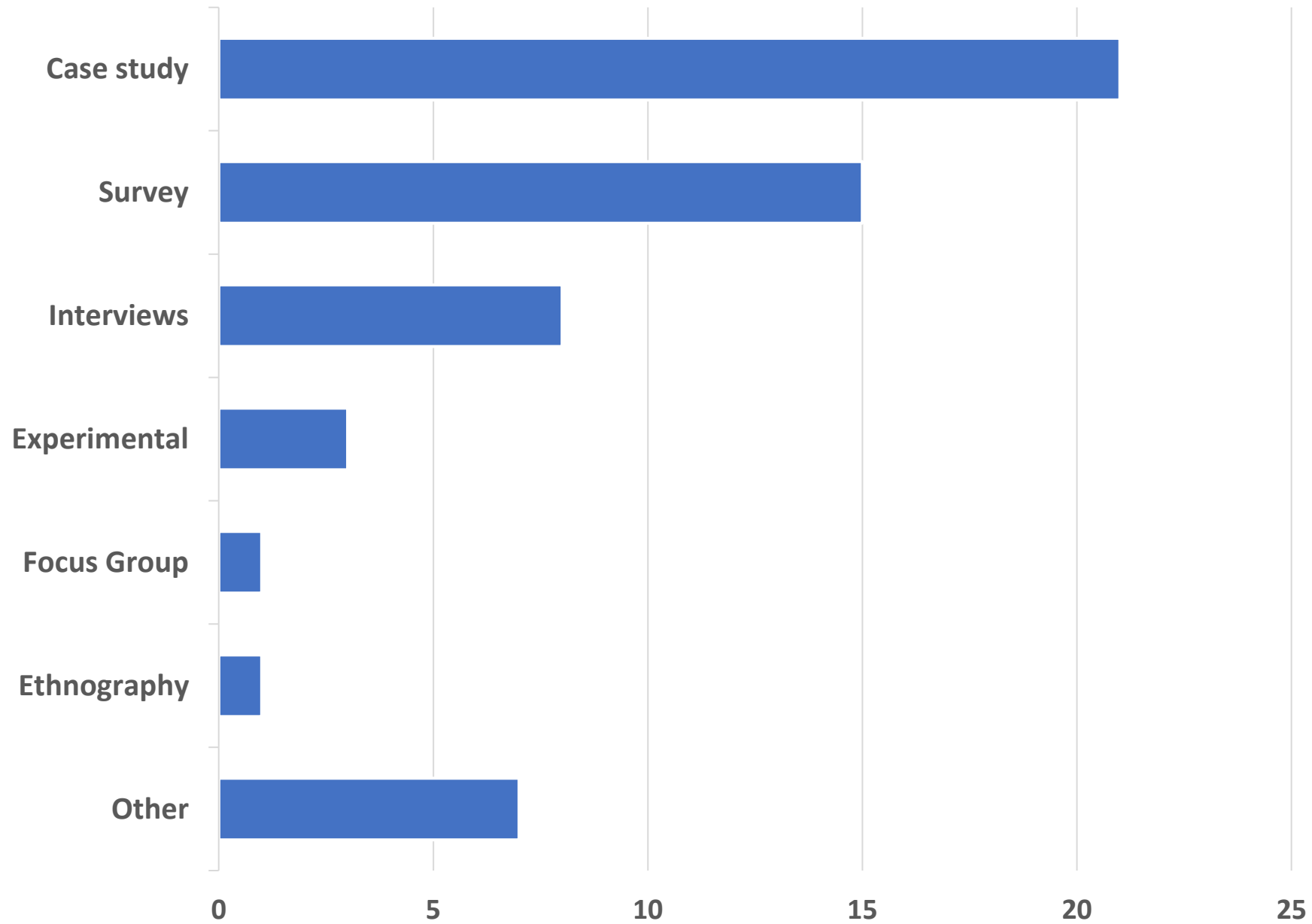




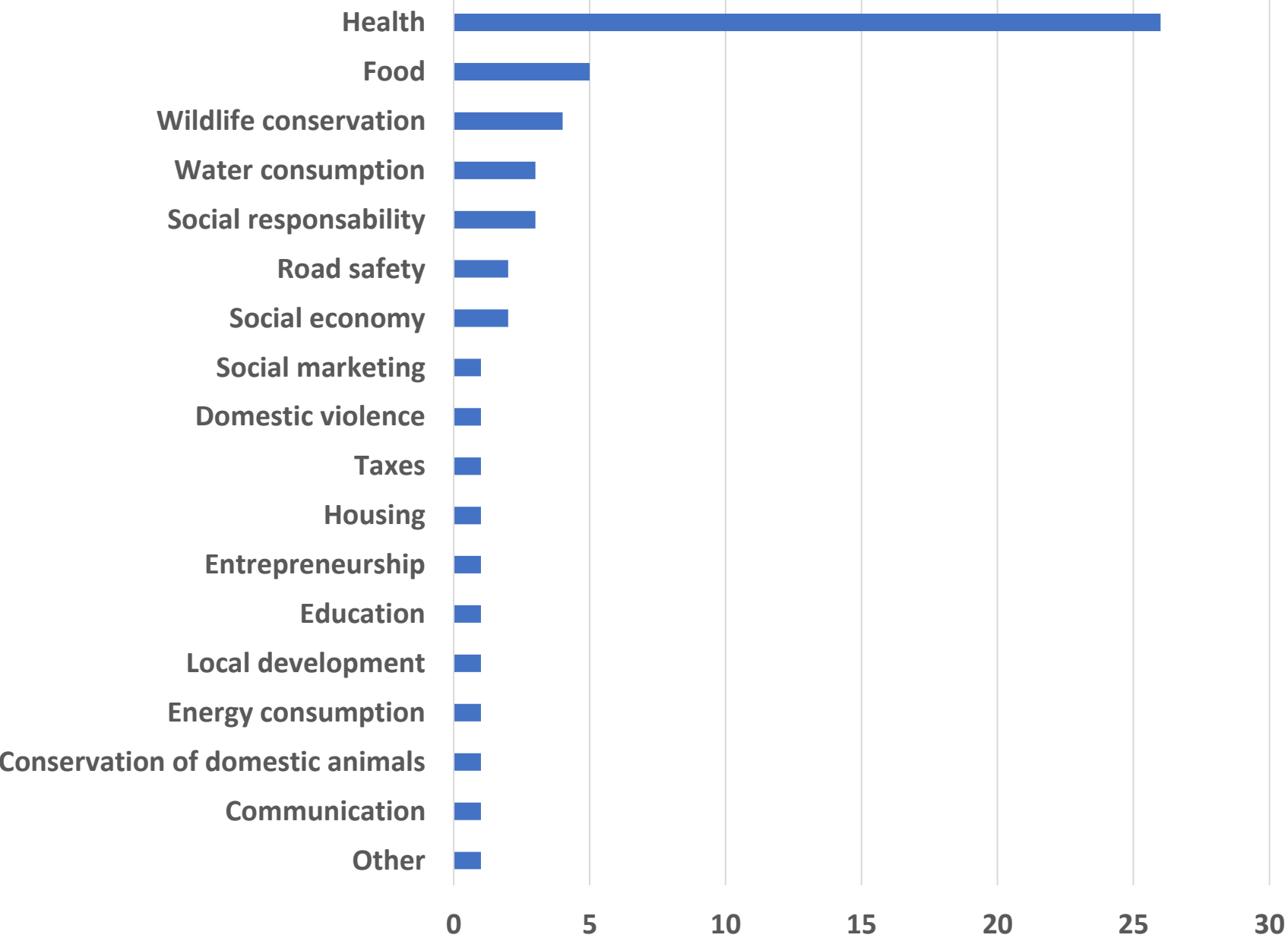
# Publications per type of method

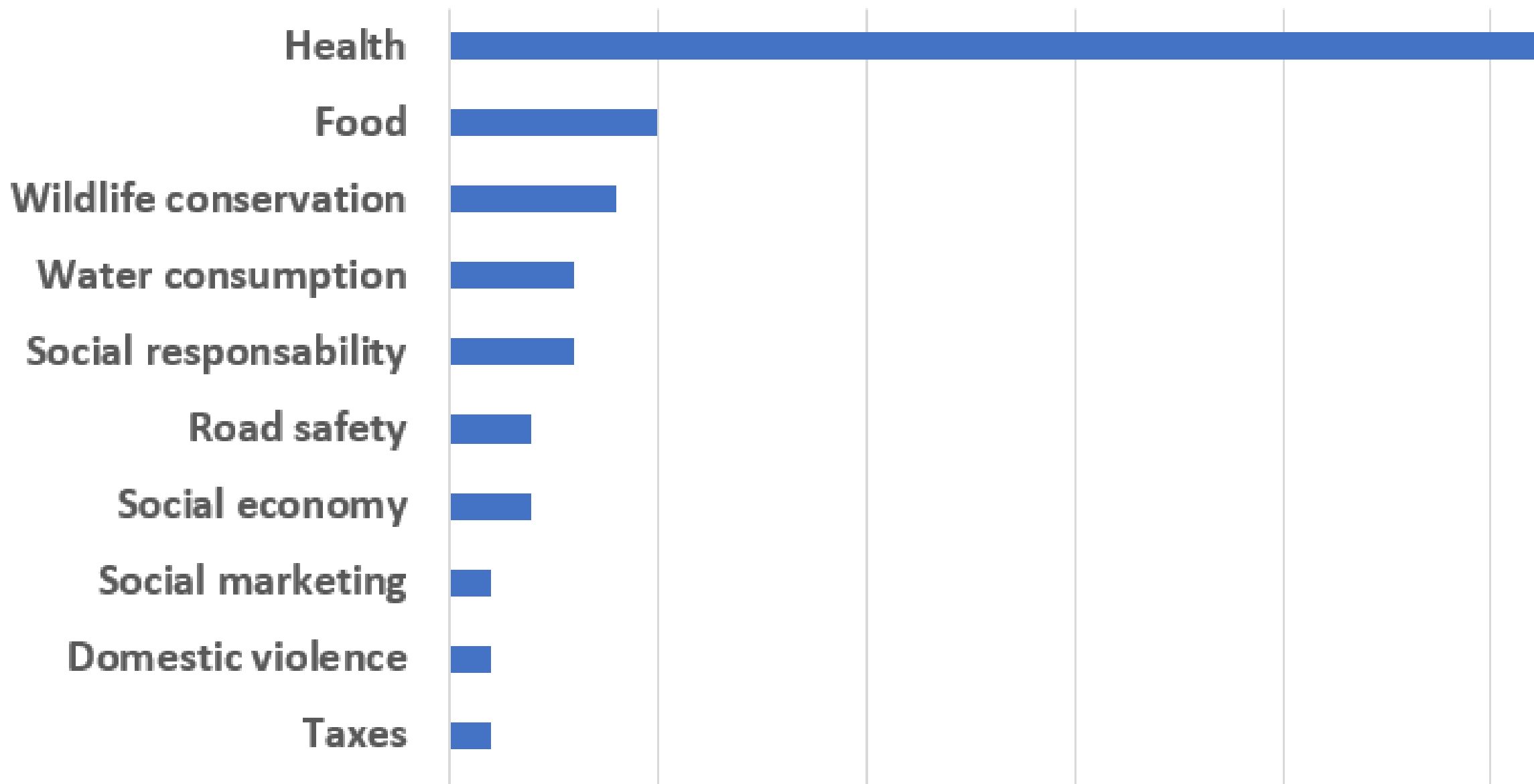


# Empirical studies per research methods

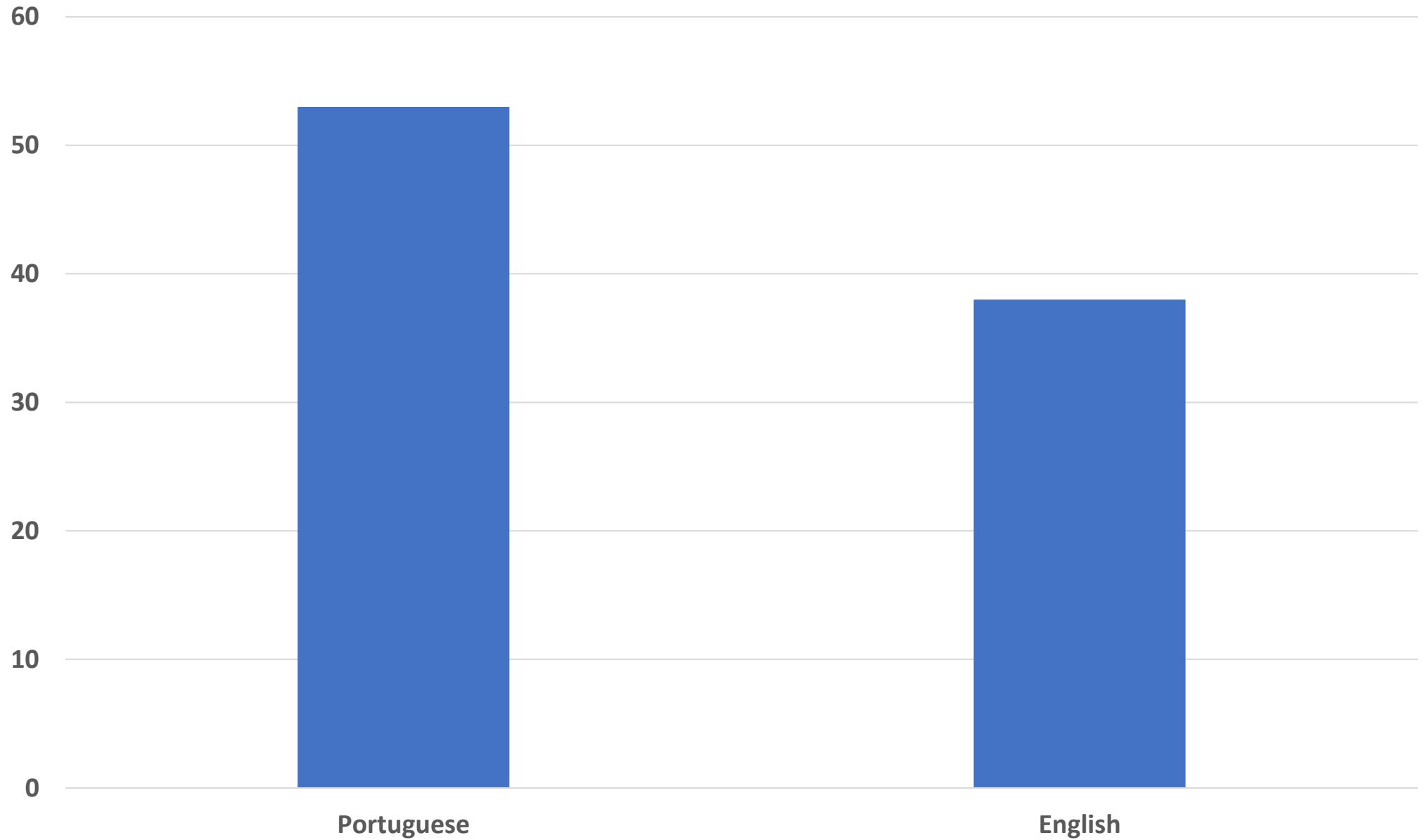


# Empirical studies per area





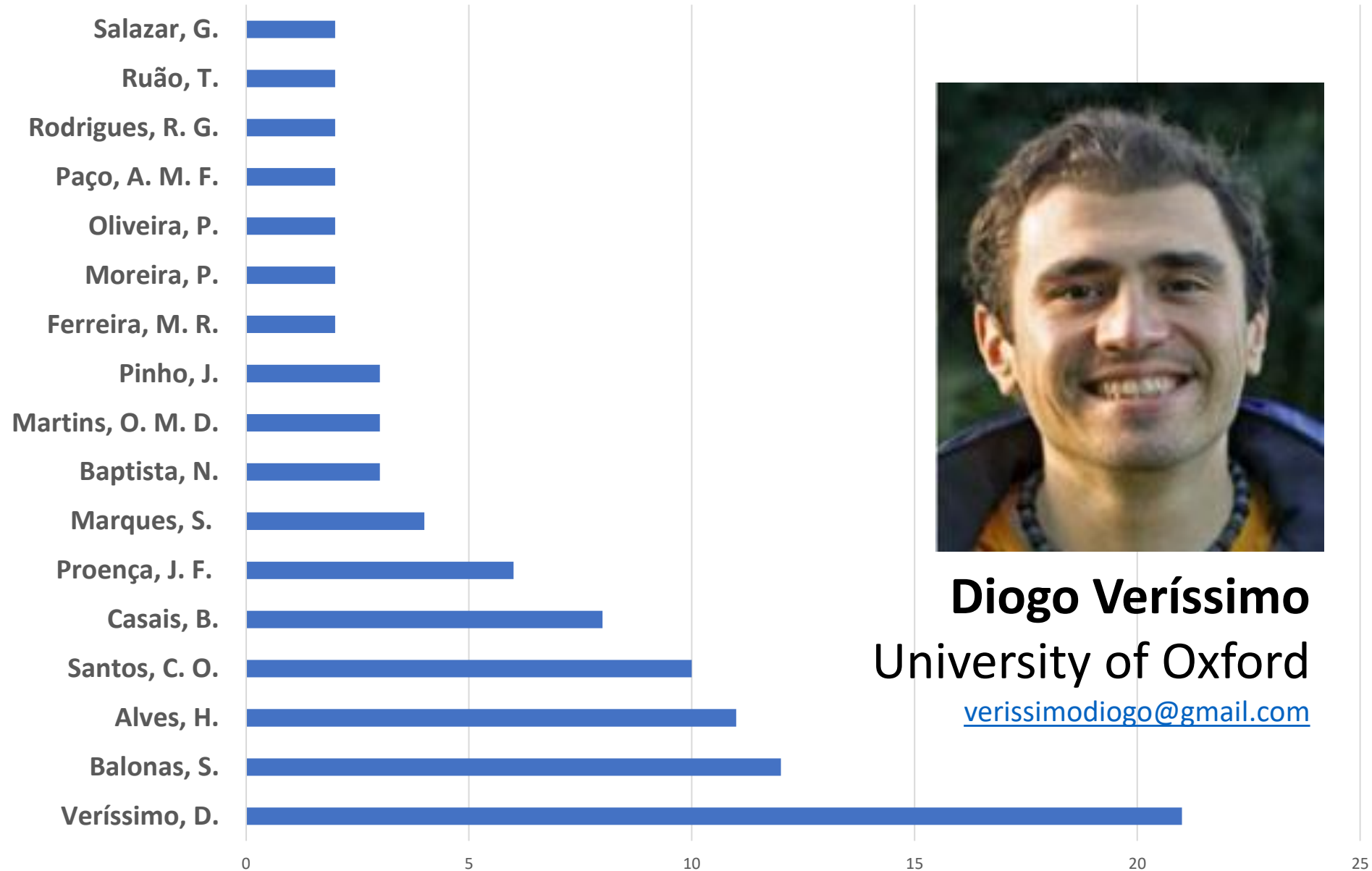
# Publications per Language



## Papers per Journal



## Published Authors (more than one study)



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# TO DO

**+ Interventions**  
**Upstream**  
**Downstream**

**+ Conferences**

**+ Public Institutions**  
**+ A National association**

**+ Communication**

**+ Courses  
and Degrees**

**+ Norms**  
**Standards**  
**Textbooks**

**+ Publishing**

**+ International  
connections**



# References

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