



iSMA seeks to capture and spread good practice in Social Marketing internationally. iSMA supports the translation of the global consensus definition of Social Marketing into as many languages as possible as part of this process of sharing best practice.

The Global Consensus Definition of Social Marketing:

“Social Marketing seeks to develop and integrate marketing concepts with other approaches to influence behaviour that benefit individuals and communities for the greater social good. Social Marketing practice is guided by ethical principles. It seeks to integrate research, best practice, theory, audience and partnership insight, to inform the delivery of competition sensitive and segmented social change programmes that are effective, efficient, equitable, and sustainable.”

Italian translated definition:

Il marketing sociale sviluppa e integra i concetti di marketing con altri approcci per influenzare i comportamenti degli individui e delle comunità al fine di ottenere un beneficio sociale. La pratica del marketing sociale è guidata da principi etici. Cerca di integrare la ricerca, l'ascolto e gli interessi dei partner per realizzare programmi di cambiamento sociale sensibili alla concorrenza, segmentati, efficaci, efficienti, equi e sostenibili.

Acknowledgments: Translated and led by Giuseppe Fattori, President of the Italian Social Marketing Association, member of the Board of the European Social Marketing Association (ESMA) and adjunct professor of Social Marketing at the Department of Political and Social Sciences, University of Bologna. Edited and revised by Valeria Rappini, Associate Professor of Practice in Government, Health and Not for Profit, SDA Bocconi School of Management, Milan and Sabina Cedri, Researcher, Environment and Health Department at the Istituto Superiore di Sanità, Rome. Contact Details: If you would like to share your views on the Italian translation of the Global Consensus Definition of Social Marketing, kindly contact Giuseppe Fattori at giuseppe.fattori@unibo.it.