



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.”

Swahili translation:

Ufafanuzi wa Makubaliano ya Kimataifa ya Masoko ya Kijamii:

Soko la Kijamii linatafuta kukuza na kuunganisha dhana za uuzaji na mbinu zingine ili kushawishi tabia ambayo inanufaisha watu binafsi na jamii kwa manufaa zaidi ya kijamii. Mazoezi ya Masoko ya Kijamii yanaongozwa na kanuni za maadili. Inatafuta kujumuisha utafiti, utendakazi bora, nadharia, hadhira na ufahamu wa ushirikiano, kufahamisha uwasilishaji wa programu nyeti za mabadiliko ya kijamii na zilizogawanywa ambazo ni bora, sawa na endelevu.

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