

MULTISTAKEHOLDER ALCOHOL POLICY

Goal-based and value-based rationalities in an alcohol marketing task force

ABSTRACT

This chapter discusses multistakeholder consultation and decision-making, an approach that to date has remained rather alien to Nordic alcohol policy-making. The phenomenon is studied by analysing the proceedings of a Finnish task force that was charged with assessing the need to restrict lifestyle advertising of alcohol. The study points out weaknesses in the group set-up and proceedings and discusses the reasons for its dysfunctional character. Finally, some conclusions are drawn regarding the task force's multistakeholder composition. Compared to old governance models, it seems that representatives of the business and commerce sector have gained the most from the new format. In the field of alcohol policy the inclusion of different rationalities by different sectors and paradigms seems to make the group performance unproductive.

KEYWORDS: Multistakeholder work group, alcohol marketing, Finland

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