



New modes of civil engagement and a globalized industry represent new challenges for civil society and its role in the future governance of addictions

governance
civil society
engagement
globalization

Today, a big challenge for Civil Society Organizations (CSO) in the field of addiction policies is how to mobilize and engage citizens. Research shows that adoption of digital media has led to a shift in mobilization from organization to individuals. An identified risk with the increasingly personalized engaging formats for issues of the common good is that it might make it more difficult to achieve conventional political goals, sustaining a certain level of formal and centralized organization.

Business interests have more strongly entered areas of society that have traditionally been covered by the public sector or Civil Society (CS). There are several contemporary political situations which demonstrate that today CS is often driven into a double defensive and offensive position versus industry stakeholders. Dilemmas pertaining to the common good concern especially radically different definitions of what is to be considered public good; the ways in which the public good is to be achieved; and who is to gain from it. The most pressing front for Civil Society (CS) is to oppose industry interest in low income countries. These are regions in which abstaining often has been traditionally high, and thus make potential areas of new consumer recruitment.

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Anderson, P., Braddick, F., Conrod, P., Gual, A., Hellman, M., Matrai, S., Miller, D., Nutt, D. J., Reynolds, G. & Ysa, T. (2016): *The New Governance of Addictive Substances and Behaviours*. Oxford: Oxford University Press

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Hellman, M. (2015): *The Challenges and Possibilities of Citizen activity in a Digitalized Society*. Plenary speech held at Making volunteers in Finland: public policy and social and health care services in the age of active citizenship. Seminar organized by University of Helsinki Center for Research on Addiction, Control and Governance (CEACG) and Finnish Society for Alcohol and Drug Research, Thursday 22 October, 2015