

## CORE PURPOSE

# NordAN as a regional roundtable

**We gather Nordic and Baltic member organisations so national cases can be seen together, and sometimes from a useful distance.**

- The board brings countries and organisations into one shared room.
- We do not replace national work, we connect it.
- Distance helps us see patterns, blind spots and common priorities.

**The roundtable function is already a value in itself.**



STRATEGIC QUESTION

# Are we losing ground?

**The evidence is strong, but it is too often not heard in the political debate. Why?**

- Setbacks should be treated as something we can learn from.
- We need to understand why evidence is not enough on its own.
- The goal is to learn from losing influence, not only from success stories.

**This is not pessimism. It is a more honest starting point.**



# Why effective measures do not always deliver

**Alcohol policy is not implemented in a laboratory. Even proven measures can lose strength when they meet political pressure, public opinion, industry influence, cross-border trade, and changing social norms.**

- Political pressure and short election cycles.
- Public opinion, media framing and cultural habits.
- Market interests, enforcement capacity and administrative choices.
- The policy measure may be right, but the environment may weaken it.

PRIORITY AREA

# Cross-border trade and other spillovers

**In a connected region, one country's loophole can become another country's weakness.**

- Borders can reduce the effect of taxation and availability policy.
- National choices can create regional consequences.
- The political argument against strong alcohol policy often starts with cross-border pressure.
- We need to stop weakening each other.



The background of the slide is an abstract composition. On the left, there's a dark, wavy shape. In the center, a bar chart with several vertical bars of varying heights is visible, overlaid with a grid of dots. To the right of the chart, a large, dark, rectangular block is positioned as if it's a fulcrum for a balance scale. The overall color palette is dark with some lighter, hazy areas.

## REGIONAL SHIFT

# Political ideology is changing the frame

**The main change may not be technical. It may be the way policy itself is being judged.**

- Freedom is set against protection.
- Market logic is set against public health.
- Taxation and regulation are framed as problems.
- Evidence is filtered through ideology before it reaches policy.

WHAT THIS MEANS FOR NORDAN

# Not preaching success. Learning from reality.

We have to be brutally honest about the situation if we want to become more useful.

- Look directly at setbacks.
- Name the forces around alcohol policy.
- Learn how to manage those forces better.
- Use NordAN as a space for harder, better questions.

**The next task is not only to know what works, but to defend the conditions that allow it to work.**

