Membership organizations embedded in social and popular movements constitute the hallmark of Nordic and Scandinavian civil societies. Will this “popular movement marinade” survive? The volume analyzes the impact of trends like professionalization, transnationalization and marketization on Scandinavian civil societies. Drivers, processes and outcomes of change are identified; new types of actors and creative adjustments are highlighted.

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Preface

The work on this volume started several years ago. Henrik Stenius invited a number of scholars from different academic disciplines to a workshop at the Renvall Institute at the University of Helsinki. Simultaneously, he extended an offer to us all to form a research network on European Voluntary Associations in the Modern and Contemporary Period. Through a generous and flexible grant from NordForsk, the research agency under the auspices of the Nordic Council of Ministers, we were able to hold a series of workshops. Apart from a large number of very stimulating seminars and paper sessions as well as several collaborative research spin-offs between the participants, the main results are being published in two separate volumes: Nordic Associations in European Perspective (Nomos 2010), with Risto Alapuro and Henrik Stenius as editors, and the current volume, Nordic Civil Society at a Cross-Roads. Transforming the Popular Movement Tradition (Nomos 2011), edited by us.

At a formative seminar in Stockholm, Annette Zimmer remarked: "You all talk about change, but all I can see is stability", which was her straightforward way to summarize the Nordic participants’ intellectual navel-gazing. This spurred us into new and rewarding discussions about organizational change and societal transformations, which also became the coordinating theme for our volume. In the process, a couple of people have left the group, and a couple of new ones have joined. Many people in the network have helped us on the way, and we would like to extend special thanks to Erik Amnå and Lars Trägårdh who acted as commentators on several of the contributions at a critical point in time. Our gratitude also goes to Marta Reuter, who has helped us to keep the book on track despite the long time lag between our first hesitant steps and the finished volume, and also to Regina List and John Rippetoe for their diligent and professional language editing. We would also like to thank Katja Kuntereding-Röhrs for her support getting the work going by keeping track of the ongoing manuscripts, being in touch with the publishing house and, last but not least, doing an excellent job of formatting the manuscripts.

Finally, we would like to extend our gratitude to Henrik for his hospitality during the network meetings. His social skills and warm generosity were important in bringing us all together and creating a constructive intellectual atmosphere, which at the end also helped us to bring this book project to a close.

Filip Wijkström & Annette Zimmer
Stockholm and Münster (Westphalia), May 2011
Filip Wijkström and Annette Zimmer

Introduction: Nordic Civil Societies beyond Membership and Movements

1. Nordic Civil Society in Perspective

Due to their specificity, the Nordic countries constitute an important point of reference in international comparisons (Esping-Andersen 1985/1990; Schmidt 1983; Castles 1978; Castles/Mitchell 1993). A smooth passage to modernity with the outcome of a benevolent welfare state combined with a vibrant civil society measured in terms of membership affiliation and active civic engagement has set the Scandinavian countries apart from other regions in the world that in the past were far less successful in managing the transition from an agrarian to an industrial society peacefully and without major disruptions. With very few exceptions, processes of modernization and specifically the pathway to democracy in Continental Europe and in other parts of the world have been extremely conflict-ridden until most recently. Italy, Germany, Austria, and selected East European countries such as Hungary or Poland provide textbook examples for the magnitude of conflicts and problems that came along with those societal and political changes constituting the core of what sociologists call "modernization".

In many ways, the structure of today’s civil society represents a "mosaic" of those former conflicts and struggles, which came along with modernization. Thanks to the work of Barrington Moore, Esping-Andersen, Theda Skocpol and many others working in the tradition of historical neo-institutionalism, we know that the institutional arrangements of our current societies are an outcome of the appeasement of former struggles and conflicts. In other words: today’s civil society and the organizations that constitute its infrastructure, the multitude of voluntary associations and nonprofit organizations, tell us how a country and a society managed to modernize. The role of the civil society organizations are often noted in the processes to establish and to safeguard democratic institutions and are discussed in terms of their contributions to how well a particular society has succeeded in balancing the interests of its "old" and "new" elites and classes.

Against this background, the peculiarity of Scandinavian civil societies is also a story about their past. Similar to its counterparts in Continental Europe, civil society in the Nordic countries is actually confronted with challenges, options and changes that come along with the current "wave" of modernization.

The industrialized world of the last century has already moved towards post-industrialism; the nation-state that was a prime achievement of "classical moder-
nity" has lost some of its earlier appeal and power, prestige and charisma. In particular, globalization as a highly multi-faceted phenomenon encompassing economic, political, societal and cultural features increasingly puts into question the classical way of doing things.

A globalized world no longer depends on "members" in terms of citizens of a particular political community, which then again is backed by a multitude of membership-based voluntary organizations. Without any doubt, the "second modernization" has a deep impact worldwide on civil society as an intermediary sphere that traditionally serves as a kind of "glue" that holds modern societies together, simultaneously facilitating policy and politics in modern democracies (Almond/Verba 1963). However, the topic of this volume does not focus on the global picture or consequences of transnational societal and political change that affects all countries around the world. Instead, globalization, an increasing individualization and a worldwide shift toward market solutions for solving public problems provide the background against which the contributions of this volume address the topics of change and continuity with respect to the distinct character of the Scandinavian civil societies.

Doubtlessly Nordic civil societies are in a state of flux. Their environment and their organizations have been undergoing important transformations during the last decades. How the civil society organizations (CSOs) have changed, which new roles they have acquired, and which new functions they have taken up since the mid-1980s will be addressed in the different chapters. Hence the anthology aims at uncovering the drivers and the processes of change, and it seeks to highlight and analyze the different forms and roles CSOs are currently adapting that set them more and more apart from their former political and societal routines, so cherished and celebrated during the 20th century. Change is imposed on CSOs from outside due to the significant alterations of their political, economic and societal environment; but we can also see how civil society organizations are being altered from within. This is possible to observe both through the way the people inside these organizations behave, and through the ways in which the organizations address their constituencies and stakeholders.

2. To Understand Change

In these processes, CSOs are both drivers and arenas of change. Our aim is to contribute to a better understanding and a more constructive discussion of what is happening in Nordic civil societies. In this introduction we will argue two things: firstly, that we must analytically disentangle and separate the different levels, types and processes of change in order to better understand the impact and dynamics of the current wave of modernization and development on civil
society and its organizations, and secondly, that we need a simple and straightforward theoretical model of change to structure the discussion and analysis of the contributions of this volume.

A point of departure to understand the current changes consists of taking a closer look at the very heart of civil society in the Nordic countries, as well as what kind of dynamics we can find at the margins of this concept. At the centre of the understanding of Nordic civil societies stand the idea and practices of the democratic popular movement and its members, rather than charity and the philanthropic tradition where volunteers and fund-raising are crucial. In the Nordic type of civil society, the provision of "voice" (i.e. advocacy and interest representation) as well as leisure activities is central, rather than welfare service production, which traditionally is understood to exist at the outskirts of a popular movement civil society tradition. The funding of CSOs consists primarily of membership fees and government subsidies, while private donations, corporate philanthropy or governmental contracts traditionally have been foreign practices to many organizations (Lundström/Wijkström 1997). A further feature of the Nordic type of civil society is its interconnectedness with the political sphere; Nordic CSOs are accepted partners of neo-corporatist arrangements instead of being engaged in pluralistic pressure politics and lobbying activities – nicely illustrated by Rainio-Niemi (2010) in her account of the Finnish state committee system and civil society participation as one of the key instruments of making governance inclusive and accessible, while a corporate logic as well as close and friendly business relations have normally been considered alien to the organizations in this sphere of society.

Salient and current representations of this 20th-century Nordic civil society character can be found in many of the chapters of the "sister volume" to this book, Nordic Associations in a European Perspective, edited by Risto Alapuro and Henrik Stenius (Nomos 2010). In a soft dialogue with that volume, the new contributions of Nordic Civil Society at a Cross-Roads aim at further chiseling out those concepts and dynamics that help us to understand the contemporary changes taking place in Scandinavia. Unfortunately, researching civil society in these countries is all too often equated with the study of popular movements as a particular set of associations originating in the late 19th century and having come to full swing in the 20th century. However, this is not the focus of this volume; nor are we particularly interested in the functional or wider societal aspects of civil society organizations such as the linkage between CSOs and democratic advancement or the nexus between CSOs and societal integration. Instead, civil society organizations per se are our point of departure: How and to what extent are the societal conditions for CSOs’ existence and activity being transformed; and how are the organizational structures and modes of associating within CSOs changing in these small North-European societies?
3. Different Types of Change

The changes discussed in this book can be understood as a set of fundamental shifts related to the societal space available to civil society. The spaces given to or taken by CSOs in the Nordic societies in the early 19th century were different from the spaces they occupied in the early or the mid-20th century, as discussed, for example, by Henrik Stenius (2010), and they are also different from the spaces available in the first decades of the 21st century. The shifts creating these openings for CSOs in the social landscape today and that emerge in the different contributions to this book are closely intertwined, but we argue that they can be observed at four fairly distinct levels. As a careful reader might observe, we also loosely link our considerations to different strands of theory or approaches in the social sciences. The idea of organizational spaces (or niches) can itself be traced to thinking that refers to the ecological approach within organizational theory (Hannan/Freeman 1989), while the social landscape metaphor has been used by organizational sociologists (Ahrne 1994; Papakostas 1995) to put emphasis on the fact that what is going on inside, around and between organizations is central in the analysis of society.

First, at the broader societal level, a transformation of the division of labor seems to be taking place in the Nordic countries, with roles and tasks shifting between the different institutional sectors or spheres (see Wijkström, this book). This kind of analysis borrows its macro-analytical tools from the so-called regime approach launched by Salamon and Anheier (1998). Widely acknowledged as the "social origins theory of civil society" (Zimmer 2010), this line of thought suggests that different institutional development paths taken by different countries since the late 19th century have structured the contemporary civil societies in these countries and given them their unique characteristics. Hence, we notice for example that civil society in the United States is quite different in terms of funding, organizational forms and civic engagement compared to its counterpart in continental Europe, and both in their turn differ from the civil societies found in the Nordic countries. One of the most pronounced differences relates to the specific roles assigned to civil society in a kind of societal "division of labor".

In the Nordic countries, this division of labor has traditionally entailed a strong "voice" (i.e., advocacy and interest representation) role for civil society, and a strong welfare service provision role for the state sphere. With the main characteristics of the Nordic civil societies still intact, this strict division of labor arrangement appears now however to be increasingly put into question, with CSOs and for-profit corporations gradually entering into the field of service provision, thus diluting the earlier composition of the sector. At the same time a similar blur seems to be taking place in the "voice" (or "ideas") arena that used to be the domain of CSOs, with various state agencies increasingly promoting and
advocating particular values, visions and ideals, and businesses beginning to use the softer and more "social" language and concepts of civil society (e.g. CSR: "corporate social responsibility").

The second type of shift is often very closely related to the first one but can be observed at the level of individual organizations. In many CSOs today we can notice a changing portfolio of activities, which alters an earlier balance struck between different types of activities or operations carried out within a specific CSO. As indicated above and in several other works (e.g. Lundström/Wijkström 1995; Wijkström 1997), the civil societies of Scandinavia tend to be shifting from the provision of voice to the production of services where both social welfare and membership services making up an increasingly important segment. This altered balance will not only change the composition of Nordic civil society on the sector level, it will also affect individual organizations that tend to drift more towards service provision either for their own members or, through welfare state contracts, for other groups of stakeholders outside of the membership core.

Here we can see a development where the traditional advocacy or "voice" provided by CSOs in their classical popular movement outfit, such as those found in the strong Scandinavian labor movement – the trade unions –, is being complemented within the organizations by some kind of "insurance" provision or "service" delivery for their members. We have less union members marching on the 1st of May, but increasingly more "benefits" on offer for the members. Another striking example is the Church of Sweden where many of the congregations are considering to or have already expanded their social service component.

Many of the general shifts outlined in this volume, in particular "from voice to service" and "from member to volunteer", also indicate a more specific shift for many CSOs. Against the background that functions of CSOs in post-modern societies are changing and since structure follows strategy (Chandler 1962), the types of changes identified and analyzed in the contributions of this volume are closely linked to the changed environment in terms of available organizational resources. In order to safeguard survival, the particular CSO uses the easiest and most appropriate way to raise the necessary resources in terms of either funds or person power. While in former days, for example, the members represented an easy and convenient resource for running a Nordic CSO, nowadays the monetary resources acquired in fundraising drives as well as new volunteers constitute appropriate and flexible replacements for those resources linked to membership.

But the same development could theoretically also be understood in a neo-institutional terminology where the changing expectations of what a "correct" or "modern" organization ought to deal with or look like in order to be regarded as legitimate tend to lead to isomorphic processes where also CSOs are affected. The popular movement organization can, for example, choose the most up-to-date language and decide to describe its work as if it were actually "marketing"
some kind of "products" to some sort of "customers" to be viewed relevant in the
dominant organizational language of today, the language of business.

The third kind of shift identified and dealt with in the chapters of this book
could be described as altered organizational arrangements and can be observed
within as well as between different organizations; they can be internal or intra-
organizational. Nordic civil societies used to be renowned for their large, three-
level, member-based federative structures based on hundreds or even thousands
of smaller associations piling up towards a national federation or confederation.
These are a set of "organizational animals" that both look and behave differently
from the classical charities and other sorts of philanthropic institutions found in
abundance in, for example, the Anglo-Saxon regimes. The gradual dilution of the
popular movement model and its dominance in the Nordic countries has also
been noted by Sivesind and Selle (2010), and we argue that the (re)emergence of
charities and the recent increase in the number of "new" types of organizational
solutions also point to other sources for internal organizational inspiration and
new inter-organizational solutions.

The use of both foundations and companies limited by guarantee within many
of the traditional popular movements, for example, seems to be increasing and
this will also affect the relations both within and between existing organizations.
Additionally, both the composition of the "people" or "inhabitants" of Nordic
civil societies and the organizational forms used seem to be changing. The earlier
traditional "members" are losing their relative significance while "volunteers" as
well as "donors" are becoming more important; at the same time the employed
and salaried staff is growing continuously (Amnå 2010; Hvenmark 2008; Steen-
Johnsen 2004). New forms (at least new to the ideal picture and practices of the
20<sup>th</sup> century popular movement organizations) are introduced or expanded, and
this will most probably lead to an increase of the hybrid character not only of the
Nordic civil societies as such but also of the organizations active in this sphere,
as argued by Wijkström in this volume, following upon earlier identified bluring
sectorial boundaries, and also discussed in a wider context than Scandinavia in
the recent and most interesting work of Billis (2010) and colleagues.

The fourth and final type of change the reader will notice in the contributions
has to do with the shifting frames of reference for the organizations themselves
as well as for the activities carried out within as well as through civil society
organizations. Here, we and the authors of the contributions borrow from current
social movement theory and research in order to highlight how Nordic CSOs
work with and use concepts and ideas – thus frames. This can be done with the
goal of either exporting particular features or characteristics of the Scandinavian
civil society tradition to other regions or, to the contrary, in order to enlarge and
modernize the northern universe of CSOs by importing ideas from outside of the
dominant contemporary Nordic civil society model.
It becomes clear in these contributions that language, and hence the "talk", of the organizations constitutes an important transmitter of new ideas and concepts. The so-called business or management talk with its strong focus on concepts like "efficiency", "professionalism", "social investments" and "entrepreneurship", increasingly influences also CSOs. These processes seem to set our understanding of civil society more and more apart from its origins in political theory where civil society was perceived as a normative and genuine democratic concept (Cohen/Arato 1992). Even now it remains unclear how and to what extent the new business-oriented notion of civil society will replace, merge with or sharpen the traditional understanding and function of civil society in the Nordic countries. Here, the state, and more precisely the welfare state, developed into the prime safeguard of "the public" and was also the prime shaker and mover during much of the 20th century both in terms of "social investments" and "social entrepreneurship", to use the concepts of the evolving 21st century newspeak.

In this volume we do not even try to address the overall horizon of current economic, political and social changes going on in the wider society; instead we deliberately limit our focus to civil society and its organizations in the Nordic countries, especially how they are affected by the recent changes and how they themselves are also "drivers of change" in their respective fields of activity. The consequences of the different types of change described above can be understood as creating new spaces for some CSOs to develop in the wider social landscape, but the very same change can at the same time also lead to less space for other sorts of organizations or kinds of practices in civil society. This way of thinking also relates to the general idea of certain types of organizations or practices over time being "crowded out" (and others "crowding in"), which in this perspective becomes more or less a natural part of a dynamic and flexible social landscape (Wijkström/Einarsson 2006).

4. Organization of the Volume: A Simple Model of Change as a Starting Point

This volume consists of 13 original contributions. To organize the chapters we have used a very simple model of change that we believe can help to make sense of those current developments. We have, first of all, asked the authors to try to identify the set of drivers precipitating or driving the change in question. Such drivers may vary depending on the academic discipline or type of theory applied, and they can also overlap with other types of societal drivers. Secondly, we do believe that it is necessary to shed light on the social processes in which these drivers are put into action to facilitate change in civil society, and in some of the contributions, the focus is on this kind of processes. Such processes can be of different types and they can interact with one other, but we still need to ana-
lytically disentangle them before we put them together again to be able to better understand what is happening. Finally, we also need to include the category *effects* to pinpoint the consequences of the discussed changes. Put together, the contributions to the current volume give a nuanced picture of the transformations seen through the lens of this simple model.

The chapters of the volume are organized accordingly. The first section highlights those concepts, perceptions and new developments that are "driving change". The trend to mimic business with respect to its specific discursive logic as well as to its way of doing things constitutes one of those drivers that have an increasing impact on civil society organizations in Scandinavia as well as worldwide. In his contribution "Charity Speak and Business Talk" Filip Wijkström contrasts "the old" and "the new" world of civil society in Scandinavia by showing that nowadays many Nordic popular movement CSOs are influenced by two parallel discourses. On the one hand, the aggressive "business talk" rests on the foundations of a strong business paradigm; and on the other hand, the new "charity speak" comes around in new and technical solutions but simultaneously relates to elements from earlier eras in the development of the Nordic civil societies, such as specific modes of solidarity which preceded the formation of the modern welfare state. The popular movement tradition no longer stands as dominant as earlier in the Nordic countries, as also noted by Sivesind and Selle (2010). According to Wijkström’s analysis, the new "business and charity talk" development is significant in two aspects: Firstly, it brings to the fore a new kind of possible organizational and sectoral hybridity, and secondly it serves as a fairly strong indicator of the fact that civil society organizations in the Nordic countries at least to a certain degree are replacing their closeness to the state and its logic with a further rapprochement to the corporate world and its "way of doing business".

Volatility of citizen behavior constitutes another driver increasingly affecting also civil society and its organizations. Political scientists researching party preferences and voting habits of citizens were the first to analyze the phenomenon. Compared to their predecessors, contemporary Nordic societies are characterized by more options, weaker societal bonds and a higher degree of individualism. Hence modernism results in a "free life" no longer organized in accordance with traditional social milieus. Indeed, as many sociologists underline, predictability of individual behavior seems to be a story of the past. However, the new conduct of organizing one’s life does not stop short in front of civil society organizations. On the contrary, as Kari Steen-Johnsen and Bernard Enjolras convincingly argue in their contribution for the book, "Norway: Towards a Volatile Civil Society", this new societal trend has a significant impact on Scandinavian civil society and its organizations.
Be careful with your judgment, warns Apostolis Papakostas in his contribution "More Organization with Fewer People". According to his analysis there is no reason to feel blue and to mourn about the loss of the good old times of membership-based civil society organizations. The availability of new and easy-to-access resources constitutes a further important driver of change. Instead of being victims of a dreadful development that puts an end to the classical structure of civil society in Scandinavia and elsewhere, i.e., a societal sphere that used to be populated by associations backed and run by active members, contemporary civil society organizations are very successfully following the latest trend by replacing the volatile resource of members with the much more flexible and less maintenance-intensive resource of cash. How the shift from dependence on human (members) to monetary resources affects the internal life of CSOs, their management and leadership is thoroughly and convincingly discussed and outlined by Apostolis Papakostas. For sure in Scandinavia and around the world these organizations are managed professionally and sustained mainly by donation-based support of followers, sympathizers or even activists, but no longer of members in the traditional meaning of the term.

Finally, according to Victor Pestoff, new needs and changed preferences of citizens constitute a further set of drivers of change in civil society. In his contribution "Cooperatives and Democracy in Scandinavia: The Case of Sweden", he first looks back upon the history of the world of co-operatives. What once had started as local initiatives, and hence small co-operative enterprises run for and by their members, has developed in the Nordic countries and elsewhere in the course of the last century into big business itself. However, times are changing and particularly in the industry of personal social services, such as kindergartens, homes for the elderly or intergenerational housing, citizens again want to have a voice and a say with respect to the provision and quality of the services they need. Against this background, the co-operative as a specific organizational form at the margins of the civil society universe might experience a revival just because co-ops can be designed in such a way that their members as stakeholders indeed have a say with respect to the way products and services are delivered, the organization is managed, and the professionals are selected.

The second part of the volume takes a closer look at processes of change. There is no doubt that we live in an interconnected world. Diffusion of ideas, concepts and frames has developed into a key issue of comparative analysis. How the travelling of both frames and modes of organizing bring about variance in civil society is specifically addressed by the contributions of this section, which also highlights cross-temporal as well as transnational processes of change.

Suvi Ervamaa’s contribution "Diffusion of Concepts and Forms: The Case of Tricont and Attac in Finland", which is theoretically based in social movement
research, tells a fascinating story about processes of change in a Nordic civil society through the inclusion, adaptation and simultaneous transformation of social movements and their organizational infrastructure. In the two cases of her chapter, the international Third World Solidarity movement at the end of the 1960s and the more recent emergence and spread of the Global Justice Movement, Ervamaa analyzes their reception and their organizational representation in Finland (Tricont and Attac, respectively) as well as the diffusion of ideas between these two groups. Doubtlessly, processes of change are ubiquitous. However, since every civil society has its unique "fingerprint", a tradition that is generic to the region and the country, the diffusion of ideas, concepts and ways of organizing CSOs will never result in a uniform outcome. Instead, the "fingerprint" of tradition will always modify the "new kid on the block". The contribution of Suvi Ervamaa opens up a new field for civil society research that focuses on the qualitative aspects of change and societal transformation.

Along the same vein Pelle Åberg argues in his contribution "Change in Motion or Processing Change" that "context matters". His case study focuses on the "export" of a concept that looks upon a long tradition in Swedish civil society. More precisely, he studies the cooperation between an Estonian (AHL) and a Swedish (ABF) popular education (folkbildning) organization. He finds that the study circle concept, a cornerstone and much celebrated method in the Swedish popular movement tradition, and its embeddedness in a Swedish popular movement setting, is being transferred from the Swedish organization to its Estonian counterpart through a translation process where parts of the concept "have been edited and adjusted to better fit the Estonian context". Hence, the Swedish way of organizing civil society and of bringing ideals and ideas close to the people is modified and transformed through a process of change to fit the new environment and more specifically the views of a society in transition.

The case studies of Åberg's chapter draw attention to the fact that there is no "one-way solution" for processes of change. Instead the transformation of civil society comes about with a multitude of options and different choices that are unforeseeable. Johan Hvenmark and Ola Segnestam Larsson point to one of these possible but hard-to-predict developments in their contribution "Teaching Management to Civil Society Leaders". Without doubt, the many management programs and courses addressing the world of civil society organizations have a huge impact on the process of change and alteration within these organizations. As highlighted in their chapter, the logic of the "market system" is increasingly imposed on civil society and its organizations not only through "business talk" but also through enhanced "business teaching". However, there might be at least some hope on the horizon, according to the authors' judgment, that the "fingerprint" of tradition might here again develop into a decisive factor for modifying the process of change. Instead of following the public sector that uncritically
praised and adopted New Public Management, an approach to running public entities in a business-like fashion, Swedish civil society might opt for an alternative solution. The authors argue in favor of developing a management approach and style for CSOs which is more appropriate to their tradition and embeddedness. Hence they are all in for a process of change that translates into a straightforward emancipation from the so-called business administration imperialism.

At the core of the analyses of processes of change is the topic of how to achieve transformation. This particular issue is addressed by the contribution of Tuomas Ylä-Anttila "From Representation to Deliberation: The Policy Forum as a New Way of Civil Society Involvement in Policy-making". In a case study aimed at gaining knowledge about the networks of global civil society, exemplified by the World Social Forum (WSF), the author analyzes the flow of ideas from the WSF to the Helsinki Process. This is a way to illustrate how civil society influence on policy-making is moving, in his words, from the representative model based on large membership organizations with federated structures towards a deliberative model based on discursive engagement in the public sphere and in various kinds of policy forums. Again the case study sheds light on two important factors that modify and alternate processes of change: on the one hand, the organizational structure and set-up of the drivers of change – in this case the forum as a new setting for civil society activity – and, on the other hand, the embeddedness of the respective initiative. Despite much talk about the effects and the impact of globalization, the results of the author’s research again indicate that processes of change including civil society are by no means global but rather still highly restricted to the affluent and highly-connected Nordic societies.

From "processes of change" that either affect CSOs, or are triggered or promoted by CSOs, the volume moves on to contributions which deal with "changing roles and forms" of civil society organizations. Hence the third section discusses outcomes of processes of change either within CSOs or in the political and societal setting of CSOs.

What is the role of civil society organizations in transnational co-operation and more precisely within an emerging regionalism around the Baltic Sea, asks Marta Reuter in her chapter "Independent Watchdogs or Integrated Policy-makers? Civil Society Participation in the Hybrid Governance Environment around the Baltic Sea". The results of the case study are not apt to stir enthusiasm. First, trends of transnationalization do not have a decisive effect on civil society at home. Second, civil society organizations have to be careful while working transnationally in close co-operation with government not to give up their identity. When it comes to funds and hence independence, by and large CSOs, once having started to follow this track, have no other choice than going side-by-side with government. However, one should also be careful to neither
over- nor underestimate processes of transnationalization as well as development of new regionalism with CSOs included, since they are ongoing and their final outcomes are not currently clear.

The title of Stefan Einarsson’s chapter "Culture Transformed from Organizational Goal to Organizational Tool" gets to the heart of the results of his interesting case study of the transformation and change of role, function and form of a very traditional and membership-based civil society organization with deep roots in the Swedish popular movement tradition: the Swedish temperance movement. It is a fascinating story of the radicalization of a popular movement CSO in an adaption to a significantly changed environment. Despite the general trends in the Nordic societies towards "organizations with fewer people" and more "passive members", to borrow from other contributions, this particular organization managed to stick to the membership tradition, even though the incentives and reasons why members join the organization changed significantly over time. It is also a story about how an earlier broader mission of the organization became narrower and more focused.

Change affects all segments of civil society, trade unions included A textbook example for a change of form and how to get about in industrial relations is offered in the contribution by Niklas Egels-Zandén and Peter Hyllman "Competing Models in Transnational Industrial Relations: Local Bargaining versus Global Rules in the Swedish Clean Clothes Campaign". The authors analyze the battle for power between a group of NGOs – supporting a rule-based model ("code of conduct") for transnational industrial relations – and Swedish trade unions defending the Nordic (collective) bargaining model as the appropriate approach. They identify a move towards the rule-anchored model on the global arena, but at the same time outline an integrative approach as a way to extend the Nordic "bargaining model" into the arena of transnational industrial relations. Again, we observe a situation "in-between": despite the emergence of new forms of civil society activity, traditional modes of conduct, in this case the bargaining approach which was originally based on trade unions with an active and encompassing membership, resurface, albeit in a modified version and hence form which blends with the changed environment.

The last chapter of this section also addresses the topic of resurfacing through an analysis of a phenomenon at the borderlands of civil society. The contribution of Victor Pestoff "The Winds of Change: The Consumer Cooperative Movement in Sweden" highlights how organizations that once constituted a vital element of community life thoroughly changed their role and form during the last decades of the 20th century. The cases in point are consumer cooperatives, some of which have gone bankrupt and closed their doors forever in many countries, while others have changed beyond recognition. This has been happening over and again in European societies, leaving many observers wondering whether this will also be
the end to the strong Scandinavian cooperative era of the 19th and 20th centuries. Today we perceive something of a revival and re-definition of this double-nature organizational form in Scandinavia, with one leg in civil society and the other in the business sphere of society. According to Pestoff, there are first signs of the emergence of new, small-scale cooperatives in the softer field of social care and social services, like in parent co-op kindergartens. With members and often a social mission to complement its economic goals, the cooperative re-emerges in fields such as child-care or rehabilitation in several countries, and the form is currently experiencing a kind of re-definition of function and setting. The new co-ops primarily cater to the needs and wants of a population that is increasingly in need of new and inclusive solutions in the fields of welfare and social services (see also Vamstad 2007), not primarily in the retail or wholesale distribution of food and goods. This is a trend throughout Europe, where the expansion of cooperatives is noted in "soft" welfare fields like care for the elderly or community housing, rather than forestry, dairies, farming, retailing and so on. Nevertheless, the contribution by Victor Pestoff analyzes how and where this revival takes place in a specific Nordic context.

The concluding chapter by Lars Trägårdh, "Rethinking the Position of Civil Society in the Nordic Social Contract: Social Trust and Radical Individualism", puts the processes of change of Nordic civil society into a larger perspective that focuses on the embeddedness of CSOs in the wider society. The close relationship between the so-called social-democratic model prevalent in these countries, with their particular version of welfare capitalism and market economy, and the role and function of civil society within this very regime are themes addressed. Referring to the radical individualism and the strong bonds between the citizens and the state in the Nordic countries, Lars Trägårdh argues that the death of the special Nordic version of the social contract is not imminent. Even if the new market elements now introduced in the public sector raise questions concerning accountability, quality and just distribution of welfare services, the system is still very different from a truly marketized society, like the one found in the U.S. Hence, it seems to be very unlikely that the "winds of change" will blow away the peculiarity of Nordic civil society, even if the social contract is now being renegotiated and civil society is a key component in these negotiations (see Trägårdh 2007). We will most probably be able to still recognize the Nordic civil society "fingerprint", although there is no doubt that significant processes of change are taking place.
5. A Final Note

Significant changes of CSOs embeddedness as well as of their societal roles and functions can be pinpointed in the far North of Europe at the societal macro level. However, detecting the phenomenological changes taking place "at the surface" is significantly easier than analyzing the forces behind the processes of change. The impact and effects of the processes of change can be traced, as shown by the chapters in this volume, at the various levels of organizational life. But the questions of how to address and analyze these processes adequately and how to interpret the outcome of the processes of change in a more international context and from an explicitly comparative point of view are still open. There are strong indicators that, despite the ongoing changes, civil society in Scandinavia will not lose its specific "fingerprint", which was the outcome of the first wave of modernization. At the same time, however, there are strong indications that Nordic civil society organizations are increasingly also jumping (or being pushed) onto the "the corporate way" bandwagon by becoming more and more business-like. It will be interesting to see how far this development will take Nordic civil society.

All in all, the volume represents a rich diversity in the various topics dealt with and analyses applied in its different chapters. They all address, in one way or another, issues of change and transformation – in their focus either on the drivers of change, on the associated processes, or on the consequences or effects of such change. In different ways, the assembled contributions deal with what we consider crucial and ongoing transformations in civil society. Many of these transformations have a reach and relevance well outside of the Nordic countries, but we believe that there is also something special about the Nordicness. Still. We would like to invite the reader to overlay and interpret between the different chapters and authors, as we believe that much can be gained at this stage by reading across different accounts and interpretations of what is happening in the Nordic civil societies.

References:


