

## **Symposium: The market and the public – interests, reasoning and realities behind marketisation in elder care in the Nordic countries**

Chair: Tine Rostgaard

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Despite being positioned in the universal public service model, the Nordic countries have today extensive experience in marketisation of public care for older people. Sweden started already in the 1990s allowing municipalities to introduce a choice model and for a number of years was the source of inspiration for other Nordic countries, while Denmark has today gone furthest by introducing in national legislation an obligation for municipalities to organise a free choice of for-profit or public home care provider. This symposium sheds more light on the interests behind and the reasoning for having marketisation in public care for dependent and frail older people. The 4 papers, by authors all belonging to the cross-disciplinary and international research network Normacare, will present different angles to the phenomenon of marketisation in elder care, from the perspective of organised interests, to the quality and cost- effectiveness argument behind, and to investigating what are the realities for small, female-led for-profit companies and for informal carers.