



WG2 Case study profile

WG2 Thematic group	WG2.1a. Care of older people
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Title of case study	Eldercare Service Redesign in six Finnish Municipalities: Welfare Market in the Making
Country/region/place investigated	FINLAND: 6 cities of different size (Hämeenlinna, Kaarina, Rovaniemi, Sastamala, Tampere, Turku)
Social service sector(s) investigated • Older people	In the centre of analysis and evaluation lies publicly funded eldercare service provision in six municipalities
Category of case study ('what' is investigated) (Erase non relevant ones) • Subsector/policy/programme (meso-level) • Actor(s) • Place (s)	The aim of the case study is to evaluate marketisation of eldercare in six Finnish municipalities. The study focuses on recent changes in the local governance by paying attention on marketisation processes taking place by outsourcing of public services increasingly to private for-profit service providers. The data consists of interviews of local decision-makers and administrators working in eldercare.
Time frame considered (from when to when)	March 2013 - February 2014
Five 'perspectives' • Cost efficiency/quality • Governance • Social and/or territorial cohesion • Gender	The study evaluates welfare governance structures at the local level of municipalities. Cost efficiency and quality of services is integral dimensions of new policies of eldercare. The study is about territorial cohesion: it evaluates of redefined relations between the municipal public, market and civil society. It looks at partnerships and new contractuality. Gender is integrated in the analysis: care is a female domain in society. It is also important to know how restructuring effects on gender equality.
Three processes in restructuring + crisis • Cuts/rationalization/management reforms (NPM, others) • Vertical subsidiarity (administrative re-arrangements between government levels) • Horizontal subsidiarity (involvement of/outsourcing to other suppliers)	The case study centres on restructuring of social service provision in elder care by paying attention to rationalization and management reforms drawing from NPM and austerity policy. Main hypothesis is that ongoing reforms represent horizontal subsidiarity (through outsourcing) but intensified marketisation of eldercare services might bring into being vertical subsidiarity, a redefinition of responsibilities between the state and municipalities.
Specific questions/focus	The study focuses on local welfare governance by interviewing municipal officials and administrators in eldercare. The main focus is on marketisation, outsourcing and rationalization of services.
Local Stakeholder Network (LSN)	Do you intend to set up a LSN: NO