

Privatization and marketization of development aid: new trends? New challenges?

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During the last decade there has been growing attention to the privatization and marketization of development aid, and the associated shift from more state-managed development to the integration of non-state actors (such as NGOs and the private sector) in development interventions. Privatization and marketization have taken various forms such as commercial actors own engagement in development related projects (partly through CSR) and an increasing involvement of non-state actors in development interventions and the planning, management and monitoring of development projects by private commercial actors. The outsourcing and strong reliance on private and commercial actors to provide expertise through consultancies to (particularly) government aid agencies, means that such actors shape not only the technicalities of development aid, but also development policies (otherwise commonly seen as the domain of the state). Moreover, today's development aid landscape is marked by increasing competition, where supposedly noncommercial development actors such as NGOs operate within a marketized logic, preoccupied with branding and market shares, manifested, for instance, in the use and involvement of celebrities. This panel invites papers that in various ways address the above-mentioned processes of – what appears to be – an increasing marketization of development.