

Twenty years in fifteen minutes

Do you remember what happened next door?

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NordAN Tórshavn 8 October 2026

First down. Then up again

Finland

2004

Alcohol taxes fall

2008–09

Taxes rise again

The consequences changed the debate

The Baltic turn started earlier

2008–09

Estonia and Lithuania
strengthen controls

2011

Lithuania cancels
the planned full ad ban

2018

The full advertising
ban takes effect

The cancelled ban had been due to start in January 2012

While we debated, they changed

Youth drinking by the halfway point



2015 ESPAD survey. Drunkenness in the past month, students aged 15–16

Changes away from the usual headlines

Faroe Islands

2011–12

New possibilities for
local alcohol production

Greenland

2016

Allorfik begins a
national treatment offer

The advert came with us

2015

Finland

**Alcohol marketing
in our social feeds**

New rules for sharing
and consumer content

Alcohol sales: different directions

2018

2025

Lithuania

Finland

Sweden

Tighter controls

Wider shop sales

Farm sales

Full ad ban
Shorter shop hours
Minimum age 20

2018: up to 5.5%
2024: up to 8%
for fermented drinks

2025: Direct sales from
small producers
Limited quantities, linked to
a paid visit

The idea crossed the border

2005

Oslo

Supervised
injecting room

2010

Denmark

Treatment with
prescribed heroin

2021

Norway

Drug reform debate

The evidence kept building

2007–09

Expanded cancer evidence
Scrutiny of apparent benefits

2023

A major mortality review
Wider public discussion

The cancer link was already established before this period

Good to be together

Everyone here has a piece of the story

Welcome to Tórshavn