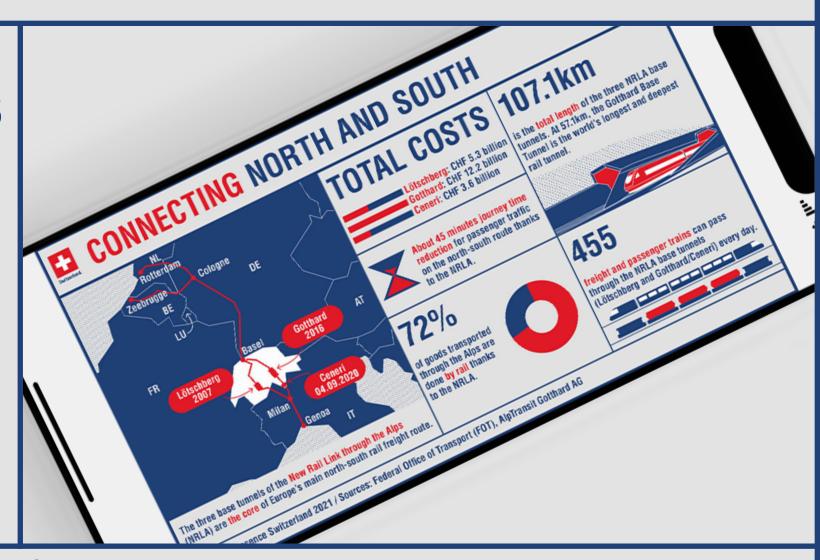


# #SwissFacts

### **CATALOG OF INFOGRAPHICS**



«A picture is worth a thousand words.» This aphorism expresses a simple truth. Yet while nothing grabs people's attention like an image, it is through words that we convey the greatest depth of meaning. That's the beauty of an infographic: it combines a striking image that attracts the eye with an explanatory caption that has the power to persuade.

As part of its mandate to promote Switzerland abroad, Presence Switzerland began developing infographics in 2015. At the time, our infographics were mainly designed for posters and postcards. Today, we mainly create digital infographics optimised for social media.

I am proud to present to you this catalogue, the first to feature all of our infographics in one place. It presents all the infographics by priority themes to allow you to find them quickly, download them, and publish them in the formats that best suit your platforms so you'll get your online community buzzing.

I hope you enjoy our infographics: find the ones you like best, download them and share them with #SwissFacts!

#### Alexandre Edelmann

Head of Presence Switzerland

If you have any further questions, please contact prs.socialmedia@eda.admin.ch



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**TITLE** 

CONNECTING NORTH AND SOUTH

DATE

2021

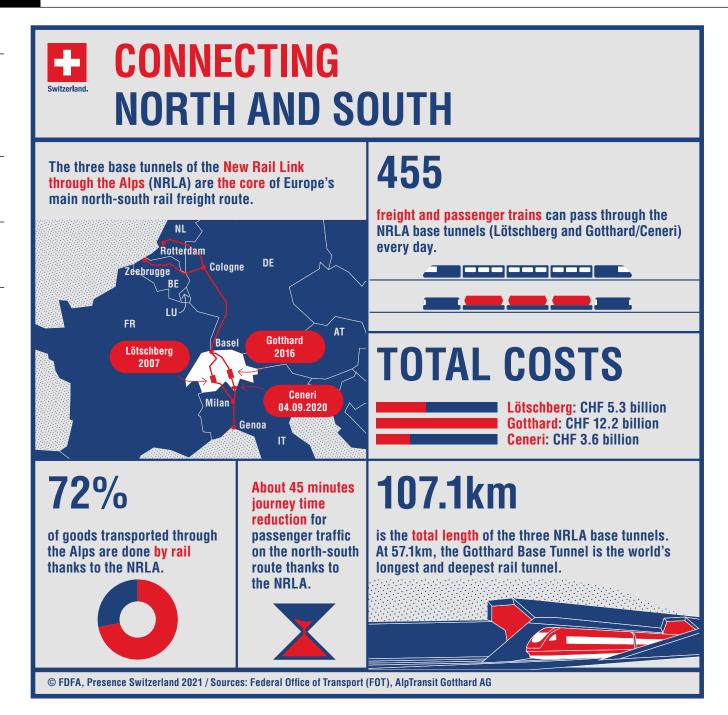
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**CORONA CREDITS** 

DATE

2021

**FORMAT** 

Square

#### LANGUAGES

English French German Italian Spanish

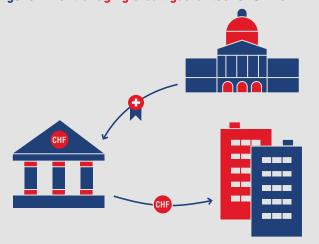


### **COVID-19 CREDITS**



### **CHF 40 BILLION**

was the maximum amount of the federal government bridging credit quarantee for SMEs.



### **START-UPS**

could under a programme specific for start-ups apply for a credit for which the federal government guarantees 65% and the responsible canton 35%. 359 start-ups have received such a credit.



### **125 BANKS**

provided bridging credits to affected companies.



10 minutes was the time needed to complete a seven-step application process for Covid-19 credits up to CHF 500,000.

### **100% R**

is the federal government guarantee for credits up to CHF 500,000; credits between CHF 500,000 and CHF 20 million are guaranteed at 85% by the federal government and at 15% by the bank.





138,000

Around 138,000 Covid-19 credits totaling approximately CHF 17 billion were concluded between 26 March 2020 and 31 July 2020.



### 8-YEAR

is the normal period to repay bridging credits. In cases of hardship, this period can be prolonged up to 10 years.

© FDFA, Presence Switzerland 2021 / Source: Federal Department of Finance FDF, State Secretariat for Economic Affairs SECO

**TITLE** 

A FERTILE GROUND FOR SUSTAINABLE GROWTH

DATE

2019

**FORMAT** 

Horizontal

LANGUAGES

English Spanish





# A FERTILE GROUND FOR SUSTAINABLE GROWTH

### RESEARCH



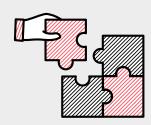
- The Centre for Sustainable Finance and Private Wealth at the University of Zurich is the world's largest research unit for sustainable investing
- ETH Zurich ranks world's No 3 in Environmental Sciences
- The Geneva Finance Research Institute focuses on "Portfolio Management" and "Finance and Society"

### **PPP**



A dialogue and partnership between public and private sectors is crucial for sustainability in business.

Stability, excellent infrastructure, efficient public services and a liberal framework based on the principle of subsidiarity foster innovation and sustainability also in finance.



### CONNECTED

With the setting-up of the Secretariat of the International Network of Financial Centres for Sustainability in Geneva, another important player joined the Swiss ecosystem.

2°C &

The Swiss Federal Office for the Environment together with the Swiss State Secretariat for International Finance initiated the first pilot tests for pension funds and insurance companies to analyse the climate compatibility of their financial portfolios in alignment with the Paris Agreement.

© FDFA, Presence Switzerland and Sectoral Foreign Policies Division 2019 / Sources: State Secretariat for International Finance (SIF), Federal Office for the Environment (FOEN), Swiss Agency for Development and Cooperation (SDC), State Secretariat for Economic Affairs (SECO), Swiss Sustainable Finance (SSF).

**TITLE** 

HOME OF SUSTAINABLE FINANCE

DATE

2019

**FORMAT** 

Horizontal

LANGUAGES

English Spanish





### **HOME OF SUSTAINABLE FINANCE**

The International Network of Financial Centres for Sustainability (FC4S) establishes its Secretariat in Geneva.



The foundation Nest begins to work as an independent pension fund focusing solely on investments with high environmental and social standards.

The association Swiss Sustainable Finance (SSF) is the first national finance platform uniting private and public sectors, as well as academia.



1994

The world's first environmental efficiency fund, OekoSar by Sarasin, invests in environmentally and socially responsible companies.

The association Sustainable Finance Geneva promotes sustainable finance and responsible investment.





Sustainable Asset Management (known today as RobecoSAM) in Zurich is the first asset management company focusing exclusively on sustainable investing.

© FDFA, Presence Switzerland and Sectoral Foreign Policies Division 2019 / Sources: State Secretariat for International Finance (SIF), Federal Office for the Environment (FOEN), Swiss Agency for Development and Cooperation (SDC), State Secretariat for Economic Affairs (SECO), Swiss Sustainable Finance (SSF).

**TITLE** 

SOCIAL WELFARE FOR ALL

DATE

2023

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#### LANGUAGES

English

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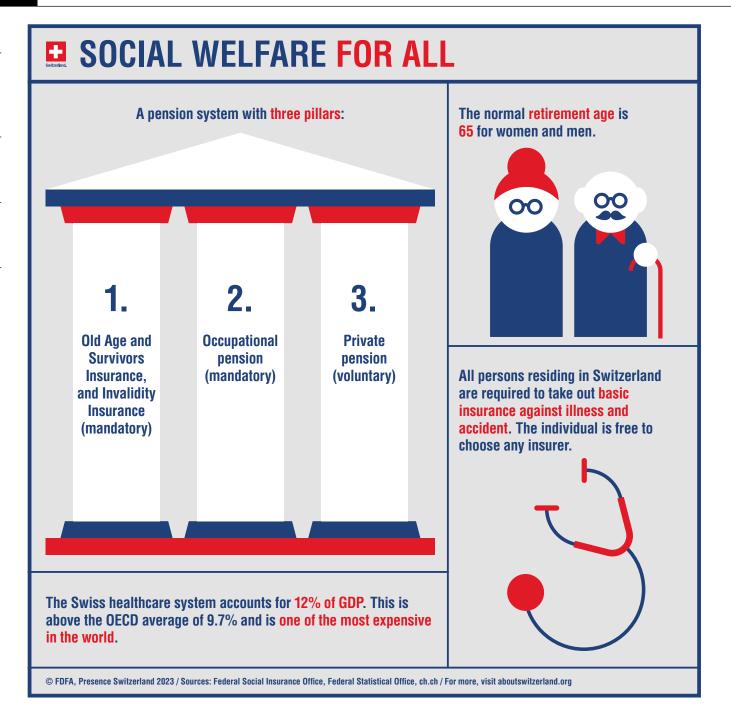
Portuguese Japanese

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**TITLE** 

**SWITZERLAND 3.0** 

DATE

2019

**FORMAT** 

Square

#### **LANGUAGES**

English French German Italian

Spanish Portuguese

Japanese

Chinese

Russian

**DOWNLOAD** 



### **SWITZERLAND 3.0**

### >90%

of all households have an internet connection.

Most-used social media and data services:

WhatsApp 74%

YouTube \_\_\_\_\_ 64%

Facebook 60%

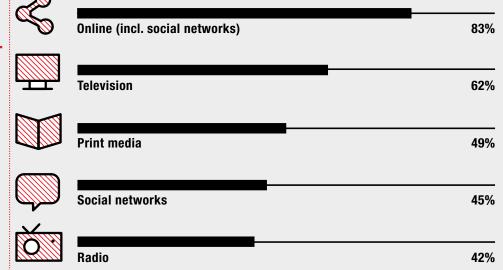
Facebook Messenger 32%

Instagram 32%

LinkedIn 17%



### **NEWS SOURCES**



### 11.2 M

mobile phones in Switzerland: on average 1.3 per person.

### WWW.

A computer scientist from CERN, just outside Geneva, invented the World Wide Web in 1989. Today, more than 20 international organisations are involved in overseeing and managing the internet in Geneva.

© FDFA, PRS 2019 / Sources: Federal Office of Communications (OFCOM), Reuters Institute, Federal Statistical Office (FSO) / For more, visit aboutswitzerland.org

WE ARE BIG IN MICROFINANCE

DATE

2019

**FORMAT** 

Horizontal

LANGUAGES

English Spanish





### **WE ARE BIG IN MICROFINANCE**

Switzerland manages the largest share of microfinance assets worldwide and one third of global transboundary microfinance assets.

CH	NL	DE	US	SE	Other
34%	20%	16%	8%	5%	16%

2001

BlueOrchard is the first fund manager specialising in microfinance worldwide. Founded in 2001 thanks to the joint effort of UN agencies and private bankers in Geneva.



Launch of the responsAbility Global Microfinance Fund, an asset manager focusing on development investments and one of the first microfinance funds open to retail investors. Originally it was a public-private partnership with SECO and the SDC.



### **BLENDED**



The Swiss Capacity Building Facility is a public-private development partnership to assist financial institutions scaling up their outreach to poor people in developing countries.

2016

Symbiotics, UBS and SECO went a step further than microfinance with the launch of a fund providing loans to "the missing middle" offering the capital required for SME business growth in developing countries.



<sup>©</sup> FDFA, Presence Switzerland and Sectoral Foreign Policies Division 2019 / Sources: State Secretariat for International Finance (SIF), Federal Office for the Environment (FOEN), Swiss Agency for Development and Cooperation (SDC), State Secretariat for Economic Affairs (SECO), Swiss Sustainable Finance (SSF).

**SWITZERLAND & ECONOMY POLITICS ENVIRONMENT SOCIETY** SCIENCE **EUROPE** 

**TITLE** 

**WE NEED ENERGY** 

DATE

2022

**FORMAT** 

Square

#### LANGUAGES

English French German Italian

Spanish

Portuguese

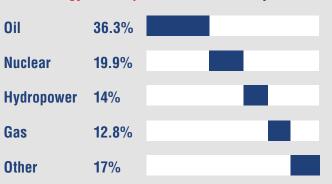
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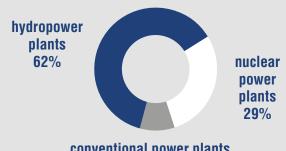
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### **WE NEED ENERGY CONSUMPTION Gross energy consumption in Switzerland by source:**



### **PRODUCTION**

**Swiss domestic electricity production comprises mainly:** 



conventional power plants and renewable energy facilities 9%

The Swiss Energy Act in force since 2018 includes measures to:



reduce per capita energy consumption by 43% over the year 2000 by 2035



develop renewable energies



phase out nuclear energy

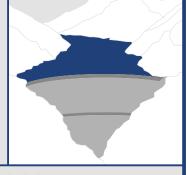
### **ORIGIN**

**Domestic energy production** 



### 285 M

**The Grande-Dixence** (Valais) is one of the highest dams in the world.



© FDFA, PRS 2022 / Sources: Swiss Federal Office of Energy, Federal Statistical Office – 2021 figures / More information on aboutswitzerland.org

**TITLE** 

WE ARE GOING FURTHER

DATE

2019

**FORMAT** 

Square

#### LANGUAGES

English

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German Italian

Spanish

Portuguese

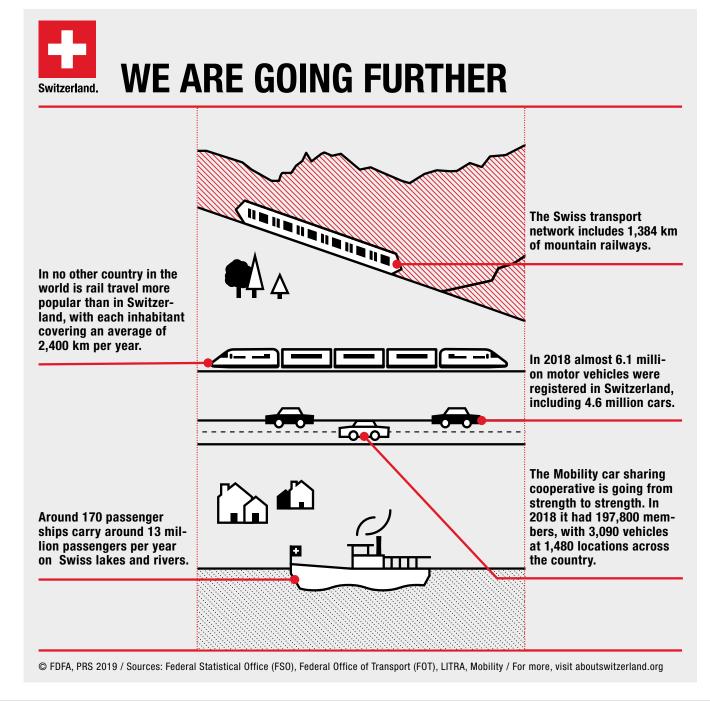
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**TITLE** 

WE CREATE VALUE ADDED

**DATE** 

2023

**FORMAT** 

Square

#### **LANGUAGES**

English French German Italian

Spanish

Portuguese

Japanese

Chinese

Russian



## WE CREATE VALUE ADDED

### **EXPORTS**

Watches

The largest shares of exported goods (2021):



The EU is Switzerland's biggest trading partner.

50.1% exports

67.5% imports

### **15.8 MILLION WATCHES**

Switzerland is a leading watch exporter. In 2021 it exported watch and clock products with a value of CHF 22.3 billion worldwide.

Over 99% of registered businesses in Switzerland are SMEs with fewer than 250 staff.

#### Swiss GDP by sector:

Primary sector 0.7%

Secondary sector 25.8%

Tertiary sector 73.6%

### COFFEE

In 2021, Switzerland exported some CHF 3.3 billion worth of coffee.
This corresponds to an export share 4.2 times that of chocolate and 4.5 times that of cheese.

8.6%



© FDFA, Presence Switzerland 2023 / Sources: Federal Statistical Office, Federal Customs Administration / For more, visit aboutswitzerland.or

WE INVEST IN THE FUTURE

DATE

2019

**FORMAT** 

Horizontal

LANGUAGES

English Spanish





### WE INVEST IN THE FUTURE



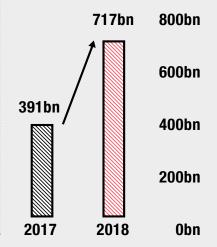
Switzerland is the world's largest cross-

border wealth management centre with a

total of CHF 2.3 trillion

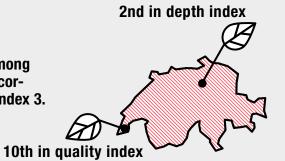
in international assets.

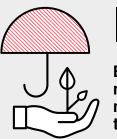
A regular survey by Swiss
Sustainable Finance shows an
increase in interest for sustainable investments.



**TOP 10** 

Zurich and Geneva both ranked among the top green financial centres according to the Global Green Finance Index 3.





### **INITIATOR**

By 2018 Swiss Re, the world's 2nd largest provider of reinsurance services, is among the first to apply Environmental, Social and Governance (ESG) benchmarks to close to 100% of its USD 130 billion investment portfolio.

<sup>©</sup> FDFA, Presence Switzerland and Sectoral Foreign Policies Division 2019 / Sources: State Secretariat for International Finance (SIF), Federal Office for the Environment (FOEN), Swiss Agency for Development and Cooperation (SDC), State Secretariat for Economic Affairs (SECO), Swiss Sustainable Finance (SSF).

**BACK TO NATURE** 

DATE

2022

**FORMAT** 

Square

#### LANGUAGES

English
French
German
Italian
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Portuguese
Japanese
Chinese
Russian



### 3 B

### **BACK TO NATURE**

### PARK TO PARK

20 parks of national importance have the "Swiss parks" label. They represent not just beautiful landscapes, rich biodiversity and high-quality cultural assets, but are also model regions of sustainable development.



### **FORESTS**

About one third of Swiss territory is woodland.



The largest Swiss glacier is the Aletsch Glacier with over 20 km long, which is part of the UNESCO World Heritage "Jungfrau-Aletsch".

## FLORA AND FAUNA

46,000 plant, fungus and animal species are present in Switzerland. 3,800 of them feature on the red list of threatened and extinct species.



### 65,500 KM

= the total length of Swiss watercourses.



© FDFA, PRS 2022 / Sources: Federal Office for the Environment (FOEN), Federal Office of Topography (swisstopo) / For more, visit aboutswitzerland.org

#### **TITLE**

CLEANTECH CHAMPION

DATE

2021

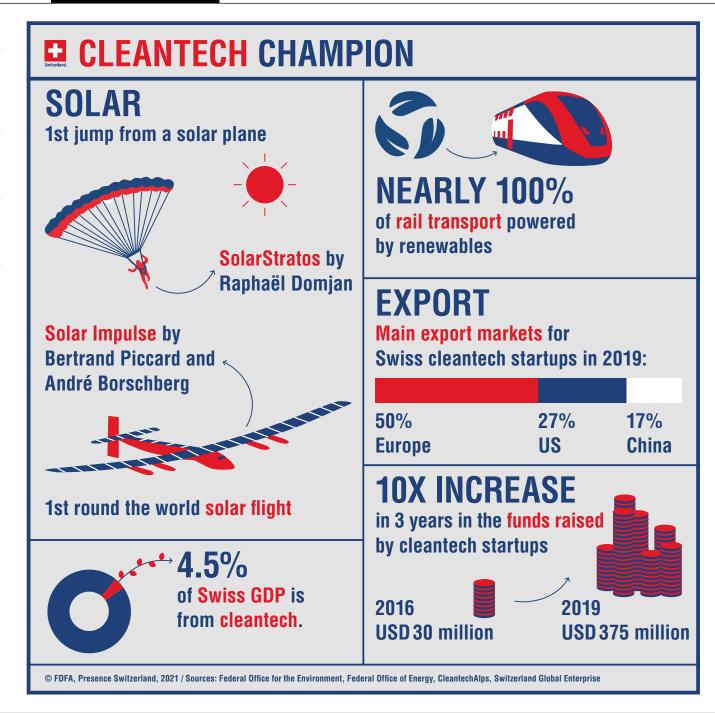
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#### LANGUAGES

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IN THE HEART OF EUROPE

DATE

2023

**FORMAT** 

Square

#### LANGUAGES

English
French
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Spanish
Portuguese
Japanese
Chinese
Russian



### **IN THE HEART OF EUROPE 5 NEIGHBOURS** > 2/3 Switzerland shares its borders with Italy, of the total population lives in the Swiss Plateau France, Germany, Austria and the Principality of Liechtenstein. region, which covers 30% of Switzerland's surface area. Mountainous regions occupy 70% of the country's territory but are home to just one quarter of the population. Approx. 23% of Switzerland's surface area is over **EUROPE'S** 2.000 m above sea level. **'WATER TOWER'** 4,000 m The sources of the Rhine, Rhône, Ticino (Po) and Inn (Danube) are found in Switzerland. 2,000 m > 1,500 lakes in Switzerland. © FDFA, PRS 2023 / Source: Federal Office of Topography swisstopo, Federal Office for the Environment / For more, visit aboutswitzerland.org

OUR COHABITANTS

DATE

2019

**FORMAT** 

Square

#### LANGUAGES

English French German

Italian

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Portuguese Japanese

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Russian





### **OUR COHABITANTS**

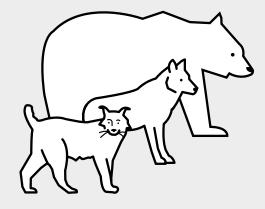
### **HORNS**

The Swiss mountains are home more than 90,000 chamois and about 17,000 ibex.



### **PAWS**

The lynx was reintroduced 50 years ago. Since 1995, from time to time wolves have crossed over the mountains into Switzerland and since 2005 bears have also been spotted.



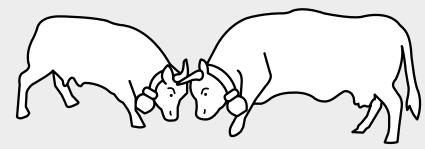
# CATS + DOGS

One in every 17 households has a dog and one in four has at least one cat.



### **CATTLE**

In Switzerland there are more than 650,000 cows. Popular breeds are the Fleckvieh, Braunvieh and Holsteiner. The cow fights in the canton of Valais feature cows of the Eringer breed.



© FDFA, PRS 2019 / Sources: Federal Office for the Environment (F0EN), Federal Statistical Office (FS0), Association for pet food (VHN), swissmilk For more, visit aboutswitzerland.org

OUR FUTURE BEGINS TODAY

DATE

2021

**FORMAT** 

Square

#### LANGUAGES

English French German Italian Spanish Portuguese

Portugues Japanese

Chinese

Russian



### **OUR FUTURE BEGINS TODAY**

### RECYCLING

The Swiss are world leaders.







of aluminium of steel





PET bottles



125,900 t of electronic appliances

55,438 t of textiles and shoes

### 152KG

of wastepaper is collected per person per year.



### **COMPOST**

About 1.7 million tonnes
of biogenic waste are
produced annually. Almost
half of this is collected
separately and recycled by
composting or fermentation.

### **WASTE**

0% of municipal waste is stored in landfills.



**52%** is recycled.



48% is converted into energy in incinerators.

© FDFA, PRS 2021 / Sources: Federal Office for the Environment (FOEN), Federal Statistical Office (FSO), Swiss Recycling / For more, visit aboutswitzerland.org

SWITZERLAND'S MUSES

DATE

2019

**FORMAT** 

Square

#### LANGUAGES

English French

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Spanish

Portuguese

Japanese

Chinese

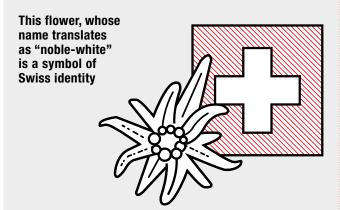
Russian

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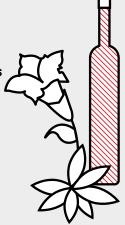
### **SWITZERLAND'S MUSES**

### **EDELWEISS**



### **GENTIAN**

The blue gentian is one of the most popular Swiss alpine flowers. Schnapps is distilled from the roots of the yellow gentian.



### **ALPINE ROSE**

The bright red flowers of the alpine rose can be seen from a great distance, especially above the tree line.



### WHITE NARCISSI

Their blooms are knowns as "May snow" because they appear in such quantities that they carpet whole meadows above Montreux.



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THE ICONIC SWISS LANDSCAPE

DATE

2022

**FORMAT** 

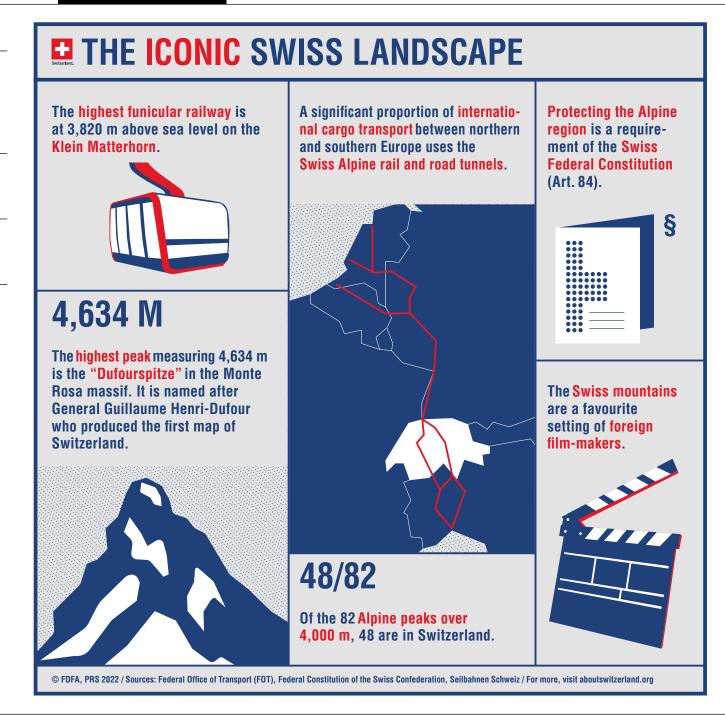
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#### LANGUAGES

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Russian

Arabic

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WATER RESERVOIR OF EUROPE

DATE

2022

**FORMAT** 

Square

#### LANGUAGES

English
French
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Italian
Spanish
Portuguese
Japanese
Chinese
Russian



#### **WATER RESERVOIR OF EUROPE 5 RIVERS** Around one third of are fed by Swiss waters: the Rhine, the Rhone, all drinking water does the Po, the Danube and the Adige. not require any treatment before it reaches consumers. 98% 60% of Swiss households of the electricity produced in are connected to a **Switzerland comes** central waste water from hydropower. treatment plant. Over 80% of drinking and service water comes from groundwater and springs. **OVER 6% Most fountains** in Switzerland are supplied with of Europe's fresh water reserves drinking water and are regularly monitored by the are in Switzerland. authorities. © FDFA, Presence Switzerland 2022 / Sources: Federal Office for the Environment, Federal Office of Energy / For more, visit aboutswitzerland.org

2 CHAMBERS ONE PARLIAMENT

DATE

2023

**FORMAT** 

Square

#### LANGUAGES

English French German Italian Spanish

Spanish Portuguese

Japanese

Chinese

Russian

Vietnamese

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### 2 CHAMBERS — 1 PARLIAMENT





**National Council (200)** 

**Council of States (46)** 

The Swiss Parliament (Federal Assembly) is the highest legislative authority at federal level. It is made up of 246 representatives elected by the people. They are from 12 parties and sit in two chambers.

The parties with the most seats in Parliament:

The Swiss People's Party (SVP)

The Swiss Social Democratic Party (SP)

The Liberals (FDP)

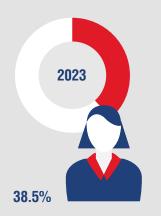
Centre

**Swiss Green Party (the Greens)** 

The Federal Assembly is a semi-professional parliament, with most council members also pursuing a profession. The two chambers meet 4 times a year for 3 weeks each and at least once a year together. The sessions are open to the public.

Since 1971 (when they obtained the right to vote) the proportion of women in National Council has risen from 5% to 38.5%.





 ${\small \texttt{©}}\ \textbf{FDFA}, \textbf{PRS 2023}\ /\ \textbf{Sources:}\ \textbf{parlament.ch},\ \textbf{ch.ch},\ \textbf{Federal Statistical Office (FSO)}\ /\ \textbf{For more},\ \textbf{visit aboutswitzerland.org}$ 

ALL FOR ONE AND ONE FOR ALL

DATE

2021

**FORMAT** 

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#### **LANGUAGES**

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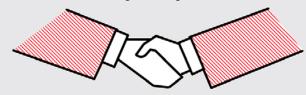




### **ALL FOR ONE AND ONE FOR ALL**

### **POWER-SHARING**

The members of the Federal Council usually belong to the political parties with the biggest electoral base and come from different linguistic regions.



1984 was the first year in which a woman held a seat in the Federal Council. In 2010 there were more women than men in the Federal Council for the first time.

### **PRIMUS INTER PARES**

The President of the Swiss Confederation is elected for one year only and performs special ceremonial duties.

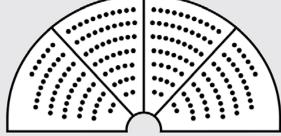


Each member of the Federal Council heads one of the seven departments of the Federal Administration.

The Federal Council is a collegial body in which the members share equal power.

Switzerland's government (Federal Council) is a collegial body with seven members elected for a four-year term by Parliament, The Federal Chancellor acts as Chief of Staff of the Federal Council.





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A WELL-BALANCED MECHANISM

DATE

2021

**FORMAT** 

Square

#### **LANGUAGES**

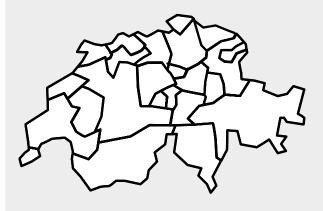
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### A WELL-BALANCED MECHANISM

Every canton has its own constitution, parliament, government and courts. About a fifth of communes have their own parliament, in particular the cities.



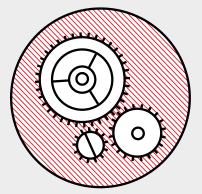
1+26+2,000=1

Power is shared by the federal government, the 26 cantons and around 2,000 communes.

Federalism is what allows the different aspects of Switzerland, with its four national languages and large geographical differences, to coexist. Federalism was one of the founding principles of the Swiss Confederation in 1848.

### **SUBSIDIARITY**

The cantons and communes have authority over a wide range of matters (e.g. schools, hospitals, tax and policing) and a great deal of autonomy. The federal government only takes on tasks that the cantons and communes cannot manage alone.



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FEDERAL PRESIDENCY

DATE

2022

**FORMAT** 

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#### LANGUAGES

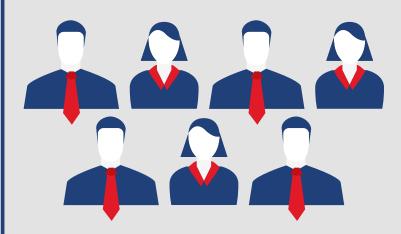
English French German Italian Spanish Vietnamese



### FEDERAL PRESIDENCY

### ONE FOR ALL, ALL FOR ONE

One of a kind: Switzerland doesn't have just one head of state, but seven!



The government, known as the Federal Council, is made up of seven members elected by Parliament. All decisions are made collectively. Each member also heads a department of the federal government.

### **DUTIES**

The President of the Confederation:

- Chairs Federal Council meetings
- Represents Switzerland abroad
- Represents Switzerland at events at home
- Continues running his or her own department

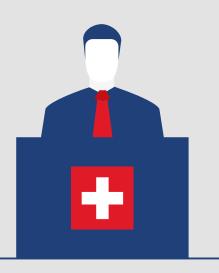
© FDFA, Presence Switzerland, 2022 / Sources: Swiss government portal, Federal Chancellery

## FIRST AMONG EQUALS

The President of the Confederation is elected by Parliament for a term of one year. During this time, he or she remains formally equal to the other federal councillors. The role of president is assumed by each federal councillor on a rotational basis, according to the principle of seniority.

### 2023

Alain Berset, head of the Federal Department of Home Affairs, will assume the office of president in 2023.



CIETY SCIENCE

SWITZERLAND & EUROPE

**TITLE** 

GENEVA CONVENTION

DATE

2019

**FORMAT** 

Square

#### **LANGUAGES**

English
French
German
Italian
Spanish
Chinese





## GENEVA CONVENTIONS: A COMMON HUMANITY

### 429

is the total number of articles in the 4 Geneva Conventions.



### **GENEVA**

The Swiss city of Geneva shares its name with the Conventions and has become the global hub of humanitarian efforts.



### HENRY DUNANT

The Swiss citizen Henry Dunant first came up with the idea of creating an international convention to protect victims of war.



### WORLD-WIDE

With 196 state parties, the 4 Geneva Conventions have been universally ratified.

### **12 AUGUST 1949**

adoption of the 4 Geneva Conventions which protect wounded, sick and shipwrecked members of the armed forces (I & II), prisoners of war (III) and civilians (IV).

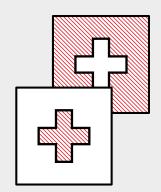


### **MILLIONS**

of lives have been saved in hundreds of armed conflicts in the last 7 decades thanks to the 4 Geneva Conventions.



The red cross is one of the distinctive emblems recognised by the First Geneva Convention and is formed by reversing the colours of the Swiss flag.



© FDFA, Presence Switzerland 2019 / Sources: International Committee of the Red Cross, Federal Department of Foreign Affairs

**GENEVA WORKING FOR** THE WORLD

DATE

2023

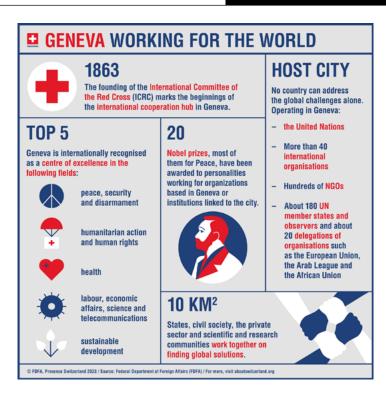
**FORMATS** 

Square Animation

#### **LANGUAGES**

English French German Italian Spanish Portuguese Japanese Chinese Russian





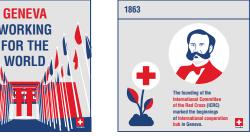


Source: Federal Department of Foreign Affairs (FDFA)

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For more, visit aboutswitzerland.org

© FDFA, PRS 2023











MINE ACTION

DATE

2022

**FORMATS** 

Animation Square

#### LANGUAGES

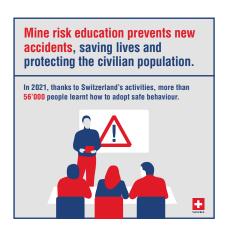
English French German Italian















+ Switzelens



SWITZERLAND AND THE WORLD

DATE

2019

**FORMAT** 

Square

#### LANGUAGES

English

French German

Italian

Spanish

Portuguese

Japanese

Chinese

Ormilese

Russian Arabic

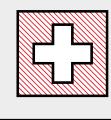
**➡** DOWNLOAD



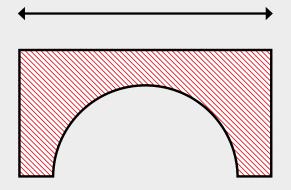
### **SWITZERLAND AND THE WORLD**

### **NEUTRAL**

As a neutral country, Switzerland does not take part in armed conflicts or military alliances. This neutrality is an important pillar of Swiss foreign policy.







Switzerland acts as a protective power for third countries that have broken off relations with another country. Switzerland currently fulfils 7 diplomatic and/or consular mandates of this type.

Switzerland is a member of seven international organisations. EFTA, Council of Europe, OSCE, OECD, World Bank, International Monetary Fund, UN.

### **HUMANITARIAN TRADITION**

as host country to the International Committee of the Red Cross and depositary state of the Geneva Conventions of 1949:

- Emergency and reconstruction assistance in the event of natural disasters and armed conflicts
- Development assistance in countries and regions in need
- Supporting countries in their transition to democracy and the market economy
- Asylum for victims of political persecution

© FDFA, PRS 2019 / Sources: Federal Department of Foreign Affairs (FDFA), The Swiss Confederation – a brief guide 2019, Eurostat For more, visit aboutswitzerland.org

WE HAVE THE FINAL SAY

DATE

2022

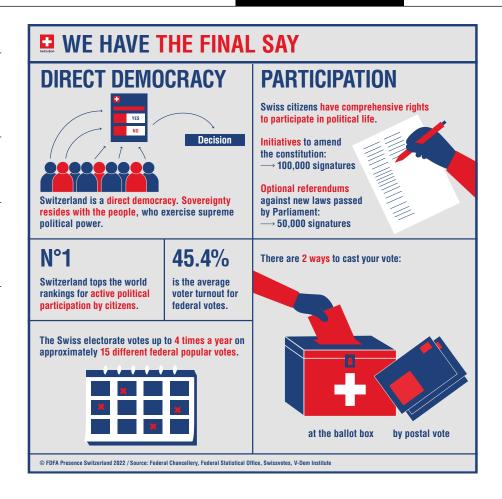
**FORMATS** 

Square Animation

#### LANGUAGES

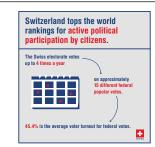
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Portuguese
Japanese
Chinese
Russian



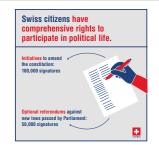














WHAT IS **NEUTRALITY** 

DATE

2022

**FORMAT** 

Square

#### **LANGUAGES**

English French

German

Italian

Spanish

Portuguese

Japanese

Chinese

Russian

Arabic

Albanian

Hungarian

Indonesian

Ukranian Uzbek

Vietnamese

Slovak



### **WHAT IS SWISS NEUTRALITY?**



Neutrality is a successful instrument of Swiss foreign and security policy. It is based on the law of neutrality and neutrality policy as well as on Switzerland's history and traditions.

### A LEGAL FRAMEWORK



AN IDENTITY

the rule of law and human rights.

Neutrality is an integral part of the identity of

Switzerland from freely expressing political

Switzerland and its citizens. It does not impede

opinions and working for the respect and defence of its fundamental values such as democracy,

**Switzerland's permanent** neutrality is anchored in international law. The law of neutrality sets out the rights and obligations of neutral states. It is enshrined in the Haque **Conventions of 1907 and is part** of customary international law.

### **A POLICY**

The policy of neutrality aims to uphold Switzerland's credibility and independence as a neutral state, in accordance with specific circumstances. Switzerland plays a special role internationally by mediating and building bridges.

### A HUMANITARIAN TRADITION

Based on its long-standing tradition of good offices and humanitarian aid, Switzerland accords its neutrality a peace-related and humanitarian orientation.



© FDFA, Presence Switzerland, 2022 / Source: Federal Department of Foreign Affairs
To find out more: https://www.eda.admin.ch/eda/en/fdfa/foreign-policy/international-law/neutrality.html

**BLUE PEACE** 

**DATE** 

2022

**FORMAT** 

Square

#### **LANGUAGES**

English French German Italian Spanish



### Switzerland & Blue Peace

### Water as an Instrument for peace

Blue Peace initiative refers to water cooperation across borders, sectors and generations to foster peace, stability and sustainable development.



#### Tools:

- diplomatic & political dialogue
- technical & expert support
- financial instruments & capacity building
- education & awareness raising



Active at the global level, specifically in 3 regions: Central Asia, Middle East, West Africa

### Sharing water is vital

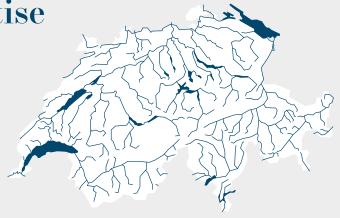
- 153 countries worldwide share transboundary basins (rivers, lakes, aquifers)
- Over 2 billion people depend on shared water resources
- 2/3 of the world's transboundary basins lack arrangements for water cooperation



Switzerland's expertise

Through Blue Peace initiative, Switzerland:

- supports both cross-border cooperation and national platforms for dialogue on water management.
- shares its long experience in transboundary water management: 6 rivers and 4 lakes shared with its neighbors.



© FDFA, Presence Switzerland 2022 / Sources Federal Department of Foreign Affairs / For more visit thebluepeace.or

INTERNATIONAL **HUMANITARIAN** LAW

DATE

2022

#### **FORMATS**

Square Animation

#### LANGUAGES

**English** French German Italian Spanish



### INTERNATIONAL HUMANITARIAN LAW

**POLITICS** 

A Swiss tradition & an international obligation

#### What is International Humanitarian Law?

A set of rules binding for all parties to an armed conflict which seeks to limit the effects of armed conflict, by:



protecting civilians and other

longer take part in hostilities

persons, who do not or no

**ENVIRONMENT** 



regulating the conduct of hostilities and restricting the means and methods of warfare In case of violations, states are required to prosecute and punish the responsible individuals, for example for war crimes, or hand them over to an international criminal tribunal.



#### A SWISS TRADITION

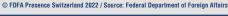


International Humanitarian Law is a cornerstone of Switzerland's foreign policy.

The First Geneva Convention of 1864 was drafted at the initiative of the Swiss government. Switzerland is the depositary of the four Geneva Conventions of 1949 and their Additional Protocols of 1977 and 2005.

### **SWITZERLAND'S ENGAGEMENT**

Switzerland works to ensure compliance with International Humanitarian Law and urges all parties to armed conflicts to respect its rules and principles. It supports independent institutions such as the International Committee of the Red Cross or the International Criminal Court. Switzerland is prepared to provide good offices to parties of an armed conflict.













SWITZERLAND AT THE COUNCIL OF EUROPE

DATE

2022

**FORMAT** 

Square

#### **LANGUAGES**

English French German Italian



### **SWITZERLAND AT THE COUNCIL OF EUROPE**

Switzerland has been a member of the Council of Europe since 1963.

A parliamentary delegation and representatives of the cantons and communes travel to Strasbourg several times a year to exchange views with their peers.



A Swiss judge is appointed to the European Court of Human Rights, as is the case for every member state.



### THE COUNCIL OF EUROPE:

is the oldest (1949) and largest European political organisation in terms of member states.

46 Member States 200 treaties



### **MISSION AND VALUES**



The Council of Europe focuses its work on promoting human rights, democracy and the rule of law.



The European Convention on Human Rights (ECHR) is one of the Council of Europe's major achievements.



Signed by all member states, the ECHR gives every citizen the right to lodge a complaint with the European Court of Human Rights in the event of a violation of the rights or freedoms it contains.

© FDFA, Presence Switzerland, 2022 / Source: Federal Department of Foreign Affairs

To find out more: www.coe.int

**CULINARY HERITAGE** 

DATE

2022

**FORMAT** 

Square

#### LANGUAGES

English French German Italian

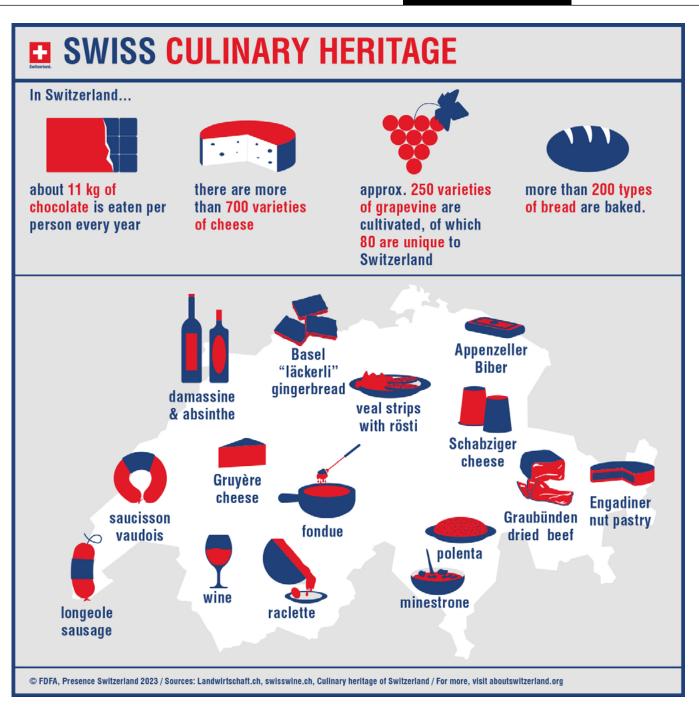
Spanish Portuguese

Japanese

Chinese

Russian





FRIEDRICH DÜRRENMATT

DATE

2021

**FORMAT** 

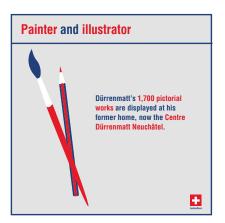
Animation

### LANGUAGES

English French German Italian Spanish

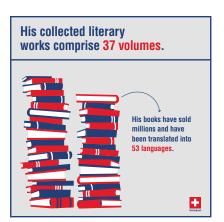














GOOD DESIGN BY TRADITION

DATE

2023

**FORMAT** 

Square

### LANGUAGES

English
French
German
Italian
Spanish
Portuguese
Japanese
Chinese

Russian



# **GOOD DESIGN BY TRADITION**



Garden furniture made from fibre cement, e.g. looping beach chair by Willy Guhl, 1954.



Swiss railway station clock by Hans Hilfiker



Frutiger and Helvetica are classic typefaces.



Nespresso capsules



In 1947 the peeler by Zena revolutionised the world of cooking.



Swiss Army knife by Victorinox



Stackable "Landi" chair by Hans Coray, 1939



Messenger bags made out of old truck tarpaulins by Freitag



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LET'S SPEAK ROMANSH

DATE

2022

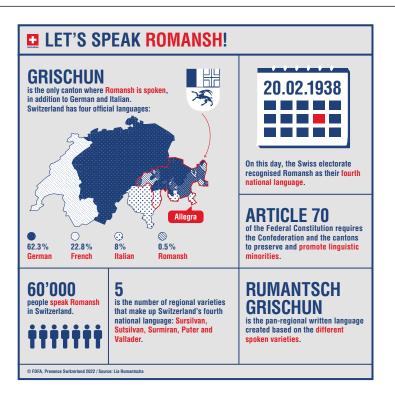
### **FORMATS**

Square Animation

### **LANGUAGES**

English
French
German
Italian
Romansh
Spanish

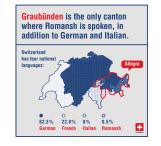




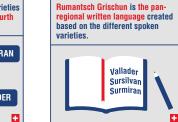


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Source Lia Rumantscha

2022

OUR NATIONAL SPORTS

DATE

2019

**FORMAT** 

Square

### **LANGUAGES**

English French

German

Italian

Spanish

Portuguese

Japanese

Chinese

Russian





# **OUR NATIONAL SPORTS**

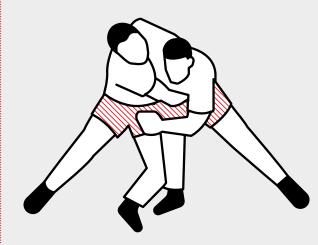
## **WINTER**

Skiing is a popular sport and part of mass tourism. There are over 7,000 km of marked ski runs in Switzerland. This corresponds to the distance between Bern and New Delhi.



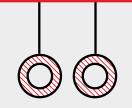
# **HOSENLUPF**

In traditional Swiss wrestling – a contest between two fighters on sawdust – the winner is the one who manages to force his opponent onto his back. Swiss wrestling events attract thousands of spectators.



# **GYMNASTICS**

With a membership of over 370,000, the Swiss Gymnastics Federation is the biggest sporting association in the country.



# HILL-WALKING

Switzerland has about 65,000 km of hiking trails.



10,000

Football is the most popular sport. Every weekend approximately 10,000 football matches take place in Switzerland.



© FDFA, PRS 2019 / Sources: Eidgenössischer Schwingerverband, swisstopo.ch, Swiss Olympic, Swiss Hiking Federation, Federal Office of Sport (FOSPO) For more, visit aboutswitzerland.org

PARLIAMO ITALIANO

**DATE** 

2022

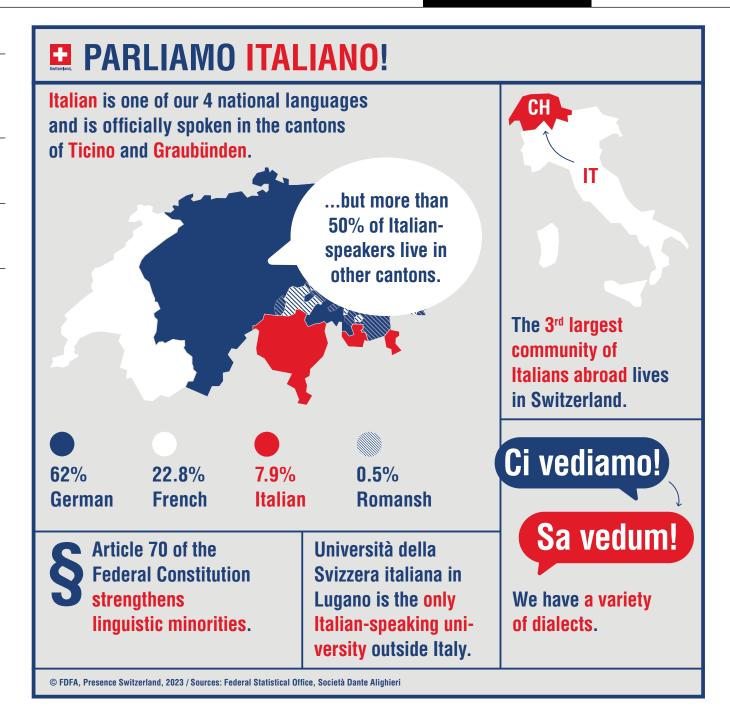
**FORMAT** 

Square

### LANGUAGES

English
French
German
Italian
Spanish
Chinese





**SWISS GUARD** 

DATE

2018

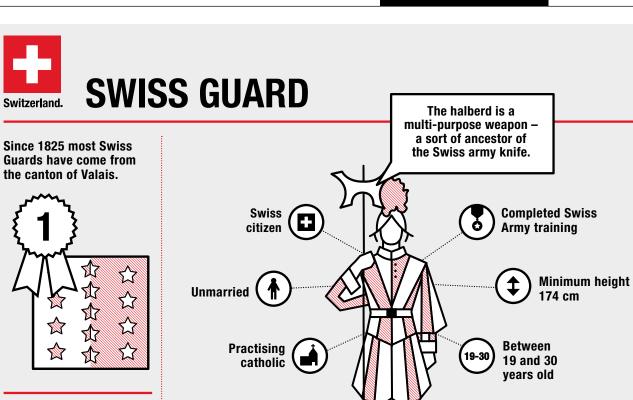
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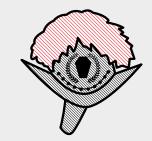
Square

### **LANGUAGES**

**English** French German Italian Latin







The new helmets of the **Swiss Guard are made with** 3-D printers and weigh just 570 grammes (without ostrich feathers).

# **ACRITER ET 500 FIDELITER**

(Fiercely and faithfully) is the motto of the Swiss Guard.

Swiss Guard uniforms are tailor-made and consist of over 120 pieces.

> The Swiss Guard has been in the service of the Pope in the Vatican for over 500 years. To meet the rising demand, it is currently increasing its ranks from 110 to 135.

2018 © FDFA, Presence Switzerland / Source: Swiss representation to the Holy See (Vatican City), www.guardiasvizzera.va

THEY MAKE SWITZERLAND BIGGER

DATE

2023

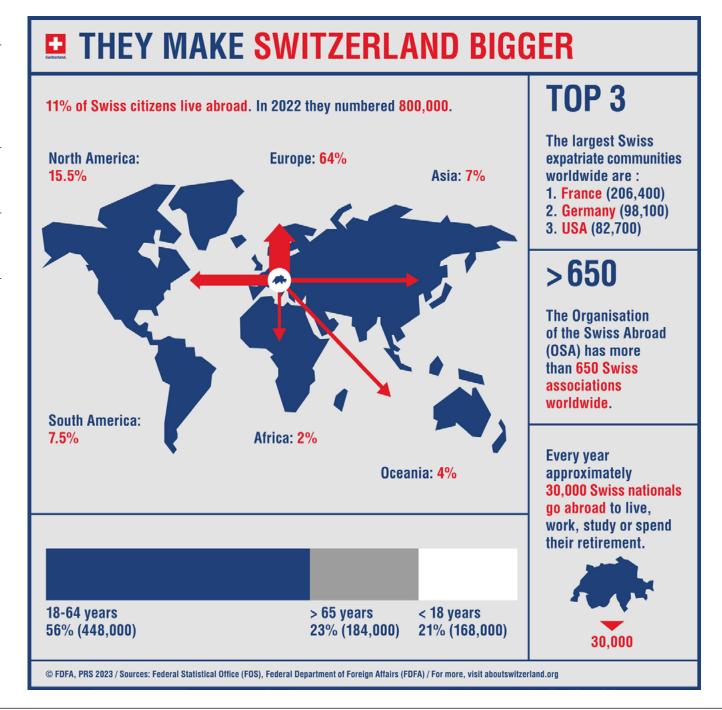
**FORMAT** 

Square

### LANGUAGES

English
French
German
Italian
Spanish
Portuguese
Japanese
Chinese





WE ARE SWITZERLAND

DATE

2023

**FORMAT** 

Square

### LANGUAGES

English French German Italian Spanish

Portuguese

Japanese

Chinese

Russian



# **WE ARE SWITZERLAND**

8,738,791

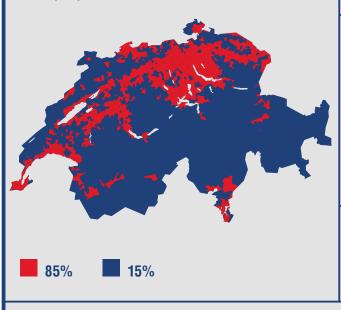


# **TOP 5**

Foreign nationals by country of origin:

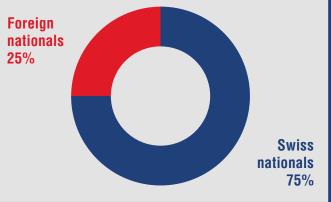
Italy ————	<b>14.6</b> %
Germany —	<b> 13.9</b> %
Portugal —	<b>11.4</b> %
France —	6.7%
Kosovo —	5.1%

### Most people live in urban areas.



## >1/4

Switzerland is one of Europe's nations with the highest proportion of foreign residents – currently 2.2 million.



# **84 YEARS**

Switzerland has the second highest life expectancy Worldwide after Japan.



Life expectancy:
women — 85.9 years
men — 81.9 years

×2

The Swiss population has more than doubled since the start of the 20th century.

© FDFA, Presence Switzerland 2023 / Sources: Federal Statistical Office, OECD / For more, visit aboutswitzerland.org

WE BELIEVE IN FREEDOM OF RELIGION

DATE

2019

**FORMAT** 

Square

**LANGUAGES** 

English French German

Italian

Spanish

Portuguese

Japanese

Chinese

Russian

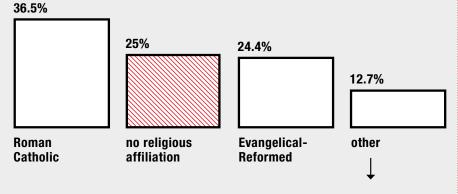




# WE BELIEVE IN FREEDOM OF RELIGION

## **RELIGION**

of inhabitants over 15 years of age (in 2017):



 Other Christian religious communities
 6%

 Islamic religious communities
 5.2%

 Other religious communities
 1.4%

 Jewish religious communities
 0.3%

# **2 REFORMERS**

The Reformation in Switzerland in the 16th century began with Huldrych Zwingli in Zurich and Jean Calvin in Geneva.

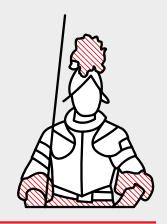


### **FREEDOM**

Religious freedom is a fundamental right in Switzer-land and is enshrined in the Federal Constitution.

# **SWISS GUARD**

The Swiss Guard has protected the Pope and his residence since 1506.



© FDFA, PRS 2019 / Sources: Federal Statistical Office (FOS), Federal Constitution of the Swiss Confederation / For more, visit aboutswitzerland.org

ECONOMY ENVIRONMENT POLITICS SOCIETY SCIENCE SWITZERLAND & EUROPE

**TITLE** 

WE SPEAK SWISS

DATE

2022

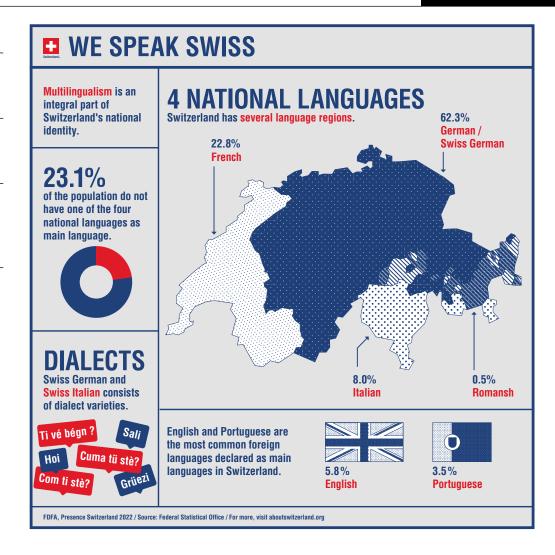
**FORMATS** 

Square Animation

### LANGUAGES

English
French
German
Italian
Spanish
Portuguese
Japanese
Chinese
Russian
Arabic

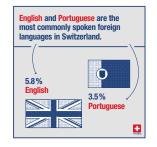
















**SWITZERLAND &** LA FRANCOPHONIE

DATE

2022

**FORMAT** 

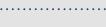
Square

### LANGUAGES

English French German Italian Spanish



# SWITZERLAND AND LA FRANCOPHONIE



**Founding institution** of La Francophonie established

**Switzerland joins** the institution of La Francophonie

### 2005

Creation of the **Organisation** internationale de la Francophonie (OIF)

13th Summit of Heads of State in Montreux

### MISSION AND VALUES



**Promotion of the French** language and cultural and linguistic diversity



**Support for education** and research

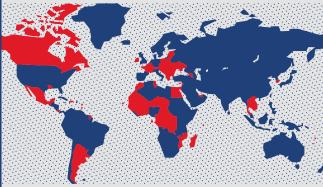


Promotion of peace, democracy and human rights



**Development of** cooperation

### 88 MEMBERS



The OIF is composed of 54 full members, 7 associated members and 27 observers.

# LAND AND THE OIF

Switzerland uses the OIF to multiply the impact of its foreign policy.

### **Priority themes for** Switzerland:

- Peace
- **Democracy**
- **Human rights**
- **Multilingualism**
- **Education**

Switzerland is the joint 3rd biggest contributor to the **OIF** after France and Canada, alongside Belgium.

© FDFA, Presence Switzerland, 2022/ Source: Federal Department of Foreign Affairs
For further information: https://www.dfae.admin.ch/eda/en/tdfa/foreign-policy/international-organizations/iof.html

**CYBATHLON** 

DATE

2020

**FORMAT** 

Square

LANGUAGES

**English** French German Italian



# **CYBATHLON:** A UNIQUE CHAMPIONSHIP



At the Cybathlon people with physical disabilities complete everyday tasks using state-of-the-art technical assistance.

# **GLOBAL EDITION 2020**

- → More than 50 teams
- $\rightarrow$  **20** participating countries
- → 150 races held locally



Born in Switzerland

2016

Switzerland held the world's first Cybathlon, initiated by the Swiss **Federal Institute of Technology in Zurich –** ETH.





**Brain Computer** Interface



**Powered Arm Prosthesis** 



**Electrical** Stimulation Bike



**Powered Lea Prosthesis** 



**Powered** Wheelchair



**Powered Exoskeleton** 

© FDFA, Presence Switzerland, 2020 / Source: ETH Zurich

DRONE ECOSYSTEM

DATE

2018

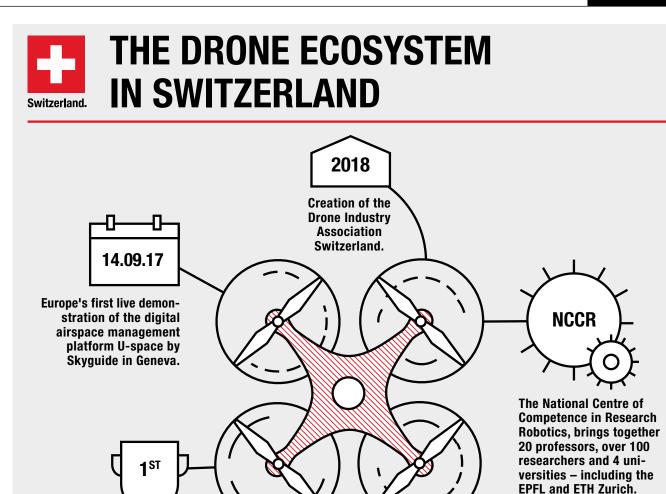
**FORMAT** 

Square

LANGUAGES

English French





2018 © FDFA, Presence Switzerland / Sources: Federal Office of Civil Aviation, NCCR Robotics, Drone Industry Association Switzerland, Swiss Post, Skyguide, Flyability

>80

Companies in Switzerland with more than 2,500 jobs.

medical delivery service worldwide launched by

Swiss Post for business customers in Lugano.

SWISS COVID APP

DATE

2020

**FORMAT** 

Square

### LANGUAGES

**English** French German Italian





# **SWISS-MADE CONTACT** TRACING COVID APP: **OPERATIVE AND DATA SAFE**

### IN USE

Around 15.000 beta users are testing the app during the current pilot phase.

**WORDLWIDE** Switzerland is the first country in the world to use **APIs from Google and Apple** 

for its contact tracing app.

SAFE

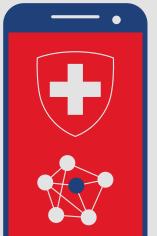
The SwissCovid app lets you know if you have been closer than 2m for more than 15 minutes to someone tested positive for the coronavirus.

RESPONSIBLE 4

If a person gets tested positive, they can enter an activation code in the app and warn other app-users.







### INNOVATIV 1

The SwissCovid app was jointly developed by the Swiss federal institutes of technology in Lausanne and Zurich (EPFL and ETHZ) and Swiss tech company Ubique.

### TRUSTED



app can be introduced.

ANONYMOUS 2 Data is only stored on your smartphone.

TRANSPARENT -

The SwissCovid app is

© FDFA, Presence Switzerland 2020 / Source: Federal Office of Public Health (FOPH), Swiss federal institutes of technology (ETHZ, EPFL)

ECONOMY ENVIRONMENT POLITICS SOCIETY SCIENCE SWITZERLAND & EUROPE

**TITLE** 

WE BET ON SCIENCE

DATE

2023

**FORMAT** 

Square

### **LANGUAGES**

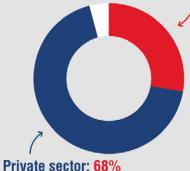
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Russian



# **WE BET ON SCIENCE**

### INVESTMENT

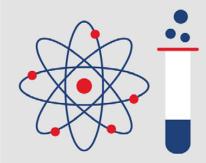
Higher education institutions: 28%



In 2021, Switzerland spent 3,4% of its GDP (over CHF 24.6 billion) on research and development. Private business (esp. the pharmaceuticals, chemicals and technology sectors) and the higher education sector are the major actors.

### **NOBEL**

24 scientists with Swiss citizenship have won the Nobel Prize in Medicine, Chemistry, or Physics.



# R

### RANKED HIGHEST

- Global Innovation Index 2022
- European Innovation Scoreboard 2022
- Global Talent Competitiveness Index 2022

## **PUBLICATIONS**

In terms of publications per capita, Switzerland is in the lead with 7056 publications per million inhabitants. It reflects the higher productivity of the Swiss research community.

© FDFA, Presence Switzerland 2023 / Sources: Federal Statistical Office, State Secretariat for Education, Research and Innovation OECD educationtoday, Switzerland Global Enterprise / For more, visit aboutswitzerland.org

### **PATENTS**

In terms of the number of patent applications per capita, Switzerland occupies a leading position worldwide.



**HEART** OF EUROPE

DATE

2021

**FORMAT** 

Square

### **LANGUAGES**

**English** French

German

Italian

Spanish

Portuguese

Japanese

Chinese

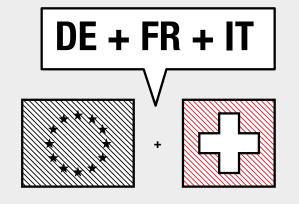
Russian





# **HEART OF EUROPE**

Three of Switzerland's four national languages are spoken in the EU (French, German and Italian).



# > 100 AGREEMENTS

Switzerland has more than 100 agreements with the EU.

The EU has more agreements with Switzerland than with any other third country.



Switzerland is not an EU member state. Its relations with the EU are regulated via a series of sectoral agreements (Bilaterals I, 1999; Bilaterals II, 2004). The Free Trade Agreement of 1972 laid the basis for economic exchange.

# 56%

of Switzerland's total foreign trade is conducted with the EU-27 (around CHF 230 billion).

Every day nearly 350,000 **EU cross-border commuters** come to work in Switzerland.



Switzerland is located in the heart of Europe and is almost entirely surrounded by member states of the **European Union.** 

© FDFA, PRS 2021 / Sources: Federal Department of Foreign Affairs (FDFA), The Swiss Confederation – a brief guide 2021, Eurostat For more, visit aboutswitzerland.org

MORE THAN NEIGHBOURS

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# **MORE THAN NEIGHBOURS**

440,000 Swiss citizen live, study or work in EU countries.

**EU** main commercial

partners (trade

4. Switzerland

350,000

(n°3 for services)

Every day nearly 350,000 cross-

border commuters

come to work in

Switzerland.

in goods):

1. China

2. USA

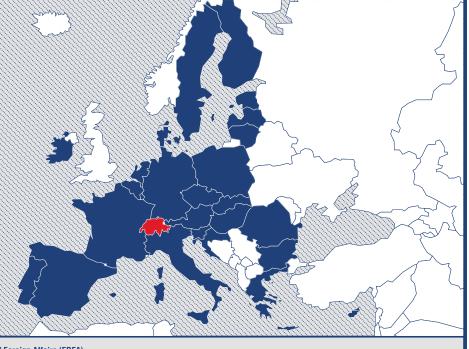
3. UK



1,400,000 EU/EFTA/UK citizens live in Switzerland.



Switzerland is located in the heart of Europe and is almost entirely surrounded by member states of the European Union.



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# **WIN-WIN SITUATION**

# **CHF 1 BILLION**

per day is the total amount of trade in goods between Switzerland and the EU.

# **TOP 4**

Switzerland is one of the EU's four biggest trading partners alongside the US, China and the UK.

56% of Switzerland's total foreign trade is conducted with the EU-27 (around CHF 230 billion).

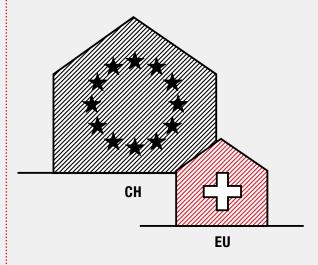


CH EU

exports



440,000 Swiss nationals live in the EU and about 1.4 million EU citizens live in Switzerland.



Nearly 350,000 cross-border commuters come to work in Switzerland every day.



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SWISS CONTRIBUTION: PARTNER STATES

DATE

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SWISS CONTRIBUTION: 1,3 MILLION CHF FOR STABILITY IN EU

DATE

2022

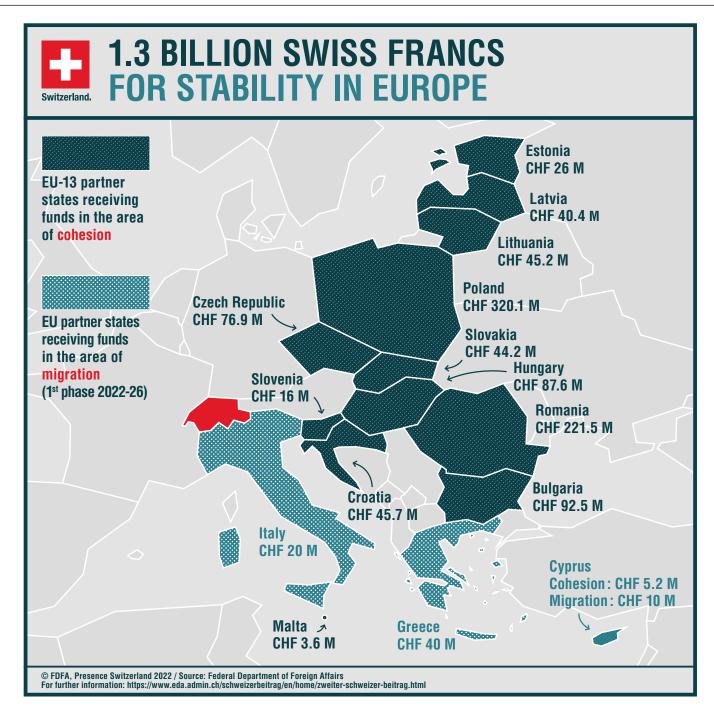
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SWISS CONTRIBUTION: 1,3 MILLION CHF FOR STABILITY IN EU (WITH OBJECTIVES)

DATE

2022

**FORMAT** 

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LANGUAGES

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