

Your partnership with the Organisation of the Swiss Abroad



Index

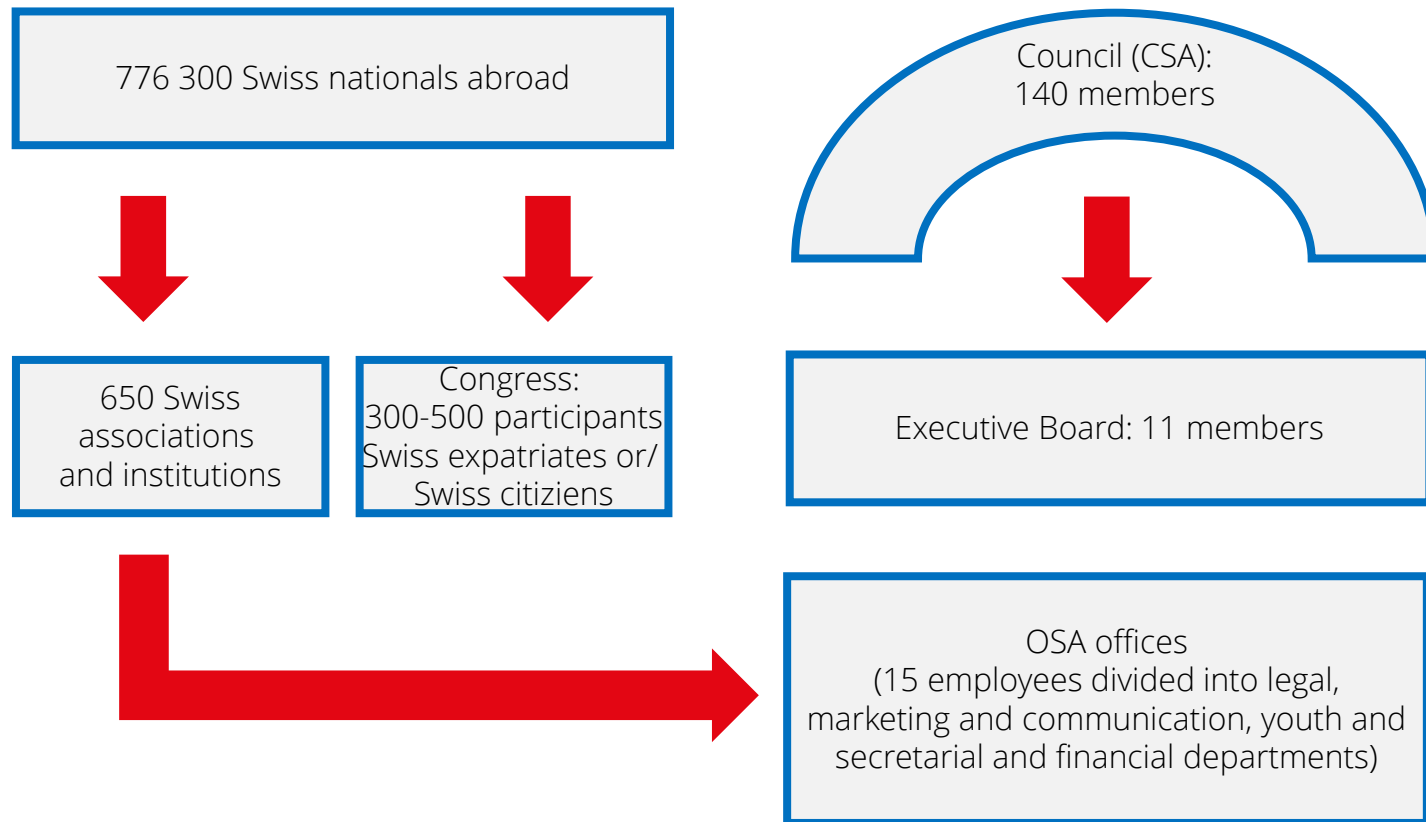
<u>The Organisation of the Swiss Abroad</u>		<u>Forms of Cooperation</u>	p. 13-17
Who we are	p. 3	Swiss Review	p. 18
Our Structure	p. 4	Digital Community	p. 19
What we do	p. 5	Newsletter	p. 20
What we offer	p. 6	Congress of the Swiss Abroad	p. 21
		Council of the Swiss Abroad	p. 22
		Youth	p. 23
<u>The profile of your clients</u>	p. 7 -12	<u>Contact details</u>	p. 24

Who we are

- Private and independent lobby organisation
- Only institution that **reaches all 776 300** Swiss abroad worldwide
- Founded in 1916
- **Recognised** by the federal government as the **representative organ** of the Fifth Switzerland
- The OSA's central values are trust, quality, independence and openness



Our structure



What we do

- All **776 300** Swiss abroad (more than 11% of Swiss citizens) **worldwide inform, advise, represent and network**
- Efficient **information** for the Swiss abroad thanks to the right **online and print communication channels**
- **Representation** of the decisions from the Council of the Swiss Abroad (CSA), which is elected **by over 650 recognised Swiss associations** worldwide, in the Swiss Parliament
- Lobbying to **give** the Swiss abroad a **voice in politics** on relevant topics
- Coordinating summer and winter camps for **young Swiss**
- **Supporting** the **mobility and networking** of Swiss people around the world
- Organising an annual congress on a topical issue for Swiss abroad



What we offer

- Personal access to the 776 300 Swiss people worldwide
- Diverse and **efficient communication channels** and the best opportunities for you and your company
- **Image transfer** through contact and lobbying support of 77 parliamentarians in the Federal Palace
- An **added value** for the community of the Swiss abroad, who appreciate your services and values
- Direct contact to the **OSA-network** and long-term cooperation with exchange of experience

Why an organisation of the Swiss Abroad?

25'800

Swiss citizens have already emigrated
in the year 2020

10.7%

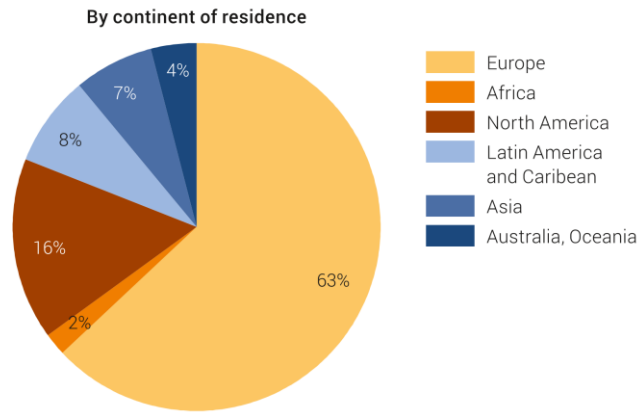
of all Swiss Citizens
live abroad

4.

Altogether they would
form the fourth largest
canton in Switzerland

776 300 Swiss nationals distributed worldwide

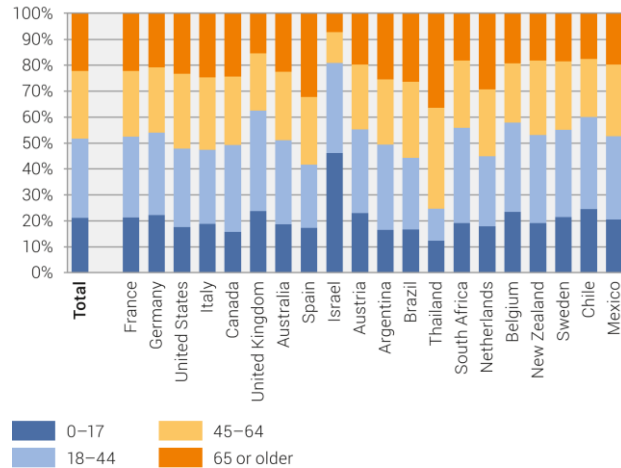
Swiss citizens living abroad, 2020



Source: FSO – Statistics on the Swiss Abroad (SE-Stat)

© FSO 2021

The 20 most common countries of residence of Swiss citizens living abroad by age group, 2020



Source: FSO – Statistics on the Swiss Abroad (SE-Stat)

© FSO 2021

776 300 Swiss nationals distributed worldwide

- The main majority is between 18 - 64 years of age
- Women have a higher average age than men
- Most Swiss families abroad can be found in several target groups (youth camp= 16-25 yrs, congress= 40-55 yrs, Council of the Swiss Abroad= 50-75 yrs)

Swiss citizens living abroad by gender and age group

0-17 years

♂ 24%

♀ 19%

18-64 years

♂ 58%

♀ 56%

65 years or older

♂ 18%

♀ 25%

By gender



355 400



420 900

Average age

40 years

45 years

The Swiss abroad

- is mainly **female** and on average about 40 years old
- lives in **Europe**, mostly in neighboring countries of Switzerland (France / Germany)
- is keen to travel in Switzerland
- is **highly qualified** and **works** for well-known **international companies**.
- He/she values Swiss standards such as quality, reliability, accuracy and Innovation, so the factor of Swissness
- regularly buys **Swiss products** and **services** at **home and abroad**
- Politics in Switzerland, taxes, social security and health are important topics to them
- is also willing to return to Switzerland
- is best accessed via Swiss Review and digital channels such as e-mail
- is actively informed on our website and via our newsletter



The Swiss abroad of the 2nd generation

- is between 15 and 25 years old
- **lives abroad** due to the emigration of his parents
- is a Swiss citizen of the 2nd generation born abroad
- is very strongly interested in her **country of origin**, Switzerland
- is interested in education in Switzerland in the future
- is likely to be working in Switzerland or in an international company
- is **highly mobile** and regularly visits Switzerland for a certain period
- has a good network and is active on social media
- is best reached via Instagram, SwissCommunity or Youtube



The young Swiss student abroad

- is between 18 and 25 years old
- grew up in Switzerland
- gains work or learning experience abroad for a certain period of time (sports, education, work)
- is very strongly interested in her **country of origin**, Switzerland
- is also interested in a **professional future** in Switzerland
- would like to continue to benefit from Swiss services on return (bank/insurance)
- has a good network and is active on social media
- is best reached via Instagram, SwissCommunity or Youtube



The Senior Swiss abroad

- is over 65 years old (42%m, 58%w) and retired
- is keen to take part in the Congress of the Swiss Abroad
- displaces his residence for **economic interest** or **quality of life**
- still strongly attached to Switzerland (family, friends)
- Politics, taxes, social security and health are important issues
- Women often live in Southern Europe, the United States or the United Kingdom
- Men prefer Central and Eastern Europe like Poland, Russia, Slovakia or Asian countries like Thailand because of the low cost of living
- is best reached via e-mail or SwissCommunity
- Keeps himself up to date with the (printed) Swiss Review



Forms of Cooperation

Package	Website	News- letter	Congress	Youth camps	Council ***	Review	Social Media	Price in CHF
Institutional	X	X	X	X	X	X	X	50,000.-
WEB Exclusive	Exclusive	X	-	-	-	Discount	X	30,000.-
WEB	X	X	-	-	-	Discount	X	25,000.-
Combo full	X	X	-	-	-	X	-	15,000.-
Combo light	X	X	-	-	-	X	-	10,000.-
Congress	CONG**	CONG**	X	-	-	-	CONG**	10,000.-
Youth services	YS*	-	-	X	-	-	-	10,000.-

* YS = Youth offers from the Organisation of the Swiss Abroad, including presence on digital and print communication

** CONG = Congress of the Swiss Abroad

*** CN = Council of the Swiss Abroad



Forms of Cooperation

Institutional Partner

Appearance as a partner	in the corresponding section of the new website and in the SwissCommunity network
Banner	on the homepage of the new website SwissCommunity.org
Sponsored Content	as news on the SwissCommunity.org website for 1 month
Newsletter	4 articles per year
Online Community	1-2 mailings per year to community members
Social Media	4 posts per year on Facebook, Twitter or Instagram
Swiss Review	1 Sponsored Content + integrated Logo on Swisscommunity-advertisement 30% discount on an advertisement
Congress	Stand presence on site + 4 VIP invitations
Council	2x year, Stand presence on site + distribution of documents
Youth camp	Give-aways

Forms of Cooperation

Partner WEB

Website	Banner presence on the homepage of the new website swisscommunity.org and on the community
Appearance as a partner	In the relevant section of the new website and on the Community
Newsletter	4 Contributions per year , as required
Community	1-2 mailings per year , as required
Social Media	4 Posts/ per year on Facebook, Twitter or as required
Swiss Review	30% discount on an advertisement
Youth camp	Give-aways

Partner WEB Exclusive

according to services Partner WEB

Appearance as a partner + Exclusivity without competitors in selected sector

Contract duration at least for 1 year. Is automatically renewed

Forms of Cooperation

Partner Combo

Website	Banner presence on the new website swisscommunity.org during 1 month
Newsletter	1 Contribution per year , as required
Swiss Review	1 1/8-advertisement, in a required edition
Community	1 Mailing per year , as required

Congress Partnership

Website	Banner presence of new website swisscommunity.org during the congress (4 weeks)
Congress	Stand presence on site with standard size 4 invitations VIP for Saturday and 4 invitations to the evening dinner Contribution in the special newsletter congress Distribution of documents in the congress documentation folder 1 full-page advertisement in the congress programme

Forms of Cooperation

Partnership Youth

Website
Print & Online Flyer
Youth Camps

Presence with your logo as partner
Presence with your logo as partner
Presentation of your company at a camp of your choice
Partner reference for a camp of your choice



Swiss Review

The «Swiss Review» is the only medium that reaches all of the total 770,900 Swiss abroad all over the world.

Total circulation:

430'000

Print: 177'000, Digital: 253'000

The magazine is distributed to all Swiss Abroad registered with a Swiss representation abroad and to individual subscribers

Languages:

English, German, French, Spanish

Regional issues:

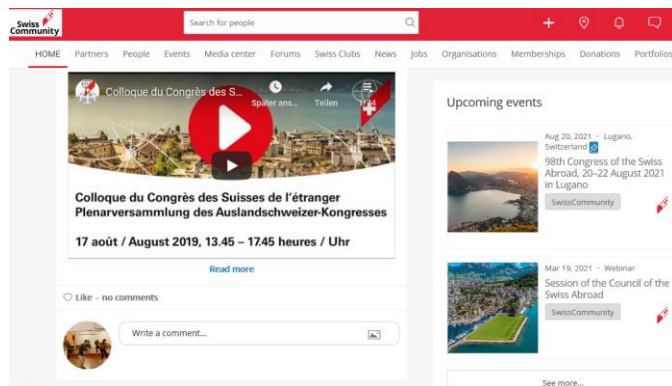
14 different regional issues (including «Gazzetta Svizzera» for Italy) .
The regional pages provide a platform for important communications from Swiss representations and for information on regional events and happenings.



Digital Community

Community

New community network since 2021
6'500 members from more than 155
countries



Social Media

Facebook	13 500 subscribers
Twitter	1 400 followers
Youtube	322 subscribers
LinkedIn	540 followers



Communication Channels

Newsletter

Content:

Decisions from politics, current events around the organization, advice on current matters and others.

Target group:

770,900 Swiss abroad and Partners of the OSA

Total circulation:

36 500 Personen

Opening rate:

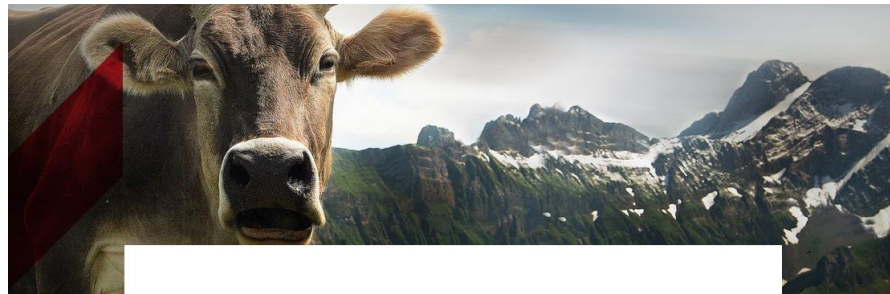
DE: 16%, FR, 18%

Click rate:

DE: 20%, FR, 22%

Languages :

German (24 000)
French (12 500)



SwissCommunity Newsletter

Bleiben Sie über das Geschehen in der Schweiz und über Themen, welche die Fünfte Schweiz betreffen, informiert.

Congress of the Swiss Abroad

- organised annually since 1916
- With 300 - 500 people - along Swiss abroad with representatives from business, politics and science
- 3-day event in Switzerland at selected locations
- Exchange and direct contact between partners and congress participants
- Visit and representation of a member of the Federal Council
- Regional and national media ensure broad coverage
- Participation of a Swiss abroad youth camp for generational exchange



Council of the Swiss Abroad

- similar to the Swiss Parliament
- Representation of the interests of the Swiss abroad within Switzerland
- Composed of 120 foreign members and 20 national members from politics and business, distributed from all over the world according to their numerical strength
- Exchange on current political issues affecting the Swiss abroad
- In charge of statements and resolutions which are placed with the responsible authorities
- Twice a year: spring meeting in Bern (in 2021 in Brunnen SZ), autumn meeting at the congress



Youth

- Programme for young people aged 15-25 years
- Twice a year with several summer and winter camps at selected locations in Switzerland
- Getting to know Swiss culture as a second homeland with activities in leisure, language and politics
- Exchange between Swiss youth and young adults abroad and the local Swiss population
- Support by trained camp leaders and experienced supervisors
- Access for young Swiss abroad from financially vulnerable families in the form of a fair price structure



We are here for you



**Ariane
Rustichelli**

Director of the Organisation of the
Swiss Abroad

rustichelli@swisscommunity.org

Phone: +41 (0)31 356 61 00



**Jézael
Fritsche**

Head of Communication & Marketing

communication@swisscommunity.org

Phone: +41 (0)31 356 61 17



**David
Steiner**

Sponsoring & Fundraising Manager

sponsoring@swisscommunity.org

Phone: +41 (0)31 356 61 26