

PRESS RELEASE

Organisation for the Swiss Abroad (OSE)
1 April 2011



“SwissCommunity.org” wins at the Best of Swiss Web Awards

On 31 March in Zurich, Internet industry professionals awarded the silver medal in the category “Usability” to the networking platform “SwissCommunity.org”. This “Facebook” for Swiss people abroad, which is also for anyone interested in the “Fifth Switzerland”, already counts nearly 6500 members after 7 months of existence. This award recognizes SwissCommunity.org as one of the leading Internet projects realized in Switzerland in 2011. More specifically, it was presented for the clarity, ease of use and friendliness of content of the project created and self-funded by the Organisation of the Swiss Abroad and its partner MEDIAParx.

On 31 March in the Zurich Kongresshaus, specialists from the Internet industry awarded the “Best of Swiss Web Awards” to various projects related to the Internet, software and new media for the 11th consecutive year. Of the 306 projects entered, 70 were selected and divided into 9 different categories to compete during the evening awards ceremony. The event, which since 2001 has been organized by simsa, the Swiss association for interactive media and software, is renowned for its importance. To win a prize there is an honour and a guarantee of quality, made even bigger by the fact that the jury is composed of industry professionals.

Silver medal in the category “Usability”

SwissCommunity.org competed alongside mammoth projects launched by PostFinance, Pfister, and SUVA. The jury presiding over the category assessed the projects for content presentation, complex applications and their relevance to user needs. Qualities recognized in winning projects were logical information and content that are clear to the user, ergonomics allowing efficient and intuitive navigation, and interactive operation adapted to the target audience. The quality of search capabilities and user support was also taken into account in awarding the prizes. By being awarded the silver medal in the category “Usability”, SwissCommunity.org has been recognized as one of the major projects realized in Switzerland in 2011.

SwissCommunity.org

SwissCommunity.org was created by the Organisation for the Swiss Abroad (OSE) and its partner MEDIAParx. The OSE goal was to facilitate Internet and social networking contact between the 700'000 or so Swiss exiles, and strengthen their bonds with Switzerland. This led in the end to an Internet platform called *SwissCommunity.org*.

This information and networking platform primarily links together all Swiss abroad, wherever they live, and keeps them in contact with their homeland. Overall, it is an international Swiss online community that serves all those both at home and abroad who want to share ideas and information, insider tips and experience. With various search criteria – such as by country, profession, or home canton – members can make direct contact with Swiss people all over the world.

The official launch of SwissCommunity.org was on 21 August 2010 at the Congress of the Swiss Abroad in St. Gall. With nearly 6500 members in 154 countries and about 1200 visits each day, this platform is already proving that SwissCommunity.org serves a very important need.

By creating SwissCommunity.org the ASO has clearly set a milestone in communicating with Swiss people living abroad. It puts the “Fifth Switzerland” right on the front line of social networking and global real-time contact in this Internet age. It is no exaggeration to say that SwissCommunity.org revolutionizes communication between Swiss people abroad and the impact of their opinions in Switzerland – because the discussions and activities on SwissCommunity.org directly reflect the opinions and needs of our compatriots all over the world.

The launch of SwissCommunity.org would not have been possible without support by the strategic partners of the ASO and SwissCommunity. We particularly thank MEDIAParx for designing and setting up this website, as well as all the other strategic partners who supported us with their contributions – swissinfo, Swiss Tourism, Presence Switzerland, ManRey and CLS.

More: <http://www.swisscommunity.org/de/ueber-uns/medieninformationen>
<http://www.swisscommunity.org/de/homepage>
<http://www.bestofswissweb.ch/anmeldung>

Die OSE has been serving the Swiss Abroad since 1916.

More information:

Organisation for the Swiss Abroad (OSE)

Ariane Rustichelli

031 356 61 00

rustichelli@aso.ch; www.aso.ch