Your partnership with the Organisation of the Swiss Abroad
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Who we are

- Private and independent lobby organisation
- Only institution that reaches all 770,900 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

770 900 Swiss Nationals abroad

650 Swiss associations and institutions

Congress: 300-500 participants Swiss expatriates or/ Swiss citizens

Executive Board: 11 members

Council (CSA): 140 members

OSA offices
(15 employees divided into legal, marketing and communication, youth and secretarial and financial departments)
What we do

- All **770 900** 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 770,900 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?

30,000
Swiss citizens have already emigrated in the year 2019

10%
of all Swiss Citizens live abroad

4.
Altogether they would form the fourth largest canton in Switzerland
770'900 Swiss nationals distributed worldwide

Swiss citizens living abroad, 2019

By continent of residence
- Europe: 63%
- Africa: 4%
- North America: 16%
- Latin America and Caribbean: 8%
- Asia: 7%
- Australia, Oceania: 2%

Source: FSO – Statistics on the Swiss Abroad (SE-Stat) © FSO 2020

The 20 most common countries of residence of Swiss citizens living abroad by age group, 2019

- 0–17
- 18–44
- 45–64
- 65 or older

Source: FSO – Statistics on the Swiss Abroad (SE-Stat) © FSO 2020
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 student Swiss 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

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<th>Website</th>
<th>Newsletter</th>
<th>Congress</th>
<th>Youth camps</th>
<th>Council</th>
<th>Review</th>
<th>Social Media</th>
<th>Price in CHF</th>
</tr>
</thead>
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<tr>
<td>Institutional</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>50,000.-</td>
</tr>
<tr>
<td>WEB Exclusive</td>
<td></td>
<td>Exclusive</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td>X</td>
<td>30,000.-</td>
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<tr>
<td>WEB</td>
<td>X</td>
<td>X</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>Discount</td>
<td>X</td>
<td>25,000.-</td>
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<tr>
<td>Combo full</td>
<td>X</td>
<td>X</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>X</td>
<td>-</td>
<td>15,000.-</td>
</tr>
<tr>
<td>Combo light</td>
<td>X</td>
<td>X</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>X</td>
<td>-</td>
<td>10,000.-</td>
</tr>
<tr>
<td>Congress</td>
<td>CONG**</td>
<td>CONG**</td>
<td>X</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>COU**</td>
<td>10,000.-</td>
</tr>
<tr>
<td>Youth services</td>
<td>YS*</td>
<td>-</td>
<td>-</td>
<td>X</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>10,000.-</td>
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</tbody>
</table>

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

**CONG = Congress of the Swiss Abroad

+COUN = Council of the Swiss Abroad
Forms of Cooperation

Institutional Partner

<table>
<thead>
<tr>
<th>Website</th>
<th>Banner presence on the homepage of the new website swisscommunity.org and on the Community</th>
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<tr>
<td>Appearance as a partner</td>
<td>In the relevant section of the new website and on the Community</td>
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<tr>
<td>Newsletter</td>
<td>4 Contributions per year</td>
</tr>
<tr>
<td>Community</td>
<td>1-2 mailings per year</td>
</tr>
<tr>
<td>Social Media</td>
<td>4 Posts/ per year on Facebook, Twitter or Instagram</td>
</tr>
<tr>
<td>Swiss Review</td>
<td>1 Sponsored Content + integrated Logo on Swisscommunity-advertisement</td>
</tr>
<tr>
<td>Congress</td>
<td>30% discount on an advertisement</td>
</tr>
<tr>
<td>Council (2x/year)</td>
<td>Stand presence on site + 4 VIP invitations</td>
</tr>
<tr>
<td>Youth camp</td>
<td>Stand presence on site + distribution of documents</td>
</tr>
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<td></td>
<td>Give-aways</td>
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</tbody>
</table>

Partner WEB

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<tr>
<td>Newsletter</td>
<td>4 Contributions per year , as required</td>
</tr>
<tr>
<td>Community</td>
<td>1-2 mailings per year , as required</td>
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Forms of Cooperation

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.

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

Partnership Youth
Website Presence with your logo as partner
Print & Online Flyer Presence with your logo as partner
Youth Camps Presentation of your company at a camp of your choice
Partner reference for a camp of your choice

18.12.2020
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: 177,00, 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
38,000 members from more than 200 countries

Social Media
- Facebook: 12,910 subscribers
- Twitter: 1’241 follower
- Youtube: 322 subscribers
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: 37,000 E-mail recipients
Opening rate: DE: 41%, FR, 39%
Click rate: DE: 10%, FR, 7.5%
Languages: German (21,600) and French (15,500)
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

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