

First AI Literacy Campaign for Switzerland.

AI is everywhere. Literacy isn't.

AI adoption is growing faster than AI literacy. 4 out of 5 people in Switzerland use artificial intelligence, yet according to the DigitalBarometer 2026, only 53% have practical skills in using it.

AI Competences: Essential for Prosperity and Cohesion.

Responsible Adoption of AI & Digital Transformation

Anyone who wants to shape Switzerland's digital future must bring the population along. People who understand AI and feel empowered are more likely to trust and use digital products. This, in turn, supports the digital transformation projects of businesses and the public sector.

Social Cohesion & Democratic Resilience

An AI-literate population is better equipped to participate in society, resist disinformation, and make informed civic choices.

The Time Is Now



to raise awareness about AI literacy and the importance of **understanding, using, and reflecting** on AI.

The Campaign

Our main goal

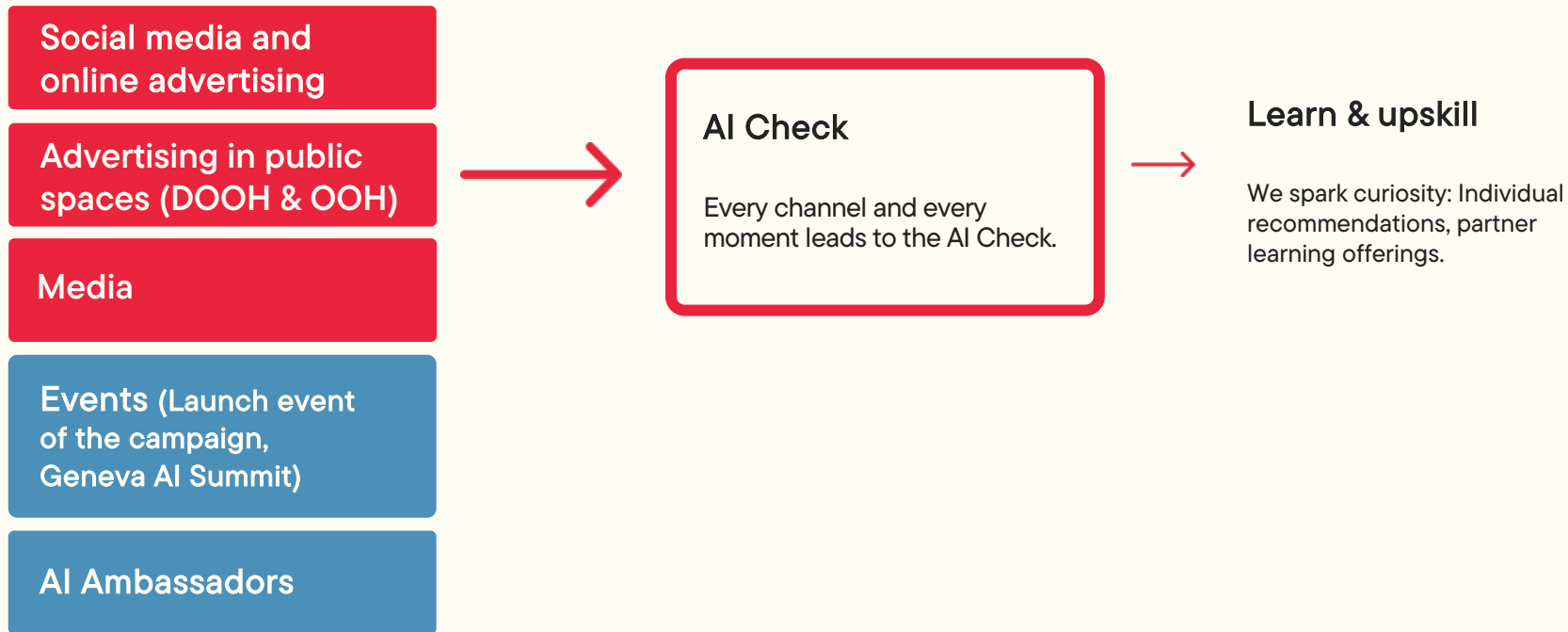
**Reach 1 million people in Switzerland to
raise awareness about AI literacy and
spark curiosity for upskilling.**



A campaign the
whole country
will see.

Visible nationwide in
German, French and Italian.

Awareness Campaign

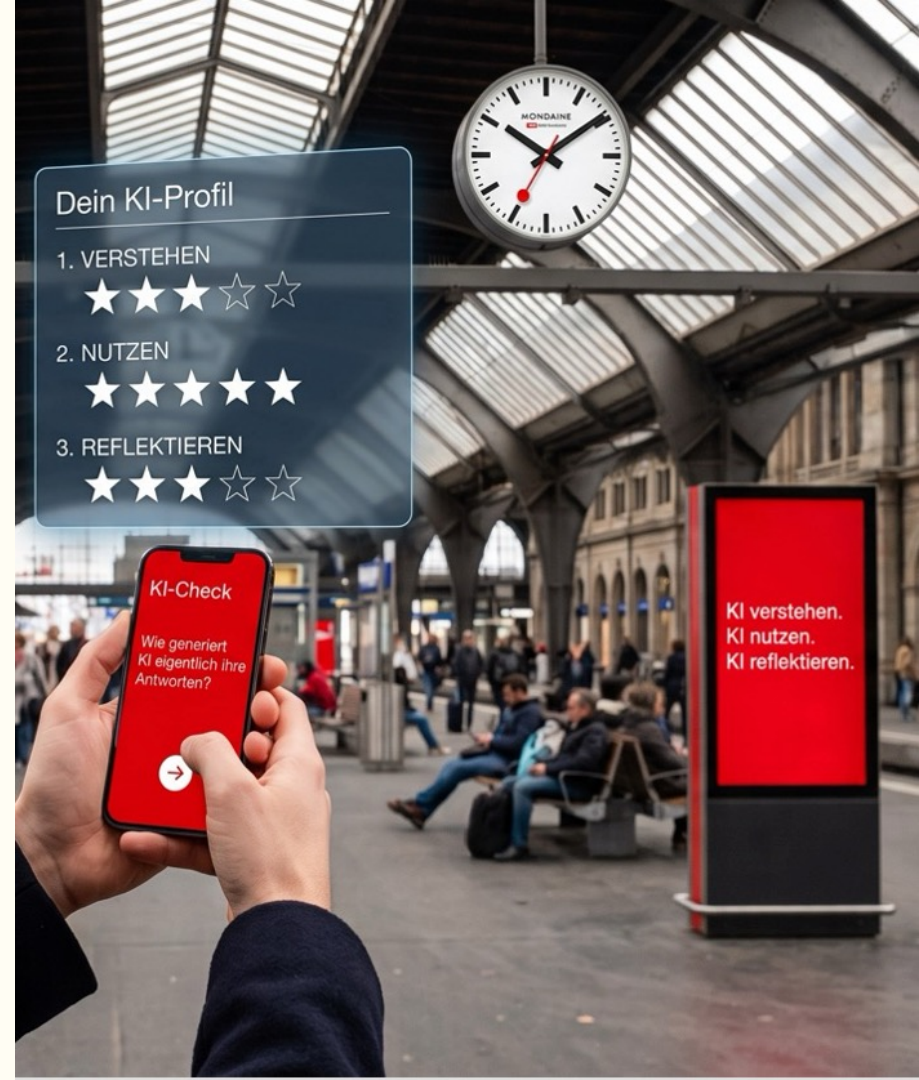


AI Check

The AI Check is a short, mobile-friendly gamified quiz co-developed with academic partners and designed for the general public.

This 10-minute completable quiz assesses core AI competences through Swiss-specific scenarios based on the Basic AI Competence Framework.

Upon completion, individuals receive a personalised competence profile to see where they stand, along with learning offerings to encourage further upskilling.



The Basic AI Competence Framework

Level 01

Understanding

What AI is (and is not)

How AI learns from data

Where AI shapes daily life

Using

Using AI for a purpose

Prompting AI effectively

Protecting data and privacy

Reflecting

Evaluating AI outputs

Recognising errors and bias

Understanding impacts and responsibilities

The Basic AI Competence Framework is based on recognised existing frameworks and co-developed by Swiss academic and public institutions:
AI Swiss | Swiss Federal Chancellery | FernUni-UniDistance | HES-SO Valais-Wallis | Dachverband Lesen und Schreiben | SBFi | SRG SSR | SUPSI | Volkshochschulen | ZHdK | independent digital experts
In alignment with SBFi «Schwellenniveau für die Grundkompetenzen Erwachsener» (25.8.26)

Social Media, Online and Traditional Media, DOOH Advertising

Broad presence where people spend their time every day. Advertising in public spaces to raise awareness and promote the AI Check.



AI Ambassadors

AI Ambassadors (well-known public figures) help promote the AI Check to the broader public by sharing their own AI stories and testimonials.

Their voices help bridge the gap between complex, high-level AI topics and the general public, contributing to an informed, positive narrative.



Launch Event of the Campaign

April 2027

Concept to be defined

Global Business and Science Partner Events to the Geneva AI Summit 2027

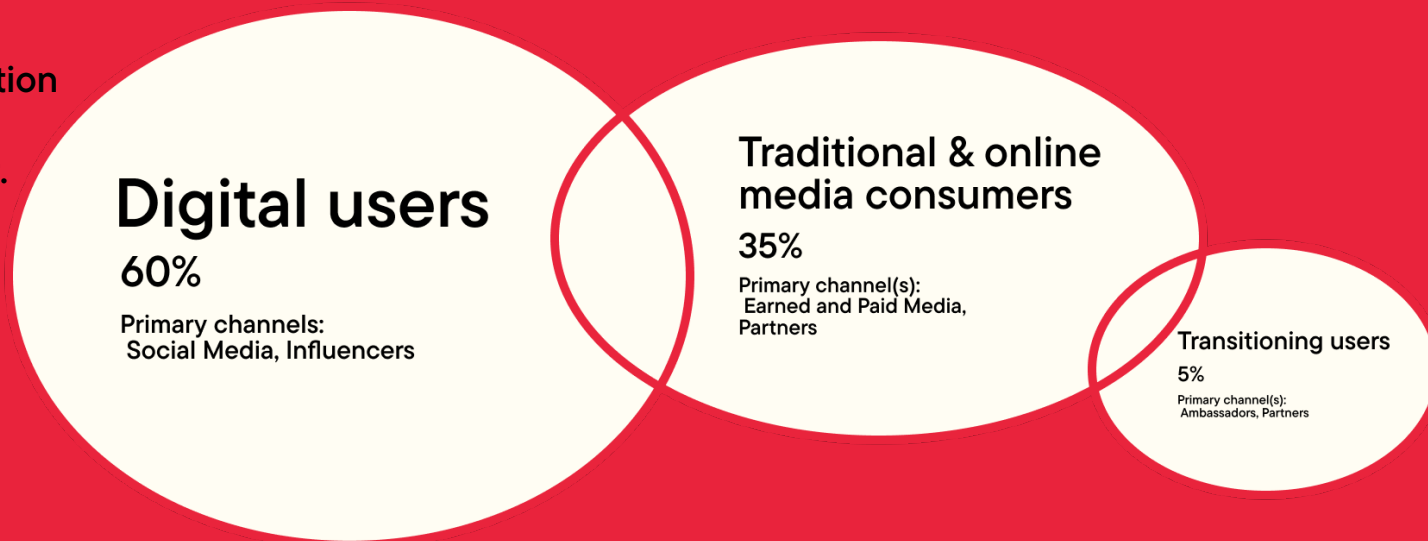
More information [here](#).

Our target groups

1 Million People in Switzerland

Students. Parents. Professionals. Retirees.

We reach the
general population
through their
media behavior.



Support From Key Public Actors

Swiss Federal Chancellery

«Je mehr wir über KI wissen, desto gewinnbringender und verantwortungsvoller können wir sie zum Wohl der Schweiz einsetzen. Bildung und Kompetenzen sind ein wichtiger Pfeiler der Strategie Digitale Schweiz. Die Bundeskanzlei begrüsst deshalb die 'AI Literacy Campaign' und den Beitrag von digitalswitzerland und seinen Mitgliedern.»

Staatssekretariat für Bildung, Forschung und Innovation SBFJ

«AI Literacy steht im Zentrum der Kampagne von digitalswitzerland. Digitale Grundkompetenzen sind Voraussetzung für einen verantwortungsvollen Umgang mit KI. Die Abstimmung zwischen digitalswitzerland und dem SBFJ stärkt das gemeinsame Verständnis dieser Schlüsselkompetenzen.»

Partnership Models

Main partner

CHF 50,000

max. 4 partners

Take the lead in the campaign, bring your vision and contribute as a main partner. Benefit from maximum visibility throughout the campaign and at our key events.

Contributing partner

CHF 10,000

open

Support Switzerland's first campaign for AI literacy. Gain visibility as a partner.

Media partner

In-kind

media value

Contribute with media coverage and receive exclusive access to stories and AI Ambassadors. Be front and centre at our key events, with dedicated stage time at the launch event of the campaign.

Outreach partner

In-kind

reach contribution

Help the campaign reach key target groups by becoming an AI Ambassador. Receive campaign materials, partner recognition, and a place of honor at our key events.

Partnership Benefits in Detail

Benefit	Main CHF 50,000	Contributing CHF 10,000	Media In-kind	Outreach In-kind
Influence of the campaign				
A voice in Switzerland's opportunity-driven AI conversation	✓	✓	✓	✓
Priority access to AI Ambassadors and high-profile supporters	✓		✓	
Quarterly reporting	✓	✓	✓	
External communications & media				
Mention in the press releases and official communication	✓		✓	
Logo & mention in the newsletter	✓			
Campaign kit & materials in three languages	✓	✓	✓	✓
Exclusive interviews and story opportunities			✓	
Events				
Stage time at the launch event of the campaign	✓		✓	
Content curation and stage time at partner event Geneva AI Summit 2027	✓			
Privileged access to AI Ambassadors and high-profile supporters	✓		✓	
Mention as partner during our main events	✓	✓	✓	
Landing page (AI Check hub)				
Featured logo in a prominent position	✓		✓	
Logo in the partner section	✓	✓	✓	✓
Your learning offerings at the end of the AI Check (not exclusive)	✓			
Learning offerings linked in the hub	✓	✓		

Timeline

LAUNCH

April 2027

- Campaign launched during a big public event with prominent figures and strong media activation
- Main partners featured on stage; all partners visible as part of the campaign
- Partner and media communications go live
- First opportunities to take the AI Check and activate the campaign content across your own channels

PHASE 1

April – June 2027

- Partners activate the campaign through their audiences, channels and initiatives
- Media opportunities with AI Ambassadors and high-profile supporters
- Major campaign moment at our partner event to the Geneva AI Summit, 21–23 June

PHASE 2

September – December 2027

- Campaign continues and will be tailored to more specific audiences and communities
- Campaign content and AI Check used to deepen engagement
- Additional communication and media moments for partners
- Quarterly reporting on campaign reach and partner contribution

A nine-month partnership journey: from launch visibility and national activation to the Geneva AI Summit and targeted engagement in autumn 2027. The DigitalBarometer 2028 will measure the longer-term shift in public attitudes.

Become a Partner of the AI Literacy Campaign!

Contact us



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