

Press release

Third Digital Day – organisers look back on a successful edition

Organised by digitalswitzerland in cooperation with more than 90 partners, the third edition of the Swiss Digital Day took place today. Under the motto “experiencing digital together”, the Swiss population experienced digitalisation first-hand through more than 300 free activities in 12 locations across the country. People made active use of this opportunity for dialogue: throughout Switzerland, over 270,000 people experienced digitalisation up close at the various event venues, with hundreds of thousands also following online via the livestream and other digital channels. In excess of 1,000 people participated in the discussions at the different “tell” events.

Zurich, 3 September 2019 – Today, everything in Switzerland revolved around digitalisation. At 12 locations across the country as well as in Vaduz, countless activities were on offer to bring the population closer to the topic of digitalisation in all its facets. Over 90 partners from business, science, politics, civil society and education showed what digitalisation specifically means. For the first time since its launch in 2017, Digital Day was officially opened in Bern. President of the Swiss Confederation Ueli Maurer spoke about digitalisation and lifelong learning under the baldachin at Bern station. Together with Federal Councillor Guy Parmelin, the President of the Swiss Confederation also assumed patronage of Digital Day 2019.

Lifelong learning

Lifelong learning played a special role at the third Digital Day. Numerous partners focussed their activities (accounting for more than one-fifth overall) on this year's focus topic. digitalswitzerland and the Swiss Employers' Association (SAV) also used the national day of action to mark the launch of the national campaign #LifelongLearning. The aim of the initiative is to further strengthen awareness about lifelong learning among employees and employers. With a joint declaration of intent, in excess of 125 employers have undertaken to allow their in total of more than 550,000 staff members to complete lifelong learning within the organisations and to support them in doing so. At the same time, more than 100 videos of employees from across Switzerland and their positive experiences with lifelong learning should encourage the Swiss population to also invest in their personal further training. In addition to the more than 100 videos, in excess of 500 courses for the acquisition of digital skills are listed at www.lifelonglearning.ch. The Computational Thinking Initiative (CTI), which was launched at the last Digital Day, was also able to report success. Thanks to the addition of further projects to the CTI, well in excess of 100 new schools have joined the initiative for the promotion of future-oriented digital skills among school children within a year.

Switzerland is talking about digitalisation

The organisers from digitalswitzerland were especially pleased about the success of the new “tell” event series. Under the motto “Digital starts with you – speak up!”, numerous events on all facets of digitalisation took place on Digital Day in a world café format. Lively discussions were held today at around 20 events distributed across 11 locations in all of Switzerland's language regions. Over 1,000 people came together and discussed the opportunities, risks, hopes and fears associated with digitalisation. Federal Councillor

Simonetta Sommaruga opened an event on digitalisation and climate change in Bern. The premier was a success, an opinion also shared by Diana Engetschwiler, the overall project manager of the third edition of Digital Day. "We are positively surprised about how open and intensive the discussions were at the different "tell" events. The people of Switzerland have a differentiated perspective of digitalisation and are not afraid to share it. We are very pleased about this, because critical voices are also part of the Digital Day. Now we are looking forward to the analysis of the discussions, which we will publish in a report".

Warmly received across Switzerland

Digital Day was this year once again based on a decentralised location concept. At 12 locations throughout Switzerland, the population could get up close to the topic of digitalisation. Three new locations were added with Bern, Thun and Biel, while existing locations such as Chur, St. Gallen, Vaduz, Zurich, Basel and Lugano significantly expanded their activities. A particularly pleasing aspect for digitalswitzerland is the success enjoyed by the Digital Day locations in French-speaking Switzerland and Ticino. In Lausanne, discussion events were already booked out in advance and there were long waiting lists. A similar picture was observed in Yverdon and Geneva. On the Piazza Riforma in Lugano, visitors were provided with a comprehensive offering of stands as well as presentations on the topic of digitalisation. And they were able to enjoy the event in fantastic weather. "New locations, sold out events and an extremely attractive programme across Switzerland – we are very pleased with the third Digital Day and are looking forward to welcoming the people of Switzerland to the fourth edition on 3 November 2020", said a delighted Ivo Furrer, President of digitalswitzerland.

All of the highlights from this year's Digital Day can be found here: www.digitalday.swiss

About Digital Day

Since 2017, Digital Day has taken place annually under the direction of digitalswitzerland. The aim of the national day of action is to make digitisation a tangible experience and to promote dialogue on the subject. Digitisation is changing all areas of our society. digitalswitzerland and the Digital Day partners in Switzerland want to help actively shape this process and involve many stakeholders in the discussions. Digital Day is the platform for this dialogue and shows developments, opportunities and risks of digital transformation to a broad public. The main partners of Digital Day are APG|SGA, Google, Ringier, SBB, SRG and Swisscom. The Swiss Innovation Agency Innosuisse is a strategic partner. The successful concept is also popular outside the country's borders. For example, Digital Days based on the Swiss Digital Day also take place in Poland and Liechtenstein.

About digitalswitzerland

digitalswitzerland is the joint initiative of the economic and academic spheres and the public authorities aimed at shaping Switzerland into a leading international digital innovation hub. To this end, digitalswitzerland is already active in a wide range of fields such as collaboration, knowledge transfer, education, start-up ecosystems and the political framework. More than 150 of the best-known companies and organisations as well as innovative locations throughout Switzerland belong to the association. The initiative was launched in 2015.

Contact

Would you like to find out more about Digital Day 2019? The following contact person will be happy to help:

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