



Wirtschaft & Gesellschaft

A **strong economy** is the key

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At a glance

- The campaign on Switzerland as a model for success enters the next phase.
- Monthly columns in "Schweiz am Wochenende" show the benefits of a functioning economy from a personal perspective.
- A positive accompanying communication shows why we should continue to work for Switzerland as a successful business location.

The geopolitical upheavals with all their effects on Switzerland have increased further in 2026. Switzerland remains challenged and would do well to defend its successful model. The "Wir, die Schweiz" campaign aims to continue to raise awareness of all the economic interrelationships that contribute greatly to our quality of life in a low-threshold and positive way. Because many achievements are taken for granted today, it is good to communicate the benefits of a functioning economy in a way that is relevant to everyday life. This reminds us all that we can only be successful if the economy and society work well together. The campaign shows economic interdependencies in everyday life and encourages reflection. In the long term, it should strengthen support for our liberal Swiss model of success - because we all benefit from it.

Creating proximity, sharing experiences

The campaign is now picking up speed again in the sense of a ground swell throughout the year. And we have lots of exciting new features at the start. A monthly column in "Schweiz am Wochenende" with different columnists spans the year. The various personalities use their experiences, exciting adventures and interesting insights to show how a functioning economy benefits us all. From a reliable pension scheme and unexpected export hits to a highly successful education system, there is something for every interest. The messages are reinforced with everyday food for thought via online advertising and social media. The website www.wir-die-schweiz.ch goes into further detail on the topics.

Continuously expanding the impact

The campaign for the Swiss model of success aims to contribute to constructive understanding between business and society. To change public perception, we need time, repetition and a broad and diverse alliance to multiply our messages. More than 60 partner organizations are behind this campaign and each can make a contribution to a strong economy and thus to a prosperous future for Switzerland.</p



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