

Swiss {ai} Weeks

How we communicate

Swiss {ai} Weeks calls on researchers, developers, entrepreneurs, and citizens to come together and build the future of AI — hands-on, ethical, and open.

29 May 2025

Core Narrative

Join the movement! Swiss {ai} Weeks calls on researchers, developers, businesses, and citizens to come together and build the future of AI — hands-on, ethical, and open.

This isn't just exploration, it's collaboration in action.

Core values - Powering Responsible AI for Society

Collaboration

We build together. Swiss {ai} Weeks promotes dialogue and joint action of academia, businesses, and citizens. We prioritize co-creation over competition.

Linked SDG: 17: Partnerships for the Goals, 9: Industry, Innovation & Infrastructure

Inclusion

We welcome everyone. From techies to creatives, from students to policymakers, from researchers to citizens — all of us have a role in shaping AI for the public good.

Linked SDGs: 10: Reduced Inequalities, 4: Quality Education

Trust

We build with integrity. Transparency, privacy, and openness define our approach to AI in Switzerland — building public trust by advancing AI ethics.

Linked SDG: 16: Peace, Justice & Strong Institutions

Tone in Practice:
Collaborative: speak as equals
Inclusive: avoid jargon, speak to all
Transparent: demystify AI, don't overcomplicate

Key Messaging Pillars

Pillar	Key Messaging	Talking Points
Swiss AI: Trustworthy, Sovereign, and Human-Centric	“AI you can trust — Swiss-made, privacy-first, and built for people.”	<ul style="list-style-type: none"> • Launch of the Swiss Foundation LLM: A National Milestone • Developed with Switzerland’s national values — neutrality, privacy, quality, multilingual inclusivity. • Built independently with sovereign infrastructure (e.g., Alps supercomputer). • Fully open source, with legally compliant, transparent training datasets. • Supports all Swiss national languages, reflecting cultural diversity and accessibility.
Open by design: Transparency, Access & Collaboration	“From Swiss labs to society — accessible, auditable, and open to all.”	<ul style="list-style-type: none"> • Every model component — code, weights, and documentation — is open. • Collaborate with top researchers and engineers — your input shapes the future. • Participate in Hackathons, public workshops, and live co-creation labs. • Model outputs are auditable, documented, and aligned with ethical AI standards.
Swiss AI Economy: Challenge. Create. Compete.	“From local talent to global traction — Swiss {ai} Weeks aims to turn real-world challenges into real-world AI solutions.”	<ul style="list-style-type: none"> • Partners present real-world AI challenges. • Swiss talent develops solutions with open models and secure infra. • Winning ideas move from hackathon to startup via incubation. • Boosts Swiss innovation visibility — locally and globally.
From Research to Society: Accessible AI for Everyone	“Bring AI from the lab to your life — understand it, use it, shape it.”	<ul style="list-style-type: none"> • Most people don’t understand how AI affects their lives — we change that. • AI made in Switzerland is for teachers, SMEs, media, healthcare workers — not just techies. • Use Swiss AI to solve real-life problems through community-led innovation. • Learn through free educational content and citizen engagement tools.

Standard Formats

Tagline

AI Made in Switzerland — Shaped by You

Descriptor

Swiss {ai} Weeks is Switzerland's collaborative AI initiative — spanning hackathons, expert talks, citizen engagement, and startup incubation — to turn research into real-world solutions across society.

Boilerplate

Swiss {ai} Weeks is a collaborative initiative to turn Switzerland's Ground Breaking AI research into societal and economic impact. Through hackathons, expert events, public engagement, and startup incubation, it connects researchers, developers, entrepreneurs, and citizens around a shared goal: shaping ethical, open, and trustworthy use of AI. At the heart of the effort is Switzerland's first open-source Large Language Model — developed with Swiss values in mind: transparency, responsibility and multilinguality. Swiss {ai} Weeks activates a collective push for responsible AI application — decentralized, hands-on, and built for the common good.

Save the dates: 1 Sept - 5 Oct 2025

Let's Stay Connected

HUB Fellowship Association (Non-Profit)
Viaduktstrasse 93-95, 8005 Zurich
www.swiss-ai-weeks.ch

We're happy to help — reach out to Sabine Wildemann
sabine.wildemann@swiss-ai-weeks.ch

Connect with us: LinkedIn, Discord or Instagram