

Swiss {ai}Weeks

Community Partners
Communications Kit

September 2026

Launch activities Week 1

The suggested copy can be adapted to align with the partner's tone of voice and editorial guidelines.

What Community Partners should do

1. Post on social media from September 1st

Publish on your channels using the shared launch copy information. Mention @SwissAIWeeks and tag #SwissAIWeeks #makeairight #shapeaitogether

2. Say it's you

Reference your participation as a “Swiss {ai} Weeks Community Partner” whenever you talk about your involvement.

3. Tell your community

Add a line to your newsletter, send a dedicated email to your network, link directly to ai-weeks.ch.

4. Stay on-brand

Public communications follow the SaiW brand identity and media kit — don't freelance the visuals.

5. If you're hosting that week

Mention Swiss {ai} Weeks from the stage, add the logo to your materials, include a QR code to ai-weeks.ch.

Ready-to-use Text

The suggested copy can be adapted to align with the partner's tone of voice and editorial guidelines.

Boiler plate

Swiss {ai} Weeks is a platform and nationwide movement that brings together developers, entrepreneurs, and citizens to help shape the future of AI through hands-on collaboration, open exchange, and a strong commitment to ethical and trustworthy AI.

Call to action

Join the movement! Swiss {ai} Weeks calls on developers, entrepreneurs, and citizens to come together and build the future of AI – hands-on, ethical, trustworthy and open. This isn't just exploration, it's collaboration in action.

Main Heros

Shape AI Together | Together we build AI | Hands-on, trustworthy, ethical and open

Swiss{ai}Weeks

Announce Swiss {ai} Weeks

🇨🇭 Switzerland is coming together again for @Swiss {ai} Weeks 2026!

From September 1 to October 4, 2026, the nationwide community movement will bring together 220 partners between private and public organizations, founders, developers, researchers, students, businesses, policymakers, and curious citizens to explore the opportunities and challenges of #AI.

Across 37 cities, discover 5-weeks of over 180 events, hands-on workshops, inspiring talks, practical learning experiences, and meaningful conversations about the future of AI.

We're proud to support this community-driven initiative and help make AI more accessible, collaborative, and impactful for everyone.

Join the movement and find events near you 👉 ai-weeks.ch

[Sign up to the newsletter](#) to receive updates 📧

Follow Swiss {ai} Weeks 2026 on [LinkedIn](#) 💬

#swissAIWeeks #makeairight #Apertus #shapeaitogether

Swiss{ai}Weeks

Video [Link](#)



Announce your event

📍 Join us at Swiss {ai} Weeks 2026! Discover our upcoming AI event!

We're excited to be part of Swiss {ai} Weeks 2026, Switzerland's nationwide community movement dedicated to exploring the opportunities and challenges of AI.

📅 [Event Date]

📍 [Location]

🎯 [Event Title]

Join us for [brief description of the event], where we'll explore [main topic or theme] through engaging discussions, practical insights, and meaningful exchanges.

Be part of the conversation.

Register today and join us at Swiss {ai} Weeks 2026.

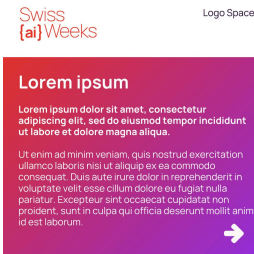
🔗 [Registration Link]

Explore the full programme at ai-weeks.ch

#swissAIWeeks #makeairight #Apertus #shapeaitogether

Swiss{ai}Weeks

Templates



Announce you are a Community Partner

📌 We're a Community Partner of Swiss {ai} Weeks 2026!

[Organisation] is proud to join Swiss {ai} Weeks 2026 as a Community Partner and to be part of a nationwide movement bringing AI into the places where its impact is felt most directly: businesses, universities, schools, local communities and everyday life.

This year the movement spans 37 cities and more than 220 partners, with over 180 events across German-speaking Switzerland, Romandie and Ticino. From 1 September to 4 October, and beyond, towards the Geneva AI Summit in 2027.

Why we're part of it

[1-2 sentences: what your organisation brings, or why this matters to your community, sector or region.]

What we're bringing

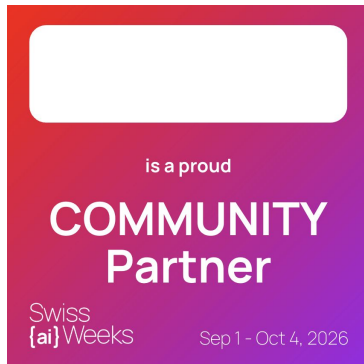
[Your event, workshop, hackathon challenge or contribution – or: "More on our contribution soon."]

AI shouldn't be shaped by tech alone. Public institutions, academia, businesses, NGOs and citizens are building this programme together, and there's still room to join.

Explore the full program at ai-weeks.ch/events
#swissAIWeeks #makeairight #Apertus #shapeaitogether

Swiss{ai}Weeks

Templates



Newsletter general text for all partners

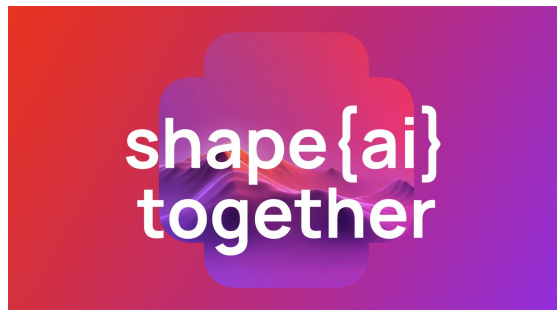
Switzerland is coming together again in 2026 for Swiss {ai} Weeks, the nationwide initiative dedicated to exploring the opportunities and impact of artificial intelligence.

From September 1 to October 4, 2026, 37 cities across the country and 220 partners will host over 180 events among talks, workshops, meetups, demonstrations, and hands-on learning experiences designed for founders, developers, researchers, students, businesses, policymakers, and curious citizens alike.

We're proud to contribute to this nationwide movement with ((your own event/activity)) as part of the program, helping create opportunities for learning, collaboration, and meaningful conversations around AI!

Explore the full program and find events near you at ai-weeks.ch/events.
[Sign up to the newsletter](#) to receive updates and follow us on [LinkedIn](#)

Examples



How To Amplify

Swiss{ai}Weeks

How to Amplify

Post on your Social Media

- Announce you are a partner and announce your event!
- Use/adapt the suggested shared copy
- Always mention @SwissAIWeeks
- Tag #SwissAIWeeks to your post
- Download the [Media Kit](#) to get the assets

Send to your Community

- Add a description of Swiss {ai} Weeks to your next newsletter
- Send a dedicated email to your network
- Link directly to ai-weeks.ch
- Mention local events in your city

Feature Swiss {ai} Weeks at Your Events

- Mention Swiss {ai} Weeks from the stage
- Add the logo to your event materials
- Include a QR code to ai-weeks.ch
- Co-host or co-promote a local event

Amplify Swiss {ai} Weeks Content

- Repost official @SwissAIWeeks announcements
- Comment early on key posts
- Tag speakers and fellow partners
- Send your events to our team for listing
- Add events to the calendar ai-weeks.ch/events

Photo and video during your event

Create your own content

- You are invited to create your own content. An example for this is 2025 SwissRe's [coverage of their challenge about resilience during the Hackathon](#).
- Please share photos and videos with us and we will add them to our gallery (subject to editorial discretion). You can share content with press@swiss-ai-weeks.ch — we can provide an upload link to our gallery for full-resolution

Post on your social media

- You are invited to post pictures of the event on social media. If you do that, please always mention @SwissAIWeeks and tag #SwissAIWeeks to your post

Brand Assets

Key Info and Assets

Dates	1 September – 4 October 2026
Format	Talks, workshops, hackathons, meetups
Cities	30+ locations across Switzerland
Audience	Developers, entrepreneurs, citizens, students
Topics	Ethical AI, innovation, education, open-source
Website	ai-weeks.ch

Brand Assets on Website

- Logos (light & dark versions)
- Branded banners templates
- Brand playbook PDF
- Partner Communications Kit
- Photos and Videos

Download at:

ai-weeks.ch/media/kit

Press Contact

Sara Fedele

press@swiss-ai-weeks.ch

Slides to use during your Event

Slides

1) Place your event within Swiss {ai} Weeks

Help your audience see the bigger picture: your event is part of a nationwide movement bringing people together to build the future of AI, hands-on and in the open.

→ **Slides:** At the end of this presentation you will find few ready-made slides to introduce Swiss {ai} Weeks at your event.

→ **Photos & videos:** Access our full library of key images and video clips to bring the initiative to life.
[\[LINK\]](#)

Give a context to your event within Swiss {ai} Weeks

Main Contacts

Get in touch with us!

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.



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Swiss {ai}Weeks

Thank you for supporting
trustworthy {ai}!

Slides to introduce Swiss {ai} Weeks at your Events

Swiss {ai}Weeks

Shape the future of
trustworthy, ethical and open
AI.

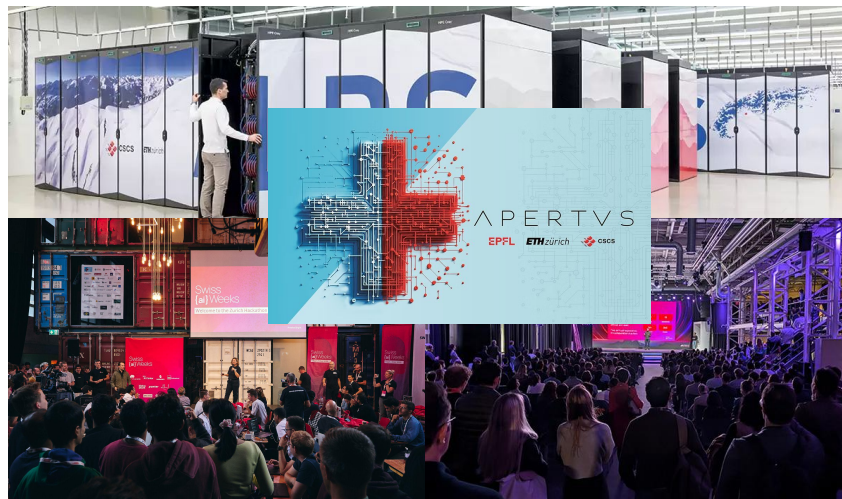
**Largest open movement
for artificial intelligence
from 1 September –
4 October 2026.**

What are the Swiss {ai} Weeks about?

Switzerland is well placed to shape sovereign AI technology to fast forward innovation and to support businesses during eventful times.

Our main deliverables are

- Accelerate AI adoption in business, the non-profit sector and in civil society
- Develop future opportunities by offering trusted spaces.
- Reinforce Switzerland's global role in shaping trustworthy AI
- Strengthen a nationwide dialog on AI



Why is Swiss {ai} Weeks needed?

Promote the adoption of trustworthy, ethical and open AI in business and the public sector.

→ Remain innovation leader.

Strengthen a nationwide dialogue to increase AI literacy in civil society.

→ Create options and ensure liberal democracy.

Create private spaces to develop future business.

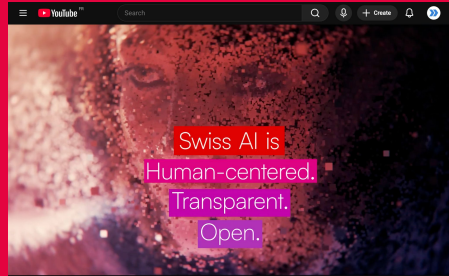
→ Exchange with trusted people.

Strengthen scientifically sound, open-source and transparent AI using Switzerland's sovereignty.

→ Attract international talent and create new business opportunities.

What do Swiss {ai} Weeks feel like?

Lookback video of the
Swiss {ai} Weeks 2025



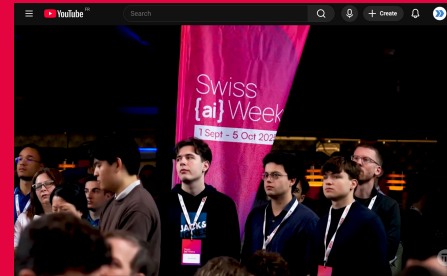
youtu.be/tVmG9m82ods

Welcome message by
Federal Councillor
Albert Roesti



youtu.be/6_0PpEDE4jq

AI for Resilience: Swiss Re's
extreme weather challenge



youtu.be/hJLUvEsi-pY

Swiss{ai}Weeks

Get involved!

- Co-create, don't compete - build solutions together with an open, hands-on mindset.
- Shape the future of AI in Switzerland - attract talent and create new opportunities.
- Drive the conversation nationwide - raise AI literacy across society.

Events

Participate in or
co-organize your event
during the weeks

ai-weeks.ch/events

Newsletter

Don't miss you brainfood
about trustworthy, ethical
and open AI

ai-weeks.ch/newsletter

Shape {ai}

Participate a hackathon,
meet like minded people
and contribute

ai-weeks.ch/2026/activities

Get in touch with us!

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Katka Letzing

Partnerships, hackathons
and co-creation of events.

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Sara Fedele

Media inquiries, interviews
or more information.

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