digitalswitzerland

Digital Day.

Concept 2021.

digitalswitzerland

Agenda.

- Reality Check
- Why
- A new era
- Your involvement
- What's next
- FAQ

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Digital Day.

Reality Check.

Our history.

	2017	**2018**	**2019**	**2020**
Reach	510k	590k	1.2mio	2mio
Locations	4	10	12	24
Activities/Events	100+	200+	300+	500+
Partners	40	70	90	100

Our latest achieve- ment.

French version
Italian version

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Swiss Digital Days

1-3 November 2020

Total Participation

80,000
online and offline participants

from

70+
countries

91
online and interactive polls and live votes on Digital Days TV

4,582
votes on our live polls

Over 95% of visitors came from: Switzerland, Germany, the United States, France and Italy

3
Federal Councillors

Simonetta Sommaruga, Ignazio Cassis and Guy Parmelin

Over

400
celebrity guests, panelists and speakers

Such as organisational psychologist Adam Grant, co-founder of the internet Vint Cerf, musician Phanee de Pool, CEO of Google Switzerland Patrick Warnking and many, many more!

7
representatives from organisations like digitalswitzerland committed to digitalisation

From Ukraine, Serbia, Sweden, city of Vienna, Liechtenstein, Poland and Switzerland

VOTE

What future do we want?

Digital change for the Switzerland of tomorrow

100+

Partners taking part across Switzerland

Co-creating Switzerland's digital future with

80,000

participants

More than

500

events, online and offline

All free of charge!

More than

20

locations in every language region of Switzerland

25+

hours of video footage recorded

That's 8 more than last year!

Much of it is still available to watch on-demand!

Digital Days goes international!

In 2021, Switzerland, Sweden, Serbia, Poland, the city of Vienna, Ukraine and Liechtenstein will collaborate to foster public dialogue around digitalisation.

Our Take Aways.

Vague impact measures
→ **Concrete impact targets**

Overcrowded Framework
→ **Expanded touchpoints**

Hybrid Format
→ **Continue improving accessibility and agility**

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Digital Day.

Why.

Increase digital literacy & skills.

For a future-ready civil society.

Offer knowledge & insights.

As orientation in a complex digital world.

Foster dialogues & experiences.

For a common perspective & vision of the future.

Create empowerment & solidarity.

For humanity and togetherness in a digital world.

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Digital Day.

A new era.

Public Dialogue.

2017-2021

Level of activity

Pre-Digital Day   Digital Day   Post- Digital Day

2021-20xx

Level of activity

Pre-Digital Day   Digital Day   Post- Digital Day
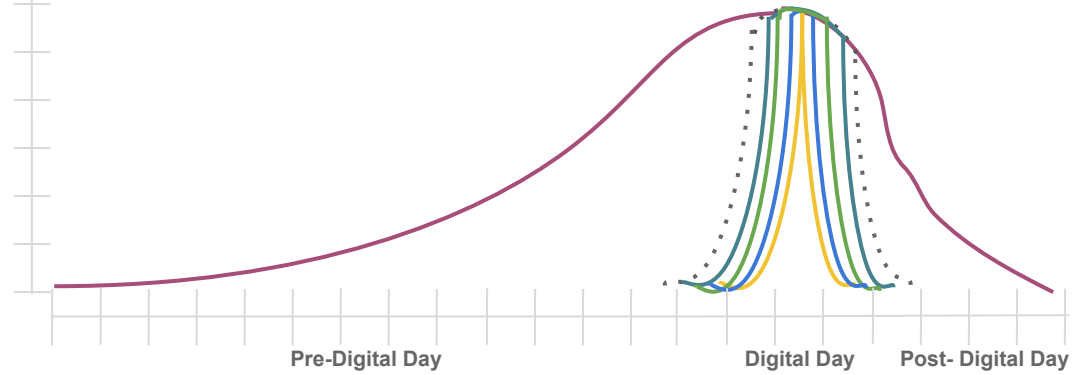
Legend:
- communication
- local activities
- impact / dialogue
- expert panels
- VIP involvement
- international
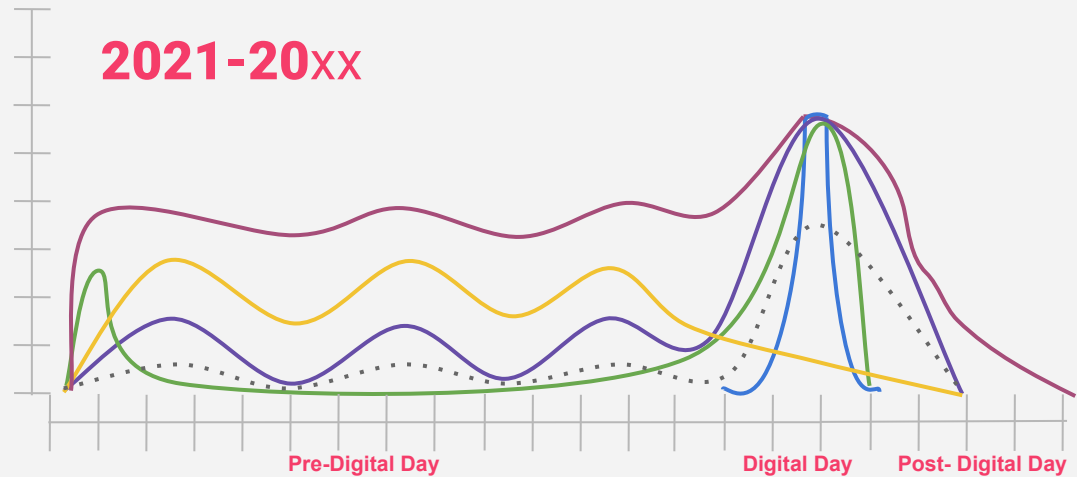
Dialogue

How is digitalisation impacting our lives?

Learning

Learning concrete future skills
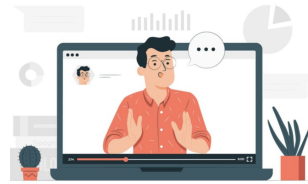
Swiss Digital Day.
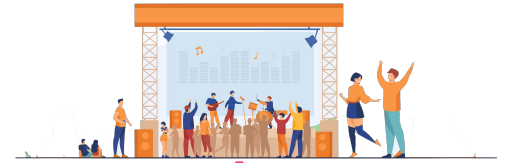
29. Sept.

6 Weeks

10. Nov.

Celebrate & experience

+ Conclusion activities

+ Local Digital Day

+ Publications

+ *OnAir* Programme

Future Living.

Inviting people to
reflect and discuss.
You set the agenda!

Why.

We want to know what comes, what stays, what goes, what really counts.

Last year we asked "what kind of digital future do you wish for"'. This year we want to work on it!

How has COVID-19 influenced areas of our future life?

How can digitalization make us happy?

77%

of the population want to get involved in the topic of "smart city"

Mobiliar DigitalBarometer 2020

Areas of life.

Create your own questions.

Private.

What makes a good home?

- Smart Home
- Life with family & friends
- Hobbies
- Health
- Communities
- etc

Public.

What kind of cities do we want to live in?

- Mobility
- Smart City
- Digital Infrastructure
- eGovernment
- Health System
- Media
- Environment
- etc

Work.

What new jobs will be available?

- Career
- Colleagues
- Working systems
- Future of Work
- etc.

Education.

What skills will be relevant in the future?

- Lifelong learning School/Academia
- Important skills
- etc.

Our future lives.

«tell».
Discussing a topic in small groups.

Workshops.
Active participation.

Other ideas.
Create other ways to discuss/reflect.

Future skills.
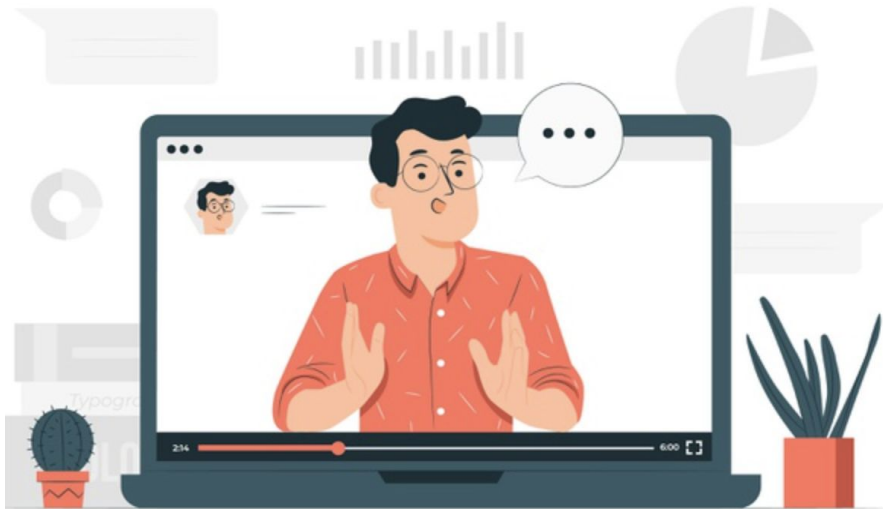
Encouraging
the population to learn.
You set the agenda!

Why.

Lifelong learning is quoted by all institutions as the only way to stay "fit" in this fast changing world.

"The level of digital literacy needs to be upgraded fast enough to keep up with the rate of change in order to avoid a part of the population being left behind both on the labour market and in everyday life." (bfs, 2019)

65%

of kids today will do jobs that haven't been invented yet.

Gartner Trends 2017, OECD/WEF

Areas of learning.
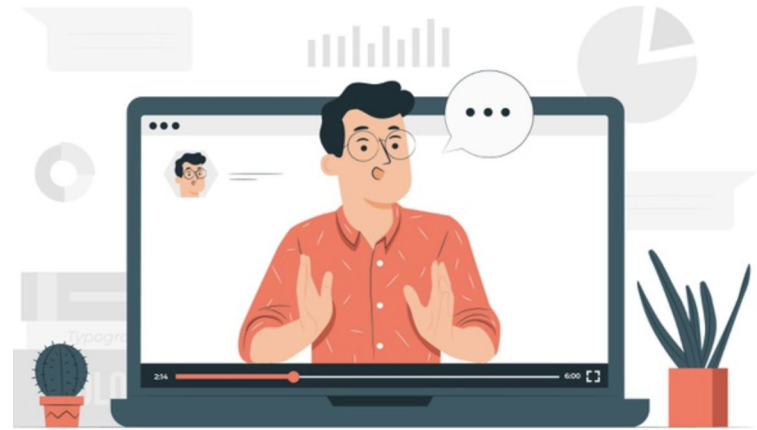
Basic skills.

Digital foundational literacy

- E-mail and word processing
- Managing privacy settings
- Using keyboards and touchscreens

Intermediate skills.

Use digital and critically evaluate

- Data understanding
- Desktop publishing
- Digital Graphic Design
- Digital Marketing

Advanced skills.

Digital Entrepreneurship & ICT

- Artificial Intelligence
- Internet of Things
- Big Data
- Cybersecurity
- Virtual Reality

Our future skills.

Learning Lab.
Teaching a concrete skill in 45 minutes.

Workshops.
Learning by doing.

New Ideas: e.g Knowledge Café.
Experts sharing knowledge over a coffee

Digital Day.

Inspiring people to experience and reflect on digitalization. **You set the agenda!**
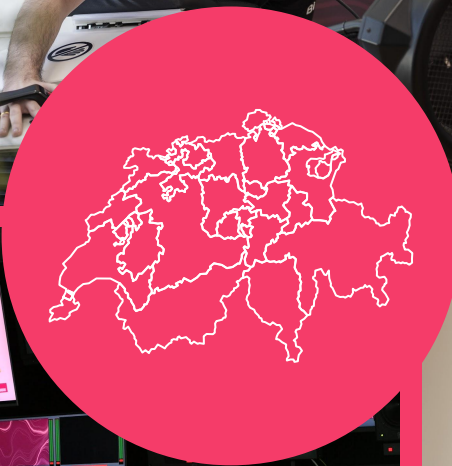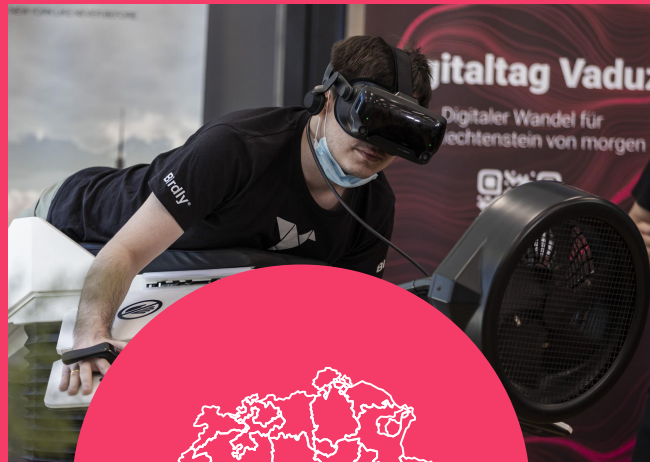
Digital Day.
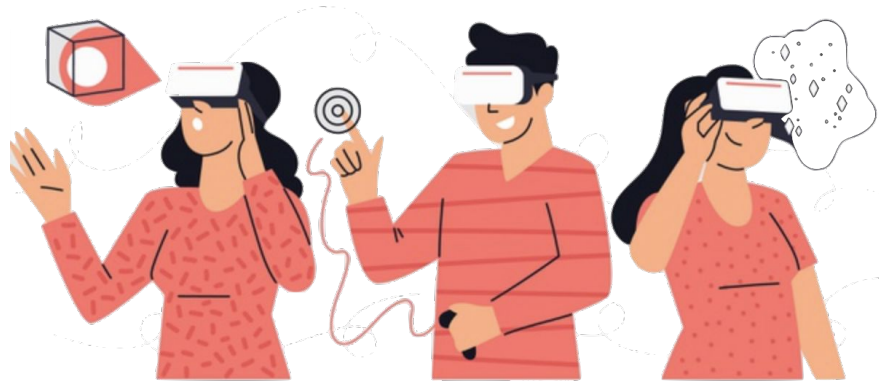
OnAir **Programme.**
Offer your experts/content.

Local Digital Day.
Cities & Cantons organize their local events

Open House.
Showcase your innovations.

Launchpad for your ideas.
Art show, theme world, e-sports events, new publication - don't hesitate to be creative!

Dialogue
What's the digital future going to be like?

Learning
Learning concrete future skills
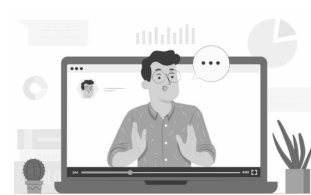
Swiss Digital Day.

Conclusion of activities.
+ Local Digital Day
+ Publications
+ OnAir Programm

6 WEEKS

10.Nov.

Various communication measures & storytelling

29. Sept.
Kick-off
+ **exclusive invitation** to the Digital Competitiveness Summit

11. Nov.
Swiss Digital Economy Award
Celebrating Projects.
+ VIP Event

Kick-off 29 September 2021, Lausanne

Exclusive invitation to the Digital Competitiveness
Summit & Networking Apéro

Communication
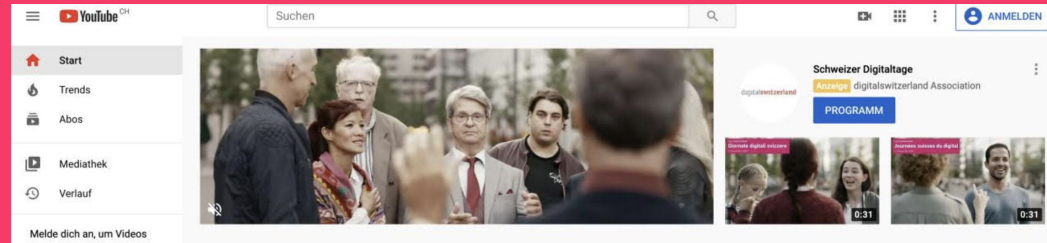
Supported by

Digital Agency of the Year 2019 (DACH)

Newcomer Agency of the Year 2018

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Digital Day.

Involvement & Partnership

Your Role
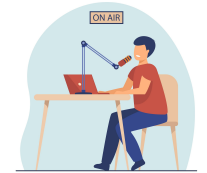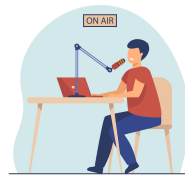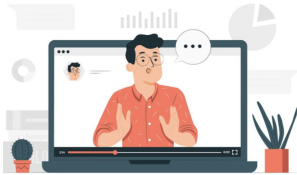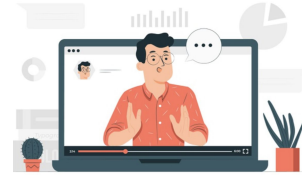
| Enabler | Shaper | Virtuoso |

Your Frameworks
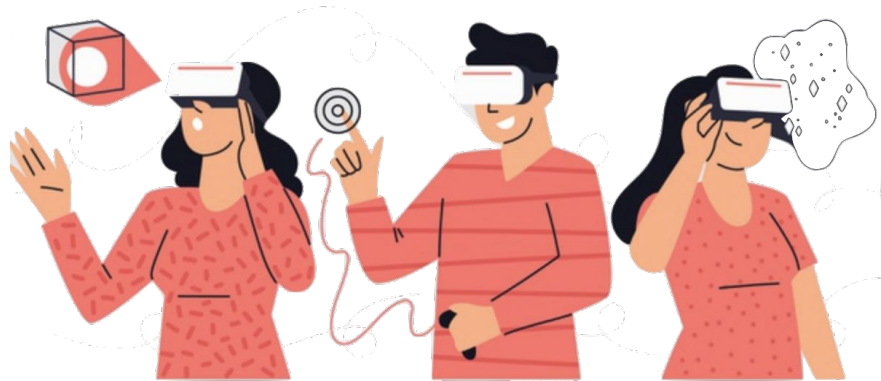
Discussing Future Living.
Enable dialogue.

Learning Future Skills.
Upskill the population .

Digital Day
Create ways to experience digitalization
& share knowledge (e.g at *OnAir* programme).

VIP Events
Send your delegates to network & be inspired.

Standard Partnerships

Prime		Core
Corporate	18'000 CHF	9'000 CHF
L-SME	14'000 CHF	7'000 CHF
Tertiary Schools	12'000 CHF	6'500 CHF
M-SME	get in touch[1]	5'000 CHF
S-SME	get in touch[1]	4'000 CHF
Primary/Secondary Schools & others	get in touch[1]	get in touch[1]

[1] Limited availability & custom rates apply. digitalswitzerland reserves the right to decide whether a partnership meets the requirements. Evaluation proceedings are defined by digitalswitzerland

Specific Partnerships

Main partners work in close collaboration with digitalswitzerland & the Digital Day team, are involved in strategic decisions and benefit from a custom partner package.

Main

- **Corporate**
- **SME's**
- **Academica**

Special rates upon request[1]

[1] Limited availability & custom rates apply. digitalswitzerland reserves the right to decide whether a partnership meets the requirements for a main partnership. Evaluation proceedings are defined by digitalswitzerland

Specific Partnerships

Hub: Cities

Large	15'000 CHF
> 60k inhabitants	
Medium	10'000 CHF
20-40k inhabitants	
Small	6'500 CHF
< 20k inhabitants	

Hub: Cantons

Large	15'000 CHF
> 150k inhabitants	
Medium	10'000 CHF
< 150k inhabitants	

Specific Partnerships

A *Minimal* service package is only available for companies in financial distress, who do not have the resources to participate in a standard partnership.

Targeted to individual enterprises, small SME's, NGO's and organisations with education & societal causes at their core vision/mission.

Minimal

- **Individual enterprises**
- **Small SME's**
- **others**

Free of charge application process[2]

[2] Limited availability applies. Digitalswitzerland reserves the right to decide whether a partnership meets the requirements for a *Minimal* partnership as well as grants and/or denies contents at its own discretion. Application proceedings are defined by digitalswitzerland

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Digital Day.

Benefits overview.

Be part of a large scale success.

through new frameworks & focus areas.

Benefit from networking & inspiration.
through a strongly expanded VIP offering
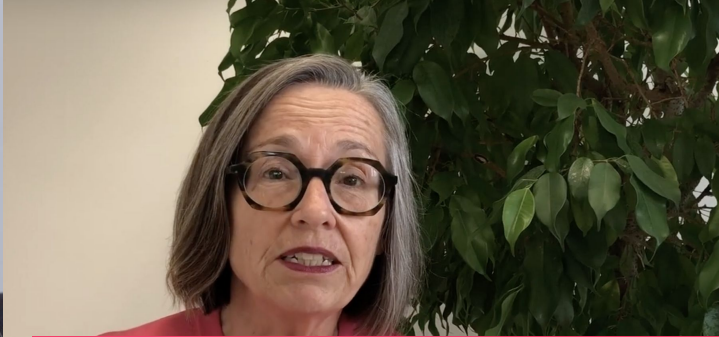
Stand up for an important cause.

alongside the most visionary people, companies & cities nationwide

Put your innovations & initiatives on the map.

through expanded touchpoints & timelines

Overview Benefits.

	Minimal	Core	Hub	Prime	Main
Branding & Platform					
Logo on Digital Day platform	✗	✓	✓	✓	✓
Partner profile on platform	✗	✓	✓	✓	✓
Extended profile on platform	✗	✗	✓	✓	✓
Content prominently featured in video library	✗	✗	✓	✓	✓
Logo presence OnAIR	✗	✗	✓	✓	✓
Logo on Logowall @ SDEA Digital Day VIP Event	✗	✗	✓	✓	✓
Mentioning in Boilerplate press releases	✗	✗	✓	✗	✓
Logo on VIP invitations	✗	✗	✗	✗	✓
Networking & Inspiration					
Exclusive invitation to Kickoff @ Digital Competitiveness Summit, 29 September 2021	✗	✓	✓	✓	✓
VIP Tickets @ Swiss Digital Economy Award, 11 November 2021	✗	✓	✓✓	✓✓	✓✓✓
Exclusive VIP seating among small circle of top representatives from economy/academia/politics.	✗	✗	✗	✗	✓

Overview Benefits.

		Minimal	Core	Hub	Prime	Main
Licenses & Involvement	Nominate events to be included in national framework activities	✅	✅	✅	✅	✅
	License to use wording / branding / association to the national activities & Digital Day	✅	✅	✅	✅	✅
	Embed events on Digital Day online platform	✅	✅	✅	✅	✅
	Presence in Digital Day *OnAir* program (10-15min video and/or podcast tbd)	❌	❌	✅	✅	✅
	CEO message to Switzerland	❌	❌	❌	✅	✅
	Strategic involvement	❌	❌	❌	❌	✅
Support & Enablement	Access to Digital Day Partner portal (Resources + CMS)	✅	✅	✅	✅	✅
	Project management support by digitalswitzerland	❌	✅	✅	✅	✅
	Creative session with Dramaturgy Director OnAir	❌	❌	✅	✅	✅
	Creative session with Sir Mary (storytelling, comms)	❌	❌	✅	✅	✅
Collaborative benefits	Matchmaking with other organisations on request	❌	✅	✅	✅	✅
	Discounts on partner events (SDEA)	❌	✅	✅	✅	✅

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Digital Day.

Swiss Digital Economy Award

Swiss Digital Economy Award & VIP

11 November 2021
Zurich Hallenstadion

Digital Innovation Of The Year

The Next Global Hot Thing

Digital Excellence Award

NextGen Hero

Highest Digital Quality

Discounts apply!
Digital Day partner who are interested in becoming
a **sponsor of the Swiss Digital Economy Award** benefit from considerable discour

SDEA Prices for Digital Day partner

	External Prices	Discounted SDEA prices for Digital Day partner *	
		• Prime partners • Hubs • Main partners	Core partners
Platin	45'000 CHF	38'000 CHF	40'000 CHF
Gold	30'000 CHF	18'000 CHF	20'000 CHF
Silver	17'500 CHF	8'000 CHF	10'000 CHF

* Digital Day partnership required to benefit from discounts. Prices do not include Digital Day partnership fee

Sponsor Packages

	Platin	Gold	Silver
3 min on stage	✅	❌	❌
Logo Size (Web, Newsletter, SDEA Event, Tickets)	Main partner	Large	Medium
Jury Member	✅	✅	❌
Right to Co-Edit Content for Social Media*	✅	✅	❌
2x Social Media Post**	✅	✅	✅
Awarding of Prizes	✅	✅	❌
Tickets @ Swiss Digital Economy Award	16	8	4

DIGITAL
ECONOMY
AWARD

* The sponsor has an option to develop joint content with the Digital Economy Awards content team that will appear on DEA communication channels such as those of the Digital Economy Awards media partners.

** The sponsor will be thanked at least 2 times on the social media channels during the term of their commitment.

Information is based on the most recent communication from the SDEA team and is provided without warranty (Valid as of 1. March).

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Digital Day.

What's next?

Next steps

by digitalswitzerland

24 March, 1 April (same content)	as of 1 April	May/June	2 June	2 September
Deepdive	**Onboarding**	**VIP Event 2020**	**Info Session**	**Info Session**
Deep Dive Session: Dialogue & Learning Frameworks	Contracts VIP infos Launch partner platform	Branding ready		**29 September**
Register here	Final documentation challenge available			**Kick-Off** Digital Competitiveness Summit
March	April	May	June	September

Next steps

for you!

❑ **Reserve your spot** on the Digital Day *OnAir* program
Slots are handed out on ongoing basis.
(preliminary reservations are held for 2 weeks)

❑ **Confirm** your partnership
and/or book a clarification call with a partner manager

❑ **Register** for the Deep Dive Sessions

❑ **Block your calendars** for Digital Day highlight
moments (see dates on next slide)

Block your calendars

May/June in Bern - invitation to follow soon
Digital Days 2020 rewind - VIP Event

29th of September in Lausanne
Digital Day 2021- Kickoff 2021 & Digital Competitiveness Summit

10th of November in all of Switzerland
Digital Day 2021 - Main Event

11th of November at Hallenstadion
Digital Day 2021- VIP Event

Get in touch!

Diana Engetschwiler
Set up a call
Write an Email

Kristof Hertig
Set up a call
Write an Email

Catherine Prohaska
Set up a call
Write an Email

Virginie Pache
Set up a call
Write an Email

Daniela Christen
Write an Email

Pascal Schöni
Write an Email

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Digital Day.

Let's co-create!

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Digital Day.

Frequently asked

Q&A I

Will Digital Day take place virtual only or hybrid or physical?
This will depend on the Covid-19 situation. However we plan again with a hybrid event where as digitalswitzerland will organize the Digital Day *OnAir* again (livestream and we're also looking into audio formats). All other events will be organized by our partners and especially also cities and cantons who are setting up their own local Digital Day.

Can schools also participate? How to get in touch?
Yes of course - we would love to have many schools participating this year. Especially now that we put a big focus on "learning" as well. Please get in touch with us to discuss possibilities.

Q&A II

Will there be an exhibition at HB Zürich again?
We do not plan to organize an exhibition as we did in the years from 2017-2019.
However we are looking into a swisswide project where all of Switzerland can get
engaged. How partner will be involved is still open.

Are activities planned in all language regions?
This is really up to the participating partners. From experience in the past years, we
have had many events in all different languages happening, all over Switzerland.