Swiss {ai} Weeks

Regional Organizer Playbook

1 Sep - 5 Oct 2025

Join the movement! Swiss {ai} Weeks unites researchers, developers, businesses, and citizens to explore AI's potential, solve real-world challenges, and build a more transparent, open, and impactful AI ecosystem—together.

Why Join the Initiative?

Swiss {ai} Weeks are a great opportunity to promote your region as an AI hub and to be part of a country-wide movement for responsible AI. Building on our collective effort, you engage citizens, businesses, and institutions both regionally and on a national level. The Weeks are contributing to a major milestone in AI in Switzerland: We help turning groundbreaking AI research - Switzerland's first Foundation Model for Languages - into tangible societal and economic impact with Suisse values at its core: De-centrally, bottom-up, open source & protected data privacy.

Who Joins the Initiative?

The goal is to activate as many stakeholders as possible across all regions that organize AI-related activities between 1 September and 5 October 2025 in Switzerland. Whether you are an Office for Economic Development, a regional SME, an association, or an individual interested in shaping an event — you are most welcomed to the Swiss {ai} Weeks.

General information

- **Swiss {ai} Weeks Role:** We serve as a coordination hub—helping to align activities, connect stakeholders, and ensure a unified voice in national media. We also provide frameworks and tools to make organizing easier and are here to support you every step of the way.
- **Your role:** Organize regional events, workshops, or even hackathons to ensure your region actively contributes to the national movement—by taking action, sparking dialogue, fostering collaboration, or driving hands-on innovation around AI.
- **Your investment:** You are not required to pay a participation fee to be part of the Swiss {ai} Weeks. You only need to cover the costs of any events you choose to organize in your region.
- **Event Period:** All events take place anytime between 1.09.-5.10.2025
- **Regional Collaboration:** Multiple regional organizer can operate within the same area. There is no "regional exclusivity".
- **Event Naming:** You may choose your own event name, organizers and partners. We provide you with the respective logos of Swiss {ai} Weeks and we ask you to refer to Swiss {ai} Weeks accordingly.

Essential Elements (Your role as regional organizer)

- **Adhere to the Code of Conduct and UN's Universal Declaration of Human Rights:** Ensure your event follows the shared values and behavioral standards of Swiss {ai} Weeks.
- **Designate a Regional Point of Contact:** Assign one main person for communication and coordination with our Swiss {ai} Weeks team
- **Be Recognized as a Regional organizer:** Your event will be acknowledged across official Swiss {ai} Weeks communications, including decks/website. To do so, we ask you to provide us your event descriptions here → Link
- **Include a Reference and Backlink:** Feature Swiss {ai} Weeks on your website with a brief mention and a link to the official page (www.swiss-ai-weeks.ch)

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HUB Fellowship Association (non-profit)
Viaduktstrasse 93-95 · 8005 Zurich
www.swiss-ai-weeks.ch · hello@swiss-ai-weeks.ch

#SwissAIWeeks
#AIMadeInSwitzerland

Yes, you are in? Great! Then please continue reading...
Below you find possibilities on how you can get involved concretely. However, you can choose
to do something totally different on AI related topics.

1. Creating Your Regional Hackathon

What you need to know:
- You are invited to organise a hackathon or connect your current hackathon to Swiss {ai} Weeks.
- Confirmed hackathons: Lenzburg: 26.09.25; Zurich/Lausanne/Geneva: 26./27.09.25

Essential Elements (Your role as regional organizer)
- **Share the Hackathon Results:** Submit a short summary of your regional hackathon outcomes for publication on the Swiss {ai} Weeks website.

Recommendations and information
- **Everyone's Welcome:** Students, professionals, entrepreneurs, and citizens of all backgrounds
- **Open-Source Focus:** Together, we promote transparent and collaborative AI development (national awards only given for open source used projects)
- **Format:** 1-2 day intensive sessions maximize innovation and collaboration
- **Evaluation Focus:** Innovation, practical solutions, quality AI integration, and positive societal impact
- **Connect your participants** through our shared SaiW Discord incl. your local group.
- **Celebrate Local Innovation:** Recognize and celebrate your winning teams.
- **National Spotlight:** Your regional winning team that participated in one of our official challenges, will qualify for our national Award Ceremony.
- **Growth Opportunity:** Top 3 national winning teams join the Kickstart incubation to develop their solutions.

Hackathon challenges
- **Design Your Own Challenges:** You're encouraged to create custom challenges that address the specific needs and interests of your regional community.
- **Leverage Official Sponsor Challenges:** You also have the option to include official challenges provided by our sponsor partners. To do so, your participants will need access to our central platform. Tracks may include sectors like Banking, GovTech, Health, and more — Freestyle challenges are also welcome. Participants will benefit from dedicated access to a Hugging Face space, and all submissions made via the central platform will be reviewed by the official Swiss {ai} Weeks jury.
- **Define how intellectual property (IP) rights** will be handled to ensure fairness and transparency for everyone involved in your regional event.

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2. Organizing Talks, Panel Discussions, Workshops ...

What you need to know:
- You're invited to organize AI activities such as talks, panels, workshops, or other creative formats. Once your event is registered, Swiss {ai} Weeks will showcase it on our website to give your region visibility.

Essential Elements (Your role as regional organizer)
- We strongly encourage you to approach your event as a non-commercial initiative. While you are free to charge for tickets or seek local sponsorship locally, the overall spirit of Swiss {ai} Weeks is non-commercial, contributing to shared public, rather than commercial value.

Recommendations and information
- **Content Diversity:** Encourage discussions on AI applications across various sectors such as Education, Health, Ethics, GovTech, Climate, Finance and more — AI touches everything.
- **Speaker Engagement:** Engage regional experts, researchers, industry leaders, and influential community voices to support insightful discussions.
- **Flexible Event Types:** Formats can range from panel discussions to interactive workshops, keynotes, and community-driven sessions. It would be great to connect the event to an action to show the impact.
- **Central Ticketing:** If you would like to use our ticketing platform with QR code functionalities for your participant management, please let us know and we will provide you access for no additional fee. This will also enable you to engage with other people from across Switzerland.

Communication & Media Engagement

What you need to know:
- Our official announcement is: **3rd June 2025**
- We urge you to withhold your own communication until then. You are welcome to prepare your announcement in coordination with local media. If you have officially confirmed your participation, we would be happy to include your region in our media release.

Essential Elements (Your role as regional organizer)
- **Brand Reference/Kit:** Include the official Swiss {ai} Weeks branding in your communication materials to ensure consistency across all regions. Access our official brand kit with logos and visual assets to help your event shine.

Recommendations and information
- **Local Media Partners:** Build relationships with local media to amplify your regional story.
- **Consistent Messaging:** The central team will coordinate national media to ensure unified communication.
- **Social Media:** Connect with the wider community by tagging @SwissAIWeeks and using our hashtags.

We are happy to help, please contact one of us:
Diana: diana.engetschwiler@swiss-ai-weeks.ch
Sabine: sabine.wildemann@swiss-ai-weeks.ch