

Shaping Switzerland's AI Future AI Action Plan

Public-private AI Action Plan for Switzerland

a discussion contribution encouraged by Federal Councillor Rösli

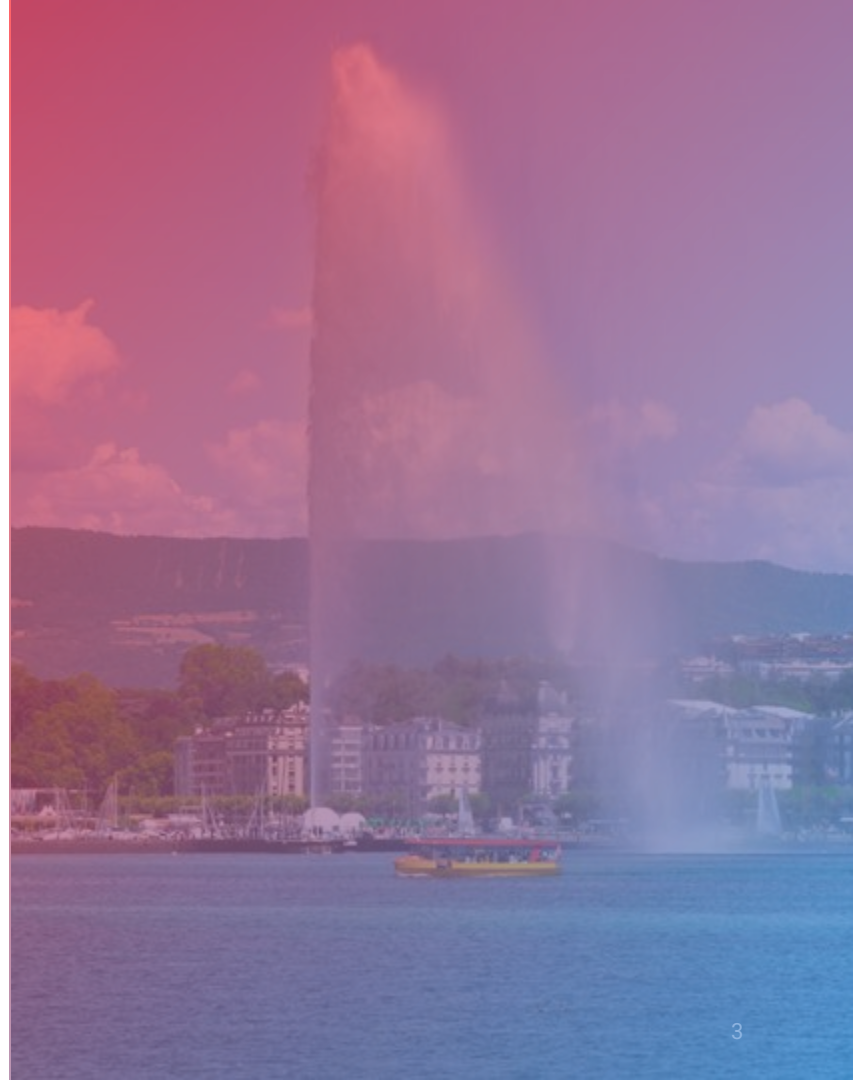
built on Swiss values & strengths, focused on concrete actions

as a contribution to the Global AI Action Summit Geneva 2027

**coordinated by digitalswitzerland, in collaboration with
BAKOM and Accenture**

1.1 Context: The time is now

- As opposed to many other countries, Switzerland is lacking a strategy for what to achieve and how to use AI.
- Switzerland must find its AI position to make a difference in the global AI ecosystem - one based on Swiss values such as openness, collaboration and trust.
- Switzerland has national lighthouse projects such as ALPS, but needs to define priorities and coordinate stakeholders to realize full impact on competitiveness and digital sovereignty/self-determination.



2.1 Topics: Swiss values

Openness

Collaboration

Trust

Responsibility

Rules-based reliability

2.2 Topics of the AI Action Plan

Lenses*

AI Literacy and Education in Organisations and Society

e.g. establish a private-sector-led best practice exchange for re-/upskilling; evolve general understanding and trust; involve constructively critical organisations / campaign

Research and Innovation

e.g. scale existing AI supercomputers and make them accessible to research and industry; increase investments in research and innovation (ETH); use swiss technologies in critical domains

Digital Infrastructure

e.g. make e-ID a success; invest in design, control and safety (cyber) of swiss digital infrastructure as a backbone for critical infrastructures; Use cross-sector synergies;

AI Ready Data

e.g. encourage public sector to generate high quality, up to date and linkable datasets as a basis for AI; ensure data safety and security

AI Governance

e.g. smart governance: blueprint for the private sector, sector-specific self-commitments (e.g. media)

Opportunities/ Competitiveness

Sovereignty/ Self-Determination

Swiss values

* The lenses provide each a topic overarching perspective to analyse the topic from

1.2 Context: AI Summit Geneva 2027

Objectives of the Swiss Confederation: international & national

- Contribute to the global dialogue on AI Governance and position Geneva as a hub and Switzerland as a location for trustworthy AI services
- Strengthening the position of the Swiss ETHs as leading AI research institutions
- To provide a platform for Swiss and Switzerland-based companies that embody Swiss values



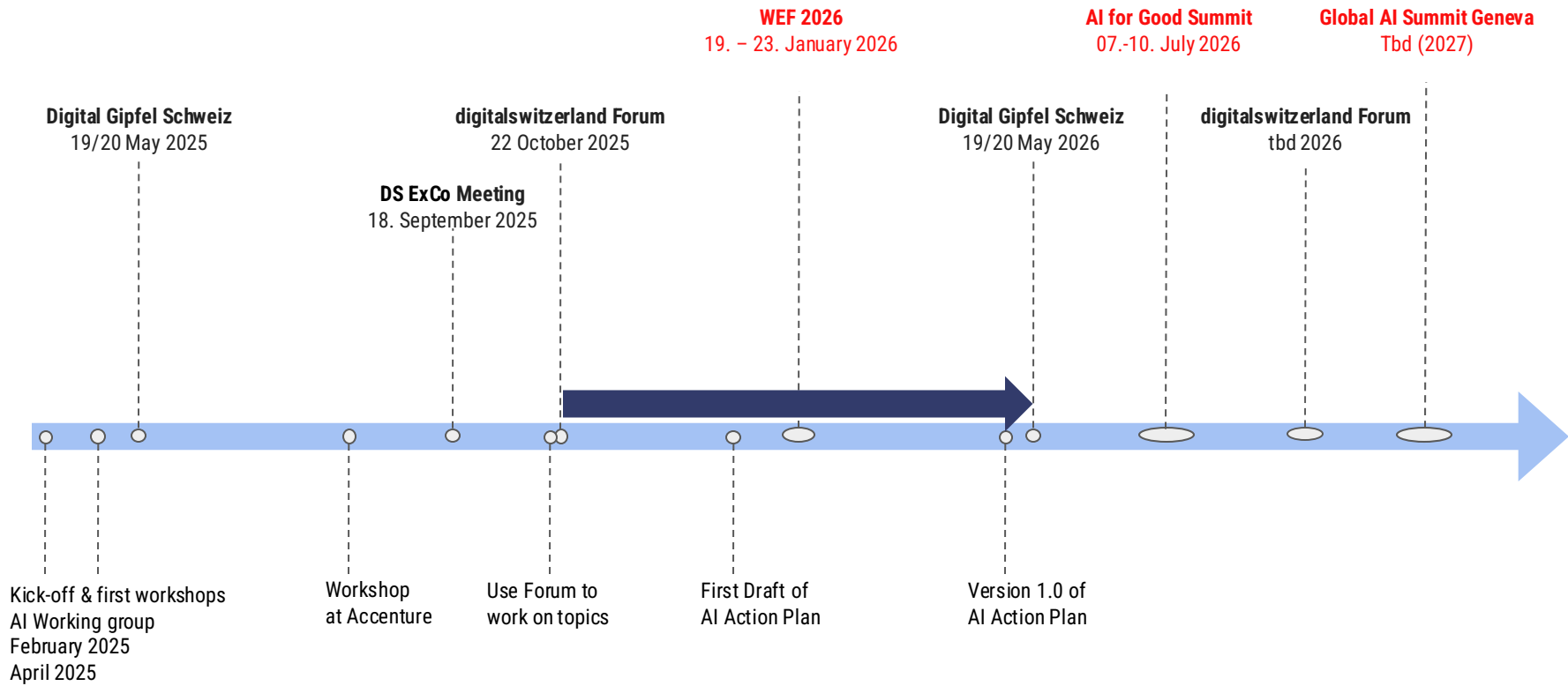
digitalSwitzerland's contributions: national

- Align efforts through a public-private AI Action Plan
- Mobilize contributions & resources for Geneva 2027
- Highlight the relevance of AI for quality of life, business and research
- Promote trust, openness & collaboration
- Promote dialog on principle based, agile and pragmatic digital governance

Public-private AI Action Plan for Switzerland

- Use AI opportunities for business, science and society
- Importance of digital infrastructure, investments in education and research
- Pragmatic governance public-private (incl. sovereignty issues)
- Broad, trust-building societal dialogue
- Build on what already exists

3.1 Overall Timeline



Get Switzerland ready for AI!