

# Switzerland in the foreign media: 2nd quarter 2024

## Summit on Peace in Ukraine: mixed reception

Numerous media outlets worldwide reported extensively on the Summit on Peace in Ukraine over several months. Initial coverage centred on which key states would attend and at what level of representation, before shifting to analysis of the

**"Ukraine-Konferenz in der Schweiz: Mitten im Krieg ist ein Anfang für Frieden gemacht"**

*(Der Standard, 16/06, Austria)*

conference results. Western-oriented media offered mixed reactions to the results. Some viewed the conference as a promising starting point for future negotiations, while others deemed the achievements rather modest. Coverage in non-Western states and Global South countries was neutral to somewhat

negative. Several media outlets highlighted the absence of certain significant countries as a shortcoming of the conference. Russian media almost universally reported very critically on the conference, claiming it had failed. They frequently emphasised that key representatives of the Global South had refused to sign the final declaration.

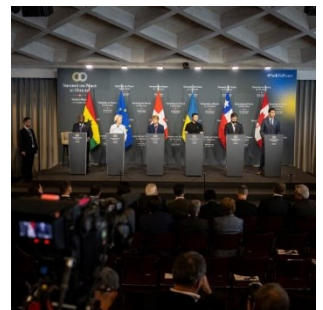
Switzerland itself was rarely the focus of coverage. However, it was consistently mentioned as the conference host and often praised. Switzerland earned praise for attracting a wide array of countries to participate and for orchestrating the event seamlessly with robust security arrangements. In stark contrast, the Russian media judged that Switzerland had proven incapable of organising such events.

**"Swiss Fantasy: Ukraine-Russia peace conference without Moscow in the room, is more spectacle than substance"**

*(Times of India, 17/06, India)*



The group photo with numerous international political dignitaries in attendance received a great deal of visibility. (© South China Morning Post)



Heads of state from the Global South were also present at the press conference. (© Le Monde)

## ECHR rules against Switzerland

Many foreign media outlets described the European Court of Human Rights (ECHR) ruling – that Switzerland had not done enough to combat climate change, thereby

**"La Corte ha affermato che gli sforzi della Svizzera per raggiungere i suoi obiettivi di riduzione delle emissioni sono stati tristemente inadeguati"**

*(La Repubblica, 09/04, Italy)*

violating the human rights of the plaintiffs known as the 'Climate Seniors' – as historic. The judgment triggered extensive global media coverage as it was viewed as a precedent-setting case. While the majority of reports were objective, the ECHR's rebuke of Switzerland captured significant media interest. Some media outlets, however, criticised

the ruling for potentially undermining democratic processes. Many outlets not only discussed Switzerland but also explored the potential consequences of the judgment for other countries. Some media in other European countries later reported on the declarations passed by the National Council and Council of States refusing to comply with the ruling. These reports speculated on whether Switzerland's stance might diminish the court's authority and the impact of its rulings in other nations.

**"Swiss nannas rule!"**

*(Monique Ryan MP on X, 10/04, Australia)*

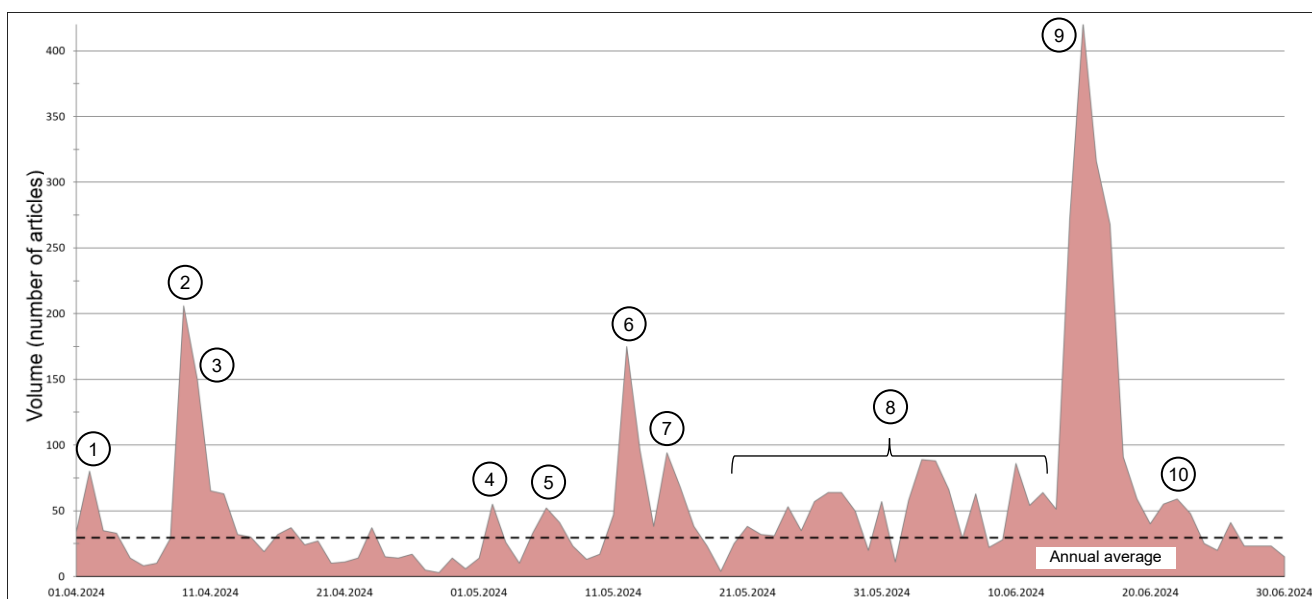


The 'Climate Seniors' from Switzerland receive support on social media. (© Le Point)



The ECHR ruling in the case of the 'Climate Seniors' was often interpreted against the background of the situation in the respective media outlet's country. (© Spectator)

## Quantitative trends in foreign media coverage related to Switzerland



Changes in the volume and tone of foreign media coverage related to Switzerland (volume = number of articles per day in the leading media analysed, 01.04.2024 – 30.06.2024). A spike can correspond to multiple events. The numbered events have been selected on the basis of the volume of the coverage and its significance.

(1) Avalanche tragedy and helicopter crash in Valais (2) ECHR ruling: 'Climate Seniors' vs. Switzerland (3) SPU: date announcement; Federal Council report on banking stability (4) SPU: invitations dispatched (5) Swiss Army Knife (Victorinox) soon available without blades (6) Nemo wins Eurovision Song Contest for Switzerland (7) Former Gambian interior minister Ousman Sonko convicted by Federal Criminal Court; SPU: current registrations (8) SPU: pre-event reports (9) SPU: proceedings and outcomes (10) Severe weather and flooding in Switzerland; conviction of Indian-British billionaire family in Geneva

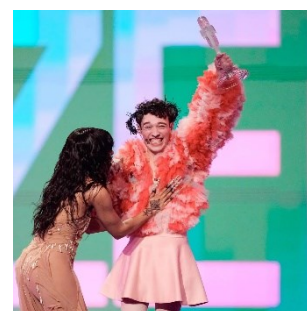
### Focus: Nemo wins Eurovision Song Contest for Switzerland

Nemo's victory for Switzerland at the Eurovision Song Contest 2024 received largely

**"La neutral Suiza salvó la situación gracias una canción y a un intérprete demasiado excelentes y merecedores del premio como para que su victoria pudiera considerarse polémica"**

*(La Vanguardia, 12/05, Spain)*

positive coverage in the foreign press. The win also means Switzerland will host next year's ESC. The media paid considerable attention to the fact that Nemo is the first openly non-binary person to win the competition. German media outlets in particular highlighted Nemo's pledge to champion non-binary rights, especially the introduction of a third gender option in the Swiss civil register. They noted that the Swiss government had previously rejected such a gender-neutral option in official records, arguing that the binary gender model remains deeply rooted in Swiss society. Nemo's non-binary gender identity triggered a range of responses on social media platforms, including some contentious and provocative comments.



**"Eurovision winner Nemo urges Switzerland to recognise third gender"**

*(The Guardian, 16/05, UK)*

Monitoring the image of Switzerland in the foreign media covers all the reporting on Swiss-related topics in the leading media of 19 countries – Argentina, Australia, Austria, Brazil, China, France, Germany, India, Israel, Italy, Japan, Portugal, Russia, South Africa, South Korea, Spain, Turkey, the UK and the US – as well as in the leading pan-Arab and EU media.

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