



Platforms for Visibility Activities

Platforms for visibility activities

There are different options for making research excellence more visible internationally and to a broader public. For example, you may consider:

- Geneva Science-Policy Interface Policy Briefs
- (Virtual) Activities/Blogs in collaboration with the swissnex network
- Events at or around WEF Activities and Platforms
- (e.g. a pre-WEF expert meeting in Zurich, an event at the [House of Switzerland](#), etc.)
- Contribute to other WEF Platforms

1. Geneva Science-Policy Interface Policy Briefs

The [Geneva Science-Policy Interface \(GSPI\)](#) offers a process to support each thinking group in the creation of their policy brief. The objective of this support is to increase the usefulness of policy briefs for decision-makers by delivering digestible publications that offer actionable content. This process includes a specific format to ensure coherence across policy briefs; advice on writing for policy audiences; editing and feedback (with a view to make the content accessible to policy audiences); as well as publication and support in digital dissemination. Specifically, GSPI recommends that each policy brief be between 1,500 and 2,000 words (excluding references) and follows the following broad structure: 1) What is the problem and why is it relevant to policy audiences? 2) What does science tell us about it/scientific insights? 3) What are policy recommendations based on those insights? Within this broader framework, authors are free to include relevant content. For a past example of a policy brief, please see [here](#).

If you are interested in working with the GSPI on this, please contact maxime.stauffer@unige.ch and we can give you more information and start exchanging on the way forward.

2. swissnex network

[swissnex](#) is the Swiss global network (from [FDFA](#)) connecting the dots in education, research and innovation. UZH has mandates with the swissnex locations Boston, San Francisco, Shanghai, Bangalore. The collaboration mainly focuses on visibility activities for UZH, such as (selection of possibilities, not limited to these examples):

- Tailor-made virtual events (e.g. panel discussions, expert talk, pitches, etc.) that could be broadcasted and moderated by swissnex
- Fireside Chats: e.g. “[Imagining New Realities 002](#)” with [Michael Schaeppman](#)
- Blog on [nextrends](#): e.g. “[We Live in a Hyperconnected World](#)” by [Owen Petchey](#)
- Opinion Papers in collaboration with swissnex Boston
- Webinar in collaboration with swissnex Shanghai (see [here](#))

3. Overview of WEF Activities and Platforms

a) General Information on WEF

- 5 WEF Locations: WEF Headquarters (Geneva), WEF USA (New York), WEF Centre for the Fourth Industrial Revolution (San Francisco), WEF China (Beijing), WEF Japan (Tokyo)



- The [FDFA](#) has a collaboration agreement with WEF San Francisco (main coordination and contact on site is via [swissnex San Francisco](#)).
→ As UZH has a mandate with swissnex San Francisco, this offers the possibility to coordinate (virtual) activities in collaboration with swissnex San Francisco and/or WEF San Francisco (no concrete experience so far).

b) General information on WEF Annual Meeting Davos

- The main program of WEF Davos at the Congress Center is fully managed and curated by the Forum (WEF selects partners and sessions).
- Since 2020, an affiliated program for existing partners of WEF has been on offer.
- Affiliated sessions are communicated to all registered WEF participants. The format of the affiliated sessions is currently under review for 2021.
- Private events which are independent of WEF can be organized during WEF Davos.
- Due to COVID-19, WEF Davos 2021 is postponed to summer 2021.
- Examples of platforms at or around WEF Davos:

Format	Comments	Deadlines
WEF main session	<ul style="list-style-type: none"> - Difficult to become part of WEF main program - Forum manages event 	unclear
WEF affiliated session	<ul style="list-style-type: none"> - Only for existing partners (e.g. GULF members) - In 2020 three different options for affiliated programs (details see separate guidelines). 	Deadlines from 2020 (reference): <ul style="list-style-type: none"> - 21 Nov: Session submission - 02 Dec: Review and approval by WEF
House of Switzerland (HoS) event (private event)	<ul style="list-style-type: none"> - Host needs to coordinate and manage event in collaboration with HoS - Capacity for 60-80 people - Timeslot to be applied for with HoS; - Overarching topics for HoS events in 2021: <ul style="list-style-type: none"> • International Geneva Day (Lead Mission Suisse) • Swiss Economy Day (Lead SECO) • Swiss Energy Day (Lead SFOE) 	As early as possible
Pre- (or Post-) WEF event	<ul style="list-style-type: none"> - Expert forum in Zurich right before/after WEF Davos - UZH coordinates and manages the event 	

c) WEF Expert Network and Global Future Council (GFC)

WEF Expert Network

WEF Experts are encouraged to share their own research and analysis and engage with existing Forum projects, events and research. Expert Network membership is reviewed on a rolling basis without a definitive term limit. They are asked to contribute regularly to maintain their membership status. A notable lack of engagement may result in membership being terminated. There are currently 15 UZH Members within the [WEF Expert Network](#).



Global Future Councils (GFC)

The [Global Future Councils \(GFC\)](#) is an invitation-only community, and members are nominated for a one-year period (candidates must be below 40). There are currently 3 UZH members within the Global Future Councils 2019.

Current nomination process:

- Official calls are announced by WEF for internal announcement and nomination process (around July/August, max. 2 weeks all together)
- The calls get announced to the faculties by Global Affairs
- Interested UZH members can apply for becoming member of GFC by submitting: CV, description of project/research, letter of motivation, letter of reference from the Department Head
- Global Affairs sends application documents and overview list to the UZH President; the UZH President selects
- Final decision is made by WEF

d) WEF Platforms

WEF currently offers platforms for 19 thematic clusters where business, governments, and civil society undertake initiatives to define the problems, search for solutions and take action.

Example of platforms:

- *COVID Action Platform*
- *Shaping the Future of Health and Healthcare*
- *Shaping the Future of Trade and Global Economic Interdependence*
- *Shaping the Future of Global Public Goods*
- *Shaping the Future of Financial and Monetary Systems*
- *Shaping the Future of New Economy and Society*
- *Shaping the Future of Digital Economy and New Value Creation*

→ Information on all platforms and their activities can be found on the [WEF website](#)

e) WEF Transformation Maps

Transformation Maps are the WEF's dynamic knowledge tool. They help users to explore and make sense of the complex and interlinked forces that are transforming economies, industries and global issues. The maps present insights written by experts along with machine-curated content. Together, this allows users to visualize and understand more than 250 topics and the connections and interdependencies between them, helping in turn to support more informed decision-making by leaders.

→ Information on WEF's strategic intelligence tools and the transformation maps are [here](#)