

## **Workshop Title: How can we strengthen cooperation for more impactful advocacy for education in Switzerland?**

### **Convener's name, organisation and e-mail:**

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### **Main issues, questions discussed:**

How can we strengthen cooperation for more impactful advocacy for education in Switzerland

### **Conclusions**

- Relationship with media: we need journalists who understand the work and are available to write about it, also targeting popular newspapers e.g. 20 minutes, connecting situation of education in Switzerland and in the world with similar challenges e.g. teacher shortages, leveraging RECI members' communication specialists and media relationships
  - Creating the news based on current trends and the global situation, angles that are of interest for different newspaper
- Relationship with parliament: leveraging alliance of supportive MPs, enable continuous dialogue with them to leverage them as internal messenger, outreach with IPNED
- Champions: leverage champions, former political leaders,
- Federal Council outreach: leverage contacts including at the local level
- Refining narrative, including to the non-converted, e.g. emphasizing that education is still important, its cross-sectoral nature, making the case for education investment
- Relationship with foundations: leverage IEFG work on global campaign for education
- Do you have any concrete recommendations? (to yourself, to participants, to RECI, to other actors?)  
List of communication specialists to reach out to
- Send media statement on RECI forum with 3-4 key messages from the forum also ahead of FFD4 in Sevilla
- In the future invite MPs as panelists to RECI forum and invite media
- Leveraging NORRAG's exhibition on education and SDGs for engagement with parliament e.g. mobile exhibition?
- Reach out to IPNED
- Leverage high level representations from the global South visiting Switzerland