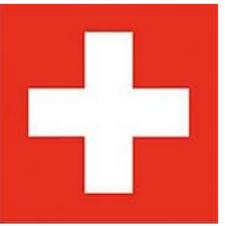


# THE RÖSTIGRABEN PROJECT

*Un jour - Eine Kultur*



**NOW**  
First Phase



Linguistic Swiss Areas

## What is the Röstigraben?

The Röstigraben is the imaginary barrier between the Swiss-German-speaking and the French-speaking parts of Switzerland

## Problem statement:

In Switzerland, there are several cultural differences between the two parts of the Röstigraben, some are subjective while others are objective. The most famous cultural points of distinction are the following: language barrier, political points of view (regarding social and foreign policies), way of life, methods of working...

## What kind of problems does the Röstigraben involve?

- Stereotypes
- Misunderstanding
- Unwillingness to get to know each other
- Lost potential: social and economical

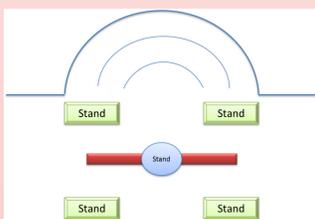
Cultural Clash	
Romands = Französe wo isch dr unterschied?	Le Suisse Allemand n'est PAS une langue!
Les Romands = die Griechen der Schweiz	Le Suisse Allemand en une leçon : NEIN!!!
Die Welschen sind unorganisiert	Tous les Suisse Allemand sont lents, les Bernois plus que les autres...
In Militär, Romands = Les Russes!!!	La Suisse Allemande = La Suisse PRIMITIVE!!!

## Mission, Values and Objectives

The vision behind the Röstigraben project lays in the better acceptance of the other part of Switzerland despite the differences. Therefore, we aim at providing services and events based on the cultural differences in the two parts of Switzerland. Promoting mutual integration, the main objective is to encourage people to meet and exchange ideas

## The Röstigraben days:

We will organize several Röstigraben days in different universities throughout Switzerland. The Pilot project will take place at Uni Mail. There will be several integration activities:



Schematic representation of Uni Mail's hall

tourism offices promoting their area, guest speakers, lottery activities, Swiss meal at Uni Mail's restaurants, etc. All of them will take place around the building of a symbolic wall in the middle of the University. Participants will be request to write down their worst stereotypes about the different parts of Switzerland

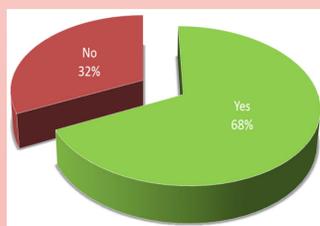


Pilot of the "Röstigraben Wall"

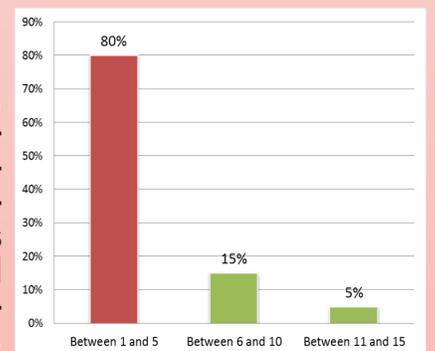
**THEN**  
Second Phase

## From the Project to a Business

After gathering experiences (a reputation and a social network, best practices, better understanding of the underlying issue) during the integrations' days in Swiss universities, we will have the knowledge to start our business and provide services about Swiss-intercultural exchanges. Our new target will be expatriates in multinational companies. Indeed, there is a high demand in Geneva : about 40% of the population is not from Switzerland. Moreover, multinational companies provide 33.9% of the total number of employment in the Geneva canton. Finally, most of the foreigners do not feel enough integrated



Interest in integration activities



Number of Swiss French-speaking friends

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[Rostigrabenteam.unblog.fr](http://Rostigrabenteam.unblog.fr)

