

Switzerland-wide campaign for cohesion instead of hate and agitation

Not here! Against racism and anti-Semitism

Zurich, December 14, 2023 - **Hatred and incitement against Jews must have no place in our country. However, since the Hamas massacre in Israel, Jews in Switzerland have also been increasingly exposed to visible anti-Semitic hostility. Sentiment is also being stirred up against Muslims. All the more reason for us as a society to stand together. Empathy and civil courage are needed for all those affected. This is why the GRA Foundation against Racism and Anti-Semitism and the SET Foundation Education for Tolerance, with the support of the Swiss Federal Service for Combating Racism, are launching the nationwide campaign "Not here! Against racism and anti-Semitism".**

The GRA Foundation against Racism and Anti-Semitism and the SET Foundation Education for Tolerance have been committed to combating racism and anti-Semitism in Switzerland for decades. For some time now, they have observed an increase in covert to overt anti-Semitic and racist incidents that are increasingly dividing Swiss society.

Like many in our country, they are dismayed by the recent events in the Middle East and the subsequent rise in anti-Semitism. As the Middle East debate intensifies, a rift is increasingly running through society. The debate is polarizing. However, this must not turn into hatred of Jews in our country or lead to hostility towards Muslims.

This is why the two foundations are launching the nationwide campaign "Not here! Against racism and anti-Semitism". The foundations are politically and religiously independent and are committed to tolerant, respectful and peaceful coexistence in Switzerland. With the campaign, which is supported by the Federal Service for Combating Racism, they want to strengthen resistance against hatred and hate speech as well as against division within our society.

"The rise in anti-Semitic incidents in Switzerland since October 7 made me realize that we not only need to do something against anti-Semitism, but also against division in Swiss society," says Ronnie Bernheim, President of SET and initiator of the campaign. "However, the campaign is not only directed against anti-Semitism," Bernheim continues, "but also against the increase in hostility towards Muslims and against racism in Switzerland in general. As a politically and religiously independent foundation, our aim in this nationwide campaign is to denounce all forms of discrimination, even if anti-Semitism is currently the focus. We want to call on the Swiss population to stand up against all forms of discrimination in their immediate environment with empathy and civil courage."

The campaign will start on December 14 with over 2000 billboards and run until the end of January 2024. In addition, the campaign will also feature on large display boards in train stations, small displays on public transport and other locations. The campaign will also be visible on social media.

Thanks to the support of renowned companies such as APG/SGA and GoldbachNeo, as well as the Setaprint printing company and sponsors, this large-scale campaign can be carried out.

Pascal Pernet, President
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GRA Foundation against Racism and Anti-Semitism

The Zurich-based foundation is committed to human rights and the preservation of Swiss-style democracy. To this end, it launches and implements its own projects and supports individuals and institutions that promote tolerance and combat racially motivated discrimination. The GRA Foundation's commitment against racism and anti-Semitism focuses on the areas of education and upbringing, politics, media and law. The foundation is politically and religiously neutral.

www.gra.ch

SET Foundation Education for Tolerance Racism and Anti-Semitism

The foundation develops and promotes teaching materials and training courses that promote peaceful coexistence in our pluralistic society, educate people to be tolerant of minorities and combat racism and anti-Semitism. The SET is active in all areas of education from pre-school age to 20 year old people, as well as in the education and further training of teachers. The foundation is based in Zurich and is both religiously and politically neutral. www.set.ch