Society Switzerland – Bhutan (SSB): Strategy planning 2016 - 2018

General strategic direction
1. Cooperation Society Switzerland Bhutan (SSB) and Bhutan Switzerland Society (BSS) as strategic partnership - Identify, plan, implement and evaluate projects together
2. Link and support people (networking)
3. Enable transfer of knowledge and know-how
4. SSB to be recognized, appreciated and visible throughout Switzerland as reliable, competent Bhutan expert

Strategic key points
1. Cooperation SSB and BSS as strategic partnership - Identify, plan, implement and evaluate projects together
   a) Development of BSS as a contribution towards developing democratisation
   b) Orientation, cooperation and organisation of strategic aims developed and defined cooperatively
   c) Identify, plan, implement and evaluate projects together
   d) Fostering of a more intensive exchange between the two Boards
      • Visit to Bhutan by SSB Board Members
      • Visit of BSS Board Members to Switzerland

2. Link and support people
   a) School Exchange Programme *(Example)*
   b) Promotion of contacts between Bhutanese and Swiss people through networking, including Student Support in Switzerland

3. Enable transfer of knowledge and know-how
   a) Initiate small projects in niche areas
      *Examples*
      • School program in remote areas (ends 2015)
      • Development of short hiking trails (cultural trails, nature trails etc.)
      • Swiss Volunteers Program
      • Vocational training - skills development program
   b) Boost self-help and self-initiative in Bhutan
      • Farmers Exchange Programme *(Example)*

4. SSB to be recognized, appreciated and visible throughout Switzerland as reliable, competent Bhutan expert
   a) Organize and operate communication and information platforms
   b) Cultural exchange between the two countries (lectures, events, film projects, film shows)
   c) Observe and discuss Swiss- Bhutanese cooperation and relations