
Context
The Strategy 2018-2022 is to be seen in the context of global sustainable development and the global goals (Agenda 2030 with their Sustainable Development Goals, SDGs) and specific objectives of Bhutan (Five Year Plans, FYPs and the Gross National Happiness concept, GNH). The Society Switzerland-Bhutan (SSB), in close cooperation with the Bhutan-Switzerland Society (BSS) provides active impulses in a limited scope and focuses thematically to questions of democratic development, the emerging civil society and the private sector (small and medium size enterprises, SMEs). Knowledge transfer and cultural exchange are central aspects. The strategic objectives serve the purpose of guidelines for the board for the operational activities. The three main objectives are of equal importance.

Vision and Mission
Personal commitment, interactions and transparent people-to-people cooperation contribute to open, democratic and sustainable societies in the mountainous countries of Bhutan and Switzerland.

Strategic Goals
1. **Strengthen the civil society and especially entrepreneurship in urban and rural areas in Bhutan**
   1.1. Initiatives for the promotion of small and medium enterprises are supported and motivating examples of “best practice” are rewarded.
   1.2. Fostering of networks among stakeholders from business, society and culture who are engaged in Bhutan or are willing to get sustainably engaged in Bhutan.
   1.3. Future-oriented initiatives of groups and civil society are selectively supported.

2. **Promote knowledge transfer and mutual understanding in both countries**
   2.1. Cultural exchange is promoted, e.g. in film, literature, music, art, architecture.
   2.2. Knowledge transfer and exchange of experience in business, handicraft, services, research and education established, facilitated and actively accompanied.
   2.3. Relationships and mutual understanding among women and men from Bhutan and women and men from Switzerland strengthened.

3. **SSB and BSS are competent and recognised promoters of mutual values**
   3.1. Transparent communication and media presence are supported and promoted (in print, audio, video, internet, social media).
   3.2. Networks among members of SSB, the board and interested persons are fostered and an open feedback culture is strengthened.
   3.3. Regular exchanges and critical reflection of the boards of SSB and BSS are promoted.
   3.4. Swiss-Bhutan cooperation relationships are observed, analysed and discussed with the involved stakeholders.
   3.5. Active participation within the network of the „European Bhutan Friendship Associations“.

In consultation with BSS, communities and individuals can be supported in Bhutan in emergency situations one-time.

By the SSB Board approved version, February 2018