

MEDIA RELEASE – ENGLISH VERSION (TRANSLATION)

Note: The German version of this media release is authoritative.

"Your Switzerland. Your Family." – 20 Minuten and BrainE4 launch a nationwide dialogue on the family policy of the future

Cham/Zurich, [15 July 2026, 10:00 a.m.]. From 15 July 2026, 20 Minuten invites the entire Swiss population to take part in the largest structured citizens' dialogue on family policy to date. Under the title "Your Switzerland. Your Family.", everyone can have their say – with or without children, young or older, urban or rural, of different backgrounds and political views. Participants contribute their own arguments, discuss, compare and prioritise them themselves. This anonymous, scientifically grounded stakeholder dialogue is made possible by the idea-duel method of the Swiss technology company BrainE4. 20 Minuten accompanies the dialogue editorially and communicates the results exclusively.

The birth rate in Switzerland stands at 1.29 children per woman, the lowest figure since records began in 1876. Politics, the media and society are debating causes and possible measures intensively. One differentiated voice has so far been systematically missing: that of the population itself, ordered by its own priorities. This is precisely what "Your Switzerland. Your Family." delivers.

Nine open questions – from sentiment to concrete prioritisation

1. Is the declining birth rate even perceived as a problem?
2. What really holds back the desire to have children (costs, work-life balance, partner, career, state of the world)?
3. What would help to better reconcile family and career?
4. Which family and role model is desired?
5. What must be right about a partner?
6. How strongly do costs act as a deterrent?
7. Who bears responsibility (the state, employers, families themselves)?
8. Should Switzerland address demographics through its own children, immigration, or both?
9. How would one billion Swiss francs per year be used most effectively for families?

The dialogue via the BrainE4 technology brings together what was hardly possible before: everyone contributes their own arguments – anonymously and on an equal footing. All participants then rate the arguments of others in direct comparison (idea duels). Thousands of such comparisons produce a mathematically stable ranking. In this way, many individual voices give rise to clear priorities, validated by the population itself.

To allow the results to yield representative statements for the whole of Switzerland, the voices are continuously analysed by gender, canton, age, education, party, urban/rural, income, relationship status and number of children. The idea-duel method was developed together with OST (Eastern Switzerland University of Applied Sciences) and ZHAW in an Innosuisse project. First results and management summaries are expected in August 2026. 20 Minuten will accompany the dialogue journalistically and editorially and publish the results exclusively.

Andreas Seonbuchner, founder and CEO of BrainE4: "We let people argue for themselves, have the best ideas and arguments compete against each other, and prioritise them. The result is a robust picture of public sentiment, validated by the population, with concrete recommendations for action."

A proven method – already tested in practice

The BrainE4 stakeholder dialogue has proven itself in more than 60 organisations, including large companies, associations, municipalities and international groups. Examples:

- At **Denner**, Head of Market Research Andreas Honegger observed: "Before the stakeholder dialogue, only half the truth was ever known." With 74% participation, process weaknesses and cultural barriers came to light.

- In the **municipality of Schwyz**, BrainE4 enabled the first digital Landsgemeinde of central Switzerland. 11.2% of the population took part, contributed 1,772 ideas and prioritised them in 170,572 idea duels. Municipal President Peppino Beffa: "Here, citizens see in black and white where their idea has ranked. That creates acceptance. The decision matrix is worth its weight in gold for us politicians."
- At **Medartis**, the new CEO Matthias Schupp gained an honest, worldwide picture of the entire workforce within a few weeks, based on 1,340 arguments and almost 96,000 idea duels.
- Further examples can be found on the BrainE4 website

These examples show: the stakeholder dialogue achieves high participation, also reaches the silent majority, and delivers prioritised, consensus-ready results that can feed directly into strategic decisions.

Simple, broad participation – 100% anonymous

The dialogue runs via 20min.ch and the BrainE4 web app; it is compliant with data protection requirements and easy to access. You can take part with just a few minutes per question or in greater depth, for as long as you wish.

BrainE4 – collective intelligence from Switzerland

BrainE4 closes the gap between conventional data collection and sound decision-making. The platform makes collective intelligence usable in real time: anonymous, egalitarian, scientifically grounded (tournament model) and, on request, representatively weighted. It is used above all for leadership, culture, change and stakeholder dialogues in large organisations. BrainE4 is 100% Swiss Made, headquartered in Cham (ZG).

The results of the national dialogue will feed into the public debate and will be available to politics, public administration, associations, business and the media as a well-founded basis.

Further information and participation: www.dialog.braine4.ch/20min

www.braine4.com

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