



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Bundesamt für Energie BFE  
Office fédéral de l'énergie OFEN  
Ufficio federale dell'energia UFE  
Swiss Federal Office of Energy SFOE



# LET'S HAVE AN ENERGY STRATEGY – WCGW ?

Marianne Zünd, Swiss Federal Office of Energy



## 3 MORE CANS- WHO WOULD HAVE GUESSED

reddit

@globecartoon.com



844

lechuck313 • 3h

What's heartbreaking is that this labelling is most likely the result of research.

... Reply 758

keithybabes • 2h

Coca Cola employs top level mathematicians and lawyers. You can guarantee there will be 15 cans in the pack. Although it could be 15 in base 6, and the maths would still work out..

... 211

joeykittens • 1h

I think they mean their marketing research says our population is too dumb to realize  $15 > 12$  so Cocacola needs to spell it out in simple consumer friendly terms.

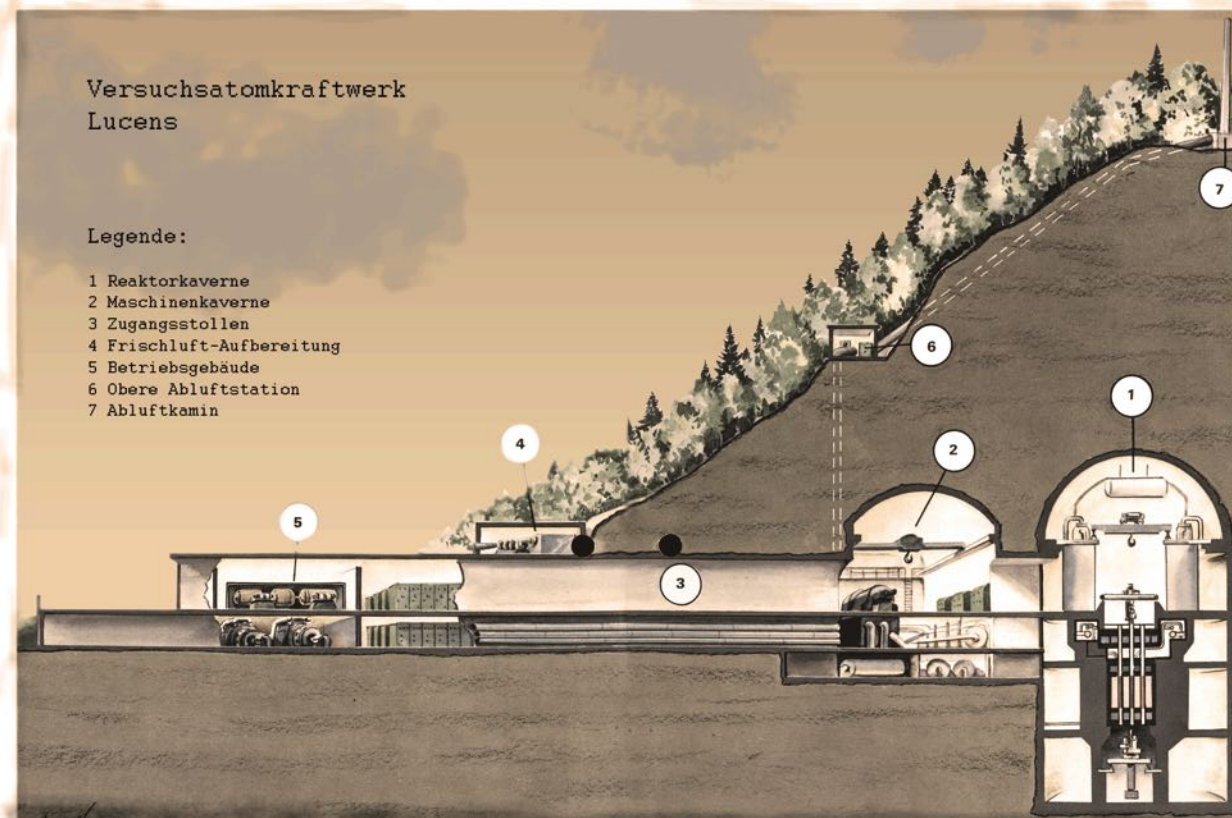
... 116

Dragonvine • 1h



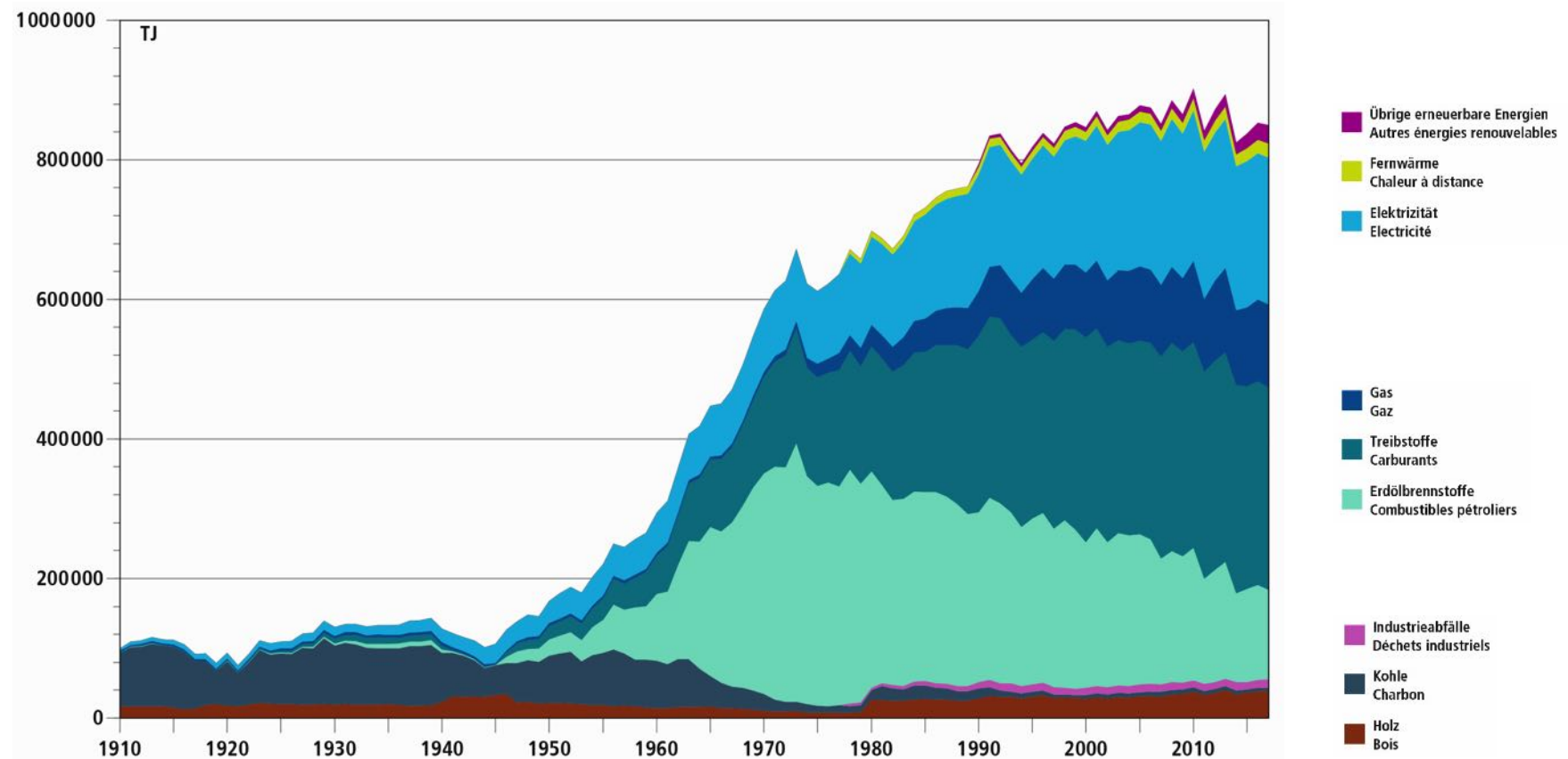


# A SWISS-MADE **NUCLEAR REACTOR**





# ENERGY CONSUMPTION SWITZERLAND





# ENERGY ARTICLE IN THE CONSTITUTION

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In the name of Almighty God!

*The Swiss People and the Cantons, adopt the following Constitution<sup>1</sup>:*

**Art. 89**      Energy policy

<sup>1</sup> Within the scope of their powers, the Confederation and Cantons shall endeavour to ensure a sufficient, diverse, safe, economic and environmentally sustainable energy supply as well as the economic and efficient use of energy.

<sup>2</sup> The Confederation shall establish principles on the use of local and renewable energy sources and on the economic and efficient use of energy.

<sup>3</sup> The Confederation shall legislate on the use of energy by installations, vehicles and appliances. It shall encourage the development of energy technologies, in particular in the fields of saving energy and the renewable energy sources.

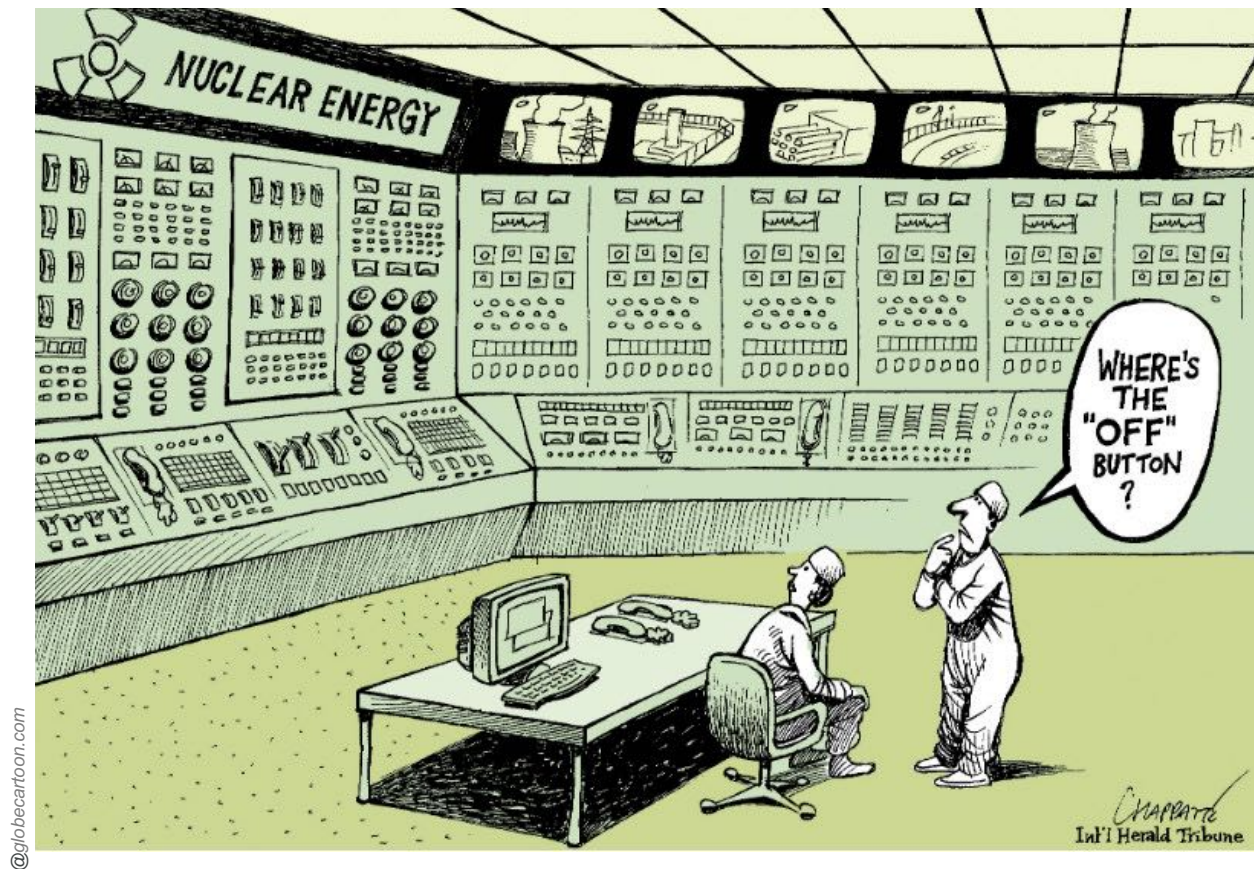
<sup>4</sup> The Cantons shall be primarily responsible for measures relating to the use of energy in buildings.

<sup>5</sup> The Confederation shall take account in its energy policy of the efforts made by the Cantons, the communes and the business community; it shall take account of the conditions in the individual regions of the country and the limitations of what is economically feasible.





# ENERGY STRATEGY 2050 - STARTING POINT





# REFERENDUM 2017 – **CAMPAIGNING** CULTURE

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## A CAT BEING A CAT

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STOP being AFRAID  
OF what COULD GO  
WRONG, AND focus  
ON what  
COULD GO RIGHT.