

Communications

P.O. Box, CH-8022 Zurich
Telephone +41 44 631 31 11
Fax +41 44 631 39 10

Berne, 4 May 2009

The Swiss National Bank presents its first iconomix awards

SNB delighted by students' interest in economic issues

The Swiss National Bank (SNB) has broadened its economics teaching programme – iconomix – to include a competition. The idea behind the contest is to encourage students of Swiss upper secondary schools to explore the world of economic in greater detail. Last weekend, the first awards ceremony, attended by SNB Chairman Jean-Pierre Roth, was held in Berne.

Students were invited to submit projects to iconomix that they had completed as part of their studies between March 2008 and March 2009. Submissions needed to deal with economics-related topics and could be in either written form or non-written (e.g. films, podcasts, games, websites).

The invitation was met with an enthusiastic response – more than 90 projects were submitted from all over Switzerland. Of these, 32 were nominated for the awards ceremony on 2 May in the Westside Leisure and Shopping Centre in Berne and assessed by a jury of experts.

At the event itself, the young authors had the opportunity to discuss their projects with the jury. The seven jury members – from the University of Lausanne, the University of St. Gallen, ETH Zurich, the Study Center Gerzensee and the SNB – awarded the prizes on the basis of these discussions. They were very pleased with the quality of the discussions and the projects, and were most impressed with the enthusiasm shown by the students.

15 students received a bronze iconomix award in recognition of having taken part.

11 students were presented with a silver iconomix award and CHF 200 for good work.

For outstanding work, 6 students received a gold iconomix award and CHF 500, presented to them personally by SNB Chairman Jean-Pierre Roth.

4 May 2009

2

Finally, six upper secondary schools were also awarded a special prize – the ‘Best iconomix school’ award. These were the schools with the highest number of valid submissions, with one award allocated to each of the six categories of upper secondary school.

For further information on the iconomix award and for pictures of the event, visit www.iconomix-award.ch. The closing date for submissions to next year’s iconomix award is 1 March 2010.

To mark its centenary in 2007, the SNB launched a new, web-based teaching programme, entitled iconomix. The objective of the programme is to help improve the basic economic literacy of the population at large. The modular programme, which presents the basic principles and concepts of economics in a fun way, can be found at www.iconomix.ch. While it is primarily aimed at teachers and students in Swiss upper secondary schools, it is also freely accessible to anyone interested in finding out more about the subject and it costs nothing to use.