

# Development of a campaign programme and an identity in Switzerland

Technology is not the answer

Technology is a mean to reach an end,  
but which one?



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## Disclaimer

This strategy is being implemented and worked on in Switzerland.

Switzerland in many aspects (direct-democracy, privacy) is already extremely advanced in Pirates standards.

# Who is the Pirate Party ?

- Lets face it : no one knows the pirate party
- No clear vision towards the citizen
- Are we a technophobic NAY sayer parti ?
  - Action biometric passeport
  - Action evoting
  - Action billag
- Pirate are not part of the political landscape, but are we really representative ?

Enjeux

Identité

Program  
me



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# Stakes of a Pirate Vision

To build a method that can mobilize, we have to use our strengths

- Strengths

- Empowerment
- « Liquid democracy »
- Participative culture
- « Swarm »
- Transparency
- Humanism

- Weaknesses

- Elitisme
- Jargon
- Perception of borderline geeks nerds
- Perception of technophobic « nay-sayer »

Enjeux

Identité

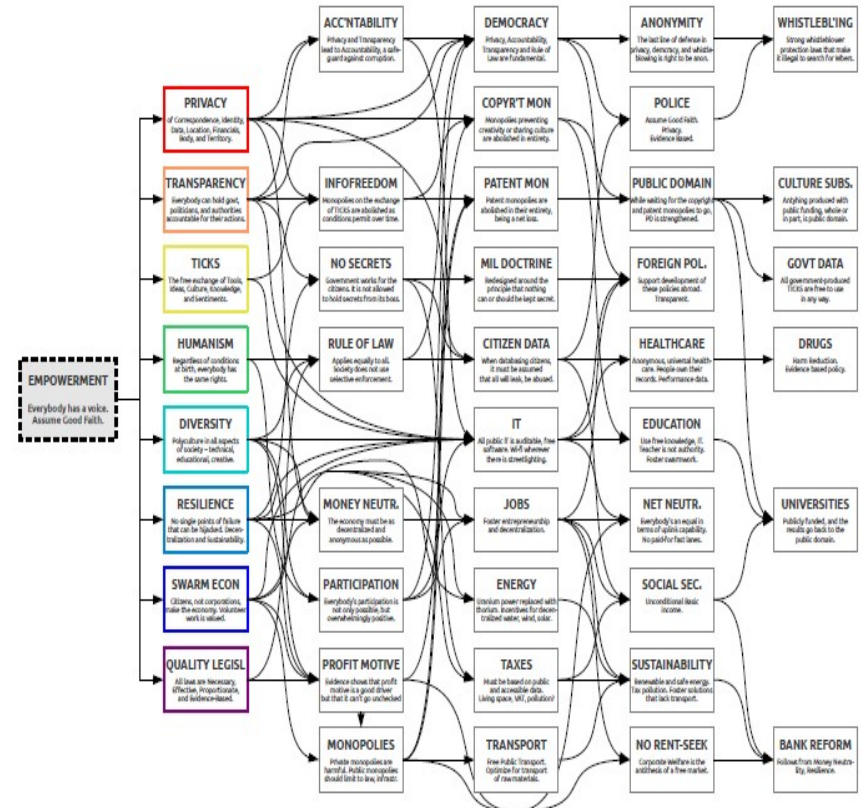
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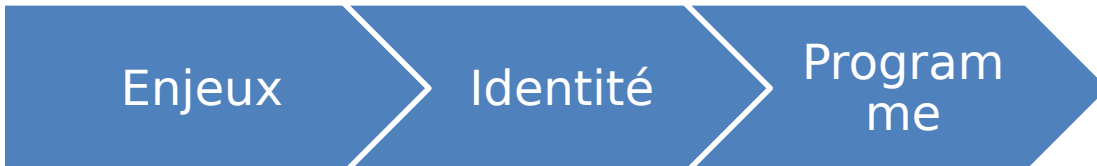
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# Development principles

1. Be different from other parties
2. To position ourselves as the party of the new generation and of change
3. To put us in perspective of more global changes
4. Integrate, mobilise stimulate (if you ask people to join, the is a fail)
5. Positive and affirmative message
6. Use existing pirate dynamics



<http://falkvinge.net/pirate-wheel/>



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# Identity

## (added value of the Pirate Party)

### **1. be directly connected with citizen**

**Description:** *To allow the citizen, with collaborative and participative tools to interact directly with the Parti members*

### **2. Be the link between today's society and the challenges of tomorrow's society**

**Description:** *Always look at actual issues in light of impact of the digital revolution of the society in its whole !*

### **3. mobilize citizen action (empowerment)**

**Description:** *everyone has capacities, let's put them into action!*



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# Values and Vision

## *Values*

Liberty, Responsibility, justice, transparency, respect, (living)democracy

## *Vision of the society*

Core traditional elements: privacy, rule of law in cyberspace, copyright.

## 4 Pilars

- Safety in the society
- Environment
- Common good
- Economy

We always consider:

- Rule of Law
- Ethics
- Pirate Values



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## Participative methodology

Pragmatic and open approach, looking for most efficient solution

1. what is at stake, what are the needs?
2. Propose a legislative framework within a solution can be developed
3. Provide citizens with clear and objective information so they can build their own opinion, and defend a position.

Members can always participate, debates and committee meetings are open so that all can participate and all can have a transparent view on Pirate methodology.



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