

le News

WEEKLY SWISS NEWS IN ENGLISH

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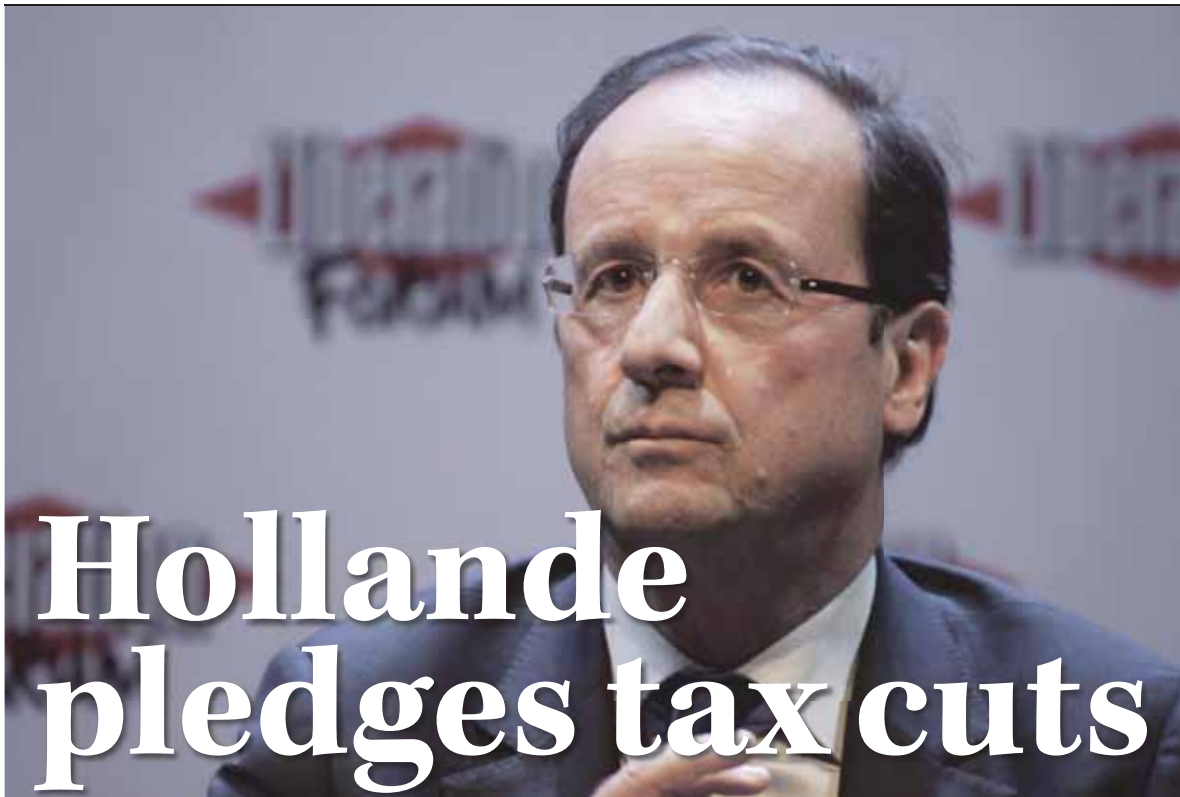
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Hollande pledges tax cuts

GENEVA Embattled French president François Hollande's announcement this week of a new direction for entrepreneurs is good for Switzerland and for the Lake Geneva region in particular.

His pledge includes the need to modernize the French corporate fiscal system, reduce taxes and simplify administrative procedures, all of which have

severely blunted France's competitive edge. However, as local French and Swiss business representatives point out, this alone is not enough. There needs to be far greater flexibility on cross-border collaboration, notably a more realistic approach to health care.

Hollande's decision to phase out family welfare charges worth €30 billion a year could persuade entrepreneurs to start hiring people, resulting in one million

new jobs over the next five years, according to Pierre Gattaz, head of Medef, the country's largest employers' union. Up till now, a burdensome mix of social charges, taxes and procedures have contributed significantly to forcing French entrepreneurs, particularly young people, to set up business elsewhere, such as London or Shanghai.

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Swiss Person of the Year

Stanislas Wawrinka, the 28-year-old Lausannois tennis pro, was voted Swiss Person of the Year by the Swiss public last weekend.



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This Week in Switzerland

Deloitte's recently published 17th annual Global Powers of Retailing report has again identified **Migros** and **Coop** among the top **50 largest retailers worldwide**, founded on analysis of their performance based on geographic region, product sector, e-commerce activity and other factors. Migros maintained its position at number 39 with retail sales of USD 24,33 billion) and Coop (USD 19 billion) moved down the ranks from 46 to 49.

International visual and sonic artist **Ryoji Ikeda** has recently won the third **Prix Ars Electronica Collide@CERN**, a programme that aims to fuse artistic and scientific endeavours. "It is fantastic that an artist of his calibre sees CERN's processing and analysis of data as a source of inspiration," said CERN's director-general Rolf Heuer. "The CERN data centre handles about one petabyte of data every day – the equivalent of around 210,000 DVDs – from the experiments at the Large Hadron Collider, so it is appropriate that the heart of our scientific discoveries will become the heart of artistic discovery too." Winners are awarded residency at CERN and Ars Electronica, as well as €10,000 prize money.

The works of **Jakob Christoph Miville** (1786-1836), a lesser known Swiss painter and draftsman born in Basel, will be presented in his first major exhibition at the **Kunstmuseum** this year. His tours around Italy and the Alps and a long stay in Russia (1809-17) inspired his vision and works of nature, which identified him as a Romantic landscape artist. Around 250 of his works will be on show until 16 February.

According to the trade association Swissolar, the production of **solar energy** almost doubled in **2013** as more solar power facilities were constructed. However, solar panel installation rate slowed from a 60% increase in 2012 to only 30% this year. Currently, solar energy accounts for 1% of the energy required nationally.

This March will see a new **baby-hatch, a drop-off facility** to abandon new-borns at hospitals, installed at a Bellinzona hospital in Ticino. It is the first one outside of German-speaking Switzerland. There are currently hatches in Davos, Olten and Bern. The initiative, funded by Swiss Aid for Mother and Child, plans to open others in Valais and Zurich. While supporters maintain that the baby-hatch saves lives, it has sparked ethical debates, especially concerning the child knowing its identity.

During the **United Nations donor conference** on 15 January, Switzerland undertook to donate a further **CHF 30 million to Syrian aid**, due to the prolonged and serious humanitarian situation worsened by a cold winter. The government's delegate for humanitarian aid stated "It is a priority for Switzerland to counter the catastrophic consequences this crisis is having on Syria and the region." He also emphasised the importance of supporting Syria's neighbours who are providing a safe haven to a large number of refugees – around 5,000 a day.

Swiss Federal Railways aims to deliver 89% of passengers with **delays** no longer than three minutes, the highest standard for punctuality in Europe. In 2011 it achieved its goal at 89.8% and in 2012 it narrowly missed this target by 1%. Last year the **rate dropped to 87.5%**. It is suggested that construction work at Zurich station is responsible, especially as in Suisse Romande, 89.1% of trains were on time.

The Israeli flag was hoisted for the first time this Wednesday after UNESCO officially marked Israel's new membership of the organization. Following the ceremony, Mr **Avigdor Liberman**, Israeli Deputy Prime Minister and Minister of Foreign Affairs, visited the LHC tunnel and the ATLAS experiment. "In my visit to CERN today, I witnessed the frontiers of science. I have realized the scope of collaboration between **Israel and CERN**," he said. CERN's Director-General **Rolf Heuer** added, "This day will undoubtedly be memorable, promising increasingly fruitful scientific cooperation between CERN and the Israeli physics community."

Hollande pledges tax cuts

Continued from page 1

Some have sought to establish themselves in Geneva or Lausanne, but Swiss operations tend to be more the domain of larger corporations which work out their own tax deals with the cantons, something that the EU is now seeking to crack down on.

For small contractors in "France voisine", social charges have proved to be a painful thorn. "I have more business than I can handle, including the Swiss side," noted one window contractor in the Pays de Gex. "However, given that much of my work is in the summer, I would need to hire temporary employees. It's just not worth it. The charges and taxes are too high. So I don't bother, or I do the jobs au noir," he said, referring to undeclared work. Another dissuading factor has been Hollande's decision last year to oblige French residents, including foreigners, to pay a percentage of their salaries

toward French social charges and health costs, doubling – even tripling – the charges for some. Coming into effect in May 2014, this would only allow residents to make use of medical facilities in France, such as St Julien-en-Genevois. If residents wish to have access to closer Swiss clinics, they would have to purchase an additional private insurance policy.

Both Switzerland and France have much to lose if they fail to adopt a more collaborative cross-border vision, including the possibility – as some propose – of turning "France voisine" into a special economic zone tailored to the region's needs. Despite the slight rise in Swiss unemployment from 3.2% to 3.5%, organizations such as the Swiss watch industry or CERN in Geneva desperately need skilled workers. This is where contractors from France could help fill the gap.

Edward Girardet

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Regional

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WEEKLY SWISS NEWS IN ENGLISH

Editor's comment

Be aware, stay informed

This week, Le News launches its monthly student journalism competition involving participants from schools on both sides of the border in the Lake Geneva region. The idea is not only to encourage aspiring young writers by publishing their work but also to highlight issues from their point of view. We hope, too, that this will help students become aware of the need to follow the news on a more regular and discerning basis – not just relying on one-line tweets or CNN blitzes on their mobile phones – in order to learn what is happening in both our region and the world. Involving young people is something that all media, particularly newspapers, should do if quality journalism is to survive. After all, they should be our readers of tomorrow.

We have asked them to submit articles on any subject relating to life in Switzerland. We look forward to what they produce and trust that both parents and teachers will become engaged by urging them to write and perhaps to discuss their achievements, even if they do not win, in class or at home. Good writing is something that everyone can use regardless of which profession they choose later in life.

The current issue of Le News also looks ahead to the 9 February 2014 nationwide referendum, which will deal with key themes that concern us all. One of them, reported by Moyette Marrett, is yet another initiative to place quotas on foreigners working in this country, despite current bilateral accords with the European Union, our largest trade partner. While the political groups promoting such a clampdown tend to simplify the problem by citing overpopulation or – a curious allegation – a threat to Swiss jobs, it is clear that the economy relies massively on outsiders to remain competitive. There is no question that the pharmaceutical, banking, farming, hotel and other industries would collapse without them. Over 40% of employees, most of them highly skilled, come from the EU. This is something the nationalist parties tend to ignore. Indeed a statement issued by the Canton of Vaud on Wednesday calls upon voters to reject the proposal to stop mass immigration.

The other issue, notably whether abortion costs should be reimbursed by compulsory/basic insurance as reported by Jennifer Rose and Christopher Woodburn, is perhaps more of a personal one. Nevertheless, regardless of which view one holds, it is crucial to be properly informed and to understand what is at stake. It is important to take into account the fact that Switzerland's policy of insurance-supported medical interventions has actually led to a notable drop in abortions. Interestingly, the Canton of Vaud has also made its position clear on this issue rejecting out of hand the proposal in a statement it released to the press this week.

Clearly, both referendum issues will not go away whatever the outcome. The geothermal story by Pamela Taylor is also a theme that will grow in importance, particularly given the technology's positive environmental impact and mitigation of the threat of reduced hydroelectric energy production as alpine glaciers continue to retreat (as reported by Le News before Christmas). So these are the types of subjects that we intend to carry on monitoring and which anyone living in the Lake Geneva region needs to be aware of.

Ed Girardet

Syria II: Montreux moves centre-stage

Montreux will host the first two days of the Geneva II peace talks next week, which aim to find a lasting solution to the continuing conflict in Syria.

Starting on 22 January, the conference is scheduled to take place in the luxury Montreux Palace and the adjacent Petit Palais, before continuing on to Geneva's Palais des Nations on 24 January. The ministerial gathering will put the lakeside town back on the map as hundreds of delegates plus 400 journalists attend the conference. While reinvigorating Montreux's relevance regionally and internationally, the talks reconfirm its status as a cosmopolitan nexus with a deep attachment to the principles of "respect, universal justice and peace", as stated by a municipal spokesperson.

Even if the "finer points of the discussions will take place



Montreux will offer relaxed surroundings for the Syrian peace talks

in Geneva," according to one western diplomat, Montreux will serve as the ideal location to appease any initial tensions by providing all parties involved with a more informal environment than its counterpart further down the lake. Whereas Geneva's purpose-built facilities won't engender any disturbances for its population, the usual security imperatives are to be expected in Montreux. Avenue Claude

Nobs will be closed to traffic, as will various parking facilities and roads located within or close to the secure area, which spans from the Fairmont Montreux Palace to the Lorius parking. Given the coverage the Lake Geneva region can expect to receive, such inconveniences are a small price to pay.

Christopher Woodburn

Living with wolves

LE SENTIER, VAUD The sighting of a wolf in northern Vaud has once again raised the issue of whether this predator should be allowed a comeback in Switzerland. It was wiped out over a century ago, but the country now boasts up to a score. Spectacular photographs of at least nine wolves in the Graubünden, one shot by a hunter last week, have also contributed to the debate.

For farmers, particularly in Valais, wolves are attacking their livestock and should be killed. They are compensated, but many are not interested in precautions required by Switzerland's "Wolf Plan". According to French agricultural specialist Alain de Bures, if farmers kept dogs such as the highly protective Pyrenean mountain dog, there would be no problems. "No wolf is going to go near sheep if there is a Pyrenean to protect them," he said.

The same complaint is heard on the French side, where it is estimated that 300 wolves are spreading northwards, killing over 5,000 live-

stock annually. In 2008, a hunter illegally shot a wolf just south of Geneva because it represented "a threat". There have been other sightings more recently in the French Jura and Salève. As with most of Europe, wolves are protected in Switzerland and France. According to conservation groups, such as WWF Switzerland, polls show that a majority of people would like wolves to be accommodated.

Ed Girardet



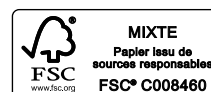
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National

Abortion: Only for the rich?

Switzerland's 9 February national referendum will see the people decide on three initiatives, including whether abortion should be considered a private cost.

Acceptance of the proposal would engender a redefinition of what constitutes legitimate health treatment. This is particularly relevant to the Geneva region, which had the country's highest abortion rate in 2012.

The line of the popular initiative, launched by an inter-party committee, is clear-cut, notably that funding the cost of an abortion is a "private matter". It is not an illness that warrants reimbursement through compulsory health insurance contributions (*assurance de base*). Independent pro-life groups such as *choisir la vie* also assert that "a child cannot be compared to a disease that the state must eliminate to preserve the wellbeing of the population," adding that abortion neither cures a suffering child nor the woman of a disease.

The immediate consequence of this would be that women would have to cover the costs themselves. Opponents maintain that apart from regressing to outdated gender inequalities, it would entail a redefinition of societal and health-related rights. Abortion would no longer be a matter of choice but rather of who's got the money.

According to its supporters, which include Christian conservatives, the proposal would theoretically entail a decrease in the cost of health insurance for Swiss citizens. But, as Christian



Levrat, president of the Swiss Social Democratic Party, points out, this would constitute only a "negligible proportion" (0.03%) of the healthcare budget for specialized treatment. The proposal is also not about numbers. Opponents deplore it for a paucity of both ethical considerations and ambiguous definitions of what constitutes legitimate illness. Following the initiative's logic, they say, sports injuries, alcohol-related complications and obesity could be considered the results of certain lifestyle choices – as would the private cost of remedying them.

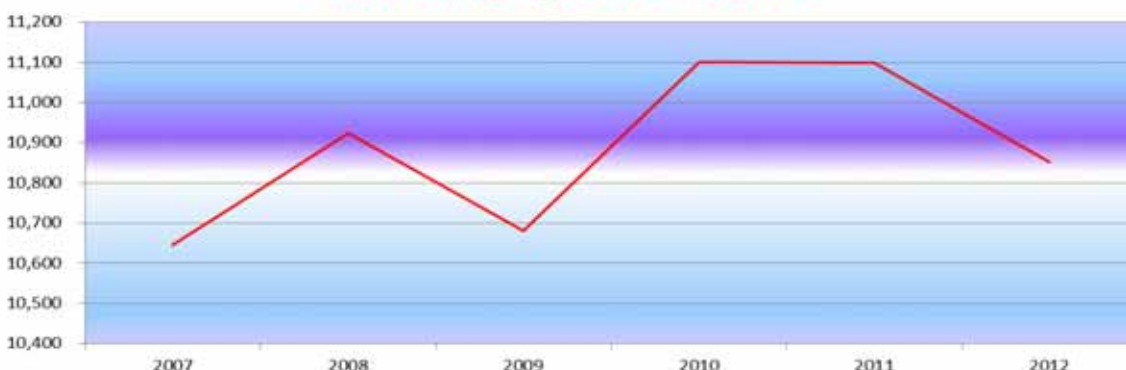
Strongly condemned by Amnesty International, the proposal falls short if it seeks to reduce the number of abortions in the long term. Since the passing of the 2002 abortion law, terminated pregnancies have decreased from 0.77% in 2002 to 0.69% of all preg-

nancies in 2012, according to the Federal Agency for Statistics. Moreover, Switzerland has one of the lowest European abortion rates, with about 11,000 abortions a year. A Swiss Broadcasting Corporation poll conducted this week indicates that a majority of those surveyed (58%) are against the initiative, with the greatest opposition in *Suisse romande* (73%).

By making abortion a private insurance cost, Switzerland may become a country where expensive private abortion clinics would generally be the only legal option open to many women. As Liliane Maury Pasquier of the Council of States added, the alternative would be for "women of modest means to opt for other methods that are possibly illegal or dangerous to their health."

Jennifer Rose & Christopher Woodburn

Abortions per year in Switzerland



Red card for fare dodgers



ZURICH A stormy debate is expected over a proposal by the National Transportation Committee to create a database of bus and train "free riders" using public transport across several cities without paying. The purpose, according to the Zurich daily *Tages-Anzeiger*, is "to punish repeat offenders more severely".

Until now it has been possible to climb on a bus in Lausanne without paying, get caught, fork out the fine and repeat the process in Geneva or Berne without it costing more than 80 francs (if paid on the spot) in each city. Freeloaders caught without a ticket on a different network have not been considered repeat offenders. They receive only a yellow card for a first offence in each jurisdiction. Current fines for repeat offenders, who receive red cards, are CHF 170 in Lausanne and CHF 240 in Geneva. Nothing is imposed in Montreux or Vevey. According to the proposal, all Swiss transport networks would join together to fine violators.

Transport officials are quick to assure that the goal is not to punish those who forget their travel pass. The system will continue to allow passengers to present a valid card at the transport office within 10 days and pay a small fee of only CHF 6. If the 10-day deadline passes, a fine of CHF 120 will be levied. The proposal will be presented to Parliament soon.

Pamela Taylor

Business & Economy

Swatch sales up

BIENNE Swatch Group AG, the maker of Omega watches, said sales in 2013 grew by 8.3% to CHF 8.8 billion, despite negative exchange rates.

It forecasts “dynamic growth” for this year, buoyed by a recovery in China. Sales could rise by a “double-digit” percentage figure, Swatch chief executive officer Nick Hayek said. The Biel-based watchmaker’s mainland China sales increased by a “high-single-digit” figure in 2013, he added. The forecast spurred optimism that sales growth may rebound after a Chinese crackdown on extravagant gifts contributed to Swatch’s slowest revenue growth in four years. The market, the world’s third biggest for Swiss watches, is expected to return to growth as retailers began reordering timepieces after running down their stocks.

Swatch said its slower sales growth still outperformed the 1.8% gain in exports posted by the Swiss watch



Swatch forecasts sales rebound in China

industry in the first 11 months of last year, indicating the company had gained market share.

“The major growth factors were the strong brands and the extensive distribution and retail network,” the watch-

maker said. It “expects good results” in net income and operating profit for 2013.

Moyette Marrett

Jobs threat

BERN Swiss citizens will vote on a proposal next month to re-impose permit quotas on immigrants from European Union countries, a move that could hurt both Swiss and international organizations, such as Nestlé, the World Economic Forum and SITA, by limiting their ability to hire skilled workers. The popular initiative “against mass immigration” introduced by the right-wing Swiss People’s Party (Union démocratique du centre, UDC) aims to set annual quotas on permits granted to foreigners in Switzerland.

“Our tiny country (of eight million) can’t support this level of immigration

any longer. Foreigners are putting a huge strain on our infrastructure, transport, housing and jobs,” Martin Suter of the UDC said in an interview with LeNews. “If we don’t do something about it now, we will have ten million people living in Switzerland in 20 years.” Switzerland’s population grew by an average of 74,000 each year between 2007 and 2012. Germans and Italians make up the largest groups of foreigners.

“Terminating free movement of people would have devastating consequences on our labour market, since our innovative companies are reliant on specialists,” said Heinz Karrer, presi-

dent of business lobby, Economiesuisse. Some 45% of employees working in Switzerland’s pharmaceutical, chemical and biotechnology sector are from the EU as are about 40% of workers in the hotel industry. Swiss business groups, the Swiss Employers’ Association, the Swiss Farmers Union and the country’s largest trade union, Unia, all oppose the proposal. A survey by GfS Bern Institute released last week showed that 55% of Swiss are against the measure.

A decision to end the Free Movement of Persons Agreement could threaten other bilateral agreements with the EU, Switzerland’s main trading partner. “Switzerland needs a foreign workforce,” László Andor, EU employment commissioner, said in Brussels last week. “The state of affairs doesn’t make me happy.” The referendum is the first of a series aimed at curbing immigration. The environmental group Ecopop wants to cap population growth as a result of immigration. Swiss citizens will also vote on whether to expand the movement of people accord to include Croatia.

Moyette Marrett

All sweet at Lindt & Sprüngli

KILCHBERG Lindt & Sprüngli said sales rose 8% last year to CHF 2.88 billion, driven by growth in North America – the world’s largest chocolate market – and in European countries including France, Germany, England and Italy. The maker of Lindor chocolate balls said in a statement that sales were also boosted by its new HELLO range featuring flavours aimed at pleasing the younger generation such as strawberry cheesecake and caramel brownies. “Lindt’s growth was about three to four times faster than global chocolate markets, grabbing share in all regions,” UBS analysts wrote in a note to investors.

Novartis

BASEL Novartis AG said the head of its cancer business, Hervé Hoppenot, had left the company for a new job, creating a vacancy at the top of one of its most important units.



The UDC aims to set annual quotas on permits granted to foreigners in Switzerland.

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Business Comment

Selling solutions is no easy answer

Companies trying to differentiate themselves from their competitors are urged to become "solution providers," not just sellers of products and services. But selling solutions is no easy answer.

Jumping to "Solutions"

The impetus to become a solution provider is driven by the need for differentiation and the ambition to grow. The defensive goal is to escape the threat of commoditization that has encroached into many sectors. The offensive goal is to extract more value from the company's expertise. Selling solutions makes a lot of sense. But translating that strategy into a genuine advantage can prove elusive.

Companies that try to transform from a focus on selling products to providing true customer solutions don't always get the returns they anticipate. Research shows that only around a quarter of aspiring solution providers actually meet their targets. About the same number actually lose money, while the remainder achieve only modest returns. They may generate higher revenues while their margins decline.

So what goes wrong? Three key failings account for most of the problems: misconceived solutions, mispriced solutions and misaligned solutions.

Misconceived Solutions

Sometimes the solution itself is flawed and customers simply don't perceive it as value adding. For example, selling customers a printer, PC, screen and software is not regarded as a solution, just a quantitative bundle – and the proof is that customers want to pay



less for it, not more.

The concept of solution selling is often misappropriated for marketing purposes. It is not enough to package combinations of products and services and call them solutions. Sales people need to work with customers to understand their problems before designing solutions. The key question is "What customer headache are we solving?"

Solutions providers can create more attractive value propositions by focusing on outcomes that are of real relevance to the customer, as opposed to internally defined quality standards. The metrics should reflect how the customer measures success. For example, SKF, the world's largest ball-bearing manufacturer, started selling services to minimize machinery downtime, more critical to certain customers than ball-bearing price or quality. Similarly, when France-based Michelin started proposing "fleet solutions" to its big customers, it switched from selling tyres to selling kilometres.

Mispriced Solutions

Offering a meaningful solution is one challenge. But companies also have to ensure that the additional expense involved in proposing and implementing a solution is offset by the additional revenues recouped over time. They have to be rigorous in aggregating the full costs of the solution – and in assessing the value of the solution for the customer. This calls for a mindset shift. While products and services were traditionally priced on a "cost-plus" basis, solutions should be

priced according to the customer's willingness to pay.

Sellers need to assess what the solution is worth to customers and what costs are taken out of their system – and clearly, the answer will differ between customers. For example, when Australia-based explosives company, Orica, decided to provide blasting solutions rather than blasting products, it reduced its customers' labour, operational and capital costs. Quarries no longer had to keep blast planners, drillers, and shot firers on the payroll or to inventory explosives.

As well as stripping out costs, the solution may bring revenue enhancement opportunities (based, for example, on productivity improvements). So making a meaningful assessment of the overall economic benefits for the customer requires deep understanding of the customer's processes and may call for the joint input of technical and operational people, not just sellers and marketers.

Of course, getting customers to accept the new value-based pricing approach becomes a challenge in itself. Sales people will have to be able to educate buyers about the total cost of ownership – of which the price of the product is just one element – and the tangible savings in areas including labour, materials, energy or replacement costs.

Misaligned Solutions

Solutions that are both compelling for customers and lucrative for sellers can nevertheless fail because the com-

pany's structure and systems are poorly aligned with the solution. Organizational inefficiencies can eat up the higher returns.

Companies too often underestimate the level of change needed to deliver solutions. In particular, they try to preserve the historical power structure while adding an integrative solution to the offers which cuts across the traditional organizational turfs. It is difficult to create "seamless solutions" if our critical competencies remain located in silos – whether product-based, functional or geographical.

Organizational structures and processes also need to be re-aligned for more coordinated action. It is not just the sales force whose metrics and incentives need to be redesigned. Rewards throughout an organization must support a solutions-focus and the satisfaction of front-end customers rather than endorsing individual and unit performance. The company will also have to replace processes and IT systems that do not support integration with knowledge-sharing processes that collect and build on client knowledge.

There is little point in exhorting employees to be more collaborative, customer-focused or solutions-oriented if they are constantly running up against policies, working arrangements, incentives or competency deficiencies that constrain their actions.

Ultimately, cooperation can be facilitated, but it cannot be mandated. A key to promoting such a context is the top management example. A recurrent failing among companies that struggle with the move into solutions is lack of leadership commitment. It requires visible, vocal and continuous involvement from top management.

Wolfgang Ulaga is Professor of B2B Marketing and Strategy at IMD. Jean-Louis Barsoux is a senior research fellow at IMD.



Professor Wolfgang Ulaga



Insight

The Roma – begging for an answer

The number of Roma in Switzerland has increased significantly since the 2004 adoption of the EU's right of the free movement of persons.

As in other European countries, the result has been a hostile reaction from local inhabitants disturbed by the uncommon sight of beggars on their streets. A study by the University of Zurich, published by the Federal Commission against Racism (FCR) in late December, warns that the negative stereotypes commonly seen in the Swiss media tend to exacerbate, rather than ameliorate, the problem. Too often, the study noted, media reports focus on generalisations about Roma begging, crime, asylum seekers and prostitution.

There are few organisations defending Roma rights and even fewer Roma who speak French or other languages.

Journalists were also criticised for not making greater efforts to go beyond stereotyping by speaking directly with the Roma or organisations representing them as part of their reporting rather than relying solely on police statements. Therein lies the problem. There are few organisations in Switzerland defending Roma rights and even fewer Roma who speak French or other languages.

One attorney who has adopted their cause, Dina Bazarbacha of the Roma rights NGO Mesemrom in Geneva, is particularly outraged by the criminalisation of begging in Geneva and Lausanne. "Begging is not a crime. It is not even a misdemeanour. It is not against the law to ask for alms. This is something that has been accepted throughout the centuries. One can always refuse to give alms."

Bazarbacha denies that the Roma are aggressive beggars or are involved in gangs. "There is no mafia; that is one of the canards we object to! There is more money in prostitution. That's what interests mafias and there is no evidence the Roma we see on our streets are involved in that."

Police authorities acknowledge



Police say a ban on begging has been difficult and costly to enforce .

that the 2008 ban on begging has been difficult and costly to enforce and has done little to deter the Roma from coming to Geneva. Last March Mesemrom gathered 3,300 signatures for a petition calling for an end to the ban, which will be presented to Geneva's Conseil général this year.

Mesemrom's passionate defence notwithstanding, there is a widespread perception in Switzerland that Roma are behind the rise in pickpocket incidents and snatch-and-grab thefts by their children. "Of course one can refuse to give them money," said one victim of such an incident, "but how do we defend ourselves when surrounded by a gang of children distracting you until they get your wallet?" Asking to remain anonymous, he admitted he could not prove his attackers were Roma. "But who else uses their children that way?" he asked.

The perception in Switzerland is that Roma are behind the rise in pickpocket incidents.

Thus the enduring question remains: whether this migrant people who have lived in Europe since the 12th century have not been allowed to assimilate into European culture, or whether they simply don't want to.

Pamela Taylor

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to help
Syrian refugees.





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Aisha and her baby sister survived the fighting in Syria. Now they have to survive the winter.

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Lifestyle

Explore Geneva!

Le Petit Futé and other guides offer a superb selection of fascinating places to visit, events, and things to do, all supported by interesting and curious facts.

For those living in the Lake Geneva region, but also visitors, what to do in the City of Calvin always seems a tortuous question. There's more than enough happening, but most people surrender to what they know, such as a morning coffee in Carouge or a stroll around the Old Town. Or, with kids, maybe a visit to the Natural History museum (always a good choice); the recently overhauled Red Cross Museum with its World War I POW archive; or the Maison Tavel, where boys stand in awe of the guillotine (last used when the city was under French rule).

All this is great, but what about really exploring what's new or unusual? Recently, with two hours to kill, I found myself wandering the backstreets of the Comédie theatre. The area was full of small artisan stores, bookshops and multicultural cafes that I never even knew existed. Le Petit Futé (www.petit-fute.com) has published its new 2014 guide to Geneva, available electronically, in print and in English. While only in French, it is a readily accessible source on anything you want to know about the canton: history, geography, fauna and flora, festivals, town quarters, where to stay, eat and shop, which bars to frequent, and how to rent a bike or travel by tram; plus intriguing fac-



Geneva has many attractions more exciting than the Brunswick monument!

toids about various sites, parks and buildings.

For example, have you ever wondered who built, and why, that 19th-century mausoleum guarded by majestic lions – the Monument Brunswick – on the Jardin des Alpes off the Quai du Mont Blanc? Well, it's the egotistical fantasy of the Duke of Brunswick, Charles d'Este-Guelph, a wealthy merchant who bequeathed his fortune to the city on condition that it erect the monstrosity with a view of the lake. Or what sparked the idea behind Geneva's famous jet d'eau? (It emerged by accident when artisans expanding the city's hydraulic facilities to serve its rapidly expanding population in the late 19th century had to alleviate excessive water pressure.)

More aimed at residents is "Le Renard sur La Lune" (www.renardsurlalune.com) a free, printed guide – in French – produced by Unireso, the Geneva public transport authority. Its bizarre title refers to the fact that the fox eats everything but is discerning! Hmmm. Where does the moon come in? It's a play on the title of a children's tale, "le renard qui disait non a la lune". It has all the right addresses, including some associations, but is not particularly easy to navigate.

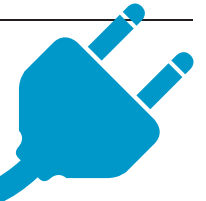
Then, of course, there is "Know-it-All Passport" (www.knowitall.ch), which has all you want about the Lake Geneva region in English, plus "what's on" activities (a selection is highlighted in Le News every week). The guide, which costs CHF 30, is well worth getting, and there is also an incredible amount of information on its website. WRS, the English-language radio based in Meryin, also promotes things to do in Geneva. Sadly, however, the Swiss government continues to refuse it access to an FM wavelength, arguing that people need to change to DAB+ or listen online, thus cutting off – in its wisdom – a key number of listeners.

Other useful Geneva information websites in English

- The Geneva Tourism office: www.geneve-tourisme.ch/en/
- Geneva Info, independent and non-commercial: www.geneva.info
- CAGI, the international Geneva website with practical information on Geneva life, events and other activities: www.cagi.ch
- Geneva Lunch: mainly regional, some city events: www.genevalunch.ch

Edward Girardet

Plugged in



Student reporters: Win fame and fortune

Interested in continuing your studies in the arts, pursuing a career that involves journalism or communications, or merely in winning CHF 50? You can try your hand at writing an article based on your own reporting and competing with your peers in the Lake Geneva region by taking part in Le News' new monthly student journalism competition.

We are inviting anyone aged 13–18 to submit an article in English that will be judged by our managing editor, Edward Girardet, and team. The winner will have his or her piece published in Le News and receive a CHF 50 book token (voucher). Your submission can be in the form of a reported article, magazine-style column, journalistic analysis, or critical book, film, music or even social media review. You are welcome to add a graphic, such as a photo or cartoon (of your own), to accompany your piece. Above all, your article should engage your friends and fellows.

The piece should be no longer than 450 words. The editors will assess it based on readability, interest value and originality, and of course, good grammar. This month's theme should relate to life (not necessarily your

own) in Switzerland. It can focus on any subject or experience, be it social integration into a new country, music, skiing, theatre, hiking, dealing with school, being a Third Culture kid, looking for an internship... It can be humorous, tragic, informative, analytical. You can write in the first or third person depending on the type of article you are seeking to produce. Your choice. If you have any problems, don't hesitate to ask your teacher. And good journalism is often team work.

A couple of tips: avoid clichés like the plague, write with a clear structure (introduction, middle and conclusion) and use the active rather than passive voice. Shorter sentences are better than long and don't go overboard on adjectives. Look closely at the way articles are written in good magazines or newspapers. Be thought-provoking and bring new insights to your readers who, if you succeed, will be many. Proof-read when finished! Please submit your piece as a Word attachment to: news@lenews.ch no later than 30 January along with your name, school and contact details. We may have to edit the winning article. Best of luck!

Jennifer Rose

Cool in sites

lenews.ch/coolinsites

Medijate

Weird graphics and sounds from Larry Carlson make for a few seconds of interest which turn into minutes of fixation. Medijate is a time-warped mind warp website.

barcodeart.com

Anyone who is suffering from an identity crisis could do worse than to visit this site and barcode themselves. Full instructions provided.

Property

Geothermal power: getting into hot water

Switzerland's geothermal power cure – energy provided from underground sources – is nothing new in Switzerland.

"Taking a cure" at a Swiss mountain thermal spa is a tradition that has been enjoyed by Europe's elite for centuries. Only since the beginning of this century, however, has geothermal power begun to be taken seriously as a replacement for nuclear energy for heating and electricity generation purposes.

The term "geothermal energy" refers to the energy stored in the form of heat below the earth's surface, which is produced from the decay of naturally occurring elements. The temperature 15 metres underground is relatively constant throughout the year, around 7°C–13°C, but at greater depths it generally increases by about 25°C for each 1,000 metres. Hot underground water for domestic heating purposes can be tapped by using enhanced technologies, but it is only possible to generate electricity in geothermal power plants when temperatures exceed 100°C.

Switzerland has some 50,000 small geothermal users who harness the technology to heat houses, apart-

ments, offices and hotels – the highest density of such users in the world. The heat is exploited by means of borehole heat exchangers. While individual houses need only one borehole, office blocks and bigger buildings require several. The method is increasingly finding favour with both families and businesses, who can recoup their initial outlay in just a few years.

On an industrial scale, recent years have witnessed a few mishaps caused by geothermal drilling, including minor earthquakes in northern Switzerland. A quake measuring 3.5 on the Richter scale shook Basel in 2006, causing damage to buildings. The project there was aborted and the petro-thermal system in use was discontinued. Last July, engineers unexpectedly encountered gas in St Gallen while drilling for the country's first geothermal power plant. A 3.6 Richter-scale quake resulted, followed by several minor tremors. Further testing continues using 3-D seismic surveying, and the site should be operational later this year.

Despite such incidents, both citizens and geothermal experts appear confident that the future for geothermal energy in Switzerland is bright. Last year, Switzerland ranked third



Drilling boreholes to install a domestic geothermal heating system.

among countries making advancements in enhanced geothermal systems (EGS), according to a report by the US-based Geothermal Energy Association. And according to the website geothermalgenius.org, more than 75% of new homes constructed in the country have geothermal systems.

No electricity is currently produced in Switzerland from geothermal sources, although projects in Avenches (VD), St Gallen (SG) and Lavey-les-Bains (VD) are in advanced stages. Geo-Energie Suisse has chosen the ancient Roman capital of Avenches to develop its EGS facility to provide both heat and electricity. The project involves drilling 4,000 metres into the earth's crust without inadvertently triggering tremors or releasing gases. Drilling is not expected to begin before 2016 at the earliest. In Lavey-les-Bains, opposition to the geothermal project proposed by AGEPP (Alpine Geothermal Power Production) has reportedly been assuaged. Drilling for future heating of the spa and the production of energy for over 1,000 homes is expected to begin by 2015.

At present Switzerland has nine

facilities using underground water sources for heating purposes. Only the plant in St Gallen may eventually produce electricity along with heat. One of the main obstacles is depth. At the moment, few drilling installations have gone as deep as 3,000 metres. But once the technology is mature and this obstacle is overcome, the SFOE believes that facilities could be built where energy is needed the most – on the Swiss plateau between Geneva and St Gallen.

Alongside the sun and wind, geothermal energy is one of a number of renewable sources that are in the Swiss power mix for the year 2050. SFOE notes that this clean source of energy is CO₂ free and that its plants require very little space. Nevertheless, production costs remain unclear.

Experts predict that by 2030 about a dozen geothermal plants will be operational. And in the longer term, SFOE says on its website, "it is conceivable that a significant proportion of the electricity consumed in Switzerland could be produced at geothermal powerplants."

Pamela Taylor



Heat can be transferred from below ground into underfloor heating.



HEFTI *Sports*
LEYSIN • COL DES MOSSES

Travel

Auberge de Dully: the chicken place

DULLY I first ate at the Auberge de Dully – known as “the chicken place” by locals – in 2009. I was invited by Zimbabwean friends who lived in the village and had been raving about the restaurant for months.

Not only was the food excellent but my friends also insisted the owners were so warm and welcoming that the whole dining experience was like eating at home with good friends.

To be honest, despite their enthusiastic recommendation, I was expecting an average meal at best – many restaurants are lazy or forget that chicken has the potential to be divine. I am British-Jamaican and quite fussy about how my roast chicken is cooked. It doesn't necessarily have to be spicy, but it must be tender and full of flavour. And for these reasons, chicken would

not usually be my first choice when eating out. Why bother when I can cook it better at home myself?

I was pleasantly surprised. The chicken, the restaurant's main draw, was delicious. My two young sons also thoroughly enjoyed their meal and we have been back many times since. But be warned: the Auberge de Dully, a former cheese-making dairy and drinking establishment, is not for vegetarians or those who prefer selecting from an extensive menu. It offers just two main courses – spit-roasted chicken and leg of lamb – accompanied by generous portions of green salad, rösti or chips. If you have any room left for dessert, a very tasty shortcrust cream pie topped with lashings of whipped cream and sugar is the only option.

This is simple, unfussy comfort food at its best. It is also why the cosy and charming wooden-decor Auberge, owned by the Charrière family, has been a magnet for celebrities, locals and expats since it opened in 1964. The



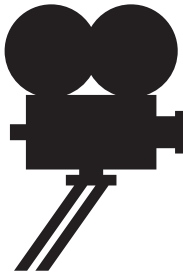
The menu is easy - delicious chicken or delicious lamb

wine cellar, acquired from the Château de Dully, consists of 10,000 bottles, so you won't be short on choice. And in the warmer months, you can enjoy your meal outside on the terrace overlooking the restaurant's vegetable garden. The old village itself has a superb view of Lake Geneva.

Service is friendly and efficient but can be slow if there are several large groups dining at the same time. Reservations are advised.

www.aubergedully.ch

Moyette Marrett



FILM REVIEWS

By Neptune



DON JON ★ ★ ★ ★

Release: 25/12

Though definitely not everyone's cup-of-tea, here is a funky, daring tale of a young man's universe, written and directed by and starring Joseph Gordon-Levitt (*Mysterious Skin*, *50/50*, *Lincoln*). Be warned - its main theme is the fellow's addiction to internet porn. But it also involves his other loves – his car, his flat, his family, church and girls. This wonderfully tongue-in-cheek yarn is both hilarious

and touching, for everything in it feels so real and yet so old-fashioned Hollywood (via New Jersey!), like remnants of *Saturday Night Fever*. Levitt has concocted a meticulous scenario that is both honest and moving, playing a dirty guy who's squeaky clean, or is it vice-versa? It's funny, sexy and wise, with two lovely leading ladies, Scarlett Johansson and Julianne Moore. And check out Johansson's perfect "Joisy" accent. With this first directorial endeavour, Gordon-Levitt proves to be a major talent.

NYMPHOMANIAC -

Part 1 ★ ★ ★

Release: 1/1

I was apprehensive about this latest Lars von Trier, with that title, and his tendency to play out his tortured problems on screen. Von Trier disturbs his audience and uses cinema as his personal soap-box, but he can also nourish us with his poetic philosophies. Charlotte Gainsbourg and Stellan Skarsgard are very moving as two lonely souls sharing tales one cold night – as Gainsbourg's character relates her life as a nymphomaniac. And von Trier weaves in all sorts of random or relevant information on the world around us, from fishing to trees and wildlife. Despite its in-your-face style of baring her adventures (with another actress playing her younger self), the gentle complicity between the two tempers the storytelling and takes the edge off the explicit sex scenes. Von Trier manipulates our emotions, our moral centre and our mind, turning all our precon-

ceptions up-side down, making our brains reel with both the shock of his images and the depth of his contemplations. He confronts his audience with the naked truth (literally), which we may or may not identify with. Beware, this over-the-top von Trier is not for meek souls. This is daring cinema, going way beyond the norm – and we haven't yet gotten to Part Two!



Employment

Your turn to find a job

LAUSANNE When someone says the words “trailing spouse”, it conjures up the image of a bedraggled and forlorn figure, children in tow.

But the reality is that dual careers are now a feature of many families, often through economic necessity. When one partner relocates, the other often has to follow. The stereotypes are fading; a recent International Dual Career Network survey of spouses of multinational employees revealed that a third were men, and two thirds had more than 10 years of work experience. Yet whatever the profile, finding work in a new country is a major challenge for a trailing spouse and Switzerland is no different.

Switzerland has effectively two job markets: a local Swiss one, and an international one. The domestic market requires excellent French or German (preferably both) and is best entered through an extensive local network. Most spouses, however, are likely to be targeting the international market, where a good command of English is essential. Other languages, particularly Swiss ones, are also highly valued.

Tackling a job search while moving to a new country is stressful and time-consuming. It is often tempting to leave it until settled. For first-timers, it can definitely help to get expert advice from professional coaches on how to tackle a new market, especially given the different nuances that each has in terms of CV preparation, cover letters, reference requirements, plus the more

technical needs of permits. Certain international companies tend to shy away from age or marital status on a CV, while local companies may expect to see it.

Broadly speaking, there are three ways to find jobs in Switzerland; all of them worth pursuing in parallel. The first is the traditional job search of seeking positions through newspapers, company websites, or via sites like jobup.ch, indeed.ch, LinkedIn.com or glassdoor.com. Applying directly for jobs may not seem as rewarding as it is in other countries, but it still works.

The second is to apply through head hunters, executive search firms and talent placement companies. Here some homework is required, particularly in Switzerland, in order to find a firm at the right level and addressing the right industry or function. You will simply draw a blank if you get the wrong one. If you are not getting a level of responsiveness, it pays to research further; even to ask the firms you are currently speaking to. If you want companies to come to you, you must have an up-to-date and complete LinkedIn profile, with an executive summary, some indication of what you are looking for and previous results. It's important to remember that whoever you are speaking to has needs as well. You should be prepared to share industry or market trends and changes as you discover them, or to keep a lookout for candidates that they may need for other positions. It helps to demonstrate that you can add value.

The third method, networking, is probably the slowest but most successful. Again, research is needed to find



A third of trailing spouses are men

the right groups and associations to join, but most important is to simply get started. The hardest part of networking is where to begin. Only practice gets you past the hurdle. A good launching point is your national Chamber of Commerce, women's networks or events focussed on your function or sector. You will quickly discover a range of other possibilities that might better suit you.

There are very few for whom networking comes naturally. For most of us, it is a rather awkward exercise in self-selling. It is important to have a 30-second “elevator pitch”, in which you can briefly say where you come from, what you’ve done, what supports your claims, and what you’re looking for, and yet still comes across as natural and

interesting. Until you have built up your own contacts, you will likely have nothing much to give back. Nevertheless, building up that database is what makes you valuable as a networker. At the same time, it makes the whole process more natural and enjoyable. Most of us are far more comfortable offering help or advice than asking for it. In this manner, an exchange becomes much more natural. With luck, it will land you that job you seek.

Ben Wynniatt-Husey is the President of the Spouse Committee of the International Dual Career Network, an association of companies, NGOs and academic institutions with the purpose of facilitating the job search for international employee partners.



We don't have to promote our book... our clients do it for us!

“What a great ‘bible’ for those Anglophones in the region. I haven’t seen this much collected information in one place in such detail before. It provides a valuable resource for professional and personal use.” PAUL

www.knowitall.ch



Classifieds

LE MOTOR SELL



Motorbike for sale

Yamaha Fazer 600 cc. Silver. 30,500 km, first registered in May 2008, expertisé in Dec 2011. Price CHF 3,000.

Contact : lan@scotskirklausanne.ch or tel 021 323 98 28

L'EDUCATION

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Serious person offering weekend DIY and gardening (incl. mowing, strimming, wood-cutting), Pays de Gex and Geneva region. Good prices, if interested please contact Chris at cw12846@my.bristol.ac.uk, tel: 0041762275641



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LES POSITIONS VACANT

Sonographer wanted.

We use Easote MyLab25Gold equipment. You will be trained. West Lausanne. Beate Keisa, +44 752 844 1672

Home help wanted

Girl Friday required, large house, West Lausanne. Part of team. £500/week. Beate Keisa +44 752 844 1672

Nurse required

West Lausanne. SRN / SEN preferred, but will consider others. £800/week. Beate Keisa +44 752 844 1672

LE BEAUTY & WELLNESS

Style Intellect, styling solutions for women

Style Intellect offers a range of styling solutions for women, helping them to have greater confidence, make a bigger impact and create a very positive first impression! Know what to wear, which colours will make you look radiant and how to have a wardrobe full of clothes that you love to wear! +41 78 921 9938



LE MEET

Anyone fancy drinks out / dinner out
Dinner and drinks at our place in West Lausanne? Beate Keisa +44 752 844 1672

LES ARTS

The 9th Geneva Writers' Conference begins on January 31 through February 2, featuring top notch guest instructors and panelists from the US, UK, Italy, Switzerland and elsewhere. Participants from the Geneva area hail from over 20 different countries. It's not too late to register at conference@genevawritersgroup.org or check out our website at www.genevawritersgroup.org.

LE WANT TO SELL STUFF

Wooden push-bike for 2-4 year old
Fr. 40. Contact: tamaradaniel@bluewin.ch



LE MISCELLANEOUS

Lutheran Church of Geneva

Switzerland's only English-speaking Lutheran Church is located in Geneva's Old Town on the Place Bourg-de-Four at 20, rue Verdaine. Worship Sundays at 11h00. Worship Bible studies, children's education, retreat: and more. www.genevalutheran.ch 022 310 50 89 pastor@genevalutheran.ch



Scots Kirk Business Network - Presentation and networking event

Thursday 16th January at 19.30
"Make it last: Drivers for sustainable business" - Caroline Rennie
The presentation will be followed by a networking Apéro. The event is free although donations are requested to cover the cost of refreshments. Guests are warmly encouraged to attend. St Andrew's House The Scots Kirk, Avenue de Rumine 26, Lausanne. Please register by emailing: skbn@scotskirklausanne.ch.

Le News classifieds:
advertise to
thousands of
English-speakers.

LeNews.ch

Le News photo competition

Le News is offering a Payot book token worth CHF 20 and the chance to be published in the magazine if the photographer who submits the best photo and caption on the subject of:

"GOOD FOOD"

Email your entry to competition@lenews.ch
by 21 January 2014.

Congratulations to Nicky Freitag, winner of the Le News weekly photographic competition "Best friends".



Readers are asked to note that Le News cannot accept responsibility for the quality, safe delivery or operation of any products or services advertised or mentioned in this newspaper. Responsible precautions are taken before advertisements are accepted but such acceptance does not imply any form of approval or recommendation. Advertisements or other material are accepted subject to the approval of the publisher and its terms and conditions. The publisher will accept an advertisement or other only on the condition that the advertiser warrants that such advertisement does not infringe copyright or contravene the provisions of the trade descriptions legislation. All copy is subject to the approval of the publisher, who reserves the right to refuse, amend, withdraw or otherwise deal with advertisements submitted to it at its absolute discretion and without explanation. All advertisements must comply with the Swiss Code of Advertising Practice. Mail order advertisers are required to state in advertisements to the public the true surname or company name, together with the address from which the business is managed.

Regional Events

Lausanne, VD SWISS EXPO

16 to 19 January

Attracting more than 22,000 visitors each year, SWISS EXPO is a professional farming fair. It incorporates an international cattle show, organized as a traditional event every January, and constitutes a must for anyone involved in the industry or any tourist interested in Swiss culture. You will be sure to see authentic Swiss costumes. Don't miss the competitions during the day, and bring your camera! Price: Fr. 13.-/adult, children up to age 12: free; children 12 to 16 Fr. 6.50; family (two adults and two children): Fr. 30.-.

Location
Centre Beaulieu
1004 Lausanne, VD
www.swiss-expo.com



Geneva BPW LAKE GENEVA: THE MYSTERY AND PASSION OF PRECIOUS GEMS

16 January, 18h30

Here is a unique opportunity for an inside peek at the workshop of BPW Lake Geneva member Elke Berr. This talented gemologist and designer works with rare stones and cuts. Come and discover what's involved in purchasing the raw material as well as the process of design and preparing them for sale and what their investment value is. Price: members Fr. 55.-, non-members Fr. 75.- cash only.

Location
Berr & Partners SA
Geneva
www.bpw-lakegeneva.ch
www.elkeberr.com



Vich, VD CAFE VIVANT: COOK FRANÇAIS

Every Thursday
19h-21h30

A cooking class during which like-minded people can learn to cook in French, for non-mother tongue speakers. This workshop is a great opportunity to enjoy the language in a less formal environment. A certified coach from Café Vivant will be present beside the chef to make sure you progress. Cook Français is held every Thursday during the school year.

Location
Swiss Smart Cook
Rte de l'Etraz 8
1267 Vich
www.lecafevivant.ch
www.swiss-smart-cook.com



La Croisette, France FETE DE LA RAQUETTE A NEIGE: SNOW SHOE FESTIVAL

19 January

As part of World Snow Day 2014, discover winter activities around Switzerland. During this weekend event at Salève you can build an igloo, trek through the woods and much more. If you don't have your own snow shoes then you can rent them for the day for only €5.-; activities cost €3.-/activity. Please reserve.

Location
Salève
France
www.bureaumontagnesaleve.com
www.world-snow-day.com



Various locations PATCHWORK FESTIVAL

20 January until 8 February

The fourth edition of this popular music festival includes numerous performances at various locations across Suisse Romande. Special emphasis on young musicians, performing contemporary and innovative music.

Locations
Lausanne, Fribourg, Delémont, St-Imier, Saignelégier, Moutier and Courroux
www.patchwork-festival.ch



Geneva IFMA LUNCH MEETING : ROLE OF FINANCIAL INSTITUTIONS IN COMMODITY MARKETS

21 January, 12h-14h

The regulation of commodity markets has become a hot topic and in particular the role played by financial institutions is under scrutiny. Examples of financial institutions having a strong influence on market behavior will be discussed. Are commodities really a different and non-correlated investment class? Speaker: Ton Schurink. Registrations and pre-payment required by Friday, 17 January, 2014.

Location
Swissôtel Metropole
Geneva
www.ifma-net.ch



Chancy, GE JACQUES ET LE HARICOT MAGIQUE, PUPPET SHOW

22 January: 14h30
25 January: 14h30
26 January: 11h and 14h30

Puppet show for children (from 4 years old) by Marionnettes les Croquettes. A giant beanstalk grows out of a magical seed that Jacques plants. He climbs up and finds... Your children know the story well, so this is another opportunity to see it interpreted again. No reservation required. Fr. 10.-/person at door.

Location
Salle communale
7, ch. de la Ruelle
1284 Chancy
Reservations: 022 880 05 16
croquettes@bluewin.ch
www.lescroquettes.ch



Bellevue, GE ASK WORKSHOP : THE RESILIENT CHILD

22 January, 18h-21h30

Develop strategies to identify children's strengths and core values allowing them to "play to their strengths" and enhancing resilience. Practice principals of positive communication and appreciative attention to augment performance and ignite intrinsic motivation. Recognize opportunities to facilitate meaning and purpose in their children's life and help them to develop their personal internal drive.

Location
Webster University, Commons
Rooms, LLC hall
1293 Bellevue
www.allspecialkids.org



Lausanne, VD THE OLYMPIC MUSEUM

After 20 months of transformations, The Olympic Museum will be reopening to the public with free entrance until January 23, 2014. With its new exhibition areas, it will encourage visitors to delve into the history, legacy, dreams, challenges and values which have combined to make the Olympic Movement what it is today. In addition to the exhibitions, a variety of cultural programs will be on offer starting in the spring of 2014.

Location
Le Musée Olympique
Quai d'Ouchy 1
1006 Lausanne
www.olympic.org/museum



Lausanne, VD IS CHINA THE NEW HOME OF INNOVATION?

23 January, 18h45

An Executives International event. Will the Chinese economy be able to maintain their position in a world where the key to commercial success is increasingly viewed as being dependent on the ability to produce consistent and sustainable innovation? Professor Marc Laperrouza is world expert on the Chinese economy and on innovation. t this event he will share with us his thoughts on their capability to innovate and what this means to the West.

Location
Lausanne Palace
Rue du Grand-Chêne 7
1003 Lausanne
www.executives-int.ch



Local Community Groups & Associations

HELP AND SUPPORT

Geneva

ASK- All Special Kids

ASK is a Geneva-based network for families with special needs children. It provides information relating to special needs issues through monthly support meeting and thematic workshops. The group focuses on helping English-speaking children.
www.ask.ch

Morges

Women's Support Group

Solidarité Femmes provides help and support for women and their children suffering from domestic violence. It is opening a help centre in Morges in March and plans to offer consultation in

English.
Telephone 247 +41 (0)227971010.

Geneva

HIV/AIDS: Groupe SIDA

This group is one of the best-known providers of support and advice to those whose lives are affected by HIV/AIDS in French. Starting in Lausanne in January at Foundation Roverriaz 21b, Lausanne. Until then, meetings are held at 17 Rue Pierre-Fatio, 1204 Geneva. Call +41 (0)227001500 for details.

Prangins

Fondation le Cube de Verre

Support and activity group, that provides advice and resources for parents of autistic children. French speaking. At: 1 Avenue de la Gare, 1197 Prangins or call +41 (0)22 367 26 24.

Geneva and Lausanne

Overeaters Anonymous

Support group for those suffering or supporting persons with bulimia, anorexia and eating disorders. English-speaking meetings are held regularly in Geneva and Lausanne usually on Monday 18:45-19:45 and Saturday 08:30-09:30 at Emmanuel Church, 3 Rue de Monthoux, Geneva. Visit www.oa.org for more information.

Website Depression Understood

The website offers a supportive network from those suffering from depression and anxiety. It provides a platform through which like-minded people can communicate and offer peer support to one another. Crisis hotline: 143. Visit <http://www.depression-understood.org> to get involved.

Geneva

Au Cœur des Grottes

Provides support for women alone or with children facing difficult situations such as family problems, domestic violence, exploitation in the workplace or accommodation difficulties returning from abroad. Based at Rue de Zurich 40, Geneva. Support sessions on Tuesday to Friday from 10h to 18h30 and Saturdays from 12h to 17h. Visit www.coeur.ch for more information.

Vaud

Association of Diabetes

As a member of the Swiss Association of Diabetes, this group provides information that helps improve the quality of life of people with diabetes with special diabetes focused consultations and information sessions. Based at Avenue de Provence 12, Lausanne. Call 021 657 19 20 or e-mail info@diabetes-vaud.ch for more information.

New Groups and Associations

Any group that wishes to raise its profile is welcome to submit an entry for free to Le News on a first come first served basis. Only entries from charities and not-for-profit organizations will be accepted. Entries must be no more than 50 words long and they must not fundraise, sell or promote events. Priority will be given to new organizations.

Cracking up

Fantasy families

Since becoming a parent, there are a few things I've had to wave goodbye to: my size 8 jeans and late night tequila parties come immediately to mind (motherhood has made the hips more robust but weakened the constitution dramatically). Also, I've had to give up my fantasy of perfect family life. No matter that the fantasy was based primarily on a montage of mother-child photos from margarine ads. It was deeply held and painful to part with. But real children are nothing like the margarine children, and I am clearly no model mother. For example:

Fantasy 1: The smaller child must dress up as an alien for school. Her costume, hand-made by me, is adorable and convincingly alien. She earns recognition from her peers, her self-esteem is boosted and she knows she is loved and prioritized in our house.

Reality: I forget all about the costume until the day before dress-up. We're busy that afternoon, so by the time I think about it again it's 22h00 and I'm too exhausted to hand-make anything except a glass of wine.

The next morning the child runs into school, late, with a badly cut out alien mask. There's black felt pen smudged everywhere and, in an attempt at antennae, I've tied some lit-



tle water balloons over the ears. The result looks more like Kali the Goddess of Destruction than an alien. This is entirely in keeping with the smaller child's character, but it's not what the school asked for.

Fantasy 2: On winter afternoons we come home from school to a pot of vegetable soup, before going back outside for a forest walk. We collect dead leaves and twigs to make a collage because we're creative, in touch with the world around us and we walk 10,000 steps a day.

Reality: The smaller child refuses to eat my vegetable soup because it has vegetables in it. The bigger child starts

motivating strongly to watch a DVD.

"No," I insist. "We're going for a walk"

After some shouting the bigger one gives in but the smaller one does not. I have to catch her and force her into her boots, gloves and scarf. She threatens to tell the police that I'm making her go outside "in the freeze".

I finally get them both outside and march them up to the forest, where we collect handfuls of dead foliage. Back home they fling off their jackets and glue some sticks to a piece of paper. It takes about three minutes and they're clearly just doing it to humour me.

They watch Tangled while I wipe

up puddles of glue and pick bits of crushed leaf out of their gloves.

Fantasy 3: I'm a caring and thoughtful home chef, who always dishes up something healthy but appealing to the youthful palate. I gently shape their table manners as we make conversation and bond deeply over good food.

Reality: I'm a short order cook who stands at the stove while the children shout instructions from the dining room: "More cheese!"; "I'm taking out everything that's a vegetable"; "I'm really thirsty." Then they pour a cupful of tomato sauce on everything, without tasting it first. The entire dinner conversation consists of my husband endlessly repeating his mealtime mantras: "Don't talk with your mouth full", "You're going to knock that over" and "Eat nicely."

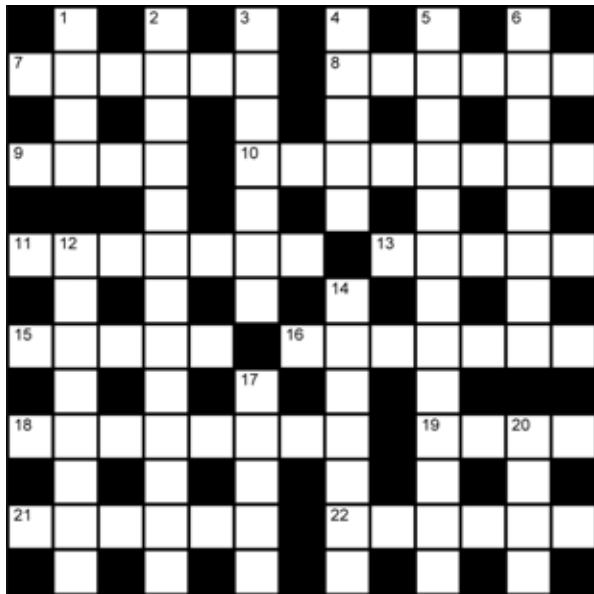
After dinner I clean up a sea of tomato sauce and juice. I make a quiche out of the pile of rejected vegetables and feed it to my husband the next day.

He thinks it's delicious.

It may not be the dream... but it'll do.

Robyn Goss is a South African writer, recently moved to Switzerland. You can read her blogs at www.robbygoss.com

Puzzles



QUICK CROSSWORD

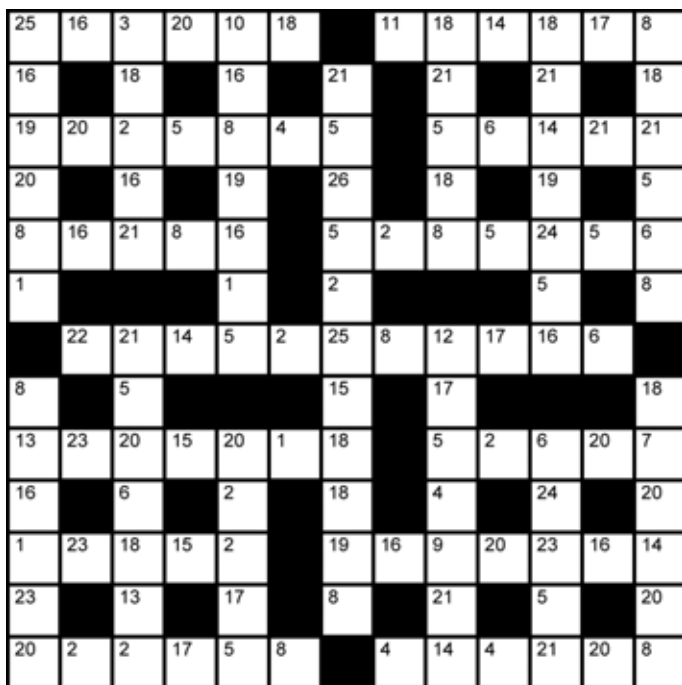
ACROSS

- 7 Restricted to something (6)
- 8 A three-legged stand (6)
- 9 Walk through liquid (4)
- 10 Magnanimity (8)
- 11 Redesign (7)
- 13 Devastating weapon (1--4)
- 15 Healthy and big (5)
- 16 Waiter on a royal (7)
- 18 Introduction to artwork (8)
- 19 Something just mentioned previously (4)
- 21 Rationalized mental attitude (6)
- 22 Between Leo and Gemini (6)

DOWN

- 1 Atmosphere (4)
- 2 Magnify the shot (9,4)
- 3 Single sighted giant (7)
- 4 Severe and unremitting or even aft (5)
- 5 Silver-lined cloud (5,8)
- 6 Just about everyone (8)
- 12 Abhor (8)
- 14 Sucking muddy sound (7)
- 17 White heron (5)
- 20 Somebody's place (4)

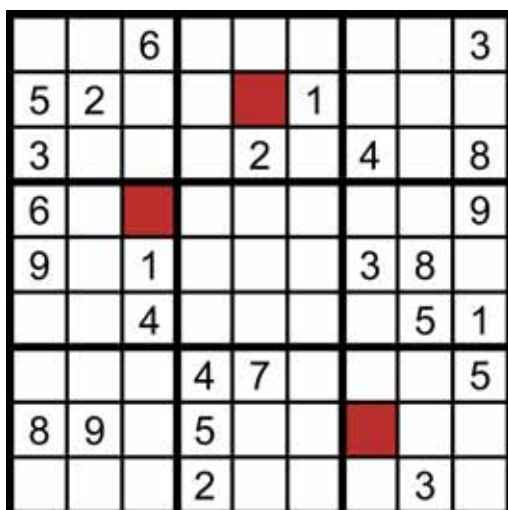
Last week's solution



CODEWORDS

Each letter has been replaced by the same number throughout the puzzle. Simply decide which letter is represented by which number and complete the puzzle. To start off we're given you the first three letters.

1	2	3	4	5	6	7	8	9	10	11	12	13
			C									
14	15	16	17	18	19	20	21	22	23	24	25	26
							L	H				



SUDOKU

Easy

Enter numbers into the blank spaces so that each row, column and 3x3 box contains the numbers 1 to 9.

What's On

Prix de Lausanne

If you enjoy top-level ballet and dance then a visit to the Prix de Lausanne (on at the Théâtre de Beaulieu in Lausanne from 26 January to 1 February) offers a charming and inexpensive day out. Created in 1973, the Prix de Lausanne is the annual international competition for young dancers aged 15 to 18. Its goal is to discover, promote and support the world's finest young dancers. Sixty-four prestigious dance schools and companies, such as the Royal Ballet School of London, the School of American Ballet in New York, and the Bêjart Ballet Lausanne support its activities.



primary focus, however, is on the candidate's potential to succeed as a professional ballet dancer.

Winning a Prix de Lausanne scholarship enables a young laureate to gain free access to the finest dance schools or to be accepted without audition for an apprenticeship with the most renowned ballet companies in the world. It thus opens the door to a year of top-level training and represents a fast track to the start of an international career.

All events take place at Lausanne's Théâtre de Beaulieu. While some events require tickets, others are free. For latest updates concerning the schedule, which may change at the last minute, please check the event's site:

www.prixdelausanne.org

Tickets may be purchased at the following locations: The information desk and the box office at the Théâtre de Beaulieu; and at the Opéra de Lausanne's box office or its online box office.

This year, there are 15 nationalities among the 73 entrants – a third of whom come from Asia. Throughout the competition the jury evaluates each candidate's advanced skills. Their

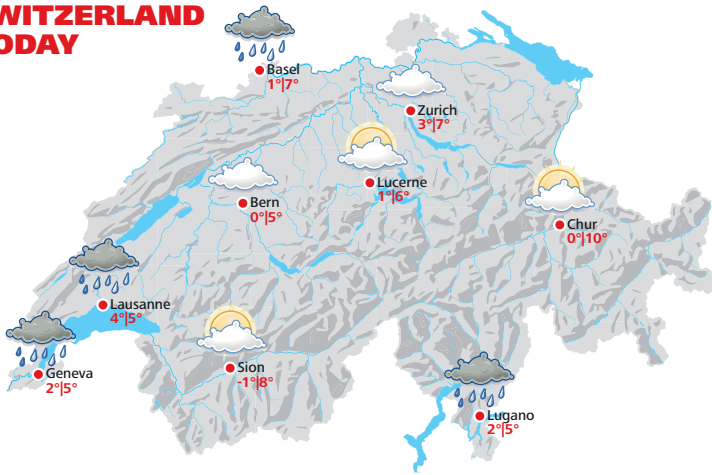
Win!

Sudoku: Send us the three numbers in the shaded squares for a chance to win CHF 10.00. The first correct answer drawn will win. Email: prizes@lenews.ch

Codeword: Send us the three letters in the shaded squares for a chance to win CHF 10.00. The first correct answer drawn will win. Email: prizes@lenews.ch

Weather

SWITZERLAND TODAY



ARC LÉMANIQUE FOR THE WEEKEND

Thursday	Friday	Saturday	Sunday
1 - 7°	2 - 5°	2 - 6°	0 - 5°

SKI & SNOW REPORT

Verbier	133 cm	Crans Montana	130 cm	Les Rousses	26 cm
Villars	80 cm	Château d'Oex	40 cm	Chamonix	60 cm

The ski & snow report is sponsored by

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