

Zeitschrift: Swiss review : the magazine for the Swiss abroad
Herausgeber: Organisation of the Swiss Abroad
Band: 19 (1992)
Heft: 1

Inhaltsverzeichnis

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

Conditions d'utilisation

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

Terms of use

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

Download PDF: 08.08.2025

ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>

Impressum

Swiss Review

Magazine for the Swiss Abroad

19th year of issue

Published in German, French, Italian, English and Spanish, in about 30 regional editions.

Printing: Berne, Lugano, New York, Johannesburg
Total circulation: 260,000

Editorial staff:

Dr. Stephan Müller, Secretariat for the Swiss Abroad, Berne
Heidi Willumat, Service for the Swiss Abroad, Department of Foreign Affairs, Berne
Jacques Matthey-Doret, Radio-Télévision Suisse romande, Lausanne

Translation:

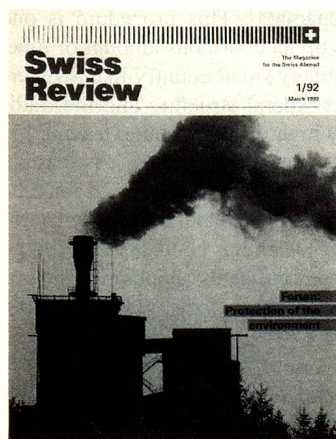
Ian Tickle, John Miles

Publisher, central editorial offices and advertising administration:

Secretariat for the Swiss Abroad
Alpenstrasse 26
CH-3000 Berne 16
Telephone 031 44 66 25
Telefax 031 44 21 58
Postcheck (Swiss national giro)
account: 30-6768-9

Printing-office:

Buri Druck AG
CH-3001 Bern



If excessive immissions continue to be registered, pollutant emission levels will have to be reduced further – and this time without regard for economic considerations. (Photo: Docuphot)

Editorial

"You only have one environment – look after it"



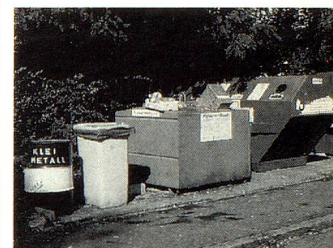
In his talk during Bellinzona's celebration of the Confederation's 700th anniversary Professor of Literature Jean Starobinski pointed out that "a very precious part of the world's beauties is entrusted to us", and Marco Solari, the Federal Council's delegate, emphasised: "What unites Swiss across linguistic and cultural differences is the mythology of the mountains."

The roots of the association between nature, mountains, landscape and beauty go back a long way. We know that the mountains were "discovered" as early as the 18th century, and this meant that Switzerland became a major object of a new approach. The mountains took on the quality of the sublime, and wild, menacing nature was gradually transformed into the picturesque. From then on the mountains were a desirable destination. Travelers discovered the simple, rugged life of the mountain-dwellers and painted an idyllic picture of their happiness. Gradually the Swiss, too, adopted this image, which blended with the patriotic spirit of the times. Besides this more contemplative attitude, however, the last century also saw campaigns aimed at promoting the protection and preservation of our natural heritage. Thus, in 1878, the edelweiss became the first plant to be placed under protection. Although the emotional relationship with the landscape played an important role quite early on and there has long been an awareness of the effects of human activity on the environment, this resulted until recently, as in other western countries, only in very selective measures. Awareness of the environment in today's ecological sense did not develop until the Seventies, inspired, among other things, by the energy crisis of 1973 and by fear of an energy shortage, of overpopulation, of insufficient land and impoverishment of the soil. So, have the Swiss now become an environmentally aware people? A study carried out in the framework of the national litter campaign run by the Research Institute of the Swiss Society for Marketing reveals that protection of the environment is "definitely a topic of conversation" among the great majority of Swiss. Those questioned even knew a surprising amount about the manufacture, use and consumption of individual products. Of course, they expect wide support in tackling the task not only from industry and commerce but also from the service sector and the state. And even though awareness of environmental problems has greatly increased in recent times, many Swiss still lack the necessary knowledge and, let's face it, the will to take appropriate action. To remedy this deficiency, then, is the purpose of the large-scale publicity campaign mounted by the Federal Office for Environment, Forests and Landscape under the slogan "Everything becomes litter". Anyone who cuts down litter is now no longer a "Bünzli" (narrow-minded prig) was the message of this campaign's advertising spot on television.

Anne Gueissaz

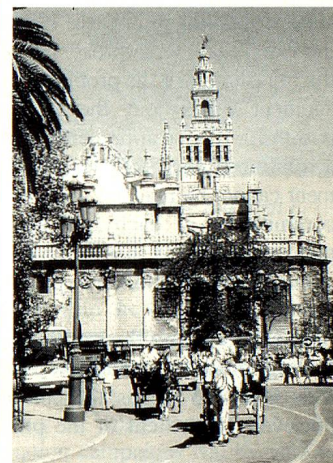
Anne Gueissaz (Editor of Official Communications)

Contents



Forum:
Protection of the
environment

4



Culture:
Expo '92 in Seville

7

Green pages:
Local news

Politics:
EFTA – EEA

9

Mosaic

11

Political science

15

Communications
from the ASS

16

Official Communications

18