



Herr  
Florian Klett  
EULAR Secretariat  
Seestr. 240  
CH - 8802 Kilchberg  
**Schweiz**

kc 21-263-15  
0228 / 7 66 06-21  
bv.cattelaens@rheuma-liga.de

November 30<sup>th</sup>, 2015

## **Report about the Knowledge Transfer Program – German and Swiss Rheuma-Leagues**

Dear Florian,

The German Rheuma-Liga and the Swiss Rheumaliga had two meetings in 2015 to realise the Knowledge Transfer Program – supported by EULAR.

Aims of the Knowledge Transfer have been:

- The Swiss Rheumaliga has been running a very successful campaign regarding 'hands' and has had an onlineshop for aids for many years. We are hoping to profit from the know-how of the Swiss Rheumaliga. We want to gather information to allow a decision to be made whether to develop our own onlineshop for aids or possibly lay the basis for a collaboration of the two organisations in this area. Additionally we hope to be able to adapt internet information about joint protecting, pictures or texts of booklets.
- The Swiss Rheumaliga also has been very successful in fundraising and as the structure of the organizations is somewhat similar, the German Rheuma-Liga wants to learn more about their approach and experience in this field.
- The German Rheuma-Liga wants to improve their work with social media und internet.

On January, the 13<sup>th</sup>, three people from the office in Bonn traveled to Zürich for visiting the staff of the Swiss Rheumaliga. Ursula Faubel, general manager, Karl Cattelaens, deputy manager and Susanne Walia, public relations officer met Valérie Krafft, general manager, Monika Siber, public relations officer and Patrick Frey, webpublisher in Zürich.

It was not possible for the Swiss employees to take part in the German public relations workshop in January 2015. Therefore, the Swiss Rheumaliga decided to visit the office of the German national organization. On November, the 26<sup>th</sup> the three employees of the Swiss Rheumaliga came to Bonn and met Karl Cattelaens, Susanne Walia and two employees of internet and social media, Sabine Neumann and Eva-Maria Käter. Both meetings lasted only one day, taking about six hours. Minutes about the meetings have been written and

sent to the boards of both leagues. A report of the first visit was published in the member journal "mobil" in Germany.

### **How to run an onlineshop for aids**

The Swiss Rheumaliga has been running a very successful onlineshop for aids for many years. The German Rheuma-Liga wanted to profit from the know-how of the Swiss Rheumaliga. During the visit in January 2015, the Swiss colleagues introduced the beginning of the shop, the structure, the products, the handling, a.s.o. The Swiss colleagues offered to collaborate with the Swiss shop or to give all the connections and know how to the German Rheuma-Liga.

After this visit, the German Rheuma-Liga had enough information to allow a decision to be made whether to develop our own onlineshop for aids or possibly lay the basis for a collaboration of the two organisations in this area. The German Rheuma-Liga decided against an own onlineshop. We see a different market, a different mentality of the users and more aids-shops in Germany than in Switzerland.

The information's about joint protection – with internet, booklets, pictures – have been helpful for the German organisation, developing their own booklet und videos.

### **Learning about fundraising**

The Swiss Rheumaliga has been very successful in fundraising and as the structure of the organizations seemed to be somewhat similar, the German Rheuma-Liga wanted to learn more about their approach and experience in this field. Especially in the meeting in January 2015, the Swiss Rheumaliga gave a lot of information about their fundraising activities. They are running campaigns, making mailings, asking for donations in all publications and have materials and activities for getting legacies. Basis for this is an agreement between the member organizations of the Swiss Rheumaliga.

German Rheuma-Liga got the idea and examples for an agreement between the regional structures of the organization about fundraising, especially about legacies. Deutsche Rheuma-Liga decided to use this as a model. The agreement has been worked out in 2015 and will now be discussed and hopefully agreed between the 19 associations of German Rheuma-Liga to handle legacies, how to advertize and how to divide the money.

### **Social Media and Homepage**

The German Rheuma-Liga wanted to improve their work with social media und internet. The sites of the Swiss Rheumaliga are very clear and well structured. However the content-management-system is not up to date and the Swiss Organisation is planning a relaunch of their homepage. During the second meeting in Bonn the German employees could give some of their experience to the Swiss Rheumaliga. The German Rheuma-Liga has a project focusing on Social Media with a facebook account, an internet forum, and so on. The

Swiss Rheumaliga doesn't have a forum or activities on social media till now. Sharing the experiences about social media and internet was very inspiring for both organizations.

### **Projects and programs in exchange**

The Swiss Rheumaliga and the German Rheuma-Liga are running similar projects and programs for people with arthritis. Some of the programs are international – for example self-management or Patient Partners. The Germans are exploring a project for the transition of young people with JIA becoming adults. The Swiss Rheumaliga has started with a fall prevention program for elder people. There was a great requirement of exchange about these projects and programs.

### **Results of the Knowledge transfer**

German Rheuma-Liga has produced a new booklet and internet information for joint protection at the End of 2014. With the information about the Swiss online-shop of aids we made a decision not to introduce an onlineshop for aids in Germany.

German Rheuma-Liga has a draft of an agreement about fundraising, especially about legacies. This agreement has to be discussed between the 19 associations of German Rheuma-Liga. The decision about the agreement is planned for April 2016.

Both organisations have received new ideas for shaping their internet and social media. The German Rheuma-Liga has a facebook account with a growing number of fans and an internet forum and is reaching young people with arthritis. The Swiss Rheumaliga has very successful projects and is offering the information about the diseases and the organisation in a clearly structured way.

Thank You for the support of EULAR in this Knowledge Transfer!

Best wishes,

Karl Cattelaens  
Deutsche Rheuma-Liga  
Bundesverband e.V.