

**SRG SSR**

**Eurovision Song Contest 2025 in Basel**

# **Public Value Projects and their local perception**

November 2025, Public Value SRG SSR

**RSI**

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**SRF**

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# Introduction

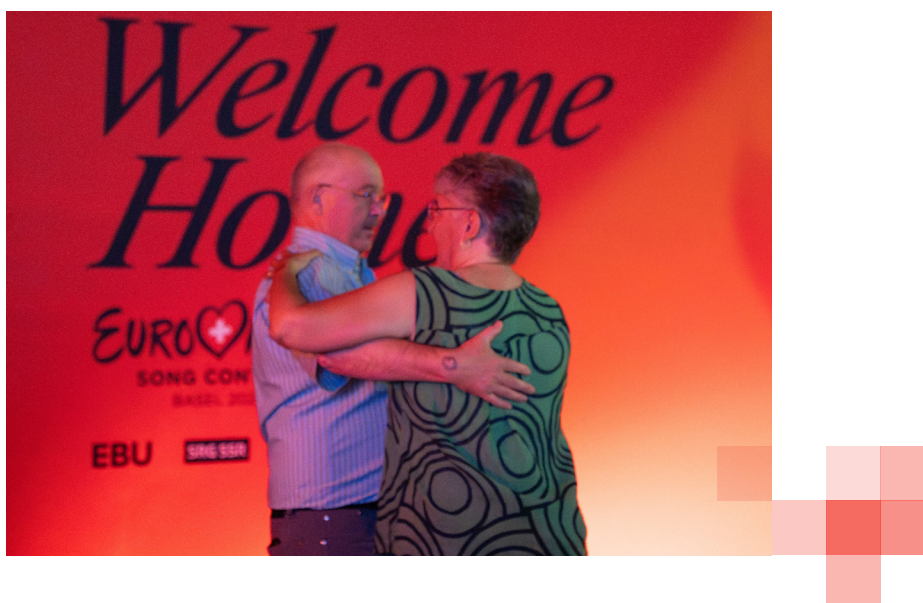
## Public Value at ESC

This report comprises the Public Value projects for which SRG shared responsibility. Many other remarkable projects were developed by the Host City Basel: further details can be found in the city of Basel's [report](#).

From day one, it was important for SRG to use the huge popularity of the Eurovision Song Contest (ESC) in the best possible way and to share it with as many people as possible, to create added value for society. Not only worldwide, but also locally, in line with our public service mission. The organisers wanted to ensure that the ESC serves as a platform for cultural engagement, inclusivity, and social impact and creates long-lasting benefits by involving diverse communities and thinking beyond the scope of the event. With all the projects that have been undertaken, we have been able to give others a stage and thus reach a large part of the population and offer more than just the world's biggest music competition, namely a celebration for everyone.

A variety of projects were implemented to spread joy and enthusiasm for the ESC across Switzerland while leaving a legacy beyond the competition. On the next page is a summary of the main facts and figures.

We would like to thank the many sponsors and partners who made the projects possible: Novartis, Basler Kantonalbank BKB, Helvetia, Jungfrau-bahnen AG, Fachhochschule Graubünden FHGR, Fachhochschule Nordwestschweiz FHNW, Zürcher Hochschule für Angewandte Wissenschaften ZHAW, Zürcher Hochschule der Künste ZHdK, Pro Senectute, Schweizerischer Gehörlosenbund SGB-FSS, Schweizerischer Hörbehindertenverband Sonos, SUISA, Superar Suisse, Swiss Solidarity, ADC Switzerland.



## Public Value Projects in numbers

ESC 2025 brought people together – across generations, backgrounds and languages.

**1'253**

Record: biggest over-60s disco ever with 1'253 guests



**75**

university students produced official audiovisual content: 50 students produced the Semi-Final Draw and Opening Ceremony, 25 students created social media content



**100**

school bands participated in the School Song Contest, four of which performed on the Eurovision Square during the ESC week



**160**

guests, with or without hearing impairments, danced at the "Feel the Beat" Disco which included a vibrating dance floor – a pioneer project for ESC and Switzerland



**400**

pupils created original songs in national songwriting workshops



**364**

senior citizens attended children's concerts in retirement homes



**1'100**

students and apprentices of the Basel Academy of Art and Design FHNW and the Basel School of Design had the chance to submit their character design and story for the ESC mascot 2025



**72%**

of the surveyed Basel residents think that the ESC benefited many population groups



**71%**

of the respondents think that the ESC had a positive influence on the sense of community in Basel



## CHILDREN

### Objective:

**promote creativity and learn about the power of music to unite and the role it has played in society in the past**

♥ **Songwriting workshops:** 400 pupils took part in the songwriting workshops nationwide and created their own songs with the help of music professionals. 15 classes had the unique experience of performing their song on Eurovision Square.

*«I really enjoy working with young people and I always love it when they can express their creativity. It's also very inspiring and refreshing for me to see what young people have in their heads and how it bubbles out»*

LUUK, rapper

♥ **ESC School Kit for teachers:** teaching material was developed in all 4 national languages on the story of the ESC and made available to interested teachers. Students in grades 1 to 9 throughout Switzerland were able to learn about the background of the ESC.

♥ **School Song Contest:** 100 school bands (approx. 400 pupils) participated in the School Song Contest. The top 4 bands performed on the Eurovision Square during the ESC week.

♥ **Legacy:** SRF intends to continue the ESC School Contest in 2026, providing a platform for school bands to showcase their creativity in the future. Furthermore, the contents developed for the School Kit for teachers will be adapted for the Austrian context by ORF, the Host Broadcaster of the ESC 2026.





# STUDENTS

## Objective:

involve students in the making of the ESC to give them the opportunity to apply their knowledge and learn new skills for their future. Collaboration with Universities of Applied Sciences in multimedia production, social media content creation and design contest for new mascot.

♥ **Multimedia production:** 50 Students took over the recording and transmission of the Semi-Final Allocation Draw and Opening Ceremony & Turquoise Carpet.

*«It's the biggest international music show, and the fact that this is handed over to students is basically already the biggest highlight of the project for me»*

— Simone Reinhard

Student at the University of Applied Sciences of the Grisons

♥ **Social media content creation:** 25 students planned and produced social media content for the SRG SSR accounts. They received a broad national and international stage to showcase their work.

♥ **Mascot Lumo: Design contest for the new ESC Mascot:** Over 1000 local art school students had the chance to participate in the ESC Mascot 2025 design competition. Winning student Lynn Brunner (20) gained Europe-wide visibility for her design. With a vibrant carnival culture, a local Basel studio – usually creating traditional masks for the parades – produced two Lumo-costumes. Lumo not only welcomed all delegations at the welcome pavilion but also interacted with fans and locals throughout the city and the different venues.



## SENIOR CITIZENS

### Objective:

give senior citizens the opportunity to celebrate around music and share moments of joy, bring different generations together.

♥ **60+ Disco:** 1,253 people over 60 had the opportunity to celebrate together in a setting and music that matches their tastes and needs.  
*«It is very important that we show that we are one world, one society, and older people are firmly part of that. It is also important to show that older people have energy, zest for life and fun and are fit, just like others.»*

— Michael Harr

Director Pro Senectute beider Basel

♥ **Children's Concerts in Retirement Homes:** Children and teenager's choirs and orchestras performed for **364 senior citizens** in retirement homes in Basel. This was organised in cooperation with Superar Suisse.

♥ **Legacy:** during the ESC 2025 and 60+ disco event, many participants expressed interest in having similar opportunities in the future. In response to this feedback, a regular disco for senior citizens is now held in Basel by Pro Senectute beider Basel. The demand has been strong, and the events are well attended which make this series of events a lasting outcome of Eurovision 2025.



# PEOPLE WITH HEARING IMPAIRMENT

## Objective:

give people with hearing impairment the opportunity to celebrate around music and share moments of joy.

♥ **Feel the Beat disco:** 160 people with or without hearing impairments danced at the «Feel the Beat» Disco which included an innovative vibrating dance floor.

*«For some guests, it's the first party of their lives. One woman says that she took off her hearing aids here for the first time because she can feel the music. That is wonderful.»*

— BZ Basel

♥ **Legacy:** the vibrations stage, originally built for the ESC «Feel the Beat» disco, will continue to be used as an inclusive feature for future events across Switzerland. This ensures that accessibility remains a priority beyond Eurovision 2025, reinforcing the commitment to creating cultural experiences that are open to everyone.





# Study on societal value

## Introduction to the Study

Large-scale cultural events such as the Eurovision Song Contest (ESC) are often promoted as generating societal value by fostering cultural exchange, social cohesion, and regional visibility. However, the extent to which these benefits are perceived by society remains underexplored. This study examines perceptions of the ESC's societal value among residents of the Basel area.

The findings are based on a survey conducted by YouGov Switzerland on behalf of SRG SSR to assess local perceptions of the ESC 2025 in Basel. The online survey took place between 19 May and 3 June 2025 and included 514 Basel residents aged 15 to 79 years. The sample was representative of the local population by age and gender.

The survey explored several key areas: attendance at ESC events, perceptions of the contest's influence on Basel, its contribution to social inclusion and community spirit, and the local population's perception of the long-term effects of the ESC in Basel.

## Attendance

The ESC and its various events were visited by slightly more than one third (36%) of the surveyed Basel residents. The Eurovision Village and Eurovision Square had particularly many visitors (27%). The visitor profile is mostly female and young: 41% of Basel women (vs. 31% of Basel males) and 48% of 15–34-year-olds attended at least one ESC event (vs. 35% of 35–59-year-olds and 27% of the 60–79-year-olds).

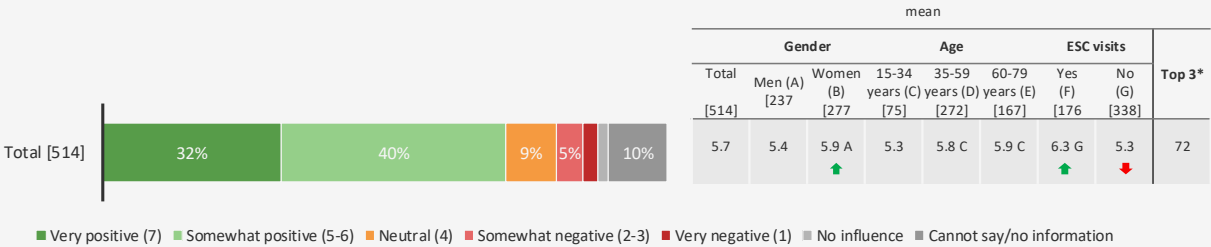


# Study on societal value

## General impact of Eurovision on Basel

Overall, the general impact of the ESC on the city of Basel is rated as positive by almost three quarters of respondents (72%), only 8% perceive the influence as negative. Women and ESC visitors rate the influence of the ESC on Basel significantly better than men and respondents who did not visit the ESC themselves.

## Impact of the ESC on Basel



F001: The Eurovision Song Contest (ESC) was recently held in Basel. How would you rate the overall impact of the ESC on the city?  
Basis: n=[ ] | Filter: All respondents | Scaled question: 1= Very negative to 7= Very positive | The letters behind the mean values indicate a significant difference (95% level) compared to the respective groups represented by the letters.  
↑ Significantly higher than total, ↓significantly lower than total | Data labelling from 4% | \*Top 3: Percentage of responses with scale values 5-7 on a scale of 7

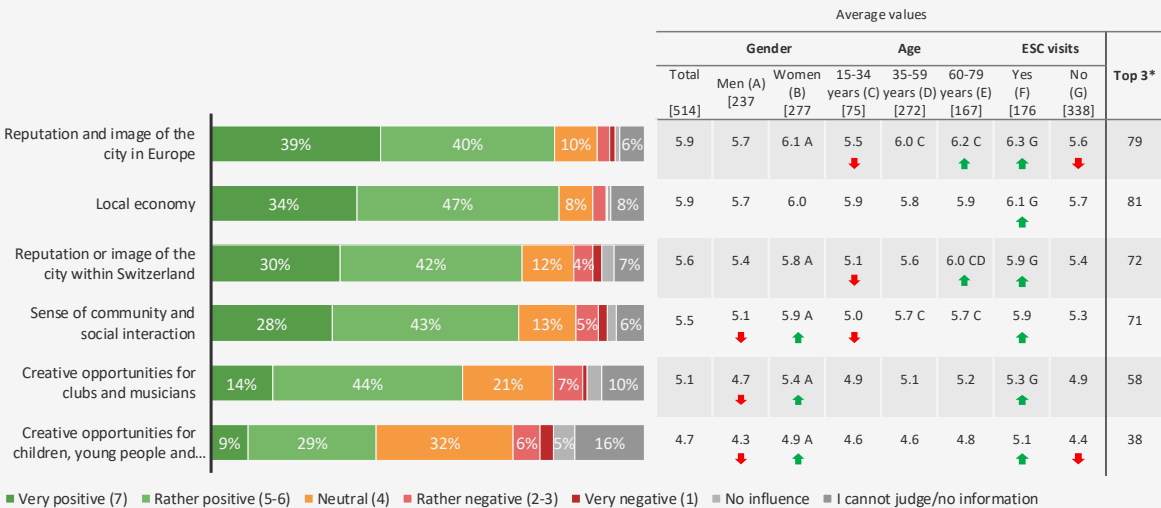


# Study on societal value

## Image and reputation of the city of Basel

The perceived influence of the ESC on Basel's image and reputation in Europe (79%), as well as on the local economy (81%) is particularly positive. Almost three quarters of the surveyed Basel residents see a positive influence of the ESC on Basel's reputation within Switzerland (72%) and on the sense of community and social interaction (71%).

## Impact of the ESC on local life and the city's image



F002: How do you rate the influence of the ESC in Basel with regard to the following aspects?  
Basis: n=[ ] | Filter: All respondents | Scaled question: 1= Very negative to 7= Very positive | The letters behind the mean value indicate a significant difference (95% level) compared to the respective groups represented by the letters.  
↑ Significantly higher than total, ↓ significantly lower than total | Data labelling from 4% | \*Top 3: Percentage of responses with scale values 5-7 on a scale of 7

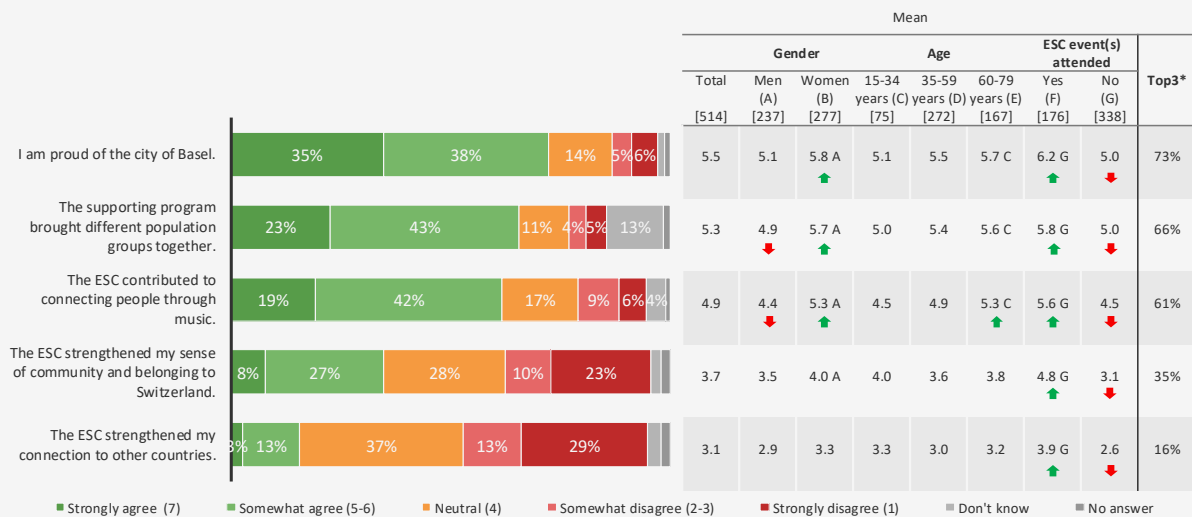


# Study on societal value

## Sense of belonging

73% of respondents are rather proud of the city of Basel. Two thirds (66%) agree that the ESC's supporting programme has brought different population groups together. 62% of Basel residents think that the ESC contributed to connecting people through music. The ESC strengthened my sense of community and belonging to Switzerland. The ESC strengthened my connection to other countries.

## Sense of belonging



F004: To what extent do the following statements apply to you personally?

Base: n=[ ] | Filter: All respondents | Scale question: 1= do not agree to 7= totally agree | The letters after the values indicate a significant difference (95% level) compared to the respective groups represented by the letters.

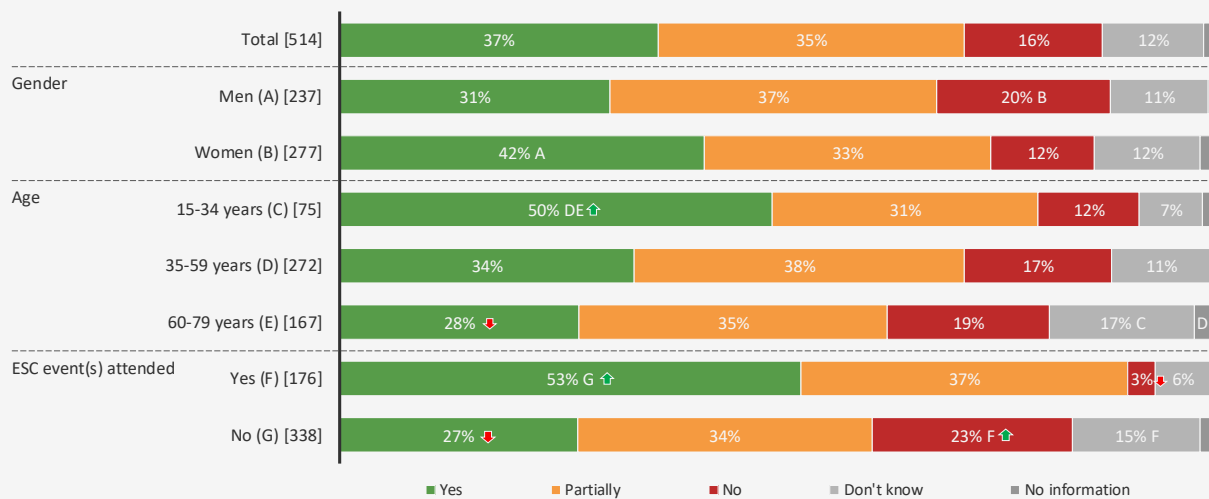
↑ significantly higher than total, ↓ significantly lower than total | Data labeling from 3% | \*Percentage of responses with scale values 5-7 on a 7-point scale

# Study on societal value

## Inclusion

Almost three quarters of the surveyed Basel residents (72%) think that the ESC benefited (or partially benefited) many population groups. ESC visitors (and thus mainly 15–34-year-olds and women) could see for themselves on site: more than half of them (53%) fully attest to ESC's inclusion. Of the total respondents, 37% said it was at least partially inclusive.

## Inclusion



F005: Do you think that the ESC benefited many population groups (e.g. different age groups, families, people with disabilities, people with a migrant background)?  
 Basis: n=[ ] | Filter: All respondents | Closed question | The letters behind the values indicate a significant difference (95% level) compared to the respective groups represented by the letters.

↑ significantly higher than total, ↓ significantly lower than total | Data labelling from 3%

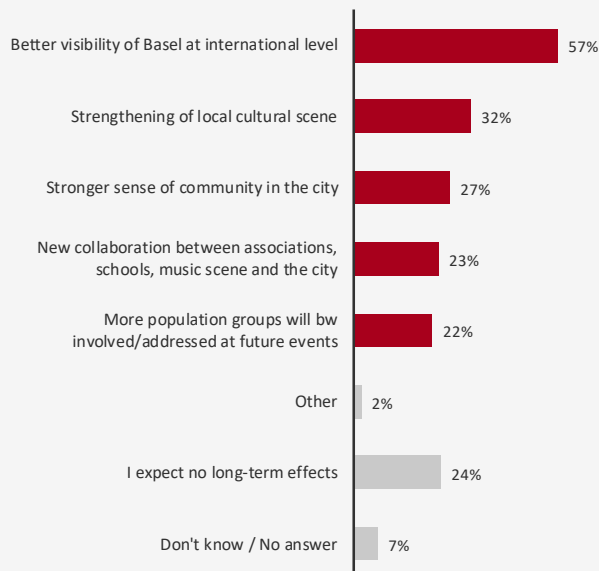
# Study on societal value

## Long-term positive effects & Public Value

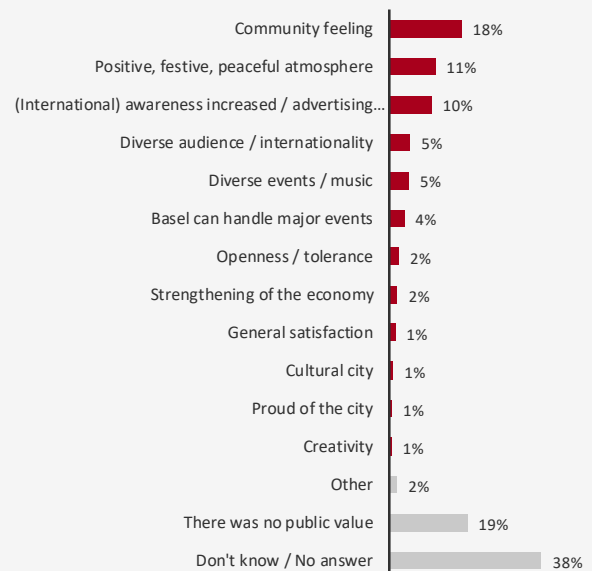
As long-term positive effects of the ESC, respondents mainly name the improved visibility of Basel on an international level (57%) and a boost to the local cultural scene (32%). More than a quarter of respondents (27%) expect a stronger sense of community in the city.

## Long-term positive effects & public value

### Long-term positive effects



### Public value



F010: In your opinion, what long-term positive effects **will** the ESC in Basel have?

Base: n=514 | Filter: All respondents | Closed question | Multiple choice possible

F012: What was the most important public value of the ESC for Basel and its population for you personally?

Base: n= 514 | Filter: All respondents | Open question | Multiple choice possible | Data labeling from 1%



## Conclusion

The Public Value projects formed a core part of Eurovision's strategy to promote community engagement through music and was carried out with many partner organisations. ESC Basel 2025 implemented a broad programme that extended beyond the live shows, including educational initiatives, intergenerational activities and offers for older citizens and people with hearing impairment. Many of those were pioneer projects. They highlighted Eurovision's role in connecting different age groups through music and raised awareness on the need to take the different needs of population groups into account when planning a large international TV music event.

At least three of the projects implemented will continue thanks to the commitment of partners and other organisations. This is highly encouraging and demonstrates that the projects addressed genuine needs within the population groups. It also contributes to the legacy vision of ESC 2025.

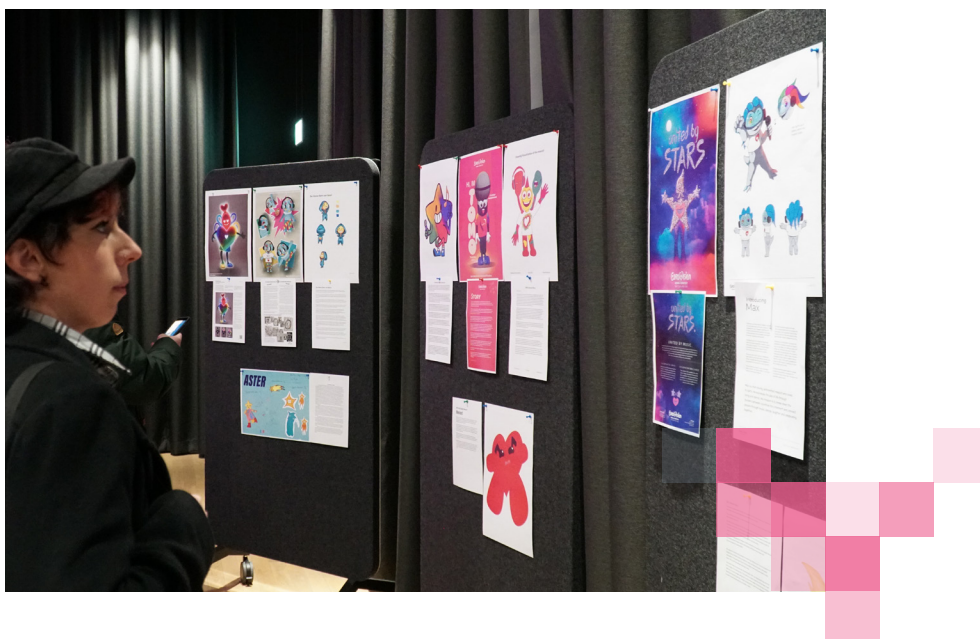
The main audience of Eurovision is outside of Switzerland, but the perspective and needs of the local population was very important for the SRG SSR and the Host City from the beginning. Overall, the study's results indicate that the ESC was well received by the population of Basel. Nearly three-quarters rated the contest's impact on Basel as positive. Respondents highlighted positive influence on the city's image, economic benefits, and sense of community.

### Editors:

**Henriette Engbersen**

**Emilie Demaurex**

**Francesca Guicciardi**



# Appendix

## Study Design

**Method** Online survey in YouGov Switzerland Online Panel (5 min.)

**Sample** N=514  
Basel residential population (WEMF region 31)  
aged 15 to 79 years

**Quotas** Quotas by gender and age groups 15–34 years,  
35–59 years, 60–79 years

**Weighting** The total sample was weighted for gender and age groups  
15–34 years, 35–59 years and 60–79 years.

**Survey Period** May 19 to June 3, 2025





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PUBLIC VALUE

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# EURO+ision

SONG CONTEST  
BASEL 2025

November 2025, Public Value SRG SSR

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