

2007



CENTENARY OF SCOUTING



SCOUTS
Creating a Better World



CONTENTS

Centenary of Scouting: Report

This section looks at the development of the Centenary, the key initiatives and examples of centennial activities undertaken around the world.

Introduction

Development of the Project

The Key Elements of the Centenary for Scouting

Centenary Activities in National Scout Organizations

Centenary of Scouting: Building on the success and learning

This section considers the approach taken to the long term project for the Centenary of Scouting and offers a critique of some of the experiences in order to assist National Scout Organizations to plan for their own national centenaries and future celebrations and maximise opportunities.

Have a vision and set clear objectives

Think strategically

Communicate effectively

Set out a framework which can be adapted to meet local circumstances

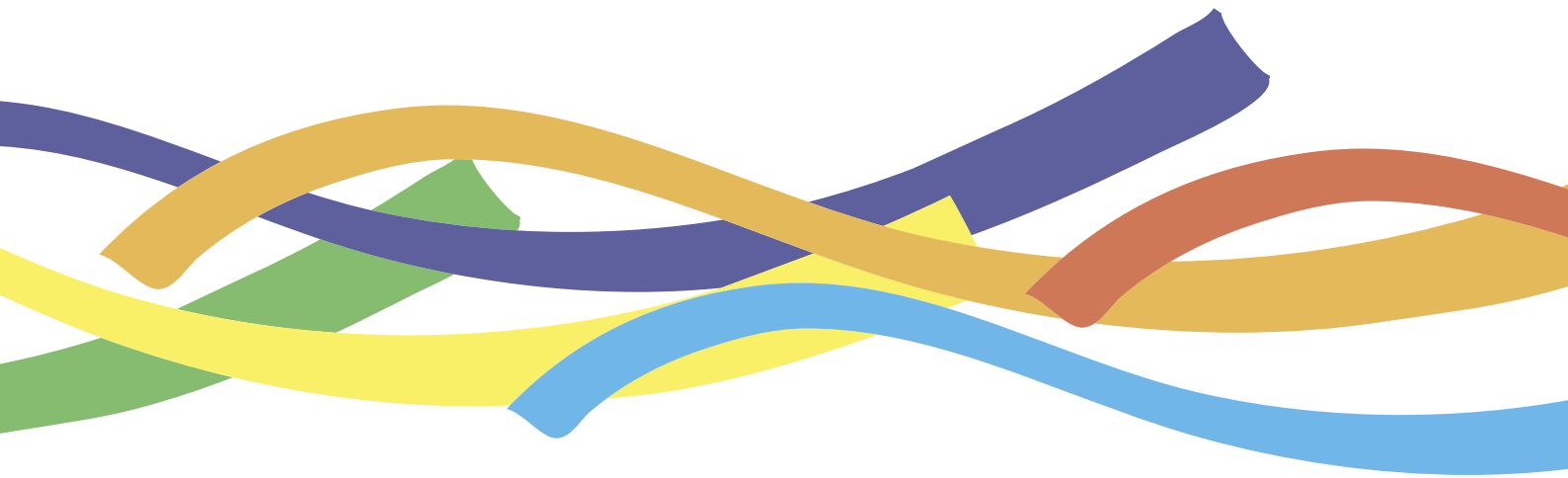
Challenge yourselves

Resources

Thanks



2007



CENTENARY OF SCOUTING





2007

CENTENARY REPORT: Introduction

2007



Introduction

Scouting celebrated its 100th anniversary in 2007. During the first 100 years of our Movement it is estimated that over 500,000,000 young people have made their Scout Promise, which is a truly remarkable achievement.

In order to make the most of the opportunity presented by the Centenary, the following guiding principles were developed:

- The 100th Anniversary should provide a platform for the development of Scouting as much as be a celebration of the past 100 years.
- The 100th Anniversary should be used to promote clear messages with local, national and international relevance, both within and outside Scouting, such as "Scouting is Education for Life", "Bringing Better Scouting to More Young People", "Scouting Meets Real Needs of Young People and their Community", "Scouting Promotes Peace", or "Scouting is Growing".
- The 100th Anniversary should create among Scouts and former Scouts a sense of belonging to a worldwide Movement (WOSM) and promote a feeling of pride about belonging to the world family of Scouting.
- The 100th Anniversary should be an opportunity to demonstrate Scouting's values in action to the wider community.
- The 100th Anniversary should involve all youth members in Scouting, and especially other young people who have yet to see the appeal of Scouting.
- The 100th Anniversary should be a unique opportunity to obtain greater recognition of our success and support for the future, including financial, from parents, community groups, authorities, the news media, etc., locally, nationally and internationally.
- The 100th Anniversary should be a unique occasion for all Scouts, former Scouts and new Scouts to communicate with each other, to establish or re-establish contacts both nationally and internationally, a fantastic opportunity to bridge generations.



© WSB Inc. / Scouts Valladolid

So, as outlined by Chairman Francisco Roman at the 35th World Scout Conference in Durban, in 1999, the ultimate success of the 2007 celebrations was to be measured by their power throughout that year to attract more young people into better Scouting; and these celebrations, while being special and including the 21st World Scout Jamboree, needed to relate to everyday Scouting activities, and not be isolated from them. Each country had to consider how it could build on the plans and develop celebrations to meet its own needs and targets for the future. The Centenary year was not to be a separate promotional campaign, it was to be a tool to be used within our plans for the development of our programmes, our methods and our individual young people.

There were high expectations set for the Centenary of Scouting. This report sets out the approach that was used to support the project, provides information on the key initiatives and gives some examples of the thousands of activities undertaken by National Scout Organizations for the Centenary of Scouting. A separate section draws out the learning from some of the activities at world level to assist National Scout Organizations plan for upcoming centenaries or similar celebrations.

A short written report cannot however do justice to the enormous variety of activities that were undertaken in National Scout Organizations. Hopefully it will provide a glimpse of the breadth and depth of Scout initiatives that took place around the world enabling young people and adults to have fun, learn more about themselves, other people and the world around them and feel part of the worldwide Scout Movement.



2007

CENTENARY REPORT: Development of the Project



Setting Objectives

The objectives for the 100th anniversary of Scouting were agreed by the World Scout Committee and received with acclaim by the 35th World Scout Conference in Durban, in 1999.

The objectives for the 100th anniversary of Scouting were to:

- Celebrate 100 years of Scouting
- Demonstrate the unity of World Scouting
- Improve and promote the quality of Scouting
- Promote peace
- Demonstrate the unique value of Scouting
- Provide enjoyable and beneficial experiences
- Demonstrate a commitment to nature and the environment
- Show concern for all communities

Supporting the work

In April 1997 the World Scout Committee declared that the Centenary would be celebrated in 2007, and proceeded to establish the 2007 World Scout Task Force for the 100th Anniversary of Scouting, chaired by the World Scout Committee Chairman.

In October 2004, the Task Force became an official Sub Committee of the World Scout Committee and its ex-officio membership was expanded to include the six Chairmen of the Regional Committees in addition to the representatives of the World Scout Committee, World Scout Foundation and The Scout Association.

Support to the Task Force/Sub Committee has been provided by World Scout Bureau staff, and in 2002, The Scout Association provided financial support for a Project Officer (2002-2004) to work full time for the global Centenary, and then co-financed the position of Project Manager with the World Scout Bureau (2004-2007).

The Sub Committee (and former Task Force) has met approximately every six months since 1997, to help the World Organization of the Scout Movement, at all levels (local, national, regional and world), to plan for the 100th anniversary of Scouting in 2007. It has been successively chaired by 5 Chairmen of the World Scout Committee: Francisco Roman, Garnet de la Hunt, Maria-Louise Correa, Herman Hui and Philippe da Costa.

Extensive support has also been given by the World Scout Bureau (Central and Regional Offices) to develop, promote and support the implementation of the Centenary initiatives.

Linking to the Strategy for Scouting

The celebrations for the Centenary of Scouting provided an opportunity for all Scouts to work on the Strategy, progress in each of the seven strategic priorities and strengthen Scouting in all countries and at all levels of the Movement.

The Strategy for Scouting was adopted at the 36th World Scout Conference in Thessaloniki in 2002 to provide a framework for Scouting to achieve its mission and realise its vision. The Strategy focuses on three areas: young people, adults, and structures and systems and there are seven Strategic Priorities which need to be a focus for Scouting at all levels of the Movement. These Strategic Priorities are:

- SP1 - Youth Involvement – revitalising the Scout Method.
- SP2 - Adolescents - supporting their transition to adulthood.
- SP3 - Girls and Boys, Women and Men – respecting differences, promoting equality and sharing responsibility.
- SP4 - Reaching Out – breaking down barriers and working with all segments of society.
- SP5 - Volunteers in Scouting – developing new approaches to broaden the base of adult support.
- SP6 - An Organization for the 21 Century – becoming flexible, lean, innovative and participatory.
- SP7 - Scouting's Profile – strengthening communications, partnerships and resources.

National Scout Organizations were encouraged to take a strategic approach to the Centenary, in order to achieve the Strategy. Resources were produced to assist National Scout Organizations, such as the "2007 and Strategy" document and the ScoutPAX educational toolkit to support the strategic planning and implementation of Gifts for Peace projects.

Increasingly, as initiatives developed to support the Strategy for Scouting, there was a focus on the Centenary and vice-versa. For example, Youth Involvement is concerned with helping young people to develop the knowledge, skills and confidence to take a greater role in decision-making processes and represent Scouting externally. The Young Spokesperson concept helped young people to develop these skills so that they could represent Scouting during the Centenary and this also contributed to Scouting's Profile.



CENTENARY REPORT:
Key Elements of the Centenary

2007

The Key Elements of the Centenary for Scouting

The development of initiatives to celebrate the Centenary in a wide variety of ways, ensuring that there were opportunities for Scouts of all ages, geographical distribution and social backgrounds, was led by the 2007 Task Force/Sub Committee and presented to the Conference in 2002.

Gifts for Peace

Gifts for Peace was chosen as a way to involve young people worldwide in educational projects within the community, promoting and reflecting the core values of Scouting and the Scout Promise.

Scouting's Sunrise

Scouting's Sunrise, 1 August 2007, was conceived as a day for celebration for Scouts across the globe, with the involvement of former Scouts and Guides, families and supporters, other young people, partners and the media. A unique event was also planned for Brownsea Island, to welcome the second century of Scouting in the very same place where Baden-Powell had run his experimental Scout camp in 1907.

The 21st World Scout Jamboree

The Centenary Jamboree brought together 40,000 Scouts at Hylands Park, Chelmsford, in the United Kingdom. Scouting's Sunrise was a key celebration during this event.

Join-in-Centenary

Join-in-Centenary was developed as a way to encourage Scouts worldwide to join in the centennial celebrations and feel part of the worldwide community of Scouting.

The World Scientific Congress

The World Scientific Congress was developed to bring academics and Scouts together and to assess the contribution of 100 years of Scouting to education.



Gifts for Peace

Scouting celebrated its Centenary in 2007 through the development of Gifts for Peace, projects to educate young people, tackle issues in local communities, build peace and bring people together.

The subject of peace – specifically peace education – has always been a fundamental part of Scouting. The Centenary provided an opportunity to promote the need to build a more peaceful world achieved through the development of a culture of peace, and not simply the absence of war. The Gifts for Peace programme has given renewed emphasis to the active promotion of peace throughout the world.

These Gifts for Peace were gifts of education, understanding, tolerance and respect for others, given by Scouts in the form of community projects to other young people and their communities, in order to help to build a better world. Through over 110 national projects, Scouts worldwide managed conflict without violence, challenged prejudice and encouraged greater solidarity with others.

The projects were coordinated at national level and covered a wide range of social issues including bullying; child soldiers; child labour; religious intolerance; street violence and gangs; peace conflict resolution; health awareness and working in support of human rights.

An educational toolkit called "ScoutPAX" was produced to support Scouts at national and local level to strategically plan and implement Gifts for Peace projects. A project database and website were then developed to manage the Gifts for Peace information received from National Scout Organizations, to effectively communicate these projects and to record this information for the future. The website can be viewed at: www.scout.org/giftsforpeace

The challenge now is to build on these projects, to further develop and integrate peace education into the Youth Programme.

2007



© WSB Inc. / Central Local "Peter Sinala"

Scouting's Sunrise: 1 August 2007

As the sun rose on 1 August 2007, in every time zone, Scouts worldwide celebrated the dawn of a new century of Scouting. Scouting's Sunrise took place exactly one hundred years after Lord Baden-Powell opened an experimental Scout camp on Brownsea Island for 20 young boys from different social backgrounds.

Starting in Kiribati, Fiji and New Zealand, this centennial celebration journeyed westwards across the globe through to Hawaii, Alaska and Western Samoa. Scouts around the world participated in thousands of events on the 1 August, gathering to renew their Scout Promise and welcome a new century of Scouting. For example, Scouts in Sydney organised a massive gathering at the Sydney Opera House where they blew the horn of an African Kudu antelope from the top of one of the "sails" at 8:00 am local time, Scouts in Qatar celebrated in the Cornish al Doha with gatherings along the theme of "people without borders", Scouts in Malawi celebrated Scouting's Sunrise on the peak of Mulanje Mountain, Scouts in Italy gathered in Rome at the Fori Imperiali and Scouts in Argentina at the Buenos Aires Obelisk.

Brownsea Island was a global focal point for Scouting's Sunrise. Young Scouts from over 160 countries and territories reaffirmed their Promise to build a tolerant and more peaceful society, in a moment that was broadcast worldwide.

40,000 young people gathered at Hylands Park, United Kingdom, to take part in the 21st World Scout Jamboree and marked Scouting's Sunrise with a live link to Brownsea Island and a day of special activities.

Scouting's Sunrise was also an opportunity to highlight the work of young people through the Gifts for Peace, to promote the contribution of millions of volunteers who support Scouting and to raise the profile of Scouting through countless activities and events.



© WSB Inc. / Victor C. Ortega

21st World Scout Jamboree

The 21st World Scout Jamboree brought together 40,000 young people and adult leaders from more than 150 countries for 12 days of adventure, intercultural exchange and to focus on issues of global development. It took place from 27 July to 8 August 2007 at Hylands Park, Chelmsford in the United Kingdom.

This Jamboree was a fantastic opportunity to promote quality Scouting, celebrate the unity of the Scout Movement and encourage Scouts to assume new responsibility for promoting peace and goodwill.

During the event, Scouts had the opportunity to participate in an enormous range of activities, from water sports and tackling assault courses to learning about global development issues such as AIDS/HIV, climate change, child labour, youth employment, leprosy and the Millennium Development Goals. Scouts worked in the surrounding community contributing over 300,000 hours of community service to a whole host of projects including renovating a playground at a special needs school and preparing land for the planting of new woodland. They also participated in hundreds of activities at the World Villages, for example, workshops on traditional musical instruments from Trinidad and Tobago, building a Finnish log cabin, cultural diversity in Sudan, Sri Lankan dance, national food from Azerbaijan, shadow puppets from Indonesia, traditional shoe-making from Libya, Australian bush cooking, family life in Saudi Arabia and Namibian rock carving batik.

During the Jamboree, Scouts from all over the world, including from countries in conflict, lived together, built friendships and spoke openly about the differences that exist between their countries, which are transcended by Scouting.



© WSB Inc. / Scouts et Guides de France

Join-in-Centenary

Join-in-Centenary was a year long programme of fun activities and events taking place at national level to help every Scout participate in the Centenary of Scouting to the full.

A 'Join-in-Centenary' activity resource was produced with programme ideas related to the Centenary events for Scouts of all ages, so that they could 'join-in' the worldwide celebrations in the spirit of the Centenary theme 'One World One Promise'.

The activities in the resource reflected the Strategic Priorities of World Scouting. In particular, Join-in-Centenary was an opportunity to strengthen Scouting for young people aged over 15, helping them to develop life-skills and use these skills for the benefit of their communities, involving young people in decision-making and helping Scouting to be open to boys and girls and be available to young people irrespective of their ethnic or religious background or social status.

Join-in-Centenary activities were used to recruit new adults to help Scouting achieve its mission. By raising the profile of Scouting throughout the year through these activities, adults, who were not involved in Scouting, were shown the benefits for young people and the fun and satisfaction that they could get from being involved too. The Centenary was a great opportunity to share Scouting with others, involve our partners and project a profile which is both positive and dynamic. The Join-in-Centenary activities helped to project a truly positive image of Scouting in local communities.

Examples of the fantastic range of activities that took place throughout 2007 can be found in the section: "Centenary activities in National Scout Organizations".



© WSB Inc. / Victor C. Ortega

World Scientific Congress, Geneva, Switzerland

The World Scientific Congress on the contribution of the Scout Movement to the development of education took place on 16 and 17 November 2007, in Geneva, Switzerland. The Congress provided a crucial opportunity to debate the personal and social impact of Scouting with the international scientific community involved in research in pedagogy and social sciences, the history of education as well as management and leadership. It was preceded by a special youth event supported by the Council of Europe.

For one hundred years the Scout Movement has not only represented a unique educational phenomenon but, has also provided a sound and systematic approach to education, through the Scout Method. Its social impact however, reaching beyond the Scout community, had not been accurately considered until the Congress.

The Congress programme allowed for debate between academics (from universities and other research institutions), Scouts and representatives from other non-governmental organisations. Plenary presentations and workshops enabled the participants to compare scientific research with practical examples of work in the field. During the Congress, over 200 contributors and participants, from more than 45 different countries (Scouts and academics) debated, exchanged ideas and worked to build an agenda for change in Scouting and non-formal education. These details will be published in the summary report of the Congress.



2007

CENTENARY REPORT: Centenary Activities in National Scout Organizations

2007

Eight objectives were established for the 100th anniversary of Scouting in 2007. This section highlights just some of the enormous number of initiatives undertaken around the world, which correspond to these original objectives.



© WSB Inc. / South African Scout Association

1. To celebrate 100 years of Scouting

The World Scout Committee meeting in 1997 declared that Scouting's 100th anniversary should be celebrated throughout 2007 and announced this information to all countries on 1 August 1997, noting that "starting now, the 100th anniversary is to provide a platform for the development of Scouting". The 36th World Scout Conference meeting in Thessaloniki in 2002 unanimously acknowledged the extreme importance to the Movement of using the years between 2002 and 2007 to strengthen Scouting to enable it to make an increased contribution to addressing the needs of young people in today's societies, and agreed to adopt and implement plans following the concept and programme framework presented in the Conference Document 11/2002, within the context of the Strategy for Scouting adopted by the Conference. The Conference voted unanimously again in Tunisia, in 2005, to use all opportunities created by the Centenary to develop Scouting, promote its relationships with the community and increase its visibility as a modern educational youth movement serving society's needs in the 21st century.

The 100th Anniversary was an opportunity to provide a platform for the development of Scouting as well as celebrate the past 100 years. National Scout Organizations worldwide organised national celebrations in their countries for large numbers of Scouts, with the aim of further developing their Scouting and joining in the spirit of a worldwide celebration.

South Africa Scouts celebrated the Centenary of Scouting with two special events: The Cederberg Adventure and the Mafikeng Moot. The Cederberg Adventure for senior Scouts, from 28 December 2006 to 8 January 2007, saw in a spectacular New Year in the Cederberg Mountains North of Cape Town. Teams took part from Saudi Arabia, Ireland, Belgium, Namibia, Zimbabwe, USA and South Africa. Activity bases included light aircraft flying, archery, para-sailing, scuba diving, gold panning and rock climbing. A successful "Scouting and AIDS awareness" base was also run as part of South Africa's Gifts for Peace project.

The Mafikeng Centenary Moot was held from 28 December to 5 January 2007 in partnership with The Scout Association UK, and was attended by participants from Austria, Sweden, Finland, Namibia, Botswana, Zimbabwe, Mozambique, Swaziland, Zambia, United Kingdom and South Africa. Activities included renovating a neglected school, the presentation of toys to an AIDS orphanage, a viewing game (where they saw a white rhino at 10m!) and the opening of the 20 kilometre B-P Trail.

Scouts in **Morocco** organised the centennial Atlantic Jamboree in Ras El Maa, in July 2007, for around 2400 Cubs, Beavers, Scouts, Guides, Senior Scouts and Rovers, along with guests from France and the United Arab Emirates. The Jamboree programme, reflecting the Centenary theme of "One World, One Promise", included a youth forum, cultural exchanges and the celebration of Scouting's Sunrise on 1 August 2007. Scouts celebrated throughout the night and renewed their Promise as the sun rose. They also performed a special show highlighting the history of the Scout Movement since 1907 and Moroccan Scouting since 1933. The event received a great deal of national and international media coverage.

Indian Scouts held two national Jamborees to celebrate Scouting's Centenary. The first one took place from 2 to 8 January 2007 with more than 17,000 Scout participants from India, Nepal, Bangladesh, Sri Lanka, Hong Kong and Macau. The second Jamboree, held as a grand finale to the Centenary, was held from 25 to 31 December in New Delhi for over 19,000 participants from India and overseas. Scouts and Guides took part in a range of activities such as Global Village, a pioneering project, amateur radio, computer awareness and crafts. One patrol from each state participated in the "Patrol-in-Council", where they considered and debated the subject of the development of Scouting. Other highlights included a youth forum competition (held on the topic of "Promise in Practice") and a grand pageant where Scouts shared their different cultures and traditional dances with each other.



© WSB Inc. / Miguel Waterkyn

The five Scout and Guide Associations in **Belgium** prepared the ultimate Centenary of Scouting party "JAMbe" over the last weekend in April 2007. This event saw the participation of close to 100,000 Belgian Scouts and Guides who took to the streets of Brussels to officially mark the beginning of the country's 2007 celebrations.

The Scouts travelled to the city on public transport, and spent the whole weekend engaged in activities and events in the middle of the city, involving the public and raising the profile of Scouting on a massive scale. Their action-packed programme included bringing street artists and music groups, dancing and workshops on Scouting to the entire city. Many of the Scouts and Guides at the JAMbe also participated in one of the Centenary Camps which took place on the outskirts of the city as part of the event. The climax of the weekend was when they all paraded to the Heysel stadium for two spectacular performances of a giant Scout show. The Scouts and Guides were joined there by Crown Prince Filip, Prime Minister Guy Verhofstadt and numerous other political and community leaders. Over two years of careful planning and the involvement of 8,000 volunteers ensured that the weekend was a great success.

Scouts in **Ecuador** led a special event to celebrate Scouting's Centenary during the Interamerican Scout Conference in November 2007. Representatives from nearly every country in the **Interamerican Region** gathered at the "Mitad del Mundo" (meaning "middle of the world") on the equator. Half of the participants stood in the north, and half in the south. They then moved to meet each other in a symbolic gesture of peace and friendship. The conference participants were joined by hundreds of Ecuadorian Scouts who accompanied the celebrations with music and entertainment.



© WSB Inc./ Scout Association of Slovenia

2. To demonstrate the unity of World Scouting

The Centenary provided Scouts with an opportunity to demonstrate the unity of World Scouting and to work in partnership with Scouts from other countries on projects and initiatives, showing solidarity, learning from each other and maximising capacity through the sharing of resources.

Scouts in **Slovenia** and **Croatia** worked in partnership on a joint Gifts for Peace project to build peace in their region, specifically in the border area between their two countries. They "swam for Peace" in the Piran Gulf, an area which shares the coastlines of both Slovenia and Croatia.

Years of tension and conflict have existed in this area of the Adriatic. The Scouts therefore decided to organise a "Swim for Peace" as one way to bring people in this border area closer together. Almost 50 people swam between Kanegra, Croatia, and Seca, Slovenia, a distance of 2.5 kilometres. About 200 other people joined in the event on land as staff and participants. There was much media interest in the activity and reports were made on three television news programmes, five radio broadcasts and in eight newspaper stories, giving a boost to local Scouting.

2007 was declared the "Year for **Mauritania**" by Scouts in the Arab Region who agreed to support initiatives to develop Scouting in Mauritania and strengthen the Organization during the Centenary year. Scouts from the region, together with substantial support from the regional office, have provided human and financial resources to develop leaders, enrich the Scouting programme and provide young people with greater opportunities. The National Scout Organization of Morocco sent a leader to Mauritania to develop training. Substantial support was also provided by the "Scouts et Guides de France", in particular for Scout badges and infrastructure. The Mauritania Scouts are working proactively to improve their situation, and are very proud to be represented for the very first time on the Arab Regional Committee.

During the summer of 2007, two peace convoys travelled to Dakar, **Senegal**, one leaving from **France** and the other crossing West Africa from **Benin**. Throughout their journeys they organised shows, games, and exhibitions to make people aware of development issues and to promote peace education through Scouting. They aimed, through these peace caravans, to break down barriers through communication, promote peace, highlight the role played by Scouting in socio-professional integration, create new partnerships and enhance the awareness of North-South realities. The initiative was led by the Eclaireuses et Eclaireurs de France, in partnership with Scouts from "COFRASL" (The French-speaking Cooperation of Secular Scouting Associations).

When they arrived in Dakar, they attended the Francophone Forum for Peace, organised by the Senegalese Scouts, which provided an opportunity to debate current issues, take part in workshops on peace education, present projects, exchange good practices, develop intercultural skills and raise awareness of global issues. The Forum ended with the drawing up of a Declaration by Young Francophones on Education for Peace.



Bangladesh Scouts organised the International Centenary COMDECA (Community Development Camp) from 7-13 December 2007 for more than 5,500 Scouts from Bhutan, India, Sri Lanka, Pakistan, Indonesia, Thailand, Malaysia, Nepal and the host country. The camp was held in two locations – the Cox's Bazar campsite and the Sidr campsite and the COMDECA concentrated on assisting those most in need following the destruction caused by cyclone Sidr in November and sensitising Scouts to the related issues.

Overseas participants joined their local counterparts to work together to distribute relief goods to villagers in places destroyed by cyclone Sidr. They reconstructed houses, schools, youth clubs and roads; built water seal latrines; re-sunk tube-wells; ran house-to-house health awareness campaigns; distributed utensils and mosquito nets. In addition, to support agriculture in the region, the Scouts distributed vegetable seeds, provided training on compost manure and vaccinated cattle.

Scouts from **Peru** and **Ecuador** took on the Trek Jam challenges together in 2007. They worked in partnership to summit Guagua Pichincha, 4781 metres above sea level, the highest point in the city of Quito, Ecuador. At the peak of the mountain, the Scouts celebrated 100 years of adventure in Scouting and their common bond of friendship by renewing their Scout Promise and flying the World Scouting flag over the city.

The second Trek Jam "The Challenge Continues!", also took place in Ecuador, this time travelling to the "Reserva Faunística Mechahuasca" (Faunistic Mechahuasca Reserve). Cubs, Scouts, Rovers and Scout leaders from different groups, with support from the Red Cross and Club Casahuala, climbed the north-eastern face of the Carihuayrazo and then walked across the moor, rocky terrain and past lakes, until they reached the glacier. The treks were great successes and challenged the Scouts to work together, learning from each other and exploring nature through adventure.



© WSB Inc. / The Guides and Scouts of Finland

3. To improve and promote the quality of Scouting

The Centenary was used to great effect by many National Scout Organizations to develop their national programmes and improve and promote the quality of Scouting. National Scout Organizations developed sophisticated educational resources to support their Gifts for Peace projects, national Join-in-Centenary and Scouting's Sunrise celebrations. Many National Scout Organizations also adapted and translated world resources, such as ScoutPAX (the toolkit to support the planning and implementation of the Gifts for Peace) or the Join-in-Centenary material.

Scouts in **Finland** produced educational support for the Gifts for Peace in a publication entitled "Rauhanrakentajan käsikirja", meaning "The Handbook of a Peace Builder". The resource contains ideas and activities for peace education and was designed to strengthen the role of peace education in the existing youth programme of the organisation. More than 200 local groups took part in the Finnish Gifts for Peace programme through more than 70 different small projects.

Saudi Arabia Scouts have developed extensive educational materials on a website to support adults leaders, and especially those recruited to Scouting during the centenary year.

They hosted a workshop in 2007, in Saudi Arabia, for the Arab Scout region to work on improving the Scout programme. This led to the addition of training materials in Arabic on their website, for Scouts participating in Centenary activities in the region, including for the 21st World Scout Jamboree. Detailed plans for Jamboree workshops, information for leaders and adults, as well as remote training for leaders to help them to support Scout events was shared through this website.

Scouts in **Brazil**, from various local groups, did a fantastic job translating large sections of the ScoutPAX resource into Brazilian Portuguese. The work was coordinated by the National Scout Organization and shared on their national website in order to support their national Gifts for Peace project aiming to keep young people away from firearms. Scouts in **Argentina** translated the whole of the resource into Spanish so that the ideas for planning and implementing projects could be shared throughout the Interamerican Region. Thank you very much to all of the volunteers involved. These versions are available on scout.org

Japan Scouts developed support for the Gifts for Peace on a website: <http://www.peace-scout.jp/> A committee of Scouts and Girl Scouts was established to support their Gifts for Peace project. They have developed educational activities and materials, shared through a special website, which was created by Rover Scouts. These materials are suitable for Scouts of different ages and aim to support their awareness and discussion of issues related to peace, including: what is peace?, feelings, environment, culture, inter-cultural understanding, friendship, local communities, Scout spirit and refugees. The website contains additional information and links to other elements of their Gifts for Peace project, including the partnership work with UNHCR.



© WSB Inc. / Ndoyishimaye Biwemvu

Scouts and Guides in the Great Lakes region of Africa, in **Burundi, Democratic Republic of Congo and Rwanda**, are fighting ethnic prejudices and breaking down barriers that were previously the source of great violence in the region. Since October 2005, more than 21,000 Scouts, Guides and volunteers from Burundi, Democratic Republic of Congo and Rwanda, plus other associations in Africa and Europe, have worked to bring people together to help end the ethnic violence through the Amahoro Amani peace project.

420 young men and women aged between 15 and 25 from the seven Great Lakes associations, have been trained as community mediators, and work to combat ethnic prejudice, manage conflicts without violence and train others to do the same through community activities. An enormous amount of educational support materials have been developed for and by this project, and will help to ensure the continuity of the work for peace in the region. 2 educational bulletins for community mediators have been produced and widely disseminated. In addition, an activity booklet has been produced containing a wide range of educational material to support the establishment of peace clubs, blood donations and cultural understanding.



© WSAF / Yoshi Shimizu

4. To promote peace

Peace was a central theme of Scouting's Centenary, and millions of Scouts rose to the challenge of the Gifts for Peace. Scouts mobilised on a massive scale to learn about issues facing their communities and take action to make a difference. Over 125 projects were declared and information shared on the Gifts for Peace website.

In addition, Scouts raised awareness throughout the year on issues related to peace, and participated in activities to promote the challenges facing society on world days such as: World Day Against Child Labour - 12 June; International Youth Day - 12 August; World Peace Day - 21 September; World AIDS Day - 1 December.

Peace was also a central theme of the 21st World Scout Jamboree, particularly in the Global Development activities and the World Scout Centre.

As part of their Gifts for Peace project, Scouts in the **United States of America** led a community service programme called "Good Turn for America", focusing on food, shelter and good health habits. The Scouts could record their service hours and local projects on a website (www.goodturnforamerica.org), and as of early 2008, they had given more than 6.9 million service hours to their communities! The National Scout Organization teamed up with the American Red Cross, Habitat for Humanity and the Department of Health and Human Services to help people in need. One extraordinary example of the type of service they gave is the cleaning up of houses following hurricane Katrina. Scouts were trusted by the population, at a time when looting was widespread, and were able to provide hope and help rebuild trust in a community which badly needed it.

Scouts in **Algeria** ran Scouting activities for young people in detention centres as part of their Gifts for Peace project. They worked to help educate young offenders who had committed offences such as stealing or cigarette and narcotics trafficking, crimes which lead to a prison sentence. The Scouts supported three rehabilitation centres in partnership with the Ministry of Justice and UNICEF, leading activities, running summer camps and providing support to the mothers of young offenders in detention centres. The Algerian Scouts also supported the national committee for the protection of children.

Scouts in **Switzerland**, recognising that peace-making starts with individuals and every young person needs to develop the skills necessary to be active as peacemakers in their daily lives, developed a Gifts for Peace project to help Scouts and Guides (and their leaders) respond to challenges in their local communities. Through the project the Scouts tackled the themes of: bullying: in and out of schools, conflict resolution – between families and friends, children's rights, assertiveness, fair-play: in sports and in Scouting, integration: living together in harmony in a multi-cultural society, environmental awareness, working with other NGOs and developing an understanding of violence against children. By participating in these projects, Scouts and Guides were encouraged to be more socially responsible and realise that they can take action to make an impact on their family, school, Scout Group or local community. A key part of the project was the sharing of results in 2007. Scouts and Guides in Districts came together to share information and were awarded their Peace-makers badges.



© WSB Inc. / Persekutuan Pengakap Negara Brunei Darussalam

Over 150,000 Scouts joined a peace campaign relay in 23 countries to promote peace amongst people in the **Asia-Pacific Region**. The Peace Baton, made up of three separate parts, travelled by land, sea and air from three different directions, accompanied by Scouts and stopping periodically for high profile gatherings and media opportunities. One section started its journey in Fiji, passing through Australia, New Zealand, Papua New Guinea, Indonesia, Singapore, Malaysia, Brunei and Philippines. Another section from Pakistan and Maldives to Sri Lanka, India, Nepal, Bhutan, Bangladesh, Thailand and Philippines. The last one travelled from Mongolia to Japan, Republic of Korea, Scouts of China, Macau, Hong Kong and then the Philippines. The three parts of the Baton were then united - to demonstrate the unity of Scouting - at a well-publicised event when they arrived in Manila in March 2007.

Scouts in **Ghana** decided to reach out to street children through their Gifts for Peace project, providing them with opportunities to learn skills that lead to employment as well as integrating them into Scouting. One of the most successful projects has been to train young people in the traditional skills of batik and tie-dyeing fabrics. These brightly-coloured designs are finding a growing market locally and are also being exported abroad. In Scouting, the children have found a supportive, positive environment where they can enjoy constructive recreation and learn values and lifeskills. This rehabilitation often makes it possible to re-unite children with their families. The Scout training has helped older adolescents to learn how to set up a small business, and the Ghanaian Scouts have identified some seed-money for them to get started. Through this project, the Scouts not only aimed to help children who face a very uncertain future, but also to make a difference in their communities by reducing juvenile delinquency, crime and drug problems.

The **World Scout Foundation** has done a great deal to promote Scouting's work in the field of peace education and to support the Gifts for Peace at global and national levels, including: making this the focus of their annual report, commissioning a professional photographer to capture some of the key Gifts for Peace projects, facilitating donations to support the Gifts for Peace and promoting the project through their external networks.

The **International Scout and Guide Fellowship** (ISGF) led an initiative entitled the "Scout and Guide Spirit Flame", carrying a flame of peace across three Scout Regions and through nine countries: Kenya, Ethiopia, Sudan, Egypt, Greece, Italy, France Belgium and the United Kingdom. The flame began its journey in Nyeri, Kenya, at the resting place of Baden-Powell on 22 February 2007, and ended on Brownsea Island, 1 August 2007, Scouting's Sunrise. Thank you very much to the Scouts and Guides who supported the preparations and accompanied the flame on its journey.



© WSB Inc. / The Scout Association

5. To demonstrate the unique value of Scouting

Scouts used the opportunity of the Centenary to strengthen the profile of Scouting in their countries through promotional campaigns, increased interaction with national and local media, the training and development of young spokespeople and media managers and by interacting with the local communities throughout 2007.

Scouts in the **United Kingdom** expanded their communications and media work in the build up to 2007, and during the Centenary year, to such an extent that the number of enquiries from people wishing to join Scouts has now trebled! They have put enormous efforts into supporting the development of “young spokespeople” to be the face of Scouting relations with the media, and to develop media managers at local level. Scout leaders at district and county level are now seeing the real value of training and support for local communications. Scouting in the UK and worldwide was profiled in over 3,000 media articles in August 2007, and received a great deal of attention too around 22 February (Founder’s Day) and in May when around 200,000 Scouts camped out in sites across the United Kingdom.

Scouts in **Canada** used the Centenary year to reach out to other communities, raise the profile of Scouting and develop projects to promote diversity and intercultural understanding. During 2007, they launched a video entitled “Our Vision for the Future”, which celebrates and promotes the increasing involvement of many cultures and religious denominations in Scouts Canada’s membership. This widely diffused promotional video illustrates how Scouting is open to all and built on friendship, and that by being involved in the Movement and working as a team, cultural differences are appreciated rather than dividing young people. They clearly passed the message that what is most important in Scouting is what the children have in common: a love of the outdoors and helping others as they grow and learn!

Scouts in **Angola** launched a campaign in 2007, in partnership with UNICEF, to combat the cholera epidemic in their capital city Luanda and the four most affected provinces of Angola: Benguela, Cabinda, Malange and Huambo. About 3,000 Scouts and adult leaders are assisting 245,000 families in the most affected neighbourhoods, distributing a solution of calcium hypochlorite to mothers so that they can disinfect drinking water in the home. The Angolan Scouts and UNICEF have worked together since 1993 on projects ranging from the distribution of food in besieged cities during the war, to social mobilisation activities for vaccination against measles and polio. In April 2007, the Angolan Scouts publicly signed an agreement with UNICEF to work together to combat cholera and launched their project with the national press.



© WSB Inc. / Atef Abdelmagied Abdelrahman

Scouts in the **United Arab Emirates** ran a major promotional campaign for Scouting and the Centenary of Scouting in 2007. They coordinated a press conference in the biggest hotel in the Emirates in the presence of all national media, produced posters and brochures for the general public to raise awareness of modern day Scouting and the Centenary celebrations and decorated two cars with centennial promotional images and messages, which were used throughout 2007 to promote Scouting in the Emirates.

Scouts in **Australia** developed a Scout Media Kit to support the promotion of the Centenary. This contained introductory material on the aims, objectives and plans for the Centenary, key messages, sample media releases and factsheets, ideas for Scout groups to organise publicity and Centenary events. Throughout the year, various promotional campaigns were run, including a national "Fly the flag" competition and a "Centenary tram" in Melbourne. A highlight of the year was the media coverage surrounding Scouting's Sunrise, in particular for high profile events like the blowing of a kudu horn on one of the sails of the Sydney Opera House. These events and activities were also supported with a special centennial website providing information for Scouts and the general public.

2007



© WSB Inc. / Nepal Scouts

6. To provide enjoyable and beneficial experiences

The Centenary year saw an enormous range of activities taking place for Scouts worldwide. Some activities were more traditional, others were incredibly innovative and some were amazingly adventurous.

Scouts climbed mountains, broke world records, mobilised thousands of young people, raised awareness of world issues, reached out to their communities and promoted intercultural, intergenerational and interreligious understanding.



© WSB Inc. / The Mauritius Scout Association

Scouts in **Nepal** and the **Asia-Pacific Region** organised an expedition of international Scouts up the Baden-Powell Scout Peak. This 5,890 metre peak had been named by the Nepalese government as a tribute to the Founder of Scouting. The first climb to the Peak took place from 28 August to 16 September 2007, and the climbers included one Australian, seven Koreans, three Singaporeans, one Nepali and three Scouts of China.

Scouts in **Mauritius** walked for 100 hours to commemorate 100 years of World Scouting. The Scouts from St Jean, Quatre Bornes, in Mauritius, took part in this expedition from 16 to 19 April 2007, covering the distance of Alexandra Falls, Bel Ombre and La Prairie.



© WSB Inc. / The National Scout Organization of Romania

Scouts in **Romania** ran and participated in a special project called "Sibiu 2007 - Crossroads of Cultures", which aimed to increase the intercultural and intergenerational competencies of young Romanians and considered the social and political changes resulting from European integration, enlargement and globalisation. The Scouts could find out about the history, development and realities of multicultural societies as well as explore the "Saxon" presence in Transylvania and understand its evolution and role in shaping the multicultural richness of the region.

Scouts in **Costa Rica** held a "Jamboree Tico" in February 2007. This was a whole day of Scout activities open to the public and thousands of Costa Rican Scouts of all ages. They ran activities, displayed information in a special Scout museum, demonstrated Scout skills and organised a special "Argolla India" sports tournament.



© WSB Inc. / Sudan Boy Scouts Association

Scouts in **Sudan** celebrated the launch of the Centenary on the banks of the Nile in Khartoum on Founder's Day. 1,000 Scouts (air, sea and land) took part in celebrations in the downtown area of Khartoum and were addressed by Dr. Abelgadir Mohamed Zain, the State Minister of Culture, Youth and Sport. The Scouts organised a special Air Scouting demonstration, a carnival on the Nile led by the Sea Scouts and a special pioneering skills exhibition on land.



© WSB Inc. / Korea Scout Association

7. To demonstrate a commitment to nature and the environment

The Centenary was an opportunity for Scouts to demonstrate their commitment to nature and the environment, by taking part in activities and initiatives with an environmental focus. Many of the Gifts for Peace projects developed aimed to support sustainable development and better environmental practices. In addition, Scouts worldwide have planted millions of trees as part of their projects and as a way of marking the Centenary.

There was a focus on environment at the 21st World Scout Jamboree, where environment was one of the key areas of the Global Development Village.

Scouts in **Korea** have led a project to plant trees in Gaesung, North Korea, to improve the environment, as well as build bridges with North Korean communities. Through this environmental project, the Scouts aimed to develop greater communication between young people from the South and the North and raise awareness of peace between the two Koreas. Scouts of all ages have been involved in the planting and caring for trees, supported by government ministries and the Korea Forest Service. As part of their Centenary celebrations, they journeyed to North Korea on 5 April 2007 for "Tree Planting Day".

Scouts in **Libya** led special celebrations for World Environment Day in June 2007. They hosted a regional gathering for Scout leaders with responsibility for environmental protection and led activities to raise awareness of Scouting's support for environmental issues, including a publicised walk from the Joddaim Scout forest camp and tree planting in the Jamal Abdelnasir Street in Tripoli, which the authorities have now renamed as 'The Environmental Road'. The Scouts worked in partnership with local and international non-governmental organisations, the Arab Scout Office, UNEP and UNDP. They planted over 5000 trees and also developed an environmental exhibition and interactive games for the public in the Aljumaa mall.

Scouts in **Cyprus** worked in cooperation with their local authorities between 2005 and 2007 to convert waste ground into Peace Parks: clear, safe areas for recreation and reflection in the community. Scout groups identified suitable pieces of land to be converted and then worked with local authorities and communities to improve their environment. The project also provided opportunities to strengthen links between local Scouts and local authorities and raise the profile of Scouting.



© WSB Inc. / Scout Association of St. Vincent & the Grenadines

Scouts in **Saint Vincent and the Grenadines** are educating their local communities about the uses of plastics and possibilities for recycling. They aim to make their island cleaner and help to keep the environment plastic-free. They are working hard to reduce the use of plastics, reuse plastic bags and other such items, and recycle all the waste that can be transformed and reused.

The Scouts started their project with an awareness and information campaign in newspapers and on the radio, and are working in their communities, and in particular in schools, to convince people to change their habits. In addition, they are taking part in clean-up projects, to limit the damage already done to the environment.

Scouts in **Georgia** are supporting an important initiative in their country called CIP: Community Investment Programme, designed to assist the two communities of Samtskhe-Javakheti and Kvemo-Kartli through which a huge gas and oil pipeline is being constructed. The Scouts are involved in leading activities for young people related to youth empowerment, leadership, and in particular nature and the environment.

The Scouts are responsible for training teachers and young people on environmental issues, managing Eco-Club activities and implementing these in five of the target towns. They are also supporting peer education for conflict management and peace-building, establishing Scout groups in target communities and raising the awareness of these Scouts on environmental and civic issues and training patrol leaders in leadership and conflict management. They are working in partnership with Care International in the Caucasus and other local non-governmental organisations.

Scouts in **Kenya** are planting 10 million trees in designated areas. These trees are being planted over a three-year period in water catchment areas, semi-arid regions, recreation areas, institutions and homes. Tree nurseries are also being established. The project aims to improve the environment for the human population as well as for the wildlife, to increase water volume for domestic consumption, reduce human to human and human to wildlife conflict and reduce poverty in society. The Kenyan Scouts are also involved in a public awareness programme providing advocacy on tree planting and care.



© WSB Inc. / Rod Abson

During the 21st World Scout Jamboree in the United Kingdom in 2007, Scouts aged 14 to 17 had the opportunity to participate in workshops at the Global Development Village (GDV), to learn about issues confronting the world and explore how Scouts can act as a positive force for change in these areas. A great deal of work was invested by the world level **Environment Education Task Team**, in conjunction with an international team of volunteers, the United Nations Environment Programme (UNEP) and the Alcoa Foundation, who developed four environment and sustainability workshops for the GDV on climate change, disaster preparedness, green living and renewable energy. In total, approximately 1,300 Scouts participated in the four workshops coordinated by World Scouting, an equivalent of 2,500 hours of environment and sustainability education!



8. To show concern for all communities

Scouts worldwide have the courage and conviction to reach out to children in especially difficult circumstances and to work with communities in crisis. This is not easy, but Scouting has shown that it can make a difference by breaking down barriers and offering opportunities to those that have been marginalised from society.

Many of the Gifts for Peace projects tackled difficult issues such as: the re-education and reintegration of child soldiers, supporting people with HIV/AIDS, re-building communities after war and genocide, re-building communities after natural disasters.

Scouts in **Russia** have developed projects to support children who have been orphaned, have disabilities or are street children. These projects are helping to improve the quality of life of the children and are encouraging Scouts to challenge the stereotypes they have of these groups of disadvantaged young people.

Social problems in Russia have resulted in many children and young people living in institutions or on the streets. This separates them from their peers. A great deal of young people do not know anything about these social issues, they have no knowledge or links to orphaned children, children with physical disabilities or children who are living on the streets. This results in a lack of understanding and even fear, which can lead to prejudice. Russian Scouting aims to break down these barriers, help to integrate orphans, physically handicapped and street children into normal life, and to extend real help to children's homes, shelters and children's hospitals who are providing for these children. The overall project encourages direct communication between the Scouts and the young people. They take part in activities together and go on trips and excursions.

Scouts in **Egypt** are working to eliminate child labour and to help working children. They are cooperating with the International Labour Organisation's Programme on the Elimination of Child Labour (IPEC) in Alexandria and Cairo to implement the SCREAM (Supporting Children's Rights through Education, Arts and Media) project.

The Scouts have been working on the issue of child labour since 2002, when they first started the project in Alexandria, working directly with the working children and their employers. The SCREAM programme promotes performing arts as a means for young people to explore their feelings, express themselves and convey their messages to the wider community. The project has three stages, the first of which consists of training the trainers, so as to ensure sustainability and a multiplying effect. The second is the training of the Scout leaders throughout the country, who in the third stage organise activities for the Scouts and working children. By taking care of these often forgotten children and making sure they play and learn like other children of their age, Scouts are focusing the community's attention and setting an example that others will hopefully follow.



© WSE / Yoshi Shimizu

Scouts in **El Salvador** used the Scout Method to develop a successful programme for young people in gangs, to tackle violence and conflict, and give the young people the chance to build bridges, friendships and enjoy their childhood. They have now expanded their programme to reach out to working children and abused young women. The Scouts have found support for some of the working children to return to school and to supplement their families' income, however many still have to work. At least on the weekends they can play, learn and have fun through Scouting - sometimes the only opportunity they have to "be a child". The Scouts also have a project to help young women who have been abused by organising workshops to teach them bakery, sewing, cooking and other skills which could allow them to find a job. This programme helps them to regain their dignity and build friendships.

Ireland's Gifts for Peace builds on work already achieved to break down the barriers between communities in conflict over the last thirty years, through cross-community and cross border initiatives. The Scouts participate in "Scoutlink", the Scout Citizenship Project, developed to help them understand their own communities, learn about stereotypes and prejudice and accept diversity in their communities and country. This project runs in the Republic of Ireland as well as in Northern Ireland, and is supported by both Scouting Ireland and The Scout Association UK.

Scouts in **Swaziland** are working to support HIV/AIDS orphaned and vulnerable children through a project called Thirst For Life. They are helping them to develop interpersonal and life skills through Scouting and are meeting the needs of their communities by building a Centenary Centre to provide clean water for the inhabitants and to cultivate vegetables.

Thirst For Life aims to provide children with relevant life skills, including agricultural and business skills. Scouts have planted crops of sweet potatoes and beans in the arable land around the Centenary centre. The project also provides water and sanitation for the local people. The site has already been used for a camp for HIV/AIDS orphans where the children had the opportunity to sleep in tents, a first experience for many of them. The Scouts aim to make this centre a lasting asset for their community.



© WSB Inc. / Pakistan Boy Scouts Association

Scouts in **Pakistan** are still assisting the communities affected by the massive earthquake which took place in October 2005. When the earthquake hit, Scouts in Pakistan were some of the first on the scene to assist their local community. They were able to support the emergency teams on site and worked in close cooperation with UNICEF. Their tasks were to give basic health information to the population through loudspeakers, wall chalking, posters, stickers and during community meetings.

They also nominated leaders amongst the displaced people living in tents, to ensure that health messages were widespread and fully understood. They distributed basic supplies such as soap, survival kits and blankets. In addition to this, they distributed radios so that the people in displaced people's camps could listen to health education and other important messages that were being broadcast. Following this first phase of the project in 2005/2006, the Scouts have continued to work on health education in the areas affected by the earthquake through public awareness campaigns, Scout training seminars, and cleaning campaigns.



2007

CENTENARY OF SCOUTING: Building on the success and learning



Building on the success and learning

The Centenary of Scouting was a large and important long-term project for World Scouting. This was a challenge as World Scouting has a history of focusing on three year cycles from one World Scout Conference to the next World Scout Conference. This section outlines the approach taken, recognising that the work continued over more than a 10 year period from conception to delivery and that there were many changes in volunteers on committees and staff supporting the project during this time. It highlights some of the successes and identifies some of the pitfalls in the planning, preparation and delivery of the Centenary activities. It is hoped that National Scout Organizations can learn from this as they begin, or continue to prepare for, their own celebrations.

1. Have a vision and set clear objectives

It is very important at the beginning of a large project to set out a vision for the future. This initial step should involve people from all aspects of Scouting so that the vision will be shared by everyone involved. Young people should be consulted too. Once a vision is developed, clear objectives should be set. The vision and objectives should help to keep people focused and working together to achieve a shared goal. Here are some examples of how a clear vision helped in the development of the Centenary celebrations.

1.1 Gifts for Peace - the vision for the Gifts for Peace was that all Scouts around the world should be involved. National Scout Organizations were asked to declare a Gift for Peace project in their country. As it was realised that national projects would not necessarily involve all young people in a National Scout Organization, the ScoutPAX toolkit was designed to help Scouts and their leaders learn more about issues, assess needs, identify projects in their local communities and work locally to support peace. This approach meant that all Scouts around the world could be involved in the Gifts for Peace and the tool encouraged involvement at local levels which increased the impact of the project. ScoutPAX is available on scout.org (in English, French and Spanish), has been partly translated into additional local languages (Romanian, Greek, Brazilian Portuguese) and is still relevant for all Scouts after the Centenary.



Think through the plans that are developed and check that they meet the objectives that have been set.

1.2 Participation at the 21st World Scout Jamboree – the vision for the Jamboree was that Scouts from all member organizations should attend. Solidarity funds are traditionally established for World Scout Jamborees to assist Scouts from all countries to attend. The guidelines for host National Scout Organizations organising world events ask that a significant percentage should be allocated to a solidarity fund.

The Scout Association UK has a strong history of supporting Scouting in developing countries and decided to look for imaginative ways to support the solidarity fund "Operation One World" for the 21st World Scout Jamboree. Through their approach to fund-raising throughout the United Kingdom, many more people contributed to realising the vision and assisting in making the Jamboree a truly global experience for the participants. Around 1 million USD was raised in total, with much of this money coming from small individual donations.



Be innovative and allow others to contribute to realising the dreams.

1.3 Demonstrate a commitment to nature and the environment

– was one of the original objectives for the Centenary of Scouting, but one that did not receive much attention when developing worldwide centennial initiatives. Some activities were built into other projects e.g. some National Scout Organizations focused on the environment for their Gifts for Peace projects and there were environment activities at the World Scout Jamboree (in programme areas, at workshops in the Global Development Village and through waste management on the Jamboree site). Environment was also a focus at one of the workshops at the World Scientific Congress and featured in the Join-in-Centenary activity resource pack.

Awareness of environmental issues is of increasing concern in the world today and a key issue for Scouts. Some reflections on this objective could be:

- a) Perhaps there were enough activities related to the environment for this objective to be met?
- b) Perhaps a greater focus on Scouting and the environment would have detracted from the work on peace?
- c) Perhaps there was an opportunity missed and more activities and a greater focus on environment education could have raised the profile of Scouting and attracted even more support?
- d) Perhaps Scouting is not working enough at the cutting edge of environmental awareness and action to be newsworthy and recognised by others?
- e) Perhaps the environment is so central to Scouting that this objective was not needed?



Think critically of each objective that is set and its purpose.

2007



© WSB Inc. / Marcus Ljungblad

2. Think strategically

When making plans to celebrate a special event it is important that the work supports other areas of development in a National Scout Organization, otherwise the work could take place in parallel to the core work and as attractive projects are developed and deadlines draw near, the focus on routine work is likely to decline. To overcome these challenges the following approach was taken:

2.1 Link the Strategy and the Centenary – As the plans for the Centenary were being put in place, the Strategy for Scouting was being developed and work was undertaken to make sure that the Centenary supported the Strategy for Scouting. A special document was developed to show how activities for the Centenary could support the Strategy and strategic planning in Associations. For example, using the Gifts for Peace project to support youth involvement in decision-making within the Scout Unit and within the Community: all young people could be involved with the process of identifying the particular needs in the local community and then together deciding on the best way to respond to these needs. Or, using Scouting's Sunrise to recruit volunteers and support for Scouting through contact with former leaders, parents and members of the local community.

This helped National Scout Organizations to identify how they could build on existing initiatives and use the Centenary to meet their particular development needs.



Use the energy of special events and celebrations to encourage people to engage with your strategy to achieve tangible results.

2.2 Build on your strengths and the opportunities that are presented to you

- It is always very hard to start something from scratch. It is much easier to identify where there is already energy and enthusiasm and build on this to achieve results. Youth Involvement in decision-making is one of the strategic priorities which was adopted in The Strategy for Scouting in 2002. The Young Spokespeople concept built on the work that was happening in youth involvement and provided another avenue for young people to gain skills and experience in representing the Movement to external audiences and the press which also helped to change the public perception of Scouting.



Channel the energy that already exists, rather than start projects from scratch.

2.3 Scan the external environment – Taking a strategic approach requires that we look at what is happening outside Scouting, identify how this impacts upon our plans and decide if and how we can work in partnership with others to help us meet our objectives. Many organisations have a remit to raise awareness of global issues and many recognise the need to engage young people in education and action. At the 21st World Scout Jamboree, the Global Development Village (GDV) was an opportunity to work with many external organisations. There were a number of meetings to explain the GDV to partners, help the organisations to recognise how participating in the Jamboree, an event for 40,000 Scouts, could raise their profile and help them to meet their objectives. Over 50 organisations took part in the global development activities at the Jamboree.



Build on the agenda of civil society and work with others to achieve results.

2.4 An opportunity for Adult Resources -The organisation of an unique event such as the celebrations for the Centenary of Scouting, required significant human resources. However, this did not necessarily mean that human resources were a pre-requisite to celebrating! Experience has shown that the Centenary helped us to recruit large numbers of adult volunteers, in fact the celebrations provided excellent promotion for Scouting! They were also a way of recruiting new people with specific skills to Scouting, noting that it is sometimes easier today to propose volunteering for specific tasks, with clear timescales, where people can share their knowledge and know-how. For example, volunteers with experience of global development and a graphic designer were recruited to develop the ScoutPAX resource.



Use your celebrations to recruit a new group of volunteers to Scouting.

2007



© WSB Inc. / Marcus Ljungblad

3. Communicate effectively

A key element of success in any large project is to communicate effectively, both within the Organization and with one or more external audiences. This needs careful planning and a lot of preparation.

3.1 The new brand, logo and website – The Centenary was an opportunity for Scouting to present one public image to the Movement. A new brand logo was adopted and the seven websites of the World Organization of the Scout Movement (the central website and six regional websites) were migrated to a single site with a common image. This strengthened the image of “One World, One Promise” and helped Scouts, leaders and the external community to see the strength in both the unity and the diversity of the Movement.



Be bold and be prepared to make the big changes that will have an impact.

3.2 Gifts for Peace Database – How do you effectively share information on national Gifts for Peace projects from over 100 countries that will do justice to the interesting and exciting work that Scouts are doing to contribute to peace in their local communities? This was the challenge in sharing the Gifts for Peace projects. Each National Scout Organization could develop presentations, leaflets, posters, etc., but how could these be shared easily within Scouting and with our partners and the wider community. The answer was to develop a database linked to a website. This was developed and project information and photographs were added. The database facility has enabled the projects to be categorised, which provides interesting statistics. The information on each project could also be retained and developed. Presenting the projects on the website has also encouraged more National Scout Organizations and local level Scout groups to get involved. Furthermore, the software used to develop the Gifts for Peace website and database has benefited other projects, and was actually used to develop the new scout.org website.



Maximise the impact of your communications by using a means of communication that will reach as many people as possible.

3.3 Appoint a Champion – Effective communication is always a challenge and requires a clear plan with constant monitoring and review. It is important that everyone takes responsibility to communicate but with large, long-term projects it is useful to have a “Champion” – someone who will be an advocate for the project, keep it on peoples’ agendas and facilitate networking and linking aspects of the work.

Ideally this should be a person of status, who is a member of a committee or a group outside the direct management of the project. Unfortunately, no champion was appointed for the whole or any part of the Centenary of Scouting. Members of the World Scout Committee and Regional Committees, together with members of the World Scout Bureau staff, took the responsibility to promote the Centenary whenever possible. This was very effective within the Movement, however more may have been achieved externally if an appropriate “champion” had been appointed.



Be strategic in enlisting the support of others.



2007



4. Set out a framework which can be adapted to meet local circumstances

Scouting exists in many different formats, even within a single Organization. It is important therefore if a programme is designed to include all Scouts, that there is the possibility to adapt it to meet local needs. This was the approach taken for the different elements of Scouting's Centenary celebrations.

4.1 The Centenary Badge – this was perhaps one of the most important elements to demonstrate the unity of the Movement - that Scouts around the world were active in celebrating this important milestone in Scouting. The challenge was to design a badge that suited all cultures and languages around the world. A two-part badge was created so that the simple strap-line "One World One Promise" could be translated into local languages, helping the Centenary and its message, to be meaningful to Scouts world-wide. However, whilst the badge was worn by a great deal of Scouts worldwide, in more than twenty languages, it should be noted that it did not initially consider the case of SAGNOs (Scout and Guide National Organizations) who wished to celebrate the Centenary of Scouting and Guiding together, and some Organizations therefore chose to design their own badges.



Keep your whole constituency in mind when developing your plans.

4.2 Scouting's Sunrise – how do you “manage” a meaningful moment for millions of Scouts, leaders and former Scouts and leaders all over the world? The answer was to:

- a) have a focal point: 1 August 2007, a day for everyone to celebrate. Key international events on this day took place at Brownsea Island, where the first experimental Scout camp took place, and at the 21st World Scout Jamboree;
- b) set a time - 08:00 hours, exactly 100 years since Baden-Powell blew the kudu horn to start the camp;
- c) set out a framework, Scouts and former Scouts renewing their Promise;
- d) communicate the plans beforehand and encourage Scouts to be imaginative and creative in developing their own plans;
- e) obtain as much press coverage as possible of the focal point and local celebrations so that everyone involved feels part of the celebration and part of the Movement;
- f) share the footage of this day. The photo sharing Pikeo website facilitated the sharing of fantastic images and stories from Scouts worldwide who celebrated Scouting's Sunrise and demonstrated the variety and unity of global Scouting.



Have a “focal point” and encourage adaptations to meet local needs.

4.3 Programme Development from the World Scout Jamboree – Over 40,000 Scouts and leaders attended the Jamboree and experienced first-hand or saw the youth programme in action. There were developments to the programme from recent Jamborees, e.g. global development was a key part of the event in the Global Development Village and it was taken into other areas of the programme via “Globuses” (buses with programme activities on six key global issues), information points which provided thought provoking challenges and solutions for the world today and the Global Development Boulevard, in which over 50 organisations shared their work in global development. World Villages was an interesting concept too and 375 activities were provided by National Scout Organizations and partners to share aspects of cultural and religious life in many different countries around the world.

On reflection, perhaps more could have been done to share information on these ideas, so that National Scout Organizations can build on these developments in their own Jamborees, events and in the Scout Programme to help Scouting be more attractive and relevant to young people today.



Keep a long-term focus on what can be achieved so that you get maximum benefits from the projects and your efforts.



© WSB Inc. / Charles A. Revkin

5. Challenge yourselves

5.1 Use the Centenary to make Scouting grow - The Centenary was an opportunity for all Scouts to celebrate 100 years of Scouting and the impact it has had worldwide. It is the responsibility of everyone to help Scouting to grow. The best and really the only way that Scouting can grow, is for young people and adults to be recruited to local Scout Groups. Everyone, young people and adults, want to be part of something successful. When planning celebrations in your community, promote the positive impact, the fun, friendship and fellowship that people find in Scouting. People may join Scouting for the activities but they often stay because of its value base and the relationships they develop.



Use the Centenary Celebrations to share the benefits of Scouting with others.

5.2 Update the image of Scouting in the community - Do you know what the image of Scouting is in your local community? A great deal of work has been undertaken to support Strategic priority 7: Scouting's Profile, in particular in conjunction with key centennial initiatives, but this still poses a challenge in different communities worldwide. Undertake a survey to get some feedback and then plan some actions to help to change the perception of Scouting in your local community. This can be done by making Scouting more visible, e.g. Scouts could take part in local community initiatives. Hold a meeting with local community leaders and show them how Scouting works and the positive outcomes, then the community leaders can become advocates or champions for Scouting too.



Think critically about what you want to achieve and clearly identify the starting point.

5.3 Move outside your comfort zone - It was decided that one of the activities to celebrate the Centenary would be a World Scientific Congress. The purpose of this event was to establish closer links between Scouting and the academic community. The initial stages of the project were not straightforward, and for a time there was a lack of direction and support (both financial and adult resources), however, a Scientific Committee was then identified, funding secured and the project got underway. The event was a success in the numbers attending, the number and calibre of the academic presenters and the range of Scout and other projects presented. The challenge is now to ensure the necessary follow-up in relation to reports, maintaining links and contacts so that Scouting can build on the success of this event and re-establish links with the scientific community.

Be confident in the plans you have made and be persistent, even if you face challenges, as exploring new areas of work will not necessarily be within your comfort zone, but can lead to new possibilities.



Be prepared to take risks and recognise the long term investment that is needed to effect change.

Scouting in all countries has a great deal to celebrate. The Centenary activities in 2007, planned and developed over a ten year period, were designed to promote "good Scouting" and be a benchmark for future celebrations in National Scout Organizations.

Build on the collective experiences in 2007 and the opportunities in your countries to grow and develop Scouting so that more young people and adults can be active in "creating a better world".

Resources

World Scout Conference Documents

2005: Towards Scouting's Centenary, 2005-2008

2002: Towards Scouting's Centenary, 2002-2007

World Scout Conference Resolutions:

Conference Resolution 25/05

Conference Resolution 14/02

Centenary Overview Documentation:

Centenary of Scouting Report (2008)

Centenary of Scouting Overview (2005)

Promotional postcards (2005)

Centenary of Scouting Promotional DVD (2005)

2007 and the Strategy (2004)

Promotional posters (2004)

Use and Protection of the 2007 Designs/Badges (2003, 2004)

2007 Information Brochure (2003)

2007 Flyer (2002)

Articles in "World Info" and "World Scouting News" (1997-2008)

Official World Scout Bureau Circulars

37/2007 - 2007 Centenary: A new beginning

28/2007 - The World Scientific Congress

26/2007 - Join-in-Centenary: It's not too late to join in!

21/2007 - Partnership with Pikeo for Scouting's Sunrise

14/2007 - 21st World Scout Jamboree - Opportunities for partnerships

10/2007 - 2007 Centenary of Scouting Update

37/2006 - 2007 Designs/Badges

36/2006 - Gift for Peace competition - Your stories and images

31/2006 - 2007 Centenary Materials

20/2006 - 2007 Centenary Promotional Video

09/2006 - ScoutPAX CD-ROM

33/2005 - Gifts for Peace Update

19/2005 - Gifts for Peace at the 37th World Scout Conference

11/2005 - Gifts for Peace - 2007 Centennial Project

20/2004 - 2007 Centenary Information Kit

02/2004 - 2007 Commemorative stamps and coins

24/2003 - 2007 Centenary Information Kit

18/1997 - 100th anniversary of Scouting

Gifts for Peace

Gifts for Peace Report (2008)

Learning from projects (2007)

ScoutPAX (2005)

Gifts for Peace Guidelines (2004)

Scouting's Sunrise

Sunrise photo mapping and web-based information (2007)

Scouting's Sunrise Guidelines (2004)

Join-in-Centenary

Join-in-Centenary web-based activity packs (2007)

21st World Scout Jamboree

World Scout Jamboree Official Bulletins (2004-2007)

World Scientific Congress

World Scientific Congress Report (2008)

Congress Presentation Brochure (2007)

<http://www.scout.org>

<http://www.scout.org/giftsforpeace>

<http://worldnet.scout.org/scoutpax>



Thanks

With thanks to Scouts worldwide who rose to the challenge of the Centenary and made it a truly memorable year, especially to the Scout leaders who took on a strategic approach in order to make the most of this unique opportunity and support local strategies.

With recognition of the contributions of all of the members of the 2007 Task Force and 2007 Sub Committee for the 100th anniversary of Scouting. Thank you.

With thanks to the World Scout Committee, Educational Methods Committee, the planning teams of the 21st World Scout Jamboree, the Scientific Committee of the World Scientific Congress, the External Relations Group (including the UN Team), the Branding and Communications Task Force and all six Regional Scout Committees for their continued support.

Our special thanks to the volunteers who worked to develop, edit and translate educational resources to support aspects of the Centenary and the Gifts for Peace project database and website.

With thanks to the World Scout Foundation and generous donors who financially supported the global centennial initiatives, in particular: The King of Saudi Arabia, Mr Herman Hui, Mr Gustavo Vollmer, Mrs Margot Bogert, The Scout Association UK, The International Scout and Guide Fellowship (ISGF), the European Scout Foundation, The Jacobs Foundation, UNESCO and the Council of Europe.

And finally, with thanks to the World Scout Bureau staff in all offices for their many and varied contributions to the success of the Centenary.





SCOUTS®
Creating a Better World

© World Scout Bureau
Education, Research and Development
June 2008

World Scout Bureau
Rue du Pré-Jérôme 5
PO Box 91
CH - 1211 Geneva 4 Plainpalais
Switzerland

Tel.: (+ 41 22) 705 10 10
Fax: (+ 41 22) 705 10 20

worldbureau@scout.org
scout.org

Reproduction is authorised to
National Scout Organizations and
Associations which are members of the
World Organization of the Scout Movement.
Credit for the source must be given.