Messengers of Peace

GUIDELINES ON PROGRAMME & NETWORK

SCOUTS
Creating a Better World

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Messengers of Peace

GUIDELINES ON PROGRAMME & NETWORK

"… a Universal brotherhood of service… where the young citizens, male and female in all countries, are brought up to look upon their neighbours as broters and sisters in the human family allied together with the comon aim of service and sympathetic helpfulness towards each other…"

Sir Robert Baden-Powell's speech at the Sorbonne on the occasion of the second International Scout Conference in Paris (22 July 1922)

INTRODUCTION

The Messengers of Peace (Messenger of Peace) Initiative has become an inspiration for thousands of Scouts and non-Scouts around the world to help people in need and contribute to making a positive change in people's lives, through community development service. These guidelines present a comprehensive and practical way on how to implement the Messenger of Peace Initiative from the educational perspective and how to start its implementation at the national level. It includes the educational objectives of this inspirational call for action and the practical elements for the implementation of the educational Programme, badge, and collaborative teams. The impact of this effort is amplified when paired with members of Scouts, local communities, the civil society, and non-governmental organisations, as well as with local and national governmental institutions.

The Messenger of Peace Programme, together with regional and national programmes, is now aligning efforts within the overall concept of the Better World Framework to unite Scouts across the world through community development to become global active citizens. This effort includes the Scouts of the World Award Programme (SWA), the World Scout Environment Programme (WSEP), partner Programmes, and all national Programmes which promote the culture of peace, dialogue for understanding, and community development. These are now integrated into the Better World Framework.

These guidelines have been created to help you enable Scouts in your country to contribute to peace building. Implementing the four steps of the Messenger of Peace Programme will increase the effect of service initiatives in your community and the wider worldwide Scouting community.

**We are Scouts,
we are Messengers of Peace.**

BEFORE STARTING

About these Guidelines

This document aims to support National Scout Organisations (NSOs)[1] in the implementation of the Messengers of Peace Programme and in obtaining the Badge; it also describes how to activate the Messengers of Peace Network. The content also includes references to other programmes within and outside WOSM to support NSOs to understand the connection between the Messengers of Peace Programme with other local and world initiatives and external members with aims similar to those of WOSM.

The guidelines also seek to highlight elements of Scouting already fostering a Culture of Peace at different levels and to support the introduction of additional tools in any context that the NSOs and adult leaders find suitable. Within its pages, NSOs and adult leaders will find tools, practical steps, and best practices that would highlight, reinforce, and foster the role of Scouting in constructing a Culture of Peace both within the Scouting context and extending beyond to local communities.

To promote and foster the content of these guidelines among young people who are beneficiaries of the Youth Programme, please refer to the **How to Become a Messenger of Peace** booklet which provides basic information on the process on how to get involved as a Messenger of Peace.

As stated in its name, this publication provides some orientation. Each NSO will develop its own approach on how to integrate the Messengers of Peace Educational aspect, badge, and Network in its own agenda and structures.

Who are these Guidelines for?

This document is oriented for programme developers at regional and/or national levels with responsibilities to implement, promote, support or train Adult Leaders in the use of World Programmes at grassroots level.

It is crucial for the successful implementation of the Messengers of Peace Programme that NSOs and programme developers realize the role young people play in building a culture of peace at their local level to achieve global impact, as well as understanding the role that Scouting has in inspiring non-Scouts, local and external actors, partners and donors to support this common effort.

Youth leaders and civil society members not involved in Scouting, but involved in youth empowerment and youth participation initiatives are also encouraged to use this Guideline and join our efforts to promote a a Culture of Peace in their local communities.

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[1] To avoid doubt, all references to National Scout Organisations will include National Scout Associations

Some considerations

- All the content included here is intended to be a reference point for NSOs in the six regions of the World Organization of the Scout Movement (WOSM) therefore, the specificity of the content is targeted toward supporting a wide range of NSO models.
- The guidelines have been designed to suit a digital publication format with many links embedded in its content as external sources of information. A list of links is included in the appendix section.
- These guidelines do not include information related to the Messenger of Peace Support Fund. To know more about this please refer to Messengers of Peace – Support Fund.

How these Guidelines are organized

To provide a quick reference for the user, this Guideline is divided into 5 specific sections:

- **Section 1 Messengers of Peace connected with today's world** – introducing several other initiatives, organizations and programmes that can be related with the work Scouts do in the promotion of a Culture of Peace and community development.
- **Section 2 Better World Framework** – introducing how Messengers of Peace relates to other World Scout Programmes, regional programme partners and several national and or local initiatives related to a culture of peace and community development.
- **Section 3 Messengers of Peace Educational Programme and Badge** – Exploring step by step the elements which integrate the educational experience of Messengers of Peace implicit within the Scouting youth programme.
- **Section 4 Messengers of Peace Network and how to get started** - Guiding step by step on key steps, structures and best practices to use to commence this initiative
- **Section 5 Appendixes** – Includes practical formats and useful information to be used directly or as a reference for the operational implementation of the Messengers of Peace Programme and Network.

Icons used in this Document

DID YOU KNOW   PEACE BITS   STORIES   REMEMBER   PROJECT PLANNING   FAQ
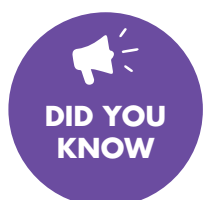
SECTION 1
WHY MESSENGERS OF PEACE?

Historical background of Scouting and peace

Back in 1922, Lt. General Robert Baden Powell, already a recognized person and leader of the emerging youth movement, had the chance to share his vision of what would become the World Scout Movement and Organization first at the Inaugural Conference, and two days later in the 3rd International Congress of Moral Education. Baden Powell who was at that time a war hero, advocated for the cause of peace. His experiences in battle led him to write 'Aids to Scouting' and "Scouting for Boys", which enabled him to realize the impact of such writing upon the self-education of young people. It became obvious to him that his writings which focussed upon contributing to good citizenship had a wider impact on young people, in society at large, and in the world.

During the summer of 1922 when he shared his vision in front of hundreds of Scout leaders it became the horizon of a world-wide Movement. *"Where the young citizens, male and female, in all countries are brought up to look upon their neighbours as brothers and sisters in the human family allied together with the common aim of service and sympathetic helpfulness towards each other, they will no longer think as heretofore in terms of war as against rivals, but in terms of peace and goodwill towards another"*[2]. Baden Powell himself committed the Movement to being "summarized as a universal brotherhood of service".

There are many steps and phases in which the involvement of Scouting in promoting peace throughout the history of **WOSM**. And we find Scouts who serve as catalysts contributing to specific causes.

Our Mission and Vision adopted during the 35th and 40th World Scout conferences respectively declare that Scouting will *"contribute to the education of young people, through a value system based on the Scout Promise and Law, to help build a better world where people are self-fulfilled as individuals and play a constructive role in society."… "enabling 100 million young people to be active citizens creating positive change in their communities…."*

Aligned with our Mission, Vision, and purpose, the Messengers of Peace (Messenger of Peace) Initiative started in 2011 as a continuation of the **Gifts for Peace Initiative** launched in 2007, within the framework of the Centenary of Scouting: inspiring Scouts to engage in community service actions to address local issues. Among its main goals, Messenger of Peace aims to promote a Culture of Peace and Dialogue for mutual understanding, promote social entrepreneur initiatives led by Scouts, support the development of young people affected by conflict situations, and connect Scouts around the world in a global network of 20 million Messengers of Peace. From the past to the present a continuous chain of milestones connects Scouting's timeline pursuing a peaceful world.

[2] Baden Powell at Sorbonne University, 1922.
[3] Baden Powell at Sorbonne University, 1922.

PEACE BITS

Scouts are Messengers of Peace

Having witnessed the horrors of war, Baden Powell wished for a world where young people could discover from very early in life the possibilities of a peaceful future. During the first experimental camp, Baden Powell introduced what we know today as our **Scout Promise and Law**. The Scout Principles **'Duty to Self, Duty to Others, Duty to God'** clearly establish the framework of a Scout's way of life.

These simple but meaningful value statements defined a common bond whereby individuals committed themselves and collectively to do and give their personal best for the common well. At the same time, they promote mutual understanding and cooperation among individuals making emphasis in values like friendship to all, self-respect and respect for others, trust and loyalty, and being in solidarity with others in helping those in need.

Scouts become messengers of peace values through actions with good turns and community development actions. The message of peace is conveyed each time Scouts extend their hands to help others in need, inspired by their duty to others. A culture of peace becomes closer to reality with Scouts openly considering as friends those coming from a different origin, background and beliefs.

Young women and men inspired by a higher purpose are active in the development of an inclusive society, working for the wellbeing of the local and global community… those are Messengers of Peace.

Today more than 150 national Scout Organizations have adopted Messenger of Peace as one resource to strengthen the role of Scouting in constructing a culture of peace and positive change in their local communities.

SECTION 2
MESSENGERS OF PEACE AND TODAY'S WORLD

Scouting's purpose *'to contribute to the development of young people… potentials as individuals, as responsible citizens and as members of their local, national and international communities'* and the work and aims of Messenger of Peace are strongly related with international, regional, and country causes already committed to the development and sustainability of societies.

It is important to realise that all actions aimed at helping others have a relevant and positive effect in our shared environment. From good turns to more complex community development projects, all Scout actions contribute directly or indirectly to the achievement of better societies, more peaceful environments, and inspire more people to engage in the creation of a better world.

The potential impact of 40 million Scouts consciously engaged in community development contributes to wider achievements. Millions of Scouts certainly can inspire 100 million more young people to join our common goal of creating a better world.

To achieve greater impact and become a relevant force in addressing the current issues facing our world, it is pertinent to raise awareness in young people about the world issues affecting our local communities. It is equally important for the NSOs to act as bridges and catalysts of young people's energy to engage them as global active citizens.

Sustainable Development Goals (SDGs)

WOSM established its first memorandum of understanding MOU with the United Nations (UN) in 1947. Since then, the collaboration between the two has developed on different levels in various areas of work, amounting to many joint successful campaigns.

In 2015, countries adopted the 2030 Agenda for Sustainable Development and its 17 Sustainable Development Goals. Scouts from different countries had a particular and specific contribution in defining these goals among with citizens from all around the world through on-line consultations. Historically WOSM, Regions and NSOs have contributed with human and material resources to raise awareness about UN and 2030 agenda. youtube.com/watch?v=cBxN9E5f7pc

Several actions Scouts and National Scout Organizations can do to contribute in the achievement of the goals are, here are some examples.

	Goal targets	How NSOs and Scouts Messengers of Peace can contribute with...
2 ZERO HUNGER	Ensure access by all people to safe nutritious and sufficient food all year round. End all forms of malnutrition. Ensure sustainable food production and agricultural practices.	• Collaborate with kitchen soup shelters and similar initiatives. • Raise awareness about nutrition health. • Develop capacity for sustainable agricultural practices in the community.
4 QUALITY EDUCATION	Ensure that girls and boys, women and men have access to quality education according to their needs. Ensure literacy of adults. Educate people about sustainable development. Provide inclusive and gender sensitive facilities and safe, non-violent effective learning environments.	• Organize literacy campaigns. • Raise awareness and promote sustainable practices. • Collaborate with educative centres to improve their infrastructure. • Promote Dialogue in schools to prevent bullying. • Promote and facilitate peaceful resolution of conflicts.
5 GENDER EQUALITY	End all forms of discrimination and violence against women and girls. Eliminate harmful practices like early and forced marriage, female genital mutilation. Ensure women's effective participant and equal opportunities for leadership. Access to sexual and reproductive health.	• Identify and raise awareness about the issues affecting women in your country. • Collaborate with other organizations to promote informative campaigns. • Join projects with local communities. • Organize leadership training to develop skills in young girls and women. • Create spaces for equal participation in decision making.
14 LIFE BELOW WATER	Reduce marine pollution. Protect marine and coastal ecosystems. Conservation of marine coastal areas. Regulate different forms of fisheries and promote sustainable fisheries practices.	• Promote and support the implementation of WSEP and other initiatives to reduce marine pollution, waste management in shores. • Cooperate with fisher communities and Oceanographic organizations.
15 LIFE ON LAND	Conservation, restoration and sustainable use of terrestrial and inland freshwater ecosystems: forest, wetlands, mountains and drylands.	• Promote and support the implementation of WSEP and other initiatives to ensure conservation of natural habitats and biodiversity and restoration of natural environments. • Collaborate with Forrest and Land authorities and organizations for technical support.

16 PEACE, JUSTICE AND STRONG INSTITUTIONS	Reduce all forms of violence, promoting non-discrimination, respect of human rights.	• Develop campaigns for people to get to know and understand values and practices related with Culture of Peace and culture of Dialogue. • Support the development of skill related to Dialogue in Scouts and in the communities for the peaceful resolution of conflicts. • Incorporate skills related to culture of peace and dialogue in the training of adults. • Promote and create spaces to foster inter-generational dialogue among scout members.
17 PARTNERSHIPS FOR THE GOALS	Strengthen domestic resources mobilization. Assist developing countries. Promote the development, transfer	• Incorporate the SDGs in the development of your NSO plans and scouting activities. • Strengthen capacity in adults and young people in scouting to understand SDGs and how are they reflected in the local community. • Support and optimize the exchange of individual and collective best practices initiated by scouts contributing to the Goals. • Seek for partnerships between scouts and non-scouts, community members and external organizations to secure technical support and financial resources.

Though we have not included all of the SDGs, Scout actions and Messengers of Peace actions can contribute to address the targets set up for all of them. These SDGs are aiming to create a better and more equal world for each and every person in all the countries around the world. Scouting has the networks, willingness, concepts that promote peace and justice, and strategies to start partnerships with community members to achieve these goals.

Learn more about UN Sustainable Development Goals
un.org/sustainabledevelopment/sustainable-development-goals/

PEACE BITS

UN – Declaration on a Culture of Peace

On September 1999, the United Nations proclaimed Resolution **53/243 A. Declaration on a Culture of Peace** to provide guidance for governments, international organizations, and civil society in promoting and strengthening a Culture of Peace.

The Declaration of a Culture of Peace defines a Culture of Peace as a set of values, attitudes, traditions, modes of behaviour, and ways of life based on:

- **Respect for life**, ending of violence and promotion and practice of non-violence through education, dialogue and cooperation;
- Full **respect for the principles of sovereignty, territorial integrity and political independence of States** and non-intervention in matters which are essentially within the domestic jurisdiction of any State, in accordance with the Charter of the United Nations and international law;
- Full **respect for and promotion of all human rights and fundamental freedoms**;
- Commitment to **peaceful settlement of conflicts**;
- Efforts to **meet the developmental and environmental needs** of present and future generations;
- Respect for and promotion of the **right to development**;
- Respect for and **promotion of equal rights and opportunities for women and men**;
- Respect for and promotion of the right of everyone to freedom of expression, opinion and information;
- **Adherence to the principles of freedom, justice, democracy, tolerance, solidarity, cooperation, pluralism, cultural diversity, dialogue and understanding** at all levels of society and among nations; and fostered by an enabling national and international environment conducive to peace.

The declaration clearly establishes that *"a Culture of Peace is possible to achieve in full through values, attitudes, modes of behaviour, and ways of life conducive to peace among individuals, groups and nations"*. Building a Culture of Peace is also integrally linked to the promotion of conflict resolution and mutual understanding, enabling people to develop skills conducive to a peaceful resolution. The declaration also enhances the importance of promoting democracy, the observance of human rights and the rights of children, eradication of all forms of discrimination and poverty, and promoting sustainable economic and social development.

It also calls for governments and civil society to assume an active role in the development of a Culture of Peace.

UN – Resolution 2250 Youth, Peace and Security

PEACE BITS

Due to the increasing environment of conflict all around the world, the UN Security Council adopted the **2250 Youth, Peace and Security Resolution**, recognizing the crucial role that youth play when incorporated in decision making, especially when it comes to matters related to protection, prevention of violence, the establishments of partnerships, and the disengagement and reintegration of youth affected by conflict situations.

The UN Council members recognized youth as *"a unique demographic dividend that can contribute to lasting peace and prosperity"* and encouraged member states to engage local communities and non-governmental members *"in developing strategies to counter the violent extremist narrative that can incite terrorist acts"*.

To support this effort, the United Network of Young Peace Builders was established to further ensure the engagement of young people in the development of peace-building strategies. To learn more, you can read: **Security Council Resolution 2250 (2015) http://un-documents.net/a53r243a.htm**
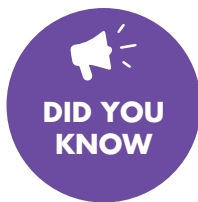
Institutions and initiatives related to Culture of Peace

DID YOU KNOW

Around the world, there are several organizations supporting the development of capacities and the execution of projects oriented to the promotion and reconstruction of a Culture of Peace.

International Dialogue Centre KAICIID - is an intergovernmental organization whose mandate is to promote the use of dialogue globally to prevent and resolve conflict to enhance understanding and cooperation. Link: kaiciid.org

Africa Union – Created in 1999 as an agreement between members states to promote unity and solidarity among African States and to coordinate cooperation for development. Link: au.int

Mindanao Peacebuilding Institute – Created to establish a gathering space between peacebuilders from different backgrounds. The peace institute conducts research, organize trainings and exchange. Link: mpiasia.net

Council of Europe – Integrated by 47 member states, members from the European Union signatories of the European Convention on the Human Rights. The Council of Europe oversees the implementation of this convention via supporting, organizing and coordinating projects and learning experiences for the promotion of Human Rights. Link: coe.int

University of Peace – Institution founded in 1980 by United Nations as a mandate of the General Assembly. Its mission includes to provide higher education of peace and promotion of understanding, tolerance and peaceful coexistence. Link: upeace.org

SECTION 3
BETTER WORLD FRAMEWORK

In the context of the principles of Scouting, "Duty to others" is one of the three established in the WOSM Constitution. This principle states how scouts are to "participate in the development of society with recognition and respect for the dignity of humanity and for the integrity of the natural world". As our slogan expresses, "Creating a Better World", becomes a permanent call to ongoing action for Scouts to engage in the pursuit of positive change in local communities. Thus, communities will benefit from the Scout Movement that empowers young people to become responsible and committed citizens. Scouting identifies opportunities for young people and adult volunteers, both within and outside the Scout Movement, to be active in society.

The Better World Framework is aiming for youth engagement in community development. This is by joining the efforts, networking and the alignment of WOSM's World Scout Programmes, also incorporating efforts of programmes developed between WOSM and its partners (e.g.: Dialogue for Peace programme), as well as regional / national programmes that are heading toward the same aim, all under one harmonized umbrella with a common purpose.

With the help of the Better World Framework, we also aim to raise awareness about the role and contribution of Scouts to achieve the UN Sustainable Development Goals (SDGs) when organising community service activities.

Through the Better World Framework, WOSM encourages NSOs and young people to contribute to the positive development of their communities in various ways including opportunities for volunteering, internships, community service, and partnership projects with governmental and non-governmental organizations (NGOs), civil society, and the private sector.

The purpose of the Better World Framework is to promote a collective and integrated effort aligning Youth Programme, Scouts and non-Scouts and local communities to inspire local action. These actions lead with the involvement of community members will gradually achieve global impact by inspiring additional stakeholders to take part in the journey.

Finally, the Better World Framework is helping Scouts in growing their Social Impact with millions of actions undertaken to help others to have a clear vision of actions vs outcomes; and encouraging Scouts to share their stories of success while having a constructive role in the society. Each story becomes a source of learning for Scouts, non-Scouts, and potential stakeholders and donors to contribute in a greater scale with the development of initiatives lead by Scouts … the Active Citizens.

DID YOU KNOW
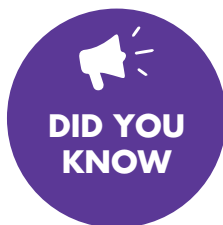
World Scout Environmental Programme – WSEP

The World Scout Environment Programme is a collection of tools, resources, and initiatives to support the development of environment education in Scouting around the world.

scout.org/wsep

Scouts of the World Award - SWA

The Scouts of the World Award challenges all young people, Scouts and non-Scouts, to think about global issues and act upon them in their local community. It is the only award for young people provided by World Scouting.

scout.org/swaward

SECTION 4
MESSENGERS OF PEACE EDUCATIONAL PROGRAMME

Purpose of the educational aspect of Messengers of Peace

Messenger of Peace Programme aims to support youth and adult leaders to understand the important role of Scouting in building a Culture of Peace in their local communities by:

- **Contributing to the educational purpose of Scouting: supporting young people to become responsible citizens, and as members of their local, national, and international communities by:**

  - Providing an educational framework to enable Scouts to realize their role in the construction of a Culture of Peace and Dialogue in their societies

  - Increasing awareness about SDG: encouraging Scouts to contribute to the achievement of the goals through community development actions.

- **Support Scouts to fulfil their 'Duty to others' through a Culture of Peace: compiling a series of content and activities to stimulate in Scouts the interest for local development by:**

  - Supporting community development actions as a vehicle to build a Culture of Peace to create positive change and relevant impact on their local communities.

  - Ensuring the engagement of youth in the construction of a Culture of Dialogue in their communities.

  - Encouraging collaboration between Scouts and non-Scouts by promoting mutual collaboration, local and international networking, acknowledging and recognizing their efforts.

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[4] For more information, refer to the World Scout Youth Programme Policy

Scouting Education and Messengers of Peace

There are many components of the Scout Fundamentals (The Purpose of Scouting, The Principles of Scouting and the Scout Method) that make all members natural advocates for peace or messengers of the fundamentals of cultuer of peace in the wider sense. Scouting is aiming in the first place to empower young people to become active citizens, who are characterised by being:

REMEMBER

Autonomous	Able to make your own choices.
Supportive	Able to care for the others and help them.
Responsible	Able to adopt and complete your responsibilities.
Committed	Able to make a promise and keep your word.
Culturally sensitive	Able to celebrate diversity and inclusivity with others.

Being a Messenger of Peace is not a new task for Scouts nor to its Programmes. It is part of our DNA and reflected in the way we train our adults, design activities, and encourage young people to reach their full potential.

What do we mean by peace?

If we consider the origins of Scouting and Baden Powell's idea of building "a Global Network of Service" we could say that Scouts have their own concept of peace building. So, what do we mean when we talk about peace, Scouting, and Messengers of Peace?

As an ideal, peace seems to be a very abstract and sometimes unattainable vision, mostly in the context of war or extreme violent conflict. Is important to realize that the absence of peace results from the lack of mutual understanding, which may escalate to conflict and even war situations if not addressed properly. But conflict and the absence of peace may arise also from:

PEACE BITS

- **Lack of resources** resulting in poverty, hunger, poor health, limited education, limited access to water, no access to energy;
- **Lack of mutual understanding** among people that cause discrimination, conflicts due to religion, ethnicities, and gender;
- **Lack of information or understanding** resulting in erroneous use of resources and poor health conditions;
- **Poor or wrong use of resources**, leading to climate change, destruction of nature, conflicts due to limited resources, and irresponsible consumption.

Considering the same principle, conflicts and war could be de-escalated to bring back Peace. In a wider sense, **peace is defined as the absence of disturbances or being in a state of tranquillity.** Peace also relates to a **state of harmony in personal relations and the relations among people.** *"Therefore, promoting the idea of peace is as important in a war environment as it is in our everyday life, to ensure those values get imprinted in our culture."*

This means peace and a culture of peace can be built, rebuilt and sustained with the participation of all community members to maintain this harmonious environment and contribute to creating positive change.

As active citizens and with the support and participation of community members, Scouts can contribute small and big actions and initiatives, such as:

- **Raising awareness about a Culture of Peace and Dialogue,** introducing the concepts through activities, events, and Programmes enabling young people to acquire knowledge, develop specific skills, and practice them at a personal level and in interaction with others for mutual understanding.

- **Supporting youth and people and communities in need or affected by conflict, violence, or disasters** by undertaking community development actions to provide them access to better resources or improving their quality of life.

- **Supporting youth affected by conflict situations to become leaders of positive change** by including them in personal development activities.

- **Promoting the dissemination of information related to the correct use of resources**, specially advocating for the correct and sustainable use of environmental resources, economic growth, and youth employability.

- **Connecting with local Scouts and community members to exchange ideas and promote collaboration** among one another both at the national and international levels.

By engaging in and supporting any of these activities, Scouts contribute to building a Culture of Peace in their community. In many or most of the cases these actions will contribute directly or indirectly to achieving the SDGs. If we succeed, positive change and peace will become a natural part of our local culture and tradition.

Three dimensions to build a Culture of Peace and create positive hange

Scouts will always 'try their best' to leave this world a better place. They create positive change by taking the first step. Here we propose three dimensions on how young people contribute to building peace and building a better world.

PEACE AND POSITIVE CHANGE CAN BE

Personal
stars with me

Community Based
in my Community

Collective Result
when working together

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5 Messengers of Peace Guidelines for Applicants

- **Personal dimension (As an individual)** – Peace and positive change starts with personal commitment. When Scouts understand their role as individuals, and the impact of their individual actions to develop a Culture of Peace in their community; then Scouts will seek to develop skills, to acquire useful knowledge and to become role models for others.

- **Community Based dimension** – Peace and positive change start in the local community. Scouts assume an active role and engage in identifying community issues, taking the first step to present ideas and solutions to improve the situation in the local environment.

- **The Collective Result dimension** – Peace and positive change happen when people collaborate to achieve this. The involvement of non-Scouts and other local members is crucial. Scouts promote and pursue the interaction with beneficiaries, local members, sponsors, partners and the international Scouts community to promote a global sense of friendship, international cooperation and understanding, to foster the discovery of new perspectives, exchange of ideas to address local community issues, and to invite others to work together unifying resources to pursue a common goal.

Any individual can contribute to building a Culture of Peace by themselves through his or her own personal actions and attitudes when interacting with others. The immediate context in which to start building a Culture of Peace is at the local community level, when one becomes engaged with supporting people in need and by offering solutions to local problems. To achieve a lasting and sustainable Culture of Peace, community members must work together for a collective result.
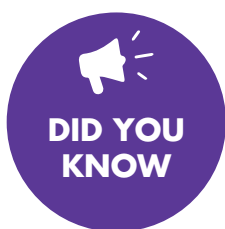
Areas of work in Messengers of Peace

More in concrete, each Scout or NSO turn inspiration into action by choosing specific areas of work to develop their efforts for community development. The Messenger of Peace Initiative recognizes the following areas of work[5]:

- Strengthening capacity (e.g. projects for renewing an NSO's youth programme, or providing training for Adults in Scouting)

- Inspiring Messengers of Peace (e.g. projects related to spreading the Messenger of Peace network)

Special projects (including, but not limited to):

- Support to youth in (post-)conflict zones (e.g. projects related to supporting refugees)

- Disaster response (e.g. projects related to providing immediate support to disaster-affected communities, or projects related to preparing Scouts for disaster response)

- Environment (e.g. projects related to reforestation, or cleaning up a river bed)

- Peace and culture of dialogue (e.g. projects related to providing training to young people about peace and dialogue).

Messenger of Peace also recognizes that Scouts might select one or more of the SDGs as inspiration for the work in specific projects.

DID YOU KNOW

These actions could be organized as:

- **Community development actions:** tackling local issues, e.g.: improvement actions in local infrastructure, prevention, or conservation, building capacity for local communities based on shared development areas from the SDGs.
- **Training experiences** for young people, adults, Scouts, non-Scouts working together or independently;
- **Large Group gatherings** to raise awareness, disseminate a call of action, or develop capacity like youth events, special exhibitions, Scout camps, adult gatherings; .
- **Informative, raising awareness or Promotional** in local centres, education centres, governmental institutions, and other venues;

Messengers of Peace and Personal Progression

The Messenger of Peace Programme is applicable to all ages and sections of the Scout Movement from the youngest section to Rovers and young leaders. These guidelines provide a set of attitudes, actions, and knowledge with a practical approach to construct a Culture of Peace with simple daily actions.

The three dimensions to build a Culture of Peace can be implemented in any of the sections. Scouts have a wide range of possibilities to construct positive change from a personal level, in their local community, and with the help of others.

All Scouts can be recognized as Messengers of Peace at any age:

- **Cubs (under 11 years old) –** By joining efforts to help others, joining service activities organized with the pack.
- **Scouts (from 11 to 15 years old) –** By taking the initiative to help others, organising service actions with the Patrol or own team, taking part in activities with the Scout Unit in connection with local players.
- **Venturers and Rovers (above 15 years old) –** By individually taking the lead or joining service projects organised together with their community; or working in teams and organising efforts with local community members accompanied by the Scout leader.

Messengers of Peace Programme Educational Objectives
The educational objectives of the Messenger of Peace Programme are selected from a vast number of knowledge, actions, and attitudes conducive to creating a harmonious environment, to improving the lives of people in need, and promoting cooperation among others.

This is not a fixed set and can be enhanced with many other activities and suggested behaviours. In many cases the NSOs will find that the actions suggested here are already included in their own current national proposal of personal progression.

Peace & positive change is	General objectives	Cubs (under 11 years old)	Scouts (from 11 to 15 years old)	Venturers and Rovers (above 15 years old)
Personal	I understand my role in the development of a Culture of Peace by practicing my values, acquiring knowledge and developing skills and attitude to integrate dialogue and understanding in my daily life.	I respect other people's opinions. I say respectfully what I like and do not like.	I respect everyone, their ideas, their culture and their way of expressing themselves by applying dialogue principles.	I believe each person deserves to be treated with equal respect, appreciating cultural diversity and standing up for it, facilitating dialogue.
		I know the rights of the child and take part in activities related to it.	I do not like it when human rights are not respected and I say so. I learn and take part in activities related to human rights with my patrol.	I stand for diversity, human rights and international cooperation, promoting friendship dialogue and understanding.
		I respect my parents, leaders, teachers and the rules at home, school and in the pack.	I learn the principles of dialogue for mutual understandingI understand what is the diversity of people and cultures. Whenever I disagree with something I try to use dialogue to address this	I comply with the rules of my society, evaluating them and considering the possibility of changing them, if necessary, through dialogue.
	I commit to promote positive change and a Culture of Peace through my actions.	I share what I have with others.	I do a good turn every day.	I'm always willing to help others even if it requires hard effort.
Community Based	I assume an active role in my community, taking the first step to help others and join efforts with local or international members to address local issues.	I take part in activities to help the ones in need.	I seek to understand the local issues and needs of people in my community.	I commit myself in different ways to help understand social differences and local issues.
		I offer help to my family and others, in my pack, or at school .whenever it is needed	I maintain the "permanent service" attitude and empathy towards other people's needs.	I take part in service actions where I study or at work.
		I participate in community service activities with my pack.	I propose and organise or participate in community service with my patrol.	I actively participate in campaigns organised jointly with local Scouts, NSOs and local groups to improve the development of my community.

Peace & positive change is	General objectives	Cubs (under 11 years old)	Scouts (from 11 to 15 years old)	Venturers and Rovers (above 15 years old)
Collective Result	I promote a global sense of friendship, international cooperation and understanding, fostering the discovery of new perspectives by sharing ideas with others.	With the support of my parents and leaders, I talk with Scouts participating in community service activities.	I join efforts with national and international Scouts to promote community service at the national and international level.	I contact international Scouts and external organisations and community groups to address local issues that affect us globally.
		Wth the support of my parents and pack leader.I use the Internet and social media to share stories, pictures and information about the service activities of my pack	With the support of my parents, I use social media to get ideas about good turns and community service actions, for my patrol and me. I share our patrol activities, stories, pictures and videos inviting others to address local issues.	I invite others to engage and participate in community service projects, promoting the exchange of initiatives, best practices and achievements using technology and traditional media resources.

DID YOU KNOW
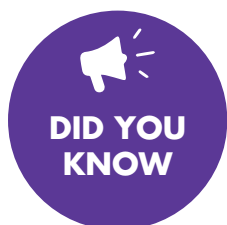
These objectives can be observed and evaluated by Scout leaders as Scouts are engaging in activities, during events, during the planning or execution of a project or by personal reflection of each individual Scout.

These are not the only educational objectives related to the construction of a Culture of Peace. Many others can be established, monitored, and observed by Scout Leaders in the development of educational activities in Scouting. For some regions or NSOs, many of these objectives are already included in their personal progression plans like the Educational Objectives Grid for the Interamerica Region.

Four steps to become a Messenger of Peace

Scouts individually, in their local community, in collaboration with local community members or international Scouts can follow four steps to become 'Messengers of Peace' with the support of the NSOs and Adult Resources. The Messengers of Peace Network aims to support Scouts in the 'learning by doing' process of four steps:

Explore and research about local problems, people in action and good practices.

Identify your motivation and talents. Choose a field of action. Select useful knowledge, skills and ideas to apply.

Inspire

Learn & Decide

4
Steps to become a Messenger of Peace

Share

Do

Share what you did, your experiences, outcomes and learnt lessons.

Plan your actions, execute, monitor, evaluate and report.

The four steps combine the basic principles of project planning that can be applicable to any community service action from good turns to more complex community development projects

The NSO will support adult leaders at all levels to be informed on how they can support young people in the process to become a Messenger of Peace, especially at grassroots level.

Similar to John and Ana, who have been active for some time in their local Scout Group and want to get into action to fulfil their 'Duty to Others'. Scout Leaders will try to inspire them with the following journey:

Get informed about Messenger of Peace and Culture of Peace

Ask your Scout Leader to support you

Experience the 4 Steps to become a Messenger of Peace

Inspire

Learn & Decide

4

Steps to become a Messenger of Peace

Share

Do

Reflect with your Scout leader on your 4 steps journey

You have become a Messenger of Peace. Now you can wear the badge and inspire others.

MESSENGERS OF PEACE

Steps to become a Messenger of Peace

Step 1 – Inspire

The first step is to 'Get inspired', and later to 'Inspire'. With this first step Scouts should be introduced to the Messengers of Peace initiative, the elements of Culture of Peace and how to experience the three dimensions to crate positive change.

Later, they will explore community issues and SDGs and contact the local Scouts and the Messenger of Peace Network in the country. They will also discover a wider international Scouts Network - the Global Network of Service. At this stage, they can also explore and discover people and initiatives taking place around their own local community, ways other people have come out with to tackle specific problems and best practices already in place that can be adapted to the local context.

What Scout Leaders can do…

- Introduce them to the four steps to become a Messenger of Peace.
- Introduce them to the Global Network of Service via social media and scout.org
- Introduce them to the SDGs and how to contribute to them.
- Encourage them to get in contact with community members and explore what could be a relevant issue to tackle.
- Identify objectives from personal progression and agree on them.

What national teams or Messenger of Peace National Coordinator can do…

- Organize a workshop about the Messenger of Peace or Better World Framework to inform leaders about ways to inspire Scouts.
- Promote extensively the use of Scout.org among Scouts and adult leaders.
- Get in contact with the international Scouts network.
- Establish contact with external partners to support local projects.

From a project management perspective…

PROJECT PLANNING

This is the moment to **identify community needs**, contact community members to understand what their interests are, gather information about your ideas, explore innovative and sustainable solutions already in place, begin imagining the positive change you want to achieve.

FAQ

How to identify community needs?

Find the opportunity to talk to the persons you want to help – this is the best way to discover their needs. You can arrange some one-to-one interviews, conduct some surveys, visit community centres. Observing the area or the situation is another way to identify local needs in your neighbourhood, but whatever action you want to take, get involved with the beneficiaries and with the nearest community members.

Here are some inspiring examples:

STORIES
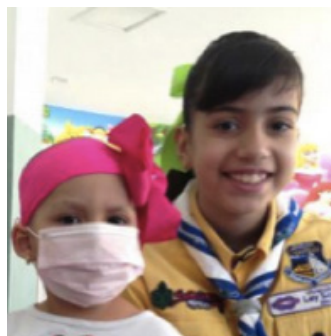
Mariana giving her hair to make wigs for children affected by cancer

scout.org/node/43144

Outcomes
More than 152 children received hair braid donations of elaborate wigs.

People are saying
"I started my campaign because I want girls suffering from cancer to receive a very nice hair wig and get motivated and have hope to endure the illness." - Mariana, Mexico

Scouts from Africa are taking action to ensure food security in their countries

scout.org/node/61296

Outcomes
Scouts in 11 countries learnt how to start and maintain crop species and generate income from their effort.

People are saying
"I appreciated the theoretical Food For Life training but I could not imagine what the scope of the project could be. It was only during the practical implementation that I started to see the importance of all the work we did and that really fascinated me." - Judicial, Burkina Faso

Inspired by a group of Scouts in the Interamerica Region, more than 33 countries joined efforts to plant trees around the world

scout.org/node/59881

Outcomes
66,000 trees were planted in 33 countries.

People are saying
"We are not interested in getting recognition or credits for what we started. For us, the main issue is to get more trees planted around the world to prevent more damage to our environment." - Damian Bacarini. Argentina.

Other young people and organisations are...

lifevestinside.com

globalcitizen.org

ureport.ug

4
Steps to become a Messenger of Peace

Inspire · Learn & Decide · Do · Share
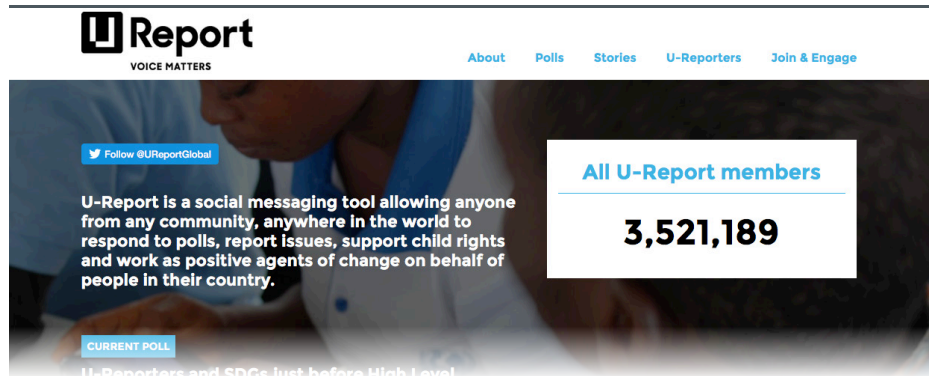
STEP 2 - Learn & Decide

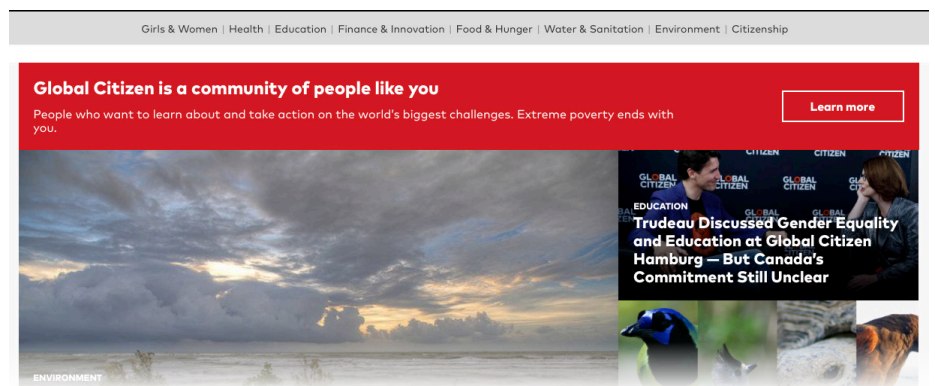In this step, Scouts will focus their attention on specific fields of action and concrete activities to achieve specific outcomes for positive change. It is the moment to identify what talents and skills they can offer and what new knowledge they need to acquire. It is the time to plan the resources they will need.

During this step, Scouts should contact community members more closely to define common goals. It is also the time to find partners to join the effort, from local Scouts to the international community.

What Scout Leaders can do…

- Support Scouts to analyse all the information gathered.
- Support Scouts to identify a specific field of action.
- Help Scouts to define the impact they want to achieve with the community development action.
- Provide support in the planning process: time, resources, budget, monitoring.
- Help Scouts to identify knowledge and skills they need to acquire to succeed in the project
- Provide feedback on Scouts' personal progression.

What national team or Messenger of Peace National Coordinator can do…

- Provide information about specific organizations willing to support the project and provide support in contacting them.
- Provide information about the Messenger of Peace fund if needed.
- Organize workshops on project management for Scouts and Scout leaders.
- Make links with international Scouts willing to support the project.

What types of community development actions?

- Good turn: every time an individual scout does a good turn to help others. This could be in various forms: helping someone to carry heavy items, cleaning up after using a place, being kind with someone who needs motivation or supportive words. Most of the time, no resources are needed.
- Service activities: most of the time, these start with a good turn, but service actions need either more time, resources, or help. It is possible to plan the impact being aimed at to make it easier to define what resources will be needed. Use tips from project planning to calculate time, cost, and ways of monitoring your progress.
- Service projects: Projects are defined as collaborative efforts involving many disciplines. Normally these are planned in detail to achieve a goal or several objectives. In this case, many people from different backgrounds and organizations will invest time to plan, organise, and execute a project.

PROJECT PLANNING

From a project management perspective…

This is where we start **planning**. Choose your field of action from SDGs. Together with community members, define the impact you want to achieve. Define SMART objectives in collaboration with community members and stakeholders. Define specific plans and activities to achieve your goals: time plan, budget plan, resources plan, monitoring plan.

REMEMBER

SMART objectives are:

(George T. Doran)

Specific – target a specific area for improvement.

Measurable – quantify or at least suggest an indicator of progress.

Assignable – specify who will do it.

Realistic – state what results can realistically be achieved, given available resources.

Time-related – specify when the result(s) can be achieved.

?
FAQ

Most common questions

How can I propose a project?
If you already have an idea for a project, do not wait too long to present it to the potential beneficiaries. Do not be afraid if you do not have all the details because with their help and feedback, you can improve or complete it in the process.

How will community members and partners get involved?
The most important factor is to get the community involved in specific roles. You can decide together what the level of involvement and interaction each member will have when you are planning the goals and phases of your project.

How do I obtain funds for my project or request for the Support Fund?
If you are looking for resources or financial support, contact your NSO. They will provide you with more information or alternatives to obtain the resources needed for your activity.

You can also look for help and resources from:

- Friends or friends of a friends.
- Asking for support from experts with specific resources or skills they have.
- Local businesses or local brands
- Will be more willing to support you with resources in kind (such as providing you the products they already have).
- Local government & agencies
- You can get support by linking your project with an existing Programme.

STEP 3 - Do

Time to ACT and get plans going. Scouts will finally get their hands on the activities and projects they have been planning.

What Scout Leaders can do…

- Support Scouts in monitoring the plans and activities.
- Provide support to maintain good quality.
- Provide feedback on the progress of the project and activities.
- Recognise and encourage good practices.
- Evaluate the outcomes of the project.
- Celebrate and recognise efforts.
- Provide feedback on personal progression.

What national team or Messenger of Peace National Coordinator can do…

- Support the execution of the project with available resources, whenever possible.
- Visit the project whenever possible.
- Disseminate information about the project if required.
- Send calls for action to other Scouts if relevant.
- Celebrate and recognise efforts.

From a project management perspective…

PROJECT PLANNING

This is the **execution** time. A good project organises its actions in different phases. The most common phases in a project are: initiation, planning, execution, monitoring, and closing. Initiation and planning are done in Messenger of Peace STEP 2. Some tips on what to keep checking on during the execution.

	Execute	**Monitor & Evaluate**	**Report & Close**
Before the activity starts	• Review if your resources are ready for each phase.		
During the execution of activity	• Execute the agreed actions. • Take some videos and pictures. • Register testimonials.	• Monitor the progress of each activity, timeline, budget, and resources. • Monitor the quality of the results and outcomes. • Document statistics and progress.	• Report the progress of each action. • Report the end of an action. • Register the outcomes of each activity. • Share with the Network.
After the activity is completed	• Gather people to present the final report and outcomes. • Recognise efforts of the people involved.	• Evaluate the plans and budget. • Measure impact. • Note lessons learnt.	• Make a final report of the entire project. • Present the final report and share with the Network.

Execute

During this phase, the most important thing is to monitor the plans and progress of each action. Based on the objectives, timeline, and budget, you and your team will make the dream become a reality one action at a time. Do not worry if you need to adjust the original plan – it is natural and common.

Talk to the people involved, seek advice from your leaders and make the required decisions. Keep your objectives in mind when making the adjustment and do not be afraid to change the course of action if this will improve the quality of the results.

Monitor and Evaluate

During the deployment stage and at the end of your project you need to track if things are happening as planned and make some adjustments if necessary. You will also want to know if you are achieving the set goals and objectives. Monitoring and evaluating the project can be done via meetings and/or via written communication. Here are the elements you need to consider when evaluating and monitoring your project:

Types of community development actions – How to measure impact

Good turn: As this is more of a spontaneous intervention it will be difficult to document your impact but you can still describe what motivated the intervention and what kind of help you provided. If possible, get a good picture of the result.

- **Time invested:** try to calculate the time you invested in your good turn.

Service Activities: Document the before and after situation with pictures, videos, and testimonials.

- **Time invested:** Count the time invested to plan the activity and the time during the activity itself.
- **Supporters involved:** Depending on the complexity, keep record of who and how many people got involved in the process.
- **Beneficiaries:** Keep record of how many people benefited from your activity. Gather their impressions of the results of the activities.

Service Projects: Define the impact you want to achieve in advance. Document the situation before your intervention with pictures, videos, and interviews. Keep track of the changes during the process in the same way. If necessary include other methodologies to monitor impact.

- **Time invested:** Count the time invested in the different phases and different activities: planning, execution, monitoring, and evaluation to plan the activity and the time during the activity itself.
- **Supporters involved:** Keep record of who and how many people got involved in each phase and each activity.
- **Beneficiaries:** Keep record of how many people benefited from your activity. Use different methodologies to document the relevance of the project.

Recognising Efforts

It is very important to recognise and celebrate the efforts of the people who have helped you in a project. You can design different ways to recognise the efforts of your team, your friends, and the members of your community with the support of your Scout leaders and your NSO. Anybody can be a Messenger of Peace.

This is very important as it will keep young people, adults, and other community members motivated. Remember, when you acknowledge people's contribution, they feel energised to start something new and become Messengers of Peace as well. For people, outside of Scouting you can use certificates or gifts as a token of appreciation.

External recognition – It may be possible for you, your team, or your community to gain the recognition of other organisations. Celebrate and welcome it, keeping in mind that this is an opportunity to inspire others to do the same.

Report and Close

Each activity will come to an end and a report will be required. This can be an verbal report provided during a meeting or a written one presented to Scout leaders and the people involved in the project. Once your project is complete and all actions have been carried out, gather all the information and previous reports, compile and present them to your Scout leaders, sponsors and beneficiaries if required.

Most common questions

Are people outside of Scouting allowed to join my project?
Yes. You just need to ensure that they understand their responsibilities and duties related to their participation. Keep your Scout leaders informed about new people joining the project.

Can I give recognition to people outside of Scouting? Yes, they were part of the effort and they deserve to be recognised. Do try and find creative ways to make them feel special.

Can I organise a project where I am the only Scout involved?
Yes. The satisfying part about this is that the others involved who are non-Scouts can be Messengers of Peace as well. This means you did a good job inspiring them. They may even like to become a Scout!

Can I make changes during the execution phase?
Most projects require some adjustments. Keep the beneficiaries and partners informed and ask for their feedback. The most important thing is to maintain the quality of the project to fulfil the objectives.

STEP 4 - Share

Time to **SHARE YOUR STORY** and get inspiration rolling. Once you have finished your activities you can use different ways to spread the voice of results, outcomes, learnt experiences and beneficiaries impressions.z

What Scout Leaders can do…

- Encourage Scouts to share their stories with the community in different ways.
- Monitor Scout.org to support writing an attractive and compelling story.
- Support other ways to share impact and outcomes via local media and social media.
- Encourage Scouts to inspire others.

What National Team or Messenger of Peace National Coordinator can do…

- Share the story with national and international Scout networks.
- Exchange good practices with other leaders and countries.
- Organise 'Share the Story' workshops for Scouts and leaders.

From a project management perspective…

PROJECT PLANNING

This is the time to **report** At this point the actions have concluded and it is possible to measure the impact based on the planned outcomes. Use as much information as you can to document the actions taken during the execution of the project, how the resources where used, the best practices identified, and the lessons learnt in the process.

How to share the story to inspire more action

In Scouting, we learn to help others without expecting any reward or recognition. This is a fact and is the way we do things. Nevertheless, we need to be aware that whatever we do to help others is a new story that we need to talk about and share with others. Sharing your story is important because it:

- **Provides answers and ideas** that others are looking for. Like you, they are trying to create a service project. Reading what you did will provide them some tips for their own project.
- **Helps others to believe.** Some people are interested in making a positive change but they do not know where to start. Looking at your pictures and reading about what you did can give them a hint of what to do.
- **Celebrates the efforts** of those involved and allow others to celebrate the achievements of your community as well.
- **Multiplies its impact.** Your project made an impact on the local community and on the beneficiaries as well. Sharing your story is an opportunity to inspire others to help and make a difference in their own community.
- **Is inspiring.** Stories about good things attract people and make them want to be a part of it. Sometimes people are afraid to try something new but reading about your experience can encourage them to do the same, demonstrating that it is possible to help others if we really want to.

How to share

- Word of mouth – talk about your project with your friends
- scout.org
- Social media
- Local media (TV, radio, newspaper)

What to share

- guidelines, manuals and tutorials
- Project plans and how to replicate
- Pictures, videos, art, designs
- Service hours, impact
- Lessons learnt, best practices
- Results and testimonials

Most common questions

Can I share my project even if it is not completed yet?
Yes, and we encourage you to share right from the start. Feedback is always useful to improve the execution of your project. For example, if your story is on Scout.org, you can always return to the website and provide an update on the project.
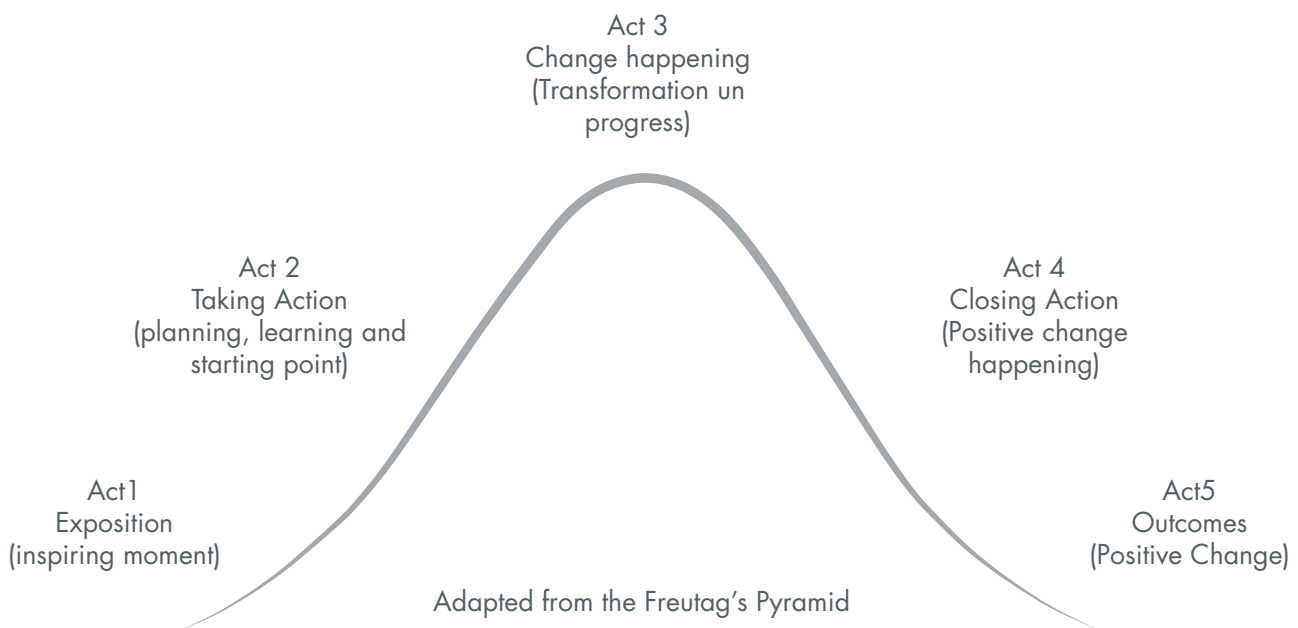
What if more than one person uploads information about the project on scout.org? It is all right if more than one participant or beneficiary shares the project online or on Scout.org. Each of them would have his/her own experience and a different perspective to share. However, do try to avoid recording duplicate service hours.

Crafting a good story

If the aim of Messenger of Peace is to spread a Culture of Peace in local communities, more people beyond Scouting is required to engage in community development actions. Often, people have the willingness to engage in community development actions, but they need a bit of inspiration to leave their comfort zone. This is where storytelling becomes crucial because it becomes the source of inspiration the human spirit needs.

The purpose of sharing the story about a community development action is to capture the attention of the listener to the extent they want to be part of the story themselves. So the narrative of the story needs to bring them within the context of the local community and help the audience to get to know the characters: Scouts, community members, and beneficiaries.

There are many ways to tell a good story, one of the most effective ones is the following:

Act 3
Change happening
(Transformation un progress)

Act 2
Taking Action
(planning, learning and starting point)

Act 4
Closing Action
(Positive change happening)

Act 1
Exposition
(inspiring moment)

Act 5
Outcomes
(Positive Change)

Adapted from the Freutag's Pyramid

Act 1 Exposition – Describe the details of the starting situation, where the story is happening, the motivation for the action, who the characters of the story are.

Act 2 Taking Action – How characters started to act and how they worked together to overcome challenges in the process.

Act 3 Change Happening – First glimpses of transformation happening, what characters are doing to achieve the goal.

Act 4 Closing Action – Action is coming to an end, what are the lessons learnt, who became heroes in the story and why?

Act 5 Outcomes – Describe the positive change achieved and how the beneficiaries and characters feel about it. Share statistics.

The story can take the form of a video, a written article, an attractive audio-visual presentation with graphics and music, etc. Some tips for a good story may be found in this link: scout.org/writeagoodstory.

An Institutional perspective

Ultimately, telling the story of Scouts engaged in the resolution of community issues is also about promoting and expanding the image of Scouting. Allowing partners and stakeholders to understand the relevance of their involvement and support provided to youth and the NSO is an opportunity to share the impact of Scouting in society.

Be more strategic in describing the story by providing some meaningful statistics, evaluation of objectives, return of investment, and registration of the situation before and after the event. Telling the story opens the window to developing strong and sustained partnerships for the future.

Sharing Scouts stories inspires more young people and community members to construct sustainable societies and to create a better world.

The Messengers of Peace Badge

The Messenger of Peace Badge is the recognition element that acknowledges that a Scout has experienced the four steps (Inspire, Learn & Decide, Do, Share) to become a Messenger of Peace. It is a worldwide badge to acknowledge efforts and actions taken to spread the Culture of Peace in the local, as well as throughout the international community. The Messenger of Peace Badge is presented to Scouts from all four sections after a Scout completes all four steps.

The Messengers of Peace Badge is the official recognition of young people's actions. The Badge is an acknowledgement of one of many steps towards becoming an active citizen. It is presented to Scouts from any of the four sections by the Scout leader responsible for monitoring his or her personal progression.

Cubs Section (Under 11 years old)

- Learn about the Culture of Peace in a Scout meeting.
- Talk about and put into practice different habits related to the Culture of Peace with family, close friends, in the house, at school and with the pack.
- Experience the four steps to become a Messenger of Peace with the pack and the support of parents, Scout leaders, and friends.

Scouts Section (From 11 to 15 years old)

- Learn and explore the Culture of Peace through Scouting, through online resources, or in any other environment.
- Discuss the elements of Culture of Peace with the patrol, the family, and community members.
- Experience the four steps to become a Messenger of Peace with the patrol or Scout unit, with the support of Scout leaders, and other community members.

Venturers and Rovers Section (Above 15 years old)

- Learn about and promote the elements of the Culture of Peace with Scouts and other organizations.
- Experience the four steps to become a Messenger of Peace with Scout friends with the support of Scout leaders, other community members, and external organizations.
- Participate or coordinate actions where the elements of the Culture of Peace are discussed and promoted.
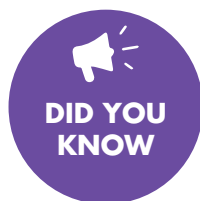
Each NSO is entitled to define the specific criteria to monitor and evaluate the practise of the educational objectives and the way to present the Messenger of Peace Badge as a recognition element, matching the national Youth Programme agenda.

We encourage Adult Leaders to use the Messenger of Peace Badge to raise awareness among Scouts about the importance of a Culture of Peace and of helping others.

DID YOU KNOW

SECTION 5
THE MESSENGERS OF PEACE NETWORK

The Messengers of Peace Network

The Messenger of Peace Network is integrated by all Scouts and non-Scouts who wish to contribute with their individual or collective actions to spread a Culture of Peace through service actions for community development.

There are many other networks among Scouts who get together for varied interests and join efforts for different causes like the Scouts of the World Award Network, SCENES Network, etc. All of us together conform to the Scouts Global Network of Service that Baden Powell dreamed of.
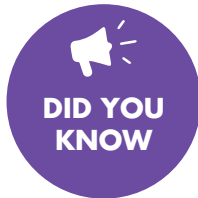
The Network activates by using two pathways:

- A **human network** integrated by Scouts acting in the field, joining efforts with other people to help others, inspiring people face to face, and supporting the dissemination of information and practical resources. This network is supported by teams organized in the NSO or regions. The human network incorporates Scouts and non-Scouts collaborating for sustainable development.

- We also have a **virtual network** where Scouts from the same or various nationalities connect by sharing their stories of success, exchanging their experiences, asking for support or resources from other Scouts, and inspiring people with their ideas.

How do we build the Network?

The Network keeps active each time we invite someone to take part in our projects to help others.
Every time you share a story, you contribute to inspire others with your example.
Ask them to learn more about it, look at your page, or go onto the platform.

When young people and adults learn about your community development actions and WHY you are helping your community through service, it is a good way to reach out to people. You can tell your story to your Scout friends during gatherings, meetings, or other forms of getting together.

By including games, training sessions, and activities related to conflict solving, youth empowerment, dialogue, or any peace-related activity in your gatherings, weekend Scout program, regional, local or national events, you are helping to build the network.

Staying connected

The network stays connected with the use of social media and IT resources with the support of national and regional teams. To stay connected, the Virtual Network uses various tools:

- Team gatherings;
- Online coordination;
- scouts.org – create your profile so you can inspire others with your stories of good turns and helping others;
- WhatsApp platform – maintains contact and coordination between teams and regions;
- Facebook, Twitter, Instagram, and other social media channels.

Young people, adults, volunteers, Network leaders, Network coordinators, and WOSM staff will share information, content, and knowledge to increase the impact of your achievements.

guidelines will be sent to NSO's, Network leaders and Network coordinators to manage, promote and support the local networks.

Tutorials, content, and stories will be shared directly with young people and volunteers through platform and social media networks. Service actions will be suggested, accomplishments, news, and events will be updated to keep you informed.

Recognising efforts

Keeping people motivated is one of the most important factors in building a sense of achievement and ownership. Recognition is a human need and so it is important to invest time and resources to arrange the proper level of recognition in proportion to the effort carried out, at the time when it is meaningful to make people feel valued. It also becomes a source of inspiration. To recognize efforts you can use:

- **Messengers of Peace ring Badge**
  The ring badge presented to a beneficiary of the Scouts Movement should be presented as a recognition related to the personal progression of the young person, at the discretion of their member organization and based on the Youth Program policy followed in your country. NSOs are requested to include the ring badge in their uniform manuals to orient Scouts how to use it in their countries. It is produced by the official World Scout Shop and can be purchased online. Wearing the ring badge inspires other Scouts to start getting into action with their own projects. Tell them your story and help them to find out what they can do for their community.

- **Messengers of Peace blue Scarf**
  This scarf is given to the committed Messenger of Peace Ambassadors, Network coordinators, Regional Messenger of Peace team and chief Scouts. The Messenger of Peace Blue Scarf will be presented to any Scout, volunteer, or professional Scout who shows great commitment and/or outstanding service towards the Messenger of Peace aim. Any Scout can be awarded the honour of being a Messenger of Peace Ambassador by the Messenger of Peace team in the local NSO.

- **Messengers of Peace ribbons**
  This is given to any Scout or non-Scout who expresses the desire to become a Messenger of Peace. The ribbon can be used to promote the Messenger of Peace Network in local and international activities such as camps, gatherings, Scout meetings, and service activities. Express your commitment by using it with or without the uniform. Present the ribbon in a significant one minute conversation inviting the user to inspire other people to do good deeds.

- **Messenger of Peace green Scarf**
  This is presented or acquired by any Scout or non-Scout, volunteer, or professional Scout who shows great commitment and/or outstanding service towards Messenger of Peace aim. Any Scout can be a Messenger of Peace Ambassador. It is produced by the official World Scout Shop and can be purchased online.

- **Other recognition items**
  NSOs are encouraged to produce certificates or other recognition items to present to Scouts or non-Scouts, institutions, local governments, or other entities who collaborate in community development actions.

If your NSO wants to produce any of these items locally, check the Messengers of Peace Identity Guide on this link scout.org/node/22787 and get in contact with the World Scout Bureau to assess how to get a non-commercial or commercial license.

Messengers of Peace Hero

This recognition acknowledges individuals who have contributed significantly at the national and global level towards community development, promotion of dialogue, relief in times of need, and promoting peace values as active citizens through service actions.

It recognizes that individual engagement and interaction of young people with their local communities can assist in addressing local issues and raises awareness of the individual role in creating a better community, in the six Scout regions. The Messenger of Peace Hero encourages Scouting communities to join efforts with local, regional, or global members to address community issues affecting the quality of people's lives.

Promotion and capacity building

Scouts will be able to produce relevant interventions towards community development if they have access to pertinent and actual information, practical tools, and proactive support from adult leaders.

NSOs are encouraged to promote and disseminate the purpose of the Messenger of Peace Programme and Network among the following:

Some suggested formats

- **Traditional media interventions –** to communicate the objectives of the Programme and network as well as describe how community members can join Messenger of Peace ongoing actions implemented in the local community or at national level;
- **Calls for action –** to mobilize resources to contribute toward the purpose of inviting Scouts to undertake specific actions;
- **Informative campaigns –** to raise awareness, educate, or feature specific content with the use of social media and marketing tools to advance specific knowledge;
- **Training experiences –** to provide information, develop skills, and building capacity in young people and adult leaders about the Messenger of Peace and interconnected topics.
- **Elevator speech –** to quickly spread the message to inspire action. This means that you have from 30 seconds to one minute to inspire someone to get involved with Messenger of Peace, your project, or your cause. What would you say to catch their attention? What concrete impact can you share with them, what is your motivation? Why should they get involved with your initiatives?

Messengers of Peace National Team

The Messenger of Peace National Team is a group of people, whether staff or volunteers, dedicated to supporting the implementation of the Messenger of Peace Programme and the activation of the Messenger of Peace Network at the country, regional, and global level. This team also ensures the partnership of Messenger of Peace with local, regional, and World Scout Programmes adopted by each NSO.

Ideally the Messenger of Peace Programme and Network team is integrated in the Youth Programme National Team. This is to keep the Messenger of Peace connected with the educational agenda and other educational programmes in place in the country.

However, each NSO defines how and where this team is connected within their own structure to ensure maximum reach and dissemination of the objectives. The team becomes a point of contact and support between Scouts, their NSOs, other Scout Regions, and the Global Network.

The team is led by the **Messenger of Peace National Coordinator** appointed as part of the National Team. He or she becomes the official point of contact to follow up and oversee the progress of the Messenger of Peace Programme and Network. Other members of this structure are essential to keep the team working as a well-coordinated whole.

Scout Leader

Messenger of Peace National Coordinator

Regional Messenger of Peace Team

Online Community

Local Community
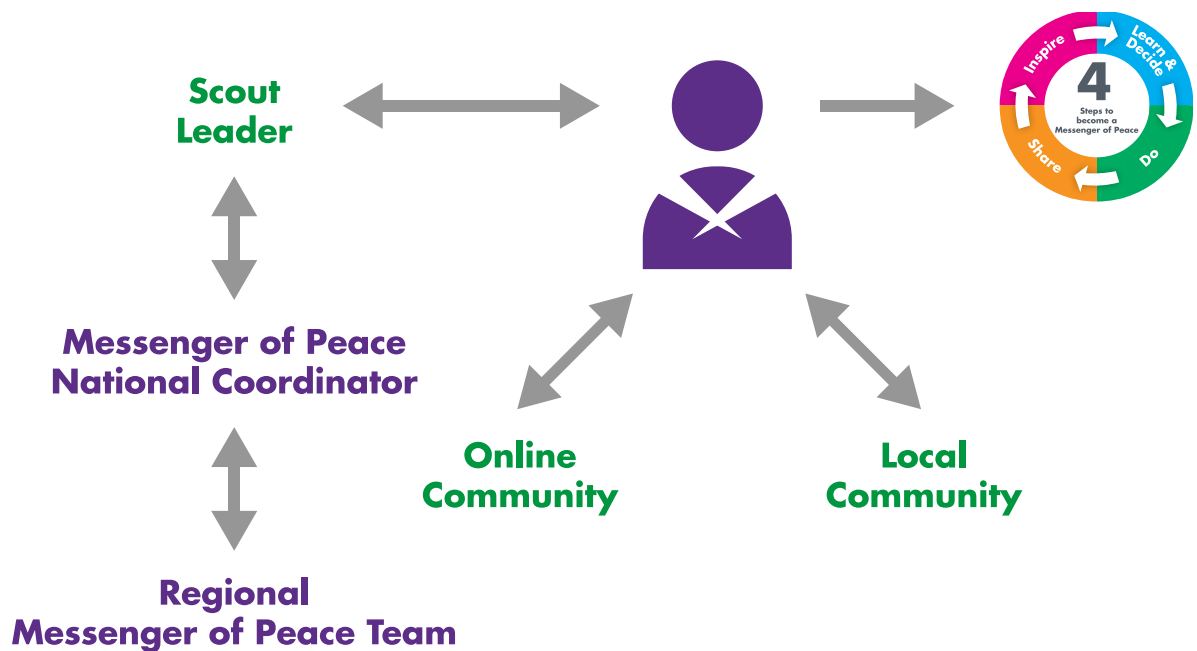
Many other roles in the community can support the implementation of Messenger of Peace in the country; their expertise should be recognised as important in the task of keeping the Scouts network connected and motivated.

- Graphic designers
- Media experts (photographers, video recording/editing)
- Content creators
- Researchers
- Social media monitors & moderators
- Story tellers
- Trainers and promoters
- Project managers

All these roles are needed as collaborators so that the project succeeds in reaching out to more people. You do not need all of them in the beginning to start your team; with only one or two you can start the patrol. Members of this team become Messengers of Peace Ambassadors.

Messengers of Peace Ambassadors

The Messenger of Peace Ambassadors are appointed by the NSOs and they assume specific responsibilities to support and promote the Messenger of Peace Programme objectives and goals.

- He or she has a specific role and time frame endorsed by the NSO. Chief Scouts, International Commissioners, and presidents of NSOs are encouraged to commit to and inspire their members;
- He or she is a testimony to the values of a "Culture of Peace", dialogue, and advocates for social entrepreneurship;
- He or she acts as a resource person and inspiration for young people to promote a Culture of Peace and community service.
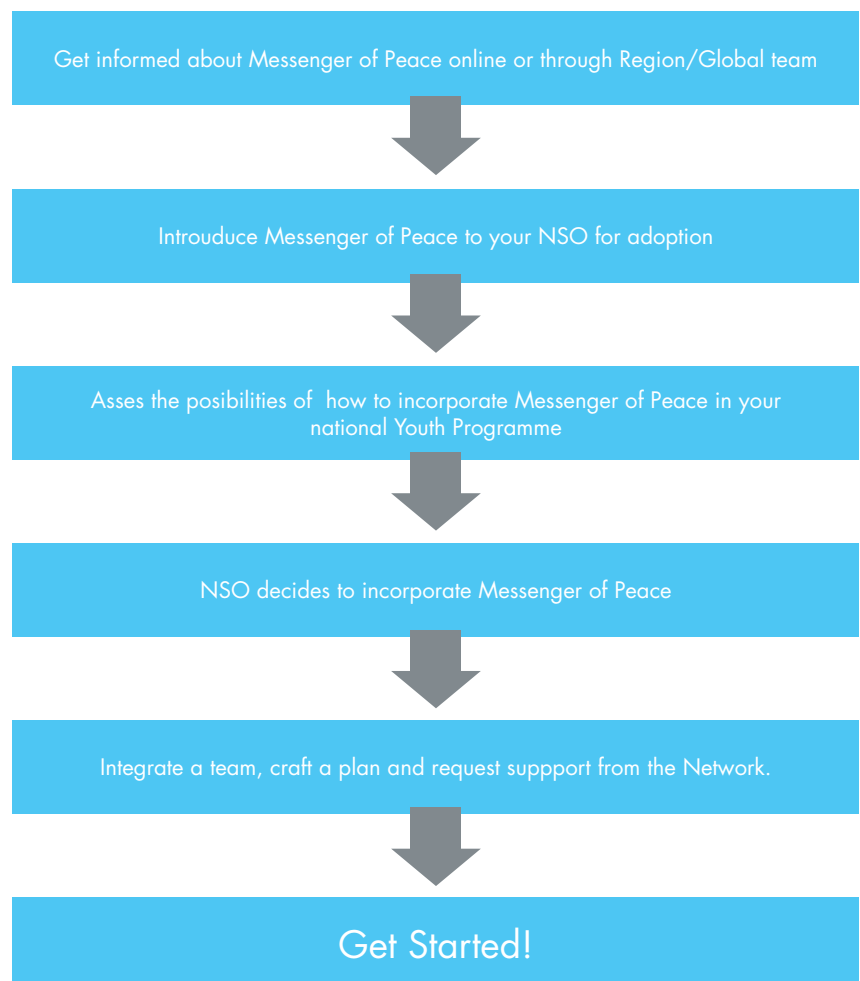
Regional Messenger of Peace team

This team is integrated by the Regional Messenger of Peace Coordinator and any other staff or volunteer appointed by the region to support the implementation, promotion, and dissemination of regional goals, objectives, and plans related to Messenger of Peace and its collaboration with other regional initiatives.

Getting started

Each NSO is entitled to define the best way to implement and integrate the Messenger of Peace Educational Programme and Network in their own plans or agenda. The Educational Programme element provides a learning experience approach to Messenger of Peace. The Network enhances the impact of any individual or collective action because it helps to bond Scouts through a sense of the Global Network of Service.

The best approach is to discuss and assess the different options in collaboration with the national team members including the youth representatives. We provide here a suggested checklist that you can use to plan what steps to take and how to get started. Together, define what could be some Success Indicators for you to start implementing Messenger of Peace in your NSO.

Get informed about Messenger of Peace online or through Region/Global team

↓

Introuduce Messenger of Peace to your NSO for adoption

↓

Asses the posibilities of how to incorporate Messenger of Peace in your national Youth Programme

↓

NSO decides to incorporate Messenger of Peace

↓

Integrate a team, craft a plan and request suppport from the Network.

↓

Get Started!

This list is compiled from the experiences of different NSOs who have already implemented it. Each NSO has had a different way to start and implement this. You can use the Messenger of Peace Success indicators check list to help you find the right roadmap for your NSO.

The list of success indicators can also be applied if you want to start introducing Messenger of Peace with your Scout group, district, or province team.

Social Impact and Messengers of Peace

Social impact is considered as the **effect** of a Scouting activity on **individuals** and **families** within a **community** as well as on the Scouting members involved in planning and implementing this activity.

Scouting achieves the following levels of social impact:

REMEMBER

1. **Individual Scout level** the direct impact Scouting has on each member's personal development (skills and abilities) as well as their socio-emotional development (behaviours and attitudes) towards being better citizens;

2. **Community level** the impact that Scouts' actions have on overall improving the lives of people in that community;

3. **Institutional level including the national and international arenas** where NSOs/ WOSM take an active part in shaping the national debate and policies, such as on youth employment, environment, and gender equality.

These levels of impact interact and overlap; they are not isolated and together they contribute to creating active citizens worldwide!

The Messenger of Peace Initiative has impact on all three levels, but its primary focus is on the community level. The Messenger of Peace community development projects help Scouts understand better the needs of their communities and think creatively about solutions for them.

To help you with thinking about what impact your project can achieve in your local community, we have developed a framework for preparing projects which focuses on making sure that the link between your goals (the impact you want to achieve) and your actions is clear and tangible.

What are the needs/challenges in your community?
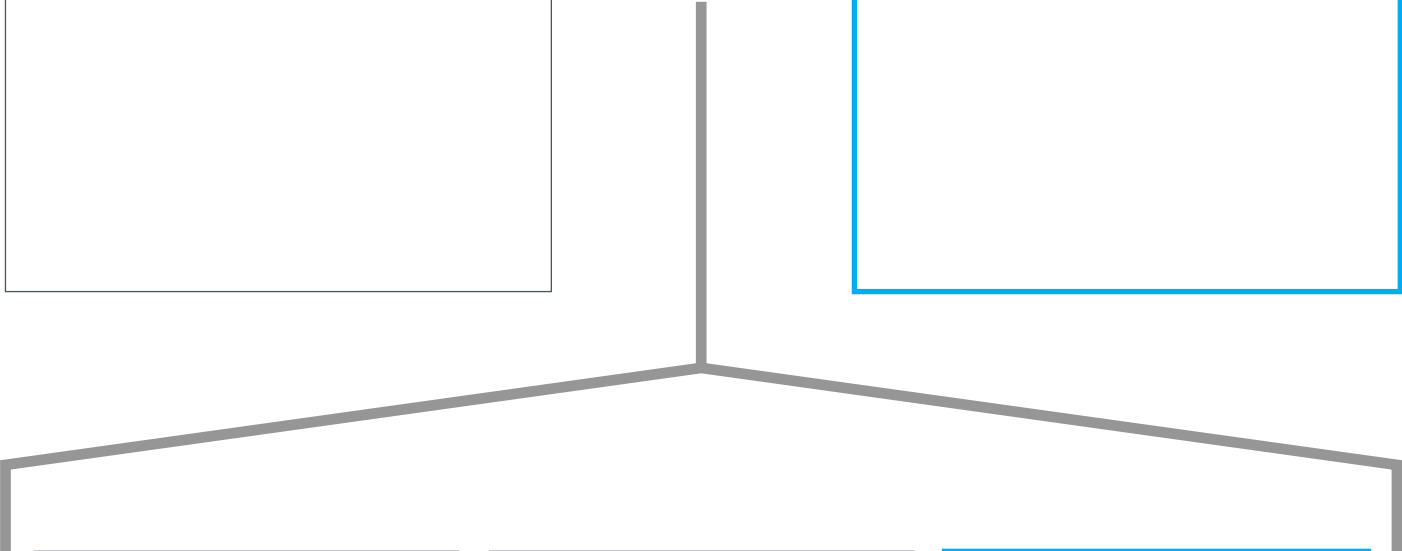
What is the change you want to see?

What steps do I need to take to solve the challenges?

What will be the results of these steps?

What will be the benefits for my community from these results?

1. Start with thinking about the needs/challenges of your community. What are they? List first all that you can think of, and then narrow down the selection to those that you want to address.

2. Next, think about your solution – what is it that you want to achieve? What do you intend to do to answer the need/challenge you have identified? Think about the big picture here; don't start defining your activities before you know what your goal is!

3. Once you have identified the needs and goals, move on to breaking down your project into activities. Define each of the activities as steps you need to take in chronological order.
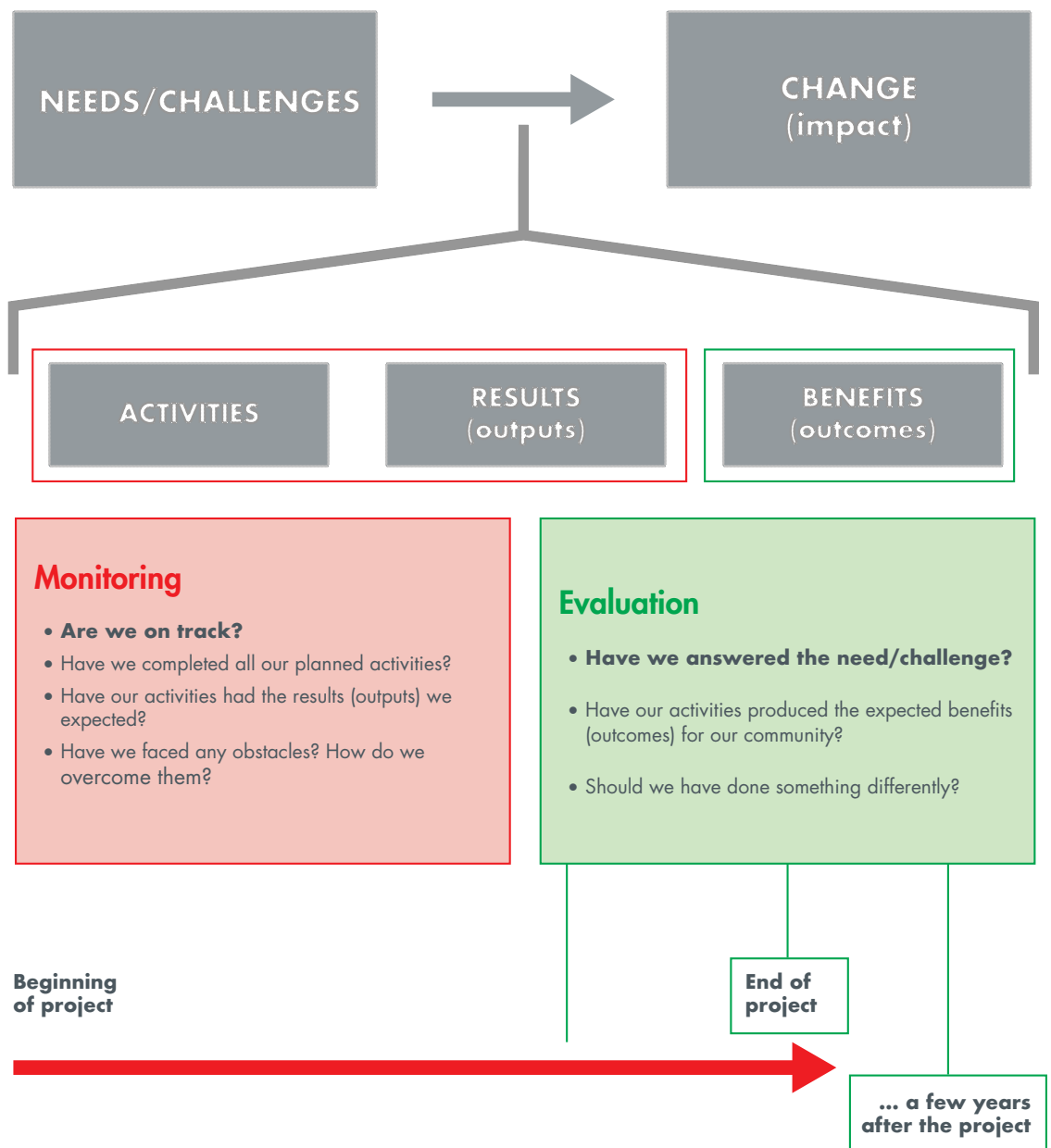
4. Next, it is time to define your outputs or the results of your activities. For example, if an activity is "organize training for Scout leaders in disaster risk reduction", then an output is the number of Scout leaders who attended and are now trained.

5. Your final step in preparing your project is to define what the benefits will be for your community from the planned activities and their results. Using the same example as above, your answer for this particular activity could be "the community will have more people educated about disaster risk reduction".

The framework presented in the next page will also help you in monitoring and evaluating your projects. Monitoring happens throughout a project; it is where you keep track of how successful you are in completing the activities and outputs you have outlined. In the evaluation, you should focus more on understanding whether you have reached the desired benefits for your community and if you have reached your project's goal.

Finally, during impact assessment, you should reflect on your project after it has been completed, possibly even a few years later. Find out if the results are still visible, i.e. if your project had a sustainable, lasting impact.

NEEDS/CHALLENGES → **CHANGE (impact)**

ACTIVITIES | **RESULTS (outputs)** | **BENEFITS (outcomes)**

Monitoring

- **Are we on track?**
- Have we completed all our planned activities?
- Have our activities had the results (outputs) we expected?
- Have we faced any obstacles? How do we overcome them?

Evaluation

- **Have we answered the need/challenge?**
- Have our activities produced the expected benefits (outcomes) for our community?
- Should we have done something differently?

Beginning of project

End of project

... a few years after the project

- The document should stress the importance of creating unity in the Movement through jointly registering stories or projects, best practices, service hours on one platform for the whole of WOSM.

- One of the benefits for NSOs should be that they can see trends (on a timeline) in their own development and in the growth of the number of service actions and Scouts involved.

- The potential of using stories in communicating the contribution (service) of Scouting to communities should be further stressed throughout the document.

- As a final comment, we should also look into what the benefits are for WOSM as a whole and for the WOSM region from having the registered stories, service hours, beneficiaries, resources, etc.

? FAQ

Service Hours to quantify the impact

Whenever a Scout helps another person, he or she is providing a service to the community. We Scouts do not seek any reward or recognition for ourselves. Scouts help others because it is part of our principles and values and because we feel good when we see others happy. Nevertheless, each action represents an amount of time dedicated to design, plan, or execute our good deeds and service actions. This amount of time can be measured to quantify the amount of time and effort that is needed to realize any action of service. To simplify the way of counting the amount of time we invest in designing, planning, and performing a good turn, a service action, or a service project we use a one-hour unit and we call it 'Service hour'.

The formula for 'Service Hour': To know the approximate amount of service hours an individual or any team invested in a project it is important to know:

- **Number of People (P)** - How many people participated in the good turn, service action, or service projects;
- **Time per day (T)** – How many hours during the day they invested;
- **Number of Days (D)** – how many days each of them invested in the service.
- Multiply the number of days (D), times the number of hours a day (T), times the number of people involved (P).

$$\text{TOTAL AMOUNT OF SERVICE HOURS} = (D) \times (T) \times (P)$$

When more than one organization is collaborating in one activity, you might need each of them to provide you with the total amount of service hours to have the overall total.

Quantifying impact - role of National Scout Organizations

The role of NSOs in monitoring the stories, impact, and the number of service hours registered is primarily in **promoting and encouraging the sharing of the community service activities** through their local leaders.

This can be done through:

- Including in their training sessions for leaders an explanation of the importance of registering service activities (and through them, service hours) as one method of proving the impact of Scouting in local communities;
- Promoting the registration of service activities at local and national events;
- Encouraging national leadership to reach out to local units to promote the exchange of service activities on scout.org and in person. It is important to note that this is not only the role of the Messenger of Peace national coordinator because the registry of service hours includes more than just Messenger of Peace actions. They also include SWA, WSEP, and many more national initiatives, as well as simple community service activities that do not fall under any World Programme.
- Providing ideas for units for community service;
- Encouraging unit leaders to refer to scout.org for inspiration towards community service;
- Encouraging unit leaders to tell the story of their Scouts' service on scout.org.
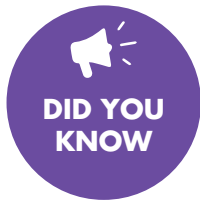
Benefits for National Scout Organizations

DID YOU KNOW

The National Scout Organizations benefit from monitoring service hours in two ways:

- They will be able to demonstrate their impact on the national level through the number of service hours done in their country and number of service activities organised;
- They will be able to use the statistics and collected stories about service activities for promoting the impact they achieve to external audiences and donors.

In more technical terms, the National Scout Organizations will have access to the following information through a dedicated page for each NSO:

- An up-to-date overview of all service hours registered in their country;
- The location of each of the service activities done in their country;
- Their ratio of service hours per member and service activities per member;
- Their ranking in the world in terms of their ratio of service hours per member;
- The topics of service activities in their country;
- The numbers of Scouts and non-Scouts participating in their service activities;
- A private list of activity registrants' contact details (email) for each service activity. These will not be publicly available on the dedicated page, but accessible upon request from NSO.

SECTION 6
OTHER RESOURCES

APPENDIX A
ACTIVE CITIZEN SELF-ASSESSMENT

This is a basic checklist for you to find out if you are progressing towards becoming an active citizen and Messenger of Peace

PERSONAL - Peace and Positive Change
Start with Me

I understand my role in the development of peace culture by practicing my values, acquiring knowledge and developing skills and attitude to integrate dialogue and understanding in my daily life.

☐ I express my personal commitment to contribute towards creating a culture of peace.

☐ I promote the culture of peace and positive change through my actions daily.

☐ I maintain a "permanent service" mind-set and empathy towards other people's needs.

☐ I learn new skills and attitude related to peace culture, social entrepreneurship and community service.

☐ I understand my role as an active citizen in my community.

☐ I participate in community service initiatives within the Scouts Movement or with other organisations, assuming leading roles or as part of a team.

☐ I decided to commit to be a "Scout Peace Ambassador" or "Messenger of Peace Ambassador".

COMMUNITY BASED - Peace and Positive Change
happens in my community

I assume an active role in my community, taking the first step to help others and join efforts with local or international actors to address local issues.

☐ I seek to understand the local issues and needs of people in my community.

☐ I join efforts with my community to address our local issues.

☐ I take part in activities other Scouts or people organize to help improve the development of my community.

☐ I explore and identify good practices related to local issues, with the help of local or international communities to enrich my individual understanding of possible solutions.

☐ I identify and commit with local community interest groups, causes and institutions to better understand the reality that exists within local communities.

COLLECTIVE RESULT - Peace and Positive Change resulting when working together
I promote a global sense of friendship, international cooperation and understanding, fostering the discovery of new perspectives by sharing ideas with others.
☐ I invite others to contribute their skills and knowledge, and join any community service initiative. ☐ I join efforts with my community to address our local issues. ☐ I get involved and work together with local communities to find possible solutions for issues/actions they have identified. ☐ I ask for help from people who know more than me and from potential partners within my community. ☐ I share my ideas with members of the community to identify possible solutions for local issues. ☐ I keep in touch with people interested to help and get involved in my project, keeping them informed about the progress. ☐ I recognise the efforts of people helping me with my project.

APPENDIX B
MESSENGER OF PEACE
NATIONAL SCOUT COORDINATOR

Job Description

This job description includes suggested and desirable criteria to recruit and activate the Messenger of Peace National Coordinator. Use this as it is or as a reference to create the one that suits your own national structure.

Objective	To coordinate within the NSO and applicable regional office for the effective implementation of all aspects of Messenger of Peace.
Responsibilities	1. Advance mission of Messenger of Peace the NSO. 2. Communicate within the NSO and with the applicable Regional Office regarding all aspects of Messenger of Peace. 3. Develop and oversee a team of volunteers and leaders to ensure the appropriate and effective use of the online Messenger of Peace Platform. 4. Identify needs-based capacity building and institutional strengthening requirements of the NSO and develop Messenger of Peace projects for possible funding. 5. Coordinate the efficient implementation of Messenger of Peace projects, activities and initiatives, including reporting and Messenger of Peace platform statistics. 6. Deliver Messenger of Peace orientation, training and promotional activities within the NSO and share "best practices". 7. Oversee and actively participate in the animation of the regional Networks with the support of social media and other resources. 8. Remain updated on Messenger of Peace initiatives by studying Messenger of Peace Programme guidelines and information available on Scout.org or regional websites
Term of appointment	In accordance with national terms. Renewable (3 years suggested)
Report To	Chief Commissioner/Chief Scout Executive (NSO to designate)
Personal Profile	1. Able to communicate in English, oral and written form 2. Ability to lead multigenerational and multidisciplinary teams 3. Result oriented and good social skills to work with volunteers 4. Ability to develop project proposals and prepare reports 5. An active member of NSO 6. Possesses good relationship and communication skills

APPENDIX C
MESSENGER OF PEACE
NATIONAL TEAM MEMBER

Job Description

This job description includes suggested and desirable criteria to recruit and activate the Messenger of Peace team. Use this as it is or as a reference to create the one that suits your own national structure.

Objective	To coordinate within the NSO the implementation of all aspects of Messenger of Peace understanding it as a Global network for action, to empower young people to become leaders for change in their communities, through service.
Responsibilities	1. Advance mission of Messenger of Peace within the NSO. 2. Communicate within the NSvO regarding all aspects of Messenger of Peace. 3. Develop and oversee a team of volunteers/professionals with the Messenger of Peace national coordinators to ensure the appropriate and effective implementation of Messenger of Peace in the NSO and the proper use of the online Messenger of Peace platform and social media networks for local purposes. 4. Identify needs-based capacity building and institutional strengthening requirements of the NSO's and develop Messenger of Peace projects for possible funding. 5. Coordinate the efficient implementation of Messenger of Peace projects, activities and initiatives, including reporting and Messenger of Peace platform statistics. 6. Deliver Messenger of Peace orientation, training and promotional activities within the NSO and share "best practices". 7. Remain updated on Messenger of Peace initiatives by studying Messenger of Peace Programme guidelines and information available on Scout.org or regional websites. 8. Manage, monitor, and update the Messenger of Peace/Scout.org platform and regional social media groups with content related to: service projects, tutorials, talks, and statistics. Organize virtual teams to manage, promote, and translate guidelines, service projects, Messenger of Peace related content for the region. 9. Deliver monthly reports of the Network development with the support of the Messenger of Peace national coordinators.
Term of appointment	In accordance with national terms. Renewable (3 years suggested)
Report To	Youth Programme Director or any other area the NSO decides.
Coordinate also with	Messenger of Peace Regional and Global Team, Community development, Communications
Personal Profile	1. Able to communicate in English, oral and written form 2. Ability to develop project proposals and prepare reports 3. Ability to develop training and educational experiences 4. Ability to manage human resources (young and adults) to create working teams and virtual teams. 5. Ability to manage networks both in the field and online. 6. An active member of NSO 7. Possesses good relationship and communication skills

APPENDIX D
MESSENGERS OF PEACE SUCCESS INDICATORS

This checklist is a guidance to suggest possible actions you can take to make an implementation plan to start a Messenger of Peace Programme and Network in your NSO or local level. Consider the areas of interest and suggested steps to make your own tailored plan and sequence.
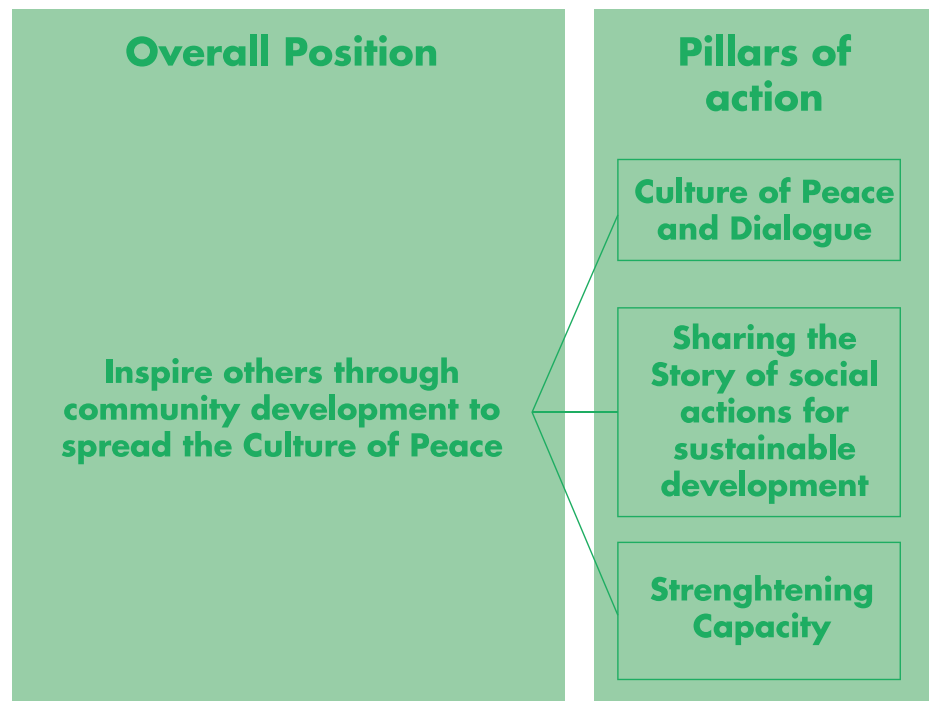
Intoduction Phase	☐ Messenger of Peace presented to National Team (board, executives, commissioners) ☐ Messenger of Peace presented to Unit Leaders ☐ Messenger of Peace presented to External organizations and community
Culture Of Peace Building	☐ Peace Future development is integrated as a principle in NSO's activities ☐ A Culture of Peace concept is incorporated in the training scheme of NSO's ☐ Peace activities handbook for your community
Implementing the Messengers Of Peace Programme*	☐ Youth Programme team reviews and aligns Messenger of Peace with local agenda. ☐ Youth Programme integrates Messenger of Peace with WOSM World Programmes and National Programmes and ☐ Better World Framework. ☐ Youth Programme integrates Messenger of Peace recognition system into the personal progression system.
Building the Network in the field*	☐ Messenger of Peace Programme and Network training (Network and/or social media training) ☐ Messenger of Peace service project training ☐ Scout Groups are visited by Messenger of Peace team members to explain about Messenger of Peace ☐ Recognition of local Scout projects. ☐ Recognition of local Scout Messenger of Peace Ambassadors.
Building Messenger of Peace the team connected with Youth Programme	☐ Recruit volunteers to become Scout Messenger of Peace Ambassadors ☐ National Messenger of Peace Commissioner appointee (National authority in charge of Messenger of Peace) ☐ 360 Evaluation Messenger of Peace with the National Team (How to integrate efforts) ☐ Messenger of Peace Team Member profile and guidelines ☐ Messenger of Peace team appointees (volunteers, Rovers, Venturers)
Building the NSO Strategy**	☐ Messenger of Peace – SWOT analysis national level ☐ Messenger of Peace National plan designed jointly with Youth Programme Team ☐ Messenger of Peace aligned with Better World Framework ☐ National Board agreement to adopt Messenger of Peace ☐ Messenger of Peace Implementation Plan integrated in National Plan
Promotion and Social Media	☐ Groups developing service projects (Messenger of Peace projects) ☐ Youth Membership registered in the Messenger of Peace platform ☐ Projects registered and published in scout.org ☐ Messenger of Peace Facebook National Group and/or Fan Page * is created ☐ Facebook Community Link registered in scout.org
Partners Strategic Alliances	☐ Messenger of Peace Logo/link in your National Web Page ☐ Weekly/monthly Messenger of Peace publications (social media, platform) ☐ Messenger of Peace section in your National Web Page ☐ Messenger of Peace is promoted on mass media (radio, TV)

APPENDIX E
MESSENGERS OF PEACE
MESSAGING ARCHITECTURE

This section aims to provide useful information on how to communicate the goals and objectives of Messenger of Peace. Facts and stories can be crafted by each NSO to suit the local context and audiences.

Overall Positioning

Messengers of Peace is a global initiative where Scouts inspire others through community development actions to spread the Culture of Peace.

Overall Position	Pillars of action
Inspire others through community development to spread the Culture of Peace	**Culture of Peace and Dialogue**
	Sharing the Story of social actions for sustainable development
	Strenghtening Capacity

Key Message 1 (Culture of Peace - through community service):

The Messenger of Peace Initiative builds and promotes a Culture of Peace and Dialogue by empowering young people to become active citizens by addressing issues, having relevant impact, and creating positive change in their local communities through community service.

Facts/Proof points

- Since 2011 more than 300,000 non-funded community service actions/ projects have been carried out by Scouts around the world;
- 163 National Scout Organizations are developing and promoting a Culture of Peace through the Scouts Method, specific projects, and educational Programmes;
- Scouts are engaged with local community activities in more than 200 countries and territories.

Stories

- NSOs in Europe are supporting people with mental health activities and educational Programmes for refugees across Europe;
- Emergency response activities are going on in Nepal, Japan, and Ecuador;

Key Message 2 *(Culture of Dialogue – for mutual understanding)*:

The Messenger of Peace Initiative supports the promotion and development of dialogue skills in young people and adults enabling them to contribute to mutual understanding and peaceful resolution of conflicts in their communities.

Facts/Proof points (each NSO can find craft its own facts/proof points)

- In 2013 WOSM established an MOU in partnership with KAICIID to enhance the elements of dialogue in scouting and to strengthen capacity for peacebuilding.
- Since 2013 more than more than 250 young adults have been trained in conflict resolution and dialogue skills. non-funded community service actions/projects have been carried out by Scouts around the world;
- WOSM is disseminating cultural, interreligious, intergenerational and interworld dialogue in the 6 regions of scouting.

Stories (each NSO can find craft its own stories)

- Scouts in Ethiopia promoted the 10 principles of Dialogue and elements of conflict resolution in local communities in Ethiopia.
- Dialogue for peace and conflict resolution Programmes are being carried out by Scouts promoting interreligious and intercultural dialogue in Africa, Europe, and Asia-Pacific.

Key Message 3 (Sharing the Story through Global Network):

The Messenger of Peace Initiative inspires Scouts to take action and join efforts with community members in a local network to contribute to the achievement of SDGs to create global impact, sharing the story to inspire others to join.

Facts/Proof points

- Since 2012, Scouts have registered more than 660 million community service hours;
- More than 500,000 adults and young people are reached through social media, inspiring them to take action locally;
- 40 million Scouts are currently engaged in actions promoting a Culture of Peace as individuals or as a collective effort in community-based activities.

Stories

- Messenger of Peace Trees For The World campaign inspired Scouts to plant 60,000 trees in 66 countries;
- Books For All and Prabuhi are promoting literacy, equipping communities with books, and building libraries;
- Scout.org is an online platform that permanently keeps Scouts connected.

Key Message 4 (Strengthening Capacity):

The Messenger of Peace Initiative provides resources, knowledge, tools, ideas, and best practices to the Scout Movement to equip and strengthen capabilities to achieve its purpose as an educational movement.

Facts/Proof points

- Since 2011, USD $11 million have been distributed to NSOs for specific community development or capacity strengthening purposes;
- 222 funded projects have been carried out since 2012.

Stories

- More than 27% of NSOs were benchmarked against WOSM's best practices standard (GSAT);
- Indonesia 'Bamboo' project helped to set up a community centre to train local people in entrepreneurial skills to produce and commercialise bamboo furniture and products;
- 'Food for Life' in South Africa is helping communities to develop their own gardens to alleviate the food shortage.

APPENDIX F
SUGGESTED FORMAT FOR TRAINING EXPERIENCES

In one hour

Get audience to know about Scouts and Messenger of Peace; what the four steps are that are needed to create positive change and get the Badge; how to tell the story to inspire others; and how Scouts' efforts are linked with a global network of service.

- Why Scouts are Messengers of Peace
- Messenger of Peace Programme Four Steps
- Recognizing efforts – Badge (depends on the audience, and the time constraint)
- Telling the story - social impact
- Global network
- Resources
- SDGs

In four hours

Get audience to know about the Better World Framework, SDGs and its relationship with local Scouting, and links with Messenger of Peace. Understand through practice why Scouts are Messengers of Peace, what four steps should be done to create positive change and get the Badge, how to tell the story to inspire others, and how Scouts' efforts are linked with a global network of service.

- Better World Framework - Scouting and SDGs
- Why Scouts are Messengers of Peace
- Messenger of Peace Programme Four Steps
- Recognizing efforts – Badge (depends on the audience, and the time constraint)
- Telling the story - social impact
- Global network
- Resources
- (more interactive)

In 8 hours

- Better World Framework - Scouting and SDGs (how to include your own Programmes in the framework)
- SDGs
- Why Scouts are Messengers of Peace
- Messenger of Peace Programme Four Steps
- Recognizing efforts – Badge (depends on the audience, and the time constraint)
- Telling the story - social impact
- Global network
- Resources
- Use props and other resources we use with Scouts
- Share their own experiences (this includes leaders, Scouts, and non-Scouts when it comes to community service)

In 8 hours (if it is for the NSO):

- How to implement it
- Partnerships

In 16 hours

Day 1
(if it is the NSO's first day with the Programme)

- Better World Framework - Scouting and SDGs (how to include your own Programmes in the framework)
- SDGs
- Why Scouts are Messengers of Peace
- Messenger of Peace Programme Four Steps
- Recognizing efforts – Badge (depends on the audience and the time constraint)
- Telling the story - social impact
- Global network

Day 2
(if it is the NSO's first day with implementation)

- Resources
- Use props and other resources we use with Scouts)
- Share their own experiences (this includes leaders, Scouts, and non-Scouts when it comes to community service)

In 16 hours (if it is for the NSO):

- How to implement it
- Partnerships

In 40 hours (4 to 5 days)

Day 1 - Creating A Better World

- Expectations
- Better World Framework
- Scouting and a Culture of Peace
- Human Rights in Education
- Scouting and SDGs
- Social Impact

Day 2 - Messenger of Peace

- Messenger of Peace Initiative
- Messenger of Peace Programme Four Steps
- Messenger of Peace Programme
- Market place
- (share experiences)
- Recognizing efforts.

Day 3 - Messenger of Peace in practice

- NSO (local) best practices
- Global Network
- Network and team structure
- World Scout Programmes
- Introducing Messenger of Peace to local partners and donors

Day 4 - Joining efforts with others

- Project Cycle
- Messenger of Peace fund application
- Messenger of Peace Team
- Scout.org and social media
- Telling the story
- Recognizing efforts

Day 5 - Whats next

- NSOs, how to get started.
- Planning for the future
- Role of the coordinator and how to manage this role.
- Planning the future
- Evaluation

APPENDIX G
PLANNING YOUR MESSENGERS OF PEACE TRAINING

Integrate a coordination team - This team will organize the logistics and content of the training. You need trainers and people who help you with administrative and operational details. With your team, you will follow up the details for:

Identifying your audience - One of the first steps in any training planning will be to identify the type of participants you are going to have: number, age, gender, level of knowledge (related to your content), level of education, contact info (cell phone, e-mail, social media contacts). These details and some others will help you prepare the training experience in a better way. Designing a registration form will help you to get these details.

Set a date - The best way to set a date is to coordinate with the appropriate level of your national structure, depending on the setting for your training - group, district, province, zone, or at the national level.

Work on the agenda – Craft the agenda in a way you convert your expectations as a trainer as well as the potential expectations of the participants you will invite. It depends much on the available time you will have, the number of topics and content you will include. Knowing the audience is important so you can define the methods of delivery for each topic and the level of information you will share. Keep always in mind that interactive experiences where more senses are involved are more effective in helping to achieve a relevant learning experience.

Identify a venue - Based on the content to be delivered and the number of participants expected, identify a venue with the proper conditions and which is accessible to the participants. Conditions required consist of adequate indoor & outdoor spaces, furniture and equipment, proper services, and security.

Identify needs and list of resources - Based on your training agenda identify the resources already available, create a list of materials needed for each session and activity, and plan how to get those. Your group, your community, or some friends could support you with some.

Create a budget - Once you have the list of materials and resources needed, create a budget to identify how much your training costs. This will help you to set a participation fee (if applicable), to set a goal to raise funds needed, and to control the use of the money.

Communicate - Create an attractive design with basic information to invite people to your training. Find the best way to promote the event with flyers, personal invitation, social media, e-mail, and other means. Follow up on the interest and number of participants registered.

APPENDIX H
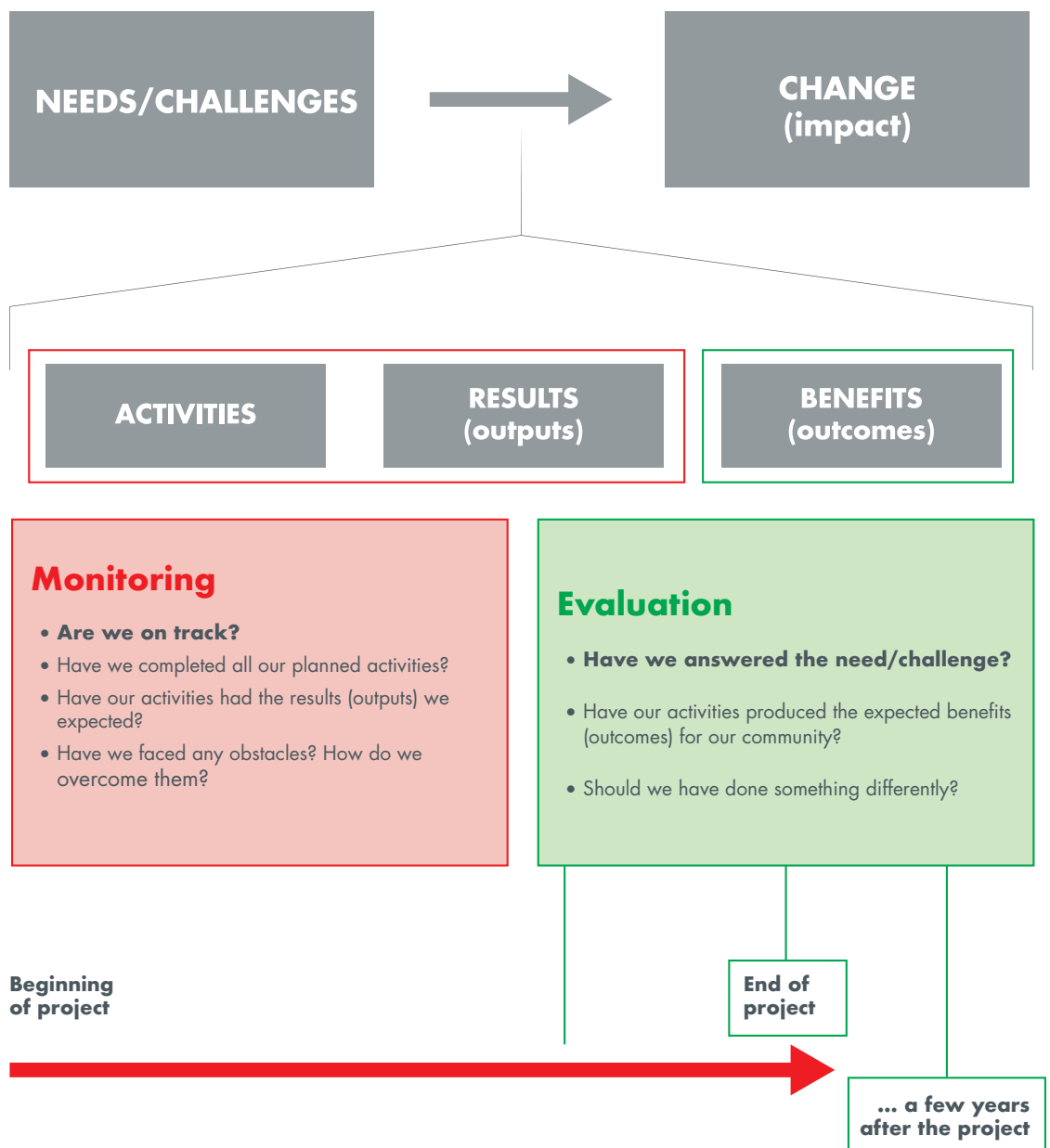# PROJECT PLANNING, MONITORING AND EVALUATION

What are the needs/challenges in your community?

What is the change you want to see?

What steps do I need to take to solve the challenges?

What will be the results of these steps?

What will be the benefits for my community from these results?

NEEDS/CHALLENGES → **CHANGE (impact)**

ACTIVITIES **RESULTS (outputs)** **BENEFITS (outcomes)**

Monitoring

- **Are we on track?**
- Have we completed all our planned activities?
- Have our activities had the results (outputs) we expected?
- Have we faced any obstacles? How do we overcome them?

Evaluation

- **Have we answered the need/challenge?**
- Have our activities produced the expected benefits (outcomes) for our community?
- Should we have done something differently?

Beginning of project

End of project

... a few years after the project

APPENDIX I
BEST PRACTICES FROM AROUND THE WORLD

Small Grants

The Mini Grants Concept has been developed to primarily respond to:

- the needs of the local communities and local Scout groups,
- enable NSO to strengthen their support to the local Scout groups by providing ad hoc training sessions to local leaders (project management, welcoming of refugees, dialogue, others) and
- improve the image of Scouting in the country.

The Mini Grants concept offers to local Scouts groups, through their NSO to have several activities and/or projects (co)funded from the Messenger of Peace Support Fund. Due to the complexity of the administrative and finance procedures and the lack of human resources, it is not possible for the small projects organized by local Scout troops to be treated the same way as larger projects. The aim of the Mini Grants is to make the Messenger of Peace grant accessible to Scouts at the local level corresponding to their needs with adequate cost efficiency and control mechanism.

NSO manages and administers the Mini Grants for local groups by organising an open call, with clear criteria, to all local troops in the country. Troops get the chance to prepare their own projects and to apply for funding to the NSO, which evaluates and supports the selected projects.

For example, in Europe, the following terms & conditions for Mini Grant projects are requested, based on the knowledge of Messenger of Peace principles, European Scouting & cultural background, and information gathered from experiences from the different projects:

Projects are intended for NSO which:

- Become administrators of mini grants at the local level;
- Be the official owner of the project;
- Announce and run the open call for Mini Grants – small projects with clear criteria;
- Administer all financial matters including distribution of finances to selected local troops;
- Be responsible for accounting according to the Messenger of Peace contract and the national legislation in the country of residence.

The application process

NSO applies for a Messenger of Peace grant on the ordinary Messenger of Peace application form with special emphasis on:

- Clear aim & objectives of the project – overall for NSO – what is the project focusing on, how it plans to help confront the challenges that the NSO is facing, etc.;
- Description of the selection process and criteria for selection – how the national open call will be organised and evaluated;
- A common topic of the project and inclusion into NSO program or priorities.

Local mini-projects must be announced in open call.

Local applications should be written in the local language, on a standard Messenger of Peace form, or on a form suggested by the NSO.

An executive project summary in the English language will be required for all local applicants and should include: name of applicant (local troop), brief description of the project and main objective (max. 1000 characters), request for Messenger of Peace funding, and overall budget of the project.

- The selection process must be clear and impartial – accessible to Regional Decision Committee in written form (e.g. the Excel file with given points for all projects);
- The funding must be accessible to all member troops/units;
- The selected beneficiary must be officially recognised as a member of NSO.

Budget & Messenger of Peace funding

- The overall funding request from Messenger of Peace is limited to a specific amount per project;
- Up to 10% of the granted funding can be used for administration, promotion of the project, etc.;
- Individual request for funding from the local level has a specific limit per project;
- Co-funding from own budget (e.g. participation fee) or from another partner (local municipality etc.) in the amount of at least 10% is highly recommended.

APPENDIX J
USEFUL LINKS

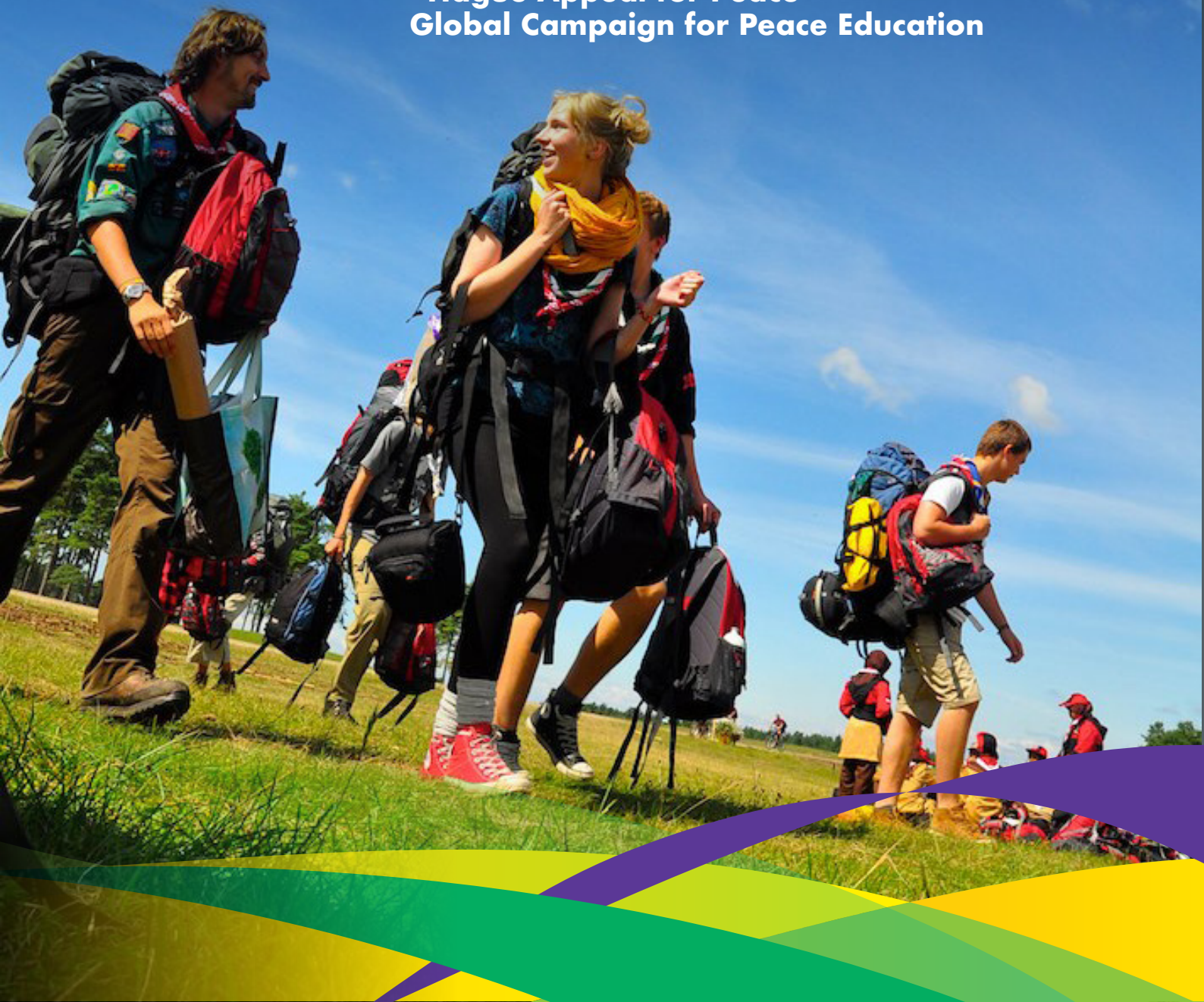|	
Messengers of Peace Support Fund	scout.org/mopguidelines
History of WOSM	scout.org/node/82
Mission and Vision of WOSM	scout.org/mission
Gifts for Peace Initiative	scout.org/node/7075
Scouts Promise and Law	scout.org/promiseandlaw
2030 Agenda for Sustainable Development Goals	un.org/sustainabledevelopment/
World's Largest Lesson	worldslargestlesson.globalgoals.org/
UN Sustainable Development Goals	un.org/sustainabledevelopment/sustainable-development-goals/
United Nations Resolution 53/243 A	un-documents.net/a53r243a.htm
United Nations Resolution	un.org/press/en/2015/sc12149.doc.htm
Security Council Resolution 2250 (2015)	unoy.org/wp-content/uploads/SCR-2250.pdf
KAICIID Dialogue Centre	kaiciid.org/
Africa Union	au.int/
Mindanao Peacebuilding Institute	mpiasia.net/index.php
Council of Europe	coe.int/en/web/portal/home
University for Peace	upeace.org/
World Scout Environmental Programme	scout.org/wsep
Scouts of the World Award	scout.org/swaward
Educational Objectives of The Scout Movement Interamerica Region	scout.org/node/6308
How to tell a Good Story	scout.org/writeagoodstory
Messengers of Peace Identity Guide	scout.org/node/22787

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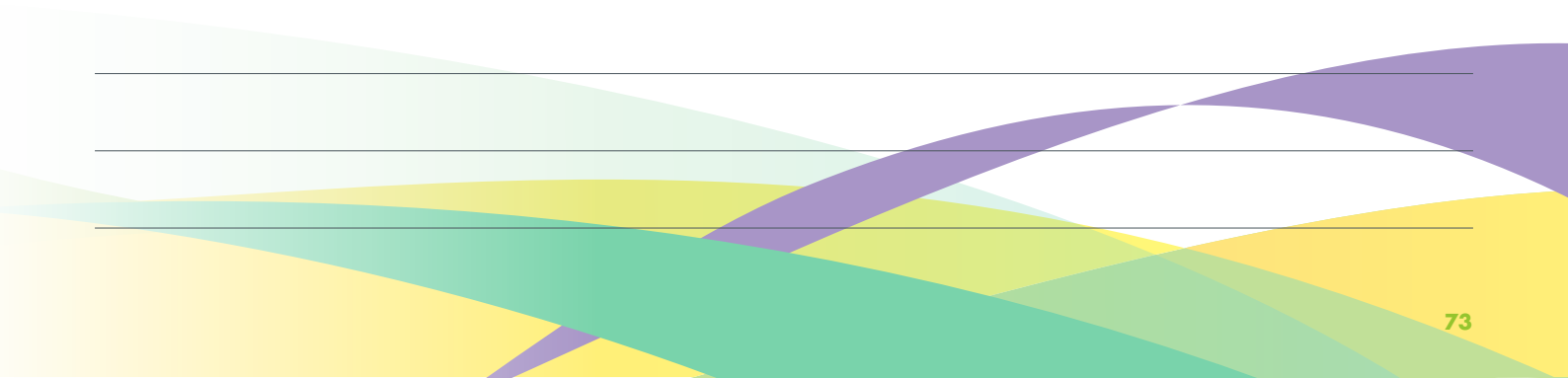
NOTES:

… By having common pursuits with other nations, the young people will grow up with a new and widened mutual understanding and an international sympathy with each other. In that case, we should realise the principle of their thinking in terms of peace with each other instead of in terms of war…

"A culture of peace will be achieved when citizens of the world understand global problems, have the skills to resolve conflicts and struggle for justice non-violently, live by international standards of human rights and equality, appreciate cultural diversity, and respect the Earth and each other. Such learning can only be achieved with systematic education for peace."

**- Hague Appeal for Peace
Global Campaign for Peace Education**

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