



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

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

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



Keep your whole constituency in mind when developing your plans.

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

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



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

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

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



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