





Mission



“The Mission of Scouting is to 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”

Misión



“La Misión del Movimiento Scout es contribuir a la **educación** de los jóvenes, mediante un **sistema de valores** basado en la Promesa y la Ley Scout, para ayudar a **construir un mundo mejor** donde las personas se sientan realizadas como individuos y jueguen un papel constructivo en la sociedad.”



SCOUTS[®]
Creating a Better World

Vision 2023



“By **2023** Scouting will be the **world’s leading educational youth movement**, enabling **100 million young people** to be active citizens creating positive change in their communities and in the world based on shared values”

Visión 2023



“Para el **2023**, el Movimiento Scout será el **movimiento juvenil líder en el mundo**, permitiendo a **100 millones de jóvenes** convertirse en ciudadanos activos, creando un cambio positivo en sus comunidades basado en los valores compartidos ”







STRENGTHENING SCOUTING'S PROFILE

We will tell Scouting's story, develop effective partnerships and advocate for the change that we want to see in the world.

COMMUNICATIONS & EXTERNAL RELATIONS

- Establish a communications and external relations plan in support of Strategy for Scouting/Vision 2023
- Collaborate with key partners (such as UNESCO and UNICEF) to strengthen Scouting's position as the leading youth movement, using a clear advocacy approach
- Develop and coordinate training to build the capacity of individuals representing World Scouting in advocacy roles
- Support NSOs in telling their Scouting stories and impact on society via various communication channels including scout.org
- Review and develop communication channels to ensure efficient and timely communication with NSOs, Regions, donors and other stakeholders
- Improve support and terms regarding WOSM branding used by NSOs

WHAT THIS MEANS FOR...

"The WSC will strengthen the ties with the Big 6 Youth Movements. Also a clearer approach to advocacy will contribute to our ambition of becoming the leading educational youth movement worldwide."



Regions

Will support NSOs in communicating their Scouting stories, work together with other WOSM bodies to further improve communication within and about the Movement, and develop effective partnerships with external stakeholders

NSOs

Will continue to share your Scouting stories in different channels and take part of information from World and Regional Level. You will be encouraged to engage in constructive external partnerships in your local communities, and be invited to nominate representatives for advocacy and external relations activities and events.

GSAT



The Global Support Assessment Tool assesses compliance of a National Scout Organization, on the national level, towards best practices in good governance and Scouting.

10 Dimensions

GSAT: Communication Dimension



D05: COMMUNICATION, ADVOCACY AND PUBLIC IMAGE	
ID	Criteria
501	The NSO makes annual reports available (upon or without request) to all its key stakeholders and WOSM. These contain at least a narrative of the organization's activities, a general membership census, a list of "National Board" members and audited financial statements in accordance with generally accepted accounting principles (GAAP).
502	The agenda and minutes of key meetings of the NSO, including resolutions to be discussed, are available to all its key stakeholders (including "National Board" members).
503	The NSO has defined and established a document control system which allows unequivocal identification, integrity and availability of all types of official documents (hard & soft copies).
504	The NSO has a brand strategy targeted at external stakeholders. Its communication (including up-to-date promotional material/s) accurately reflects the identity and declared principles of the organization.
505	The NSO has established regular communication channels with its internal stakeholders (e.g. scout magazine for leaders, newsletter for national volunteers, website, social media ...).
506	The NSO has links and/or partnerships with other civil society organizations and community groups impacting Scouting.
507	The NSO is active in the National Youth Council or its equivalent body (if such exists).
508	The NSO regularly engages in a dialogue with key policy makers in its country.



**Somos una Organización con
presencia en 220 países con más de 40
millones de miembros
¿Cómo lo comunicamos?**

**We are an organization with presence in
220 countries with more than 40 million
of members.
How we can tell?**

Como Me Ven



Como mis amigos me ven.



Como mi madre me ven.



Como sociedad me ven.



Como television me ven.



Como me veo.



Como soy en realidad



**Cómo mis
amigos me
ven**

**Cómo mi
madre me
ve**

**Cómo la
Sociedad
me ve**

**Cómo
realmente
soy**