

Allies Agreement between CUW and WOSM

Clean Up the World (CUW) wishes to establish an Ally partnership with the World Organization of the Scout Movement (WOSM) for the 2009 Clean Up the World campaign (campaign) with a view to extending it for future campaigns.

CUW has a partnership with the United Nations Environment Programme (UNEP), the aim of which is to inspire and assist communities to "clean up, fix up and conserve their local environment". This is undertaken through a range of activities including waste removal and tree planting to water and energy conservation projects.

CUW and its participating organisations mobilise an estimated 35 million volunteers from 120 countries annually.

CUW participants organise and carry out activities and longer-term environmental projects throughout the year culminating in a weekend of celebration - the Clean Up the World Weekend in the 3rd weekend of September.

Getting involved is simple. Groups or organisations in any city, town or village across the globe can join CUW. Joining is free for non corporate organisations and is renewable annually.

CUW initiatives include single activities or longer term projects such as: recycling and resource recovery; tree planting; education campaigns; water reuse and conservation; and competitions and exhibitions.

WOSM is one of the largest youth organisations worldwide, being the global organisation of individual National Scout Organizations, representing more than 28 million Scouts in 215 countries and territories, with two thirds of its members living in developing countries.

The Scout Movement was founded in 1907 as a Movement of and for young people. Its mission 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.

It is organised in several age sections from childhood to early adulthood and its method is primarily based on "learning by doing", "youth involvement" and "peer education". The Scout Movement considers young people as citizens of today and not only of the future. All over the world, through Scouting, young people are engaged in working for peace and sustainable development.

The environment has been central to the Scout Movement since its inception, with Scouts mainly undertaking outdoor activities and are therefore exposed to nature. This exposure and interaction with nature has sensitised Scouts on the need to conserve and care for the environment. On a regular basis, the Scout Movement world wide undertakes clean-ups and tree planting campaigns, engages in water and soil conservation activities as part of their environmental education programmes.

Objectives of the Partnership

- To develop a mutually beneficial relationship, with a view to exchanging ideas and enthusiasm about environmental activities
- To encourage participation of the Scouts around the world in the CUW campaign through its National Scout Organizations (NSOs)
- To build the profile of WOSM and CUW
- To further enhance the relationship each organisation has with UNEP

Clean Up the World contribution

To promote and support the partnership **CUW** would undertake the following:

- CUW Website (www.cleanuptheworld.org) content – text, logo and a direct link to WOSM website (and/or specific program sites as appropriate); regular updates re relevant Scout program initiatives (e.g. beach clean up) with all content approved by WOSM;
- Communications – Partnership promotion and activities undertaken in relevant communications vehicles (e.g. CUW E-Bulletin) following commencement of the alliance;
- Activity Report – CUW produces an end-of-year Activity Report, highlighting the environmental achievements of our Members worldwide. The Activity Report is distributed globally to Members, sponsors and other key organisations and is a key marketing/promotional tool. Along with summarising any initiatives undertaken by Members as an outcome of the WOSM-CUW relationship, CUW would profile the partnership on a broader level;
- NSO support – CUW will register NSOs that choose to become CUW Members and provide them with access to member kit information and resources;
- CUW Website (activities.cleanuptheworld.org) – NSOs that become Members can profile their national and local activities to a global audience;
- CUW Website (activities.cleanuptheworld.org) – WOSM can choose to become a Member and profile their global activities to a global audience.

WOSM contribution

To promote and support the partnership **WOSM** would undertake the following:

- WOSM Website (www.scout.org) content – text, logo, Google maps widget and a direct link to CUW sites (activities.cleanuptheworld.org and cleanuptheworld.org) (and/or specific program sites as appropriate);
- Provide NSOs with regular updates re relevant CUW program initiatives (e.g. Clean Up the World Weekend) with all content approved by CUW
- Member support and promotion – support for and promotion of the involvement of the NSOs in the CUW campaign;
- Promotion of CUW and the alliance in various Scout communication materials.

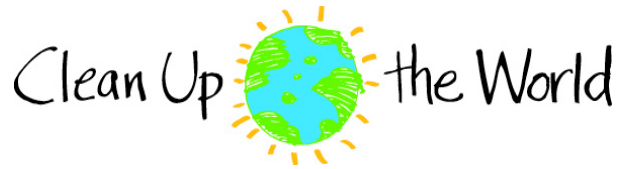
NSO contribution

- NSOs that choose to register as a member with CUW would promote CUW to Scout Groups, co-ordinate national participation, upload details to activities.cleanuptheworld.org and report on CUW involvement by groups to CUW and WOSM through the World Scout Bureau.

Co-ordinated Workplan

Each of the Parties will designate representatives to develop a draft Activity Plan for review and approval further to the respective decision-making processes of each Party. Thereafter, each of the Parties will designate a Partnership Co-ordinator, who will co-ordinate that Party's work, as agreed in the Activity Plan and who will serve as principal liaison between that Party and the other.

When using the name or logo of the other Party, or any abbreviation thereof, the guidelines concerning the use of the said-name or logo of the other Party must be respected.



The Parties acknowledge that they are familiar with each other's ideals and objectives and recognise that the other's name and emblem may not be associated with any partisan, political or sectarian cause or otherwise used in manner inconsistent with the status, reputation and neutrality of each of the Parties.

Neither Party will issue press releases, advertisements, or other publicity-related public statements about the partnership without prior-approval of the other Party.

This Memorandum shall take effect upon signature by all parties and will be valid for a period of one year, with the intention of reviewing the agreement and renewing for a further period if agreed by all parties.

This Memorandum may be terminated by either party before the expiry date of the Memorandum by giving notice in writing to all the parties. The period of notice shall be at least 30 days.

Signed on 3rd March 2009

**Luc Panissod
Acting Secretary General
World Organization of the Scout Movement
Represented by its legal entity
World Scout Bureau, Inc.**

**Terrie-Ann Johnson
CEO
Clean Up the World**