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**Towards Scouting's
Centenary:**

2005 to 2008



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TOWARDS SCOUTING'S CENTENARY: 2005 TO 2008

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1. INTRODUCTION

In 2007 we will celebrate the 100th Anniversary of Scouting, but this milestone must be much more than a celebration of the past - we must celebrate the future and use the Centenary initiatives to improve the quality of our Scout programmes to meet the needs of more young people, their families and communities worldwide.

2007 is a unique opportunity. If we work together and act now we can make a huge impact and secure a successful second century for Scouting. 2007 should not be seen as a separate series of events, but rather as tools to be used to achieve our goals and the Strategy.

In 2002, in Thessaloniki, the 36th World Scout Conference adopted a resolution to plan ahead for the Centenary initiatives. A great deal of work has been achieved since 2002 and now we must move into the implementation phase if we are really to be successful in 2007. This conference document therefore underlines the concept behind the Centenary, the key initiatives, framework for implementation, expected results and resources and tools. In addition to this information, the Conference is asked to adopt a resolution to encourage the full participation of all Scouts in all of the Centenary initiatives.

2. BACKGROUND

2.1 Why should we celebrate?

- 2007, the 100th Anniversary of Scouting, is a once in a lifetime opportunity for us to demonstrate the unique value of Scouting to the world and to celebrate the achievements of 100 years of Scouting.
- The Centenary provides us with an opportunity to promote a modern image of Scouting to a worldwide audience, and to reach out to more young people and communities.
- The Centenary will be an occasion for Scouts to communicate with each other and to establish or re-establish contacts both nationally and internationally, thus demonstrating the unity of World Scouting.
- The Centenary is an opportunity to obtain greater recognition of our success in the field of non-formal education, in particular the work that we do towards promoting a culture of peace throughout the world and our commitment to nature and the environment.
- The Centenary provides us with an opportunity to procure more support for Scouting from parents, community groups, authorities and the news media.

2007 Objectives

The objectives of the 100th Anniversary celebrations are to:

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

These objectives were first set down for the Movement at the World Scout Conference in Durban in 1999 and were endorsed with acclaim.

2.2 When should we celebrate?

2007 will be a whole year to celebrate the achievements of Scouting, with no one single date being the sole focus and with the opportunity to celebrate on locally or nationally significant dates.

All celebrations need to be planned well in advance of 2007 – especially the Gifts for Peace - to really benefit from the Centenary year.

For more details on the key events to celebrate in 2007, please refer to section 3.4

2.3 Centenary Theme

The single theme for all events and activities for the Centenary of Scouting, including the 21st World Scout Jamboree, is:

2007: One World One Promise

This theme corresponds closely to young people's aspirations, to the mission of the Movement, the common values and educational system of Scouting everywhere, and expresses our targets for the future. Our Promise compels us to help to improve the world. As Baden-Powell said, "Leave this world a little better than we found it".

2.4 Support structures

Following its decision in April 1997 that the Centenary would be celebrated in 2007, the World Scout Committee established the 2007 World Scout Task Force for the 100th Anniversary of Scouting, chaired by the Chairman of the World Scout Committee. This group, which has become a Sub-Committee of the World Scout Committee, has been meeting approximately every six months since 1997 to lay the foundations for our Centenary.

Each of the six World Scout Regions has also established 2007 support structures. A 2007 Project Manager has been appointed in Geneva, in the department of Partnerships, Events and Global Initiatives.

By now, each National Scout Organization should have an official contact and working group for the 2007 Centenary initiatives in order to provide support to the local level and assist in the communication of the Centenary plans.

2.5 2007 and the Strategy for Scouting

As well as being a tool for the development of the national programmes, 2007 is a vehicle to support the development of strategies in National Scout Organizations. In 2002, in Thessaloniki, the World Scout Conference adopted the Strategy for Scouting, which is expressed in the document *A Strategy for Scouting: Towards 2007 and Beyond*. 2007 is seen as an important date, by which time we should see positive results from the implementation of the Strategy. The celebration of the Centenary in 2007 will provide each National Scout Organization with an opportunity to further boost this process by making plans which are relevant to their unique situations.

3. KEY CENTENNIAL INITIATIVES

3.1 Gifts for Peace

The subject of peace – specifically peace education - has always been a fundamental part of Scouting. Scouting recognises the need for renewed action to combat the problems which we all face; chief amongst these is the need for a more peaceful world achieved through a culture of peace, and not simply the absence of war.

This 100th Anniversary is an excellent time to celebrate the work which has been done by Scouting in the cause of peace. It is also an opportunity to publicly demonstrate our commitment, as a Movement, to creating a more peaceful world and linking with others who have similar aims.

It was decided by the 36th World Scout Conference in Thessaloniki that during 2007 each National Scout Organization should present a Gift for Peace and that these gifts should be the result of work accomplished by young people since 2005. These peace projects will be declared at the World Scout Conference in Tunisia.

The Gifts for Peace will meet real needs and make a difference to the community, responding to needs that are important to young people and reaching out to communities with whom Scouting has not traditionally worked. The Gifts for Peace may take many forms and may build on existing or previous projects.

It will be an enormous achievement when, in 2007, every single Scout in the worldwide Movement can say how he or she has helped to build a more peaceful world.

3.1.1 Working areas:

As the topic of peace is incredibly large, specific working areas have been identified that are relevant to young people and that would truly constitute a valuable contribution to world peace. These areas are:

- **Managing conflict without violence** - Peace and conflict resolution, including problem solving, negotiation and mediation skills, anger management.
- **Challenging prejudice** - Identifying and challenging prejudices and stereotypes, for example: racism, religious intolerance, bullying and gender.
- **Encouraging greater solidarity** - With underprivileged groups, for example: refugees, internally displaced people, asylum seekers, street children and ethnic minority groups.

3.1.2 ScoutPAX:

ScoutPAX is an educational resource to support the planning and implementation of the Gifts for Peace. It contains basic information on the concept Gifts for Peace, how to plan projects, and includes activities and information on topical social issues. ScoutPAX is available on CD-ROM and on the internet linked from www.scout.org

3.1.3 Some examples of Gifts for Peace:

- The HIV AIDS awareness project in South Africa.
- The "Semillas de Esperanza" (Seeds of Hope) project in El Salvador - working to combat Child Labour and giving children opportunities for education and recreation.
- The programme of Scouting in prisons for young offenders in Hong Kong.
- The Global Awareness Partnership Project (GAPP) in the United Kingdom, a Scout-led peer education project to promote awareness of global issues.

3.1.4 Partnerships:

A number of high-level partnerships have been developed to support Scouting at all levels, and to give further support to the 100th anniversary of Scouting in 2007 and specifically the Gifts for Peace programme.



UNICEF:

WOSM and UNICEF signed a Memorandum of Understanding in April 2005, and one of the priority areas for the implementation of this partnership is the Gifts for Peace programme.

UNICEF has agreed to endorse the aims of the overall programme, raising its profile through the support of UNICEF Goodwill Ambassadors; recognising outstanding projects through the UNICEF Award for Peace Building in situations of conflict, emergencies and transition; assisting NSOs at country level, for example, in the selection, elaboration and delivery of their Gifts for Peace; participating in the elaboration and dissemination of ScoutPAX, the educational resource to support Gifts for Peace; and participating in the celebrations of the Centenary of Scouting, including the 21st World Scout Jamboree in 2007.



UNESCO:

UNESCO has traditionally partnered Scouting's work in the field of peace education. It continues to provide invaluable support at world, regional, national and local level. As stated at the World Scout Conference in Durban in 1999, "WOSM and UNESCO share the same vision of the contribution education makes to establishing lasting peace."

The Gifts for Peace projects will once again highlight this close partnership, and will be planned and delivered in this UNESCO-led International Decade for a Culture of Peace and Non Violence for the Children of the World (2001-2010). UNESCO will support the International Colloquium in March 2007 and will also be present at the 21st World Scout Jamboree in 2007.

United Nations - Millennium Development Goals:



WOSM signed a Memorandum of Understanding in April 2005 with the United Nations Millennium Campaign in order to educate and mobilise young people towards the achievement of the Millennium Development Goals. In this MOU, both parties agree to develop a strategic plan to collaborate from 2005 to 2015 to generate mass mobilisation through World Scouting activities, including the 21st World Scout Jamboree and the centennial year, 2007, which Scouting dedicates to peace through the Gifts for Peace programme.

For additional information on the above partnerships and specific agreements, please see the document *Scouting and the United Nations*, produced by the World Scout Bureau and available online at www.scout.org

3.2 Scouting's Sunrise – 1st August 2007

The Centenary will be celebrated by all National Scout Organizations around the world on Wednesday 1st August 2007. This is THE special day for **all** Scouts in 2007 - our anniversary day - 100 years to the day when Baden-Powell blew the kudu horn on Brownsea Island to open his experimental Scout camp.

This day is a wonderful opportunity to gain recognition for Scouting in every country. National Scout Organizations should organise events that get news media attention and positive publicity for Scouting. The way in which the day is marked should be in true Scout spirit with active, lively participation, so that the public can see what Scouting is really like in the 21st Century. The WOSM Communications Strategy will support this element of the Centenary.

The basic idea is simple. The main challenges will be motivation, mobilisation, logistics and communication. Imagine when Scouts gather across the world to celebrate the dawn of the second century of Scouting in, for example, Australia on Sydney Harbour Bridge, at the Pyramids in Egypt, on the summit of Mont Blanc, along the length of the Champs Elysées, at Kandersteg International Scout Centre, in St. Peter's Square in Rome, in the centre of São Paolo, in summer or winter camps, on beaches or hilltops, all on the same day in the same spirit, united under the common theme of *2007: One World One Promise*. Imagine the news media coverage this should achieve - if properly planned.

3.2.1 Programme:

- At 08:00 local time in every country Scouts and former Scouts should gather together to renew their Promise at the dawn of the second century of Scouting.
- Scout groups should plan a Good Turn, undertaking practical activities to directly help their community and raise the profile of Scouting on 1st August 2007.
- This is a day to celebrate the Gifts for Peace and to exhibit these projects at a local and national level, for Scouts, former Scouts, families, supporters and the general public to see.
- Scouts could hold a Centenary of Scouting celebration, involving all Scouts and former Scouts, their families, friends and supporters. This could be a day of public Scouting activities, a show, a picnic, a meal, an afternoon of music, a skills competition or even a combination of all of these activities.

3.2.2 Scouting's Sunrise on Brownsea

At a unique event on Brownsea Island, at least one Scout from every Scouting country in the world will gather to celebrate the dawn of a new century of Scouting on the site where Baden-Powell first held his experimental Scout camp in 1907. More information on this unique event will be made available.

3.3 Join-in-Centenary

A Join-in-Centenary resource pack will provide a full of programme of ideas to help every Scout around the world participate in the Centenary of Scouting, even if they are not at the key events.

This will be a useful tool for National Scout Organizations which can use this to enhance their national programme for 2007, adapting it as needed. It is planned to publish the Join-in-Centenary kit during 2006 to enable Scouts around the world to use the resource throughout 2007.

3.4 Key events in 2007:

National Scout Organizations are invited to celebrate or attend the following events in 2007, in addition to local and national initiatives:

150th anniversary of the birth of Baden-Powell: 22 February 2007

This date is celebrated annually in many countries, frequently with the Guide Movement, as 'Thinking Day' or 'Founder's Day'. It is a day on which we are all encouraged to consider the meaning of our Promise. On this special day in 2007 we might want to consider how we can contribute more to world peace.

International Colloquium: 23 - 25 March 2007

An International Colloquium on the occasion of the 100th Anniversary of Scouting will discuss and evaluate Scouting's contribution to education and society over the course of the last 100 years. The event will be held in Geneva, Switzerland, with the support of UNESCO and the International Bureau of Education.

21st World Scout Jamboree: 27 July – 8 August 2007

The Centenary Jamboree will be held at Hylands Park, Chelmsford in the United Kingdom. For the 40,000 participants and International Service Team members who participate, this will be the experience of a lifetime, combining adventurous activities, international friendship, and global development - and helping to inspire and develop the future leaders of Scouting around the world. However, if the Jamboree is to fulfil the dream of "One World One Promise", it must reflect Scouting's vision of one world, and unite Scouts from every country, culture and background.

The solidarity project "Operation One World" will help a record number of Scouts participate at the Jamboree, supporting Scouts from lower-income countries and ensuring that every NSO is represented at the Centenary Jamboree - thereby sending a unique and compelling message of peace from young people to the world.

Regional Scout Conferences

2007 is the year of the regional Scout conferences, giving the regions additional opportunities to highlight the work achieved in the name of 2007, specifically the Gifts for Peace projects. The dates for the conferences are as follows:

- European Scout Conference (Slovenia) - May 2007
- Africa Scout Conference (Rwanda) - July 2007
- Eurasia Scout Conference (Russia) - September 2007
- Asia-Pacific Scout Conference (Japan) - October 2007
- Arab Scout Conference (Libya) - November 2007
- Interamerica Scout Conference (Ecuador) - December 2007

Special activities could also be run for the Regional Youth Forums that precede the Regional Conferences, and special activities could be planned in the host cities.

Key World Days

Scouts already celebrate many key dates in the international calendar, especially those which recognise the issues with which they closely work. Examples of such days are: World Day Against Child Labour - 12 June; International Youth Day - 12 August; World Peace Day - 21 September; World AIDS day - 1 December; International Volunteers Day - 5 December. In 2007 these days could be used to highlight the work of Scouts in areas related to the Gifts for Peace, or other key national projects.

4. FRAMEWORK

In order to gain the most benefit from our centennial year, National Scout Organizations should prepare in advance and effectively communicate their plans.

This section outlines the steps that National Scout Organizations should take now and the framework for the Centenary celebrations.

NOW:

National Scout Organizations should establish a **planning group** to lead the preparations for the celebration of the Centenary. Many National Scout Organizations have already set up such bodies. The target must be for everyone in the organization to have a single national focus for local celebrations and a reference point for the worldwide programme.

Establish plans for local and national programmes within the National Scout Organization by **involving young people at all levels**. The Strategy for Scouting seeks to bring about the involvement of young people, not only in consultation, but also in decision making. 2007, with its wide range of practical aspects, is an ideal vehicle for this purpose.

Consider uses of the **World 2007 Centenary logo** for 2007-related programmes and events. 2007 is a unique marketing opportunity. The 2007 corporate identity has been designed to be used on badges, documents, posters, stamps and souvenirs. It is legally protected and National Scout Organizations can be licensed to use it for commercial purposes in their own countries.

Establish good **relations with the local and national media** (newspapers, radio, television). Ensure that Scouting is positively portrayed and work to create media opportunities.

Appoint a **Jamboree contingent leadership team** to lead young people to the 21st World Scout Jamboree in 2007. The Centenary Jamboree is an integral part of the overall programme of activities in 2007.

TOWARDS SCOUTING'S CENTENARY

2005-2008

BACKGROUND AND CONCEPT

SCOUTING'S 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.*

The Strategy for Scouting

United Nations Decade for a Culture of Peace

2007: One World One Promise

2005

GIFTS FOR PEACE

More than 150 national projects announced at the 37th World Scout Conference. Every Scout making a contribution to peace. Implementation phase 2005- 2007.

World Scout Committee proposes 2007 resolution for adoption and action by all NSOs.

2006

Implementation of the **Gifts for Peace** projects in each country.
Work with the local, national and world media.
Planning and communication of the key Centenary initiatives in 2007.

2007

A WHOLE YEAR OF CELEBRATIONS FOR EVERY SCOUT

Local and national initiatives in every NSO.

A Centennial 21st World Scout Jamboree for 40,000.

International Colloquium on the occasion of 100 years of Scouting.

Gifts for Peace shared with a world audience and showcased at special events.

Scouting's Sunrise - 1 August 2007

The dawn of a second century of Scouting.
A day for every Scout and former Scout, supporters, family and partners.
Work with the local, national and world media to promote a positive and modern image of Scouting, to share the results of the Gifts for Peace and launch Scouting into its second century.

2008

2007 evaluation at the 38th World Scout Conference.

INTERNATIONAL RECOGNITION FOR SCOUTING

5. BEYOND 2007

2007 is a benchmark: the date by which we should see the results of Scouting's strategic priorities. 2007 is a tool: a means of achieving our mission. Above all, 2007 is a new beginning. How shall we judge its success?

For each action in our National Scout Organizations we need to have success criteria which relate to the objectives given in section 2.1 of this document. Preferably these should include things which we can actually measure, for instance, the number of Scouts taking part in Gifts for Peace, the number of children who benefit, the number of broadcasts made, the number of camps held, the number of new Scouts recruited, the contributions we made to peace.

The success criteria could be developed in response to the targets proposed to measure progress in the Strategy between 2005 and 2008.

Part of our planning should include a process by which the lessons learnt in 2007 can shape our thinking for future decades and set new targets as a result. We will evaluate the results of the Centenary at the 38th World Scout Conference in Korea, in 2008, and should be prepared to consider these results when elaborating future national and global strategies. In particular, we must ensure that we manage, by 2007, to bring the benefits of Scouting to more of those young people we have yet to reach, and take them forward into our second century.

Young people throughout the world should be left in no doubt that Scouting is something they want to be part of. That means we must be ready to welcome them with programmes which match their needs.

Perhaps we should set targets for 2017? Each National Scout Organization might wish to mark 2007 as a new beginning in some formal way. While this could be some physical memorial, how much better if it also included something of lasting benefit to young people: - a new campsite - an updated Scout programme - a lasting commitment to develop Gifts for Peace - a fund for the development of Scouting in areas of need - a new community development project - action to improve the environment.

The preamble to the 1945 Constitution of UNESCO reads:

"Since wars begin in the minds of men, it is in the minds of men that the defences of peace must be constructed."

Do we have the conviction to add:

"... And it is in the minds of young men and young women that the seeds of peace must be sown... and Scouting will prove so in its second century as it did in its first."?

If so, 2007 will have achieved its purpose. 2007: One Promise One World, a world of justice, solidarity and peace ... very much thanks to Scouting and its Promise.

6. RESOURCES AND TOOLS

To assist with planning and celebrating the Centenary a number of tools and resources have been developed. These are available online or direct from the World Scout Bureau. They include:

- 2007 Information Brochure
- 2007 flyer
- Gifts for Peace Guidelines
- Scouting's Sunrise Guidelines
- 2007 Information Folder (containing the above documentation, additional resources and artwork for posters and logos)
- 36th World Scout Conference Document 11 - *Towards Scouting's Centenary: 2002-2007*
- A Corporate Identity Kit on CD-ROM
- The Strategy for Scouting, adopted in 2002, is supported by a variety of tools to assist in the development of Scouting ahead of 2007. The Strategy Interim Report details how the Centenary initiatives can support the seven strategic priorities.
- ScoutPAX - a kit to support the planning and implementation of the Gifts for Peace is available on CD-ROM and on the internet (linked from www.scout.org)
- The World 2007 Centenary logo and 21st World Scout Jamboree logo, adopted by the World Scout Conference in Durban, in 1999:



The objectives of 2007 are expressed through its corporate identity. The World 2007 Centenary logo is for all members to use in conjunction with their 2007 programme. It is unusual in that it is in two parts: - The upper part is standard to all uses. The central element of this logo shows the relationship between our traditional fleur-de-lys logo and the dove of peace, with peace rising with the sun into a bright future. The numbers 100 and 2007 are prominent, as is our World Emblem. - The lower part is to be used for the worldwide 2007 theme - One World One Promise - in the language appropriate to the country.



The logo for the 21st World Scout Jamboree also draws on the corporate identity for 2007. It will be produced in different versions for participants, visitors, etc. The design elements of the corporate identity, and each of the badges, lend themselves to a wide range of applications for uniform wear, souvenirs, event and conference purposes.

It should be noted that both badges and the overall corporate identity carry legal protection against their copying and unauthorised use, as they can be licensed for local commercial use to raise funds for the Movement. To use either of these logos please contact The Scout Association (UK), which is administrating the licensing process on behalf of the World Scout Bureau.

- www.scouting2007.org - Information on all 2007 initiatives.
- www.scout.org - The home of World Scouting including information on 2007 and the Strategy for Scouting.

7. PROPOSED RESOLUTION

To confirm our commitment to the objectives for 2007, the 37th World Scout Conference, meeting in Tunisia, is invited to adopt the following resolution prepared by the 2007 Sub Committee for the 100th Anniversary of Scouting, endorsed and presented by the World Scout Committee.

The World Scout Conference:

- acknowledging that the last two World Scout Conferences, meeting in South Africa in 1999 and in Greece in July 2002, adopted resolutions supporting the mobilisation of the Movement to benefit from the Centenary of Scouting;
 - recognising that Scouting's Centenary is a unique opportunity for National Scout Organizations to develop their own strategies in line with the Strategy for Scouting;
 - having approved the worldwide theme *2007: One World One Promise*;
 - noting the wide variety of tools now available to support the work of National Scout Organizations;
 - noting that the World Scout Committee formally launched the Centenary programme in 1997, and continues to work towards its development at all levels;
 - having received World Scout Conference Document 8 "Preparing for Scouting's Centenary: 2005 to 2007";
- Urges National Scout Organizations to show solidarity in the implementation of Centenary initiatives to launch Scouting into its second century. These include the Gifts for Peace, Scouting's Sunrise, the 150th anniversary of Baden-Powell's birth, the International Colloquium, 21st World Scout Jamboree and Join-in-Centenary national programmes.
 - Encourages National Scout Organizations to develop Centenary initiatives in line with their national strategic priorities within the global Strategy for Scouting.
 - Strongly urges National Scout Organizations to honour their commitment to fully implementing the declared Gifts for Peace programmes and recommends that National Scout Organizations communicate the outcomes of the Gifts for Peace as widely as possible.
 - Urges every Scout and former Scout to join the worldwide celebrations on 1 August 2007 (Scouting's Sunrise) to celebrate the dawn of a new century of Scouting with their communities.
 - Strongly encourages National Scout Organizations to use all opportunities created by the Centenary to develop Scouting, promote its relationships with the community and increase its visibility as a modern educational youth movement serving society's needs in the 21st century.

One World One Promise

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Un Monde Une Promesse

Один Мир Одно Обещание

Un Mundo Una Promesa



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