

# 2007



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## Scouting's Sunrise, 1 August 2007



**SCOUTS**  
Creating a Better World

# 2007



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Scouting's Sunrise, Wednesday 1 August 2007, will be THE special day for every Scout in the world to celebrate our 100th anniversary, by:

- *Renewing the Scout Promise*
- *Doing a Good Turn*
- *Presenting the Gifts for Peace projects*
- *Celebrating with communities, inviting others to discover Scouting on this special day*

Scouting's Sunrise is for every Scout at all levels of the Movement. This special occasion will be a worldwide celebration in unity, with the maximum involvement of our members as well as the public. All Scouts should be able to participate – there should be no economical or geographical barriers to their full involvement.

The day is a unique opportunity to show the social force and enormity of Scouting in the world. It will be a very special moment when Scouts join together on 1 August 2007 in a spirit of friendship and peace, proud of their heritage, showcasing modern Scouting and, most importantly, looking forward to a second century of Scouting to benefit more young people and their communities.

On this day, it is hoped that former Scouts and Guides will be warmly encouraged to join in the celebrations, renewing their support and commitment to Scouting. It is estimated that by 2007, over 500,000,000 individuals will have made the Scout Promise! Scouting's Sunrise provides a wonderful occasion to re-establish contact with former Scouts and re-introduce them to Scouting, either in an active or supportive capacity.



The day is also a great opportunity to introduce the local community to Scouting. Parents of Scouts, brothers and sisters, should be invited to participate in the activities, as well as those not yet involved in Scouting. The celebrations can support the development and growth at local and national level, encouraging young people to join, and motivating adults to give their time and support to Scouting.

Scouting's Sunrise is a day to reinforce our strategic priorities, of the worldwide Movement, and also at local and national levels. It is a day to demonstrate our commitment to youth involvement, equal opportunities, volunteering and our image of a Movement working to create a better world. In particular, our anniversary provides significant opportunities to work on our profile and communications.



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## Gifts for Peace on 1 August 2007

Scouting's Sunrise is a day to show the contribution Scouting makes to society and education, specifically peace education. There will therefore be a clear focus on the Gifts for Peace projects and Scouting as a social force on 1 August 2007.

To date, over 120 projects have been shared by Scouts at local and national level in over 100 countries. These projects are highlighted on specially dedicated webpages at: [www.scout.org/giftsforpeace](http://www.scout.org/giftsforpeace)

An educational kit, ScoutPAX, has been developed to support Scouts to plan and implement projects. This is linked from the Gifts for Peace pages in the Fun and Games section, along with other useful resources.

During the 21st World Scout Jamboree, the Gifts for Peace will be displayed in the World Scout Centre. On Scouting's Sunrise, there will be a special evening concert which will highlight the work of the Gifts for Peace around the world.

It is hoped that every National Scout Organization will present their Gifts for Peace to national authorities on 1 August 2007, as well as to the general public. Scouts at local level should also be encouraged to showcase their contributions to the Gifts for Peace, as well as their key community projects, sharing these with local authorities and communities.



## Scouting's Sunrise at Local Level

Excellent communications and support are required in order for all Scouts to be involved in Scouting's Sunrise. National Scout Organizations are therefore asked to give their full support to local leaders and the organisation of local celebrations.

The way in which this day is celebrated will no doubt vary widely from community to community. Scouts may wish to hold their celebrations in their normal meeting place, or to use a prominent building or open space in their locality. They may wish to demonstrate Scouting activities and invite the public to join in, or exhibit their projects and invite the public to discover what they do. Activities could include outdoor adventures, music, drama, cooking, interactive displays. Whatever the format, they should be participatory and interesting. The Join-in-Centenary activity pack developed by the World Scout Bureau provides activities for participation in Scouting's Sunrise and ideas to develop further.

This is a day to share the Gifts for Peace projects with the local community. Scouts at local level should be encouraged to present their Gifts for Peace to their communities and authorities.

Scouts should feel part of a unique world movement and can link up with others through all possible networks, such as amateur radio, internet websites, via web-cams, tuning in to the World Scout Jamboree radio and linking up with their friends in Scouting across the world.

If Scouts are travelling on or around 1 August 2007, they could be encouraged to contact other Scout groups and join in celebrations in other parts of their country, or even abroad!

2007



## Scouting's Sunrise at National Level

Scouting's Sunrise is a fantastic opportunity for National Scout Organizations to raise the profile of Scouting in their country. It is strongly hoped that each National Scout Organization will be able to organise one key event for their country on this day, where Scouts, former Scouts and members of the public can take part in the celebrations. This will provide a key focus for the media and the general public.

This focal event could be held in a prominent place in the capital city, or in a place of specific interest to a particular country. It is hoped to see Scouts on this day in places such as the Pyramids in Egypt, the Taj Mahal in India, in the centre of Rome at the Colosseum or at Nyeri in Kenya.

Scout Centres may wish to mark this day with their guests. Some centres are organising special celebrations on 1 August 2007, for example Kandersteg International Scout Centre (KISC) in the Swiss Alps is hosting 'KanderJam'.

National Scout Organizations are asked to each send a small delegation of Scouts, to include youth members (girls and boys) of the Movement, to their National Governments and authorities on 1 August 2007, or as near as possible to this date. These delegations should present the work of the Gifts for Peace - the work of the particular Organization, as well as an overview of the worldwide Gifts for Peace. Support materials will be provided in advance, which should include a special publication detailing all of the national Gifts for Peace projects. National Scout Organizations can use this opportunity to gain support for their work and strategic priorities.

## Scouting's Sunrise at district level

National Scout Organizations may wish to also organise regional or district events. This may be possible in larger countries where effective communications and logistics are possible, and where sufficient resources are available to coordinate a series of Scouting's Sunrise events. These regional events could link up with a centrally coordinated event through modern technology.



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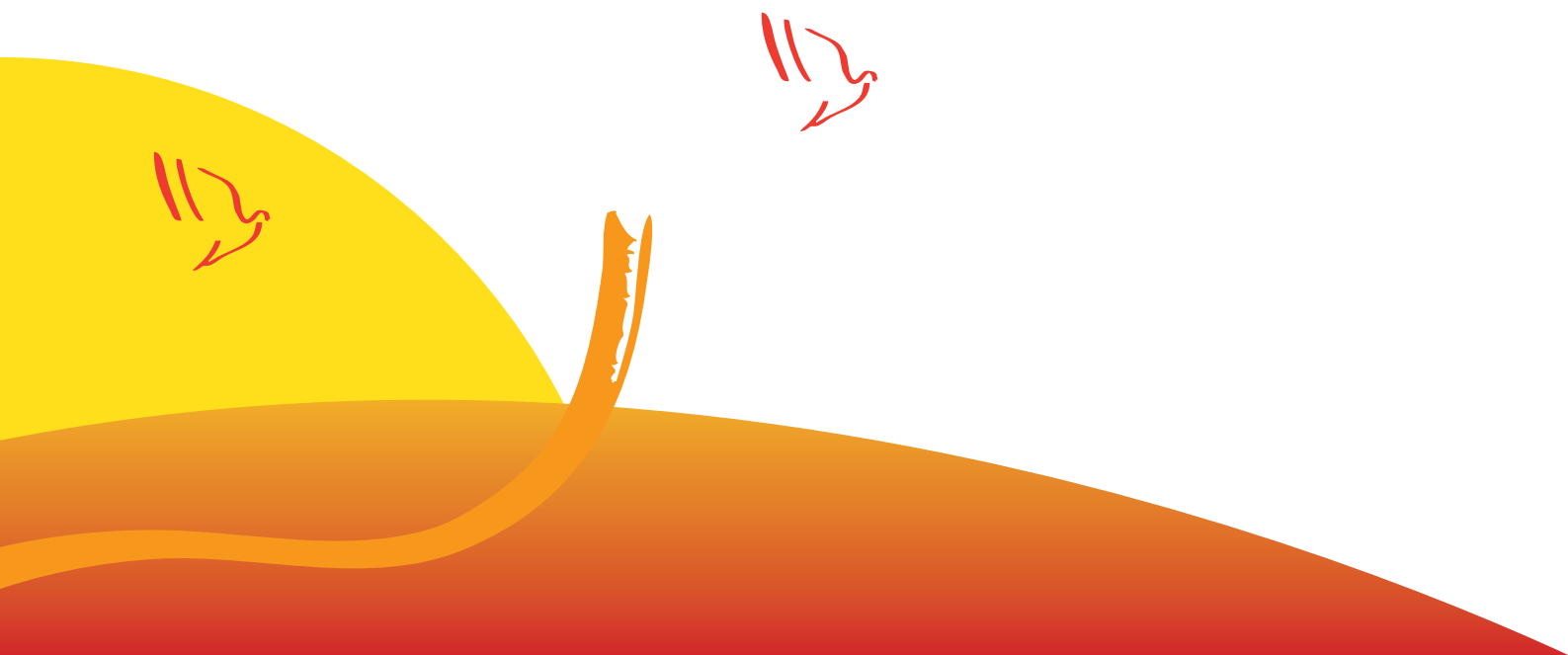
## Scouting's Sunrise on Brownsea Island

At a unique event on Brownsea Island, Scouts representing every National Scout Organization and many Scouting Territories will gather to celebrate the 100th anniversary of Scouting and launch the Movement into its second century. They will celebrate Scouting's Sunrise at 08h00, linked by satellite to the 21st World Scout Jamboree.

The Scouts attending will be selected from their national Jamboree contingent and will travel to the island on 30th July 2007. They will experience two fantastic days of discovery, adventure and reflection and will return on the evening of 1 August 2007, to continue the celebrations with the 40,000 Scouts at the Jamboree. Information on this event is circulated via the official Jamboree Bulletins and some basic information can be found on [www.scout.org](http://www.scout.org)

## Scouting's Sunrise at the 21st World Scout Jamboree

40,000 Scouts will celebrate Scouting's Sunrise at the World Scout Jamboree on 1 August 2007, starting at 08h00 linked to Brownsea Island for the renewal of the Promise. They will then take part in a day of activities and celebrations, including a focus on the Gifts for Peace and culminating with a concert to launch Scouting into its second centenary. A special interreligious vigil will be held at the Jamboree on the eve of Scouting's Sunrise, 31st July 2007.



# 2007



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## Communications and Public Relations

Scouting's Sunrise provides a truly unique opportunity for communications and PR on 1 August 2007. It is envisaged that all possible mediums of communication be employed on this day to link Scouting worldwide.

Two programmes, featuring the Jamboree Opening Ceremony on 28 July 2007 and Scouting's Sunrise on 1 August 2007, will be available through access to a satellite. These programmes will be broadcast on UK television on the Community channel. National Scout Organizations and broadcasting companies can have access to the footage. Full information will be available soon on [www.scout.org](http://www.scout.org) in the Media Centre.

## Sunrise Network

A special amateur radio 'Sunrise Network' will be active on this day and it is hoped that Scouts worldwide will tune in to the radio-waves and make contact with other Scouts, sharing the news of their celebrations and finding out what others are doing to mark this special occasion.

During 2007, Scouts amateur radio operators, as well as listeners, can obtain a Centenary Award for Radio. More information can be found on the JOTA (Jamboree on the Air) section of [www.scout.org](http://www.scout.org)

## Jamboree Radio

At Hylands Park in the United Kingdom, the 21st World Scout Jamboree radio 'Promise FM' will broadcast daily to 40,000 Scouts onsite and will also be streamed across the internet for Scouts worldwide. Podcasts of the radio shows, including the opening and closing ceremonies and Scouting's Sunrise, will be available to download online from: [www.thejamboree.org](http://www.thejamboree.org)

## [www.scout.org](http://www.scout.org)

Work is in progress for our website to be interactive and regularly updated on 1 August 2007 with the possibility for everyone around the world to share their stories and photos and to find out what other Scouts are doing to celebrate the day. Regular press releases and articles will be uploaded which will include live updates from the Jamboree and Brownsea Island and an extensive database of photos.

## Tell Us!

A new section has been created on the front page of [www.scout.org](http://www.scout.org) called 'Tell Us' where Scouts can share their plans for Scouting's Sunrise and the Centenary, promoting their programmes and inspiring others. National Scout Organizations and Scouts at local level can send in their news, which will be shared on the Sunrise pages, or Centenary news section.



## Communication with the general public and the media

Scouting's Sunrise is a day to communicate key messages to the Media and public. It is a day to show what Scouting does to contribute towards the building of a better world. It is a day to challenge stereotypes and build a better image for Scouts worldwide highlighting the three communication themes of World Scouting: "A social force", "A constructive contribution" and "A culture of peace".

Press statements will be available to National Scout Organizations in multiple languages in advance of 1 August 2007, as well as support materials and documents. In order to further support the communications with the media on this day, materials have been developed which are all available to download from the Media Centre on [www.scout.org](http://www.scout.org). National Scout Organizations are encouraged to train young people to deliver key messages to all media, so that our Movement is represented by young spokespeople and they are the focus of the Centenary.

## Additional Information

Please ensure that this day is as participatory and interesting as possible, especially for the young people taking part. The day should be active and representative of modern Scouting.

Please pay attention to the image that is portrayed to the press and general public, how to best represent our Movement, and how to avoid bad coverage where possible.

Please note that Scouting's Sunrise will be on Wednesday 1 August 2007. Being a weekday, many volunteer leaders may have work commitments and need additional support. If possible, National Scout Organizations may wish to approach their national governments to obtain support for their volunteers, for example to have a half/full day off on this day, recognising the enormous contribution of the volunteers.

Please note that that 1 August 2007 may be a holiday period for many Scouts and their families. Scout groups could organise district activities and advertise these widely so that holidaying families can join in the nearest celebration. Adult resources could be combined in an area to maximise impact and capacity, in order to welcome more Scouts, former Scouts and their communities, as well as others in the area in this period.

Finally, if Scouts are really unable to organise their Scouting's Sunrise celebrations on 1 August 2007, they can still be encouraged to hold activities and events at a more convenient date, as near to the 1 August as possible.



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## Resources

The resources listed below are available on [www.scout.org](http://www.scout.org) in the Centenary Resources area, Gifts for Peace webpages, Media Centre or JOTA area. Limited hard copies of the documents are available upon request from the World Scout Bureau.

- Scouting's Sunrise information and guidelines
- Brownsea Island Scouting's Sunrise event information
- Gifts for Peace guidelines
- ScoutPAX, the toolkit to support the planning and implementation of the Gifts for Peace
- Join-in-Centenary information and activity kits
- Representing the Scout Movement publication
- Scout Boom Comm publication
- Information on the Centenary Radio Award (in the JOTA section)
- The Strategy and 2007 publication
- Information on the World Scout Jamboree (please also see: [www.thejamboree.org](http://www.thejamboree.org))

## Contacts

Please do not hesitate to contact the central and regional offices of the World Scout Bureau for additional support or information.

