



Creating a Better Image

Author: Thierry Tournet
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An outcome of the communication strategy, this motivational clip outlines the importance of strengthening the social positioning of the Scout Movement at both world and national levels. This can be achieved through the active promotion of the communication themes: a social force, a culture of peace, a constructive contribution.

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This video is available in English or French

(You may choose your language in the top navigation bar)

This video may also be downloaded [here](#)