



WORLDINFO

News for Key Leaders in *Scouting*

WORLDinfo is for key Scouting leaders at national, regional and world levels. It is sent by email to all national Scout organizations which have an email address, and to members of their national team who have personal email addresses which have been provided to the World Scout Bureau. It is also available at no cost to subscribers. See subscription information at the end.

PDF versions of WORLDinfo can be downloaded from:

<http://www.scout.org/worldinfo>

Your feedback is welcome:

WORLDinfo@scout.org

1. International Youth Day: Scouting builds sustainability through education.

Every year on 12 August the world celebrates International Youth Day. This year as is customary the WSB has released a statement in keeping with the United Nations theme for this year's International Youth Day: "Sustainability, our challenge, our future".

For the full article please use the following link:

http://www.scout.org/en/information_events/news/2009/international_youth_day

2. Accounts and Balance Sheet as at 30 September 2008

To find out more information please read Circular N°15/2009 available on the website at the following address:

http://scout.org/en/circulars2009/circular_n_15_july_2009

3. Letter from the Chairman of the World Scout Committee

The Chairman of the World Scout Committee, William F. Cronk, has sent a new letter to National Scout Organizations (NSOs) addressing the current status of WOSM. In his letter, Mr Cronk illustrates the changing culture of the Movement and its organization in order to better serve its mission. He also mentions the order of business of the current year including the main issues such as the Regional Director searches and transparent communication.

The letter is available in this month's Scoutpak and attached to Circular N°16/2009 on the website at the following address:

http://scout.org/en/circulars2009/circular_n_16_july_2009

4. Clean Up the World and World Organization of the Scout Movement Renew Allies Partnership.

This partnership provides another tool to focus our efforts around the world in engaging in activities to clean up, fix up and conserve the local environment. We encourage all NSOs to register for the Clean Up the World Campaign and actively engage in these activities. These are primarily focused on, but not limited to, the Clean Up the World weekend in the 3rd weekend of September (19-20 September 2009).

More information is available in this month's Scoutpak and in Circular N°17/2009 at the following link:

http://scout.org/en/circulars2009/circular_n_17_july_2009

5. Scouts Engage in Climate Change Action

Several co-operative partnerships have been established between WOSM and other organisations that have committed themselves to tackling the climate change challenge. Scouts have many opportunities to show their concern for the environment and to share what action they are taking on climate change, which can be seen by the local community and international community. We urge Scouts worldwide to engage in the campaigns, visit the websites and participate in vocalising our pledge in our mission of "Creating a Better World".

More information is available in this month's Scoutpak and in Circular N°18/2009 at the following link:

http://scout.org/en/circulars2009/circular_n_18_july_2009

6. Training aids to better communicate

A copy of the training manual "Scout.Boom.Comm" and the special edition "How to tell the story" have been sent to NSOs. The two publications are also available for download in French, English and Spanish from the media centre of scout.org.

Scout.Boom.Comm is a methodological publication that allows one to follow the steps required to implement a branding strategy for the Scout Movement. Presenting the essential concepts needed for the understanding of Scouting's identity and the image it reflects, the book focuses on understanding the link that exists between the image, key messages and targets of the Movement.

The abridged version of the updated second edition of Scout.Boom.Comm is also available. This special edition on "How to tell the story" invites you to prepare yourselves in how to communicate towards internal and external targets, and to assist in the training of those who will be your spokespeople or media managers.

More information is available in this month's Scoutpak and in Circular N°19/2009 at the following link:

http://scout.org/en/circulars2009/circular_n_19_july_2009

7. First Gathering of National Scout Shop Managers

This is an invitation to attend the first ever gathering of National Scout Shop Managers that will take place in Rome on the 21-23 of October. The meeting will be run by the Management team of Scout Resources International (owners of the World Scout Shop), who are represented by two members of the World Scout Committee and by the Managing Director of the World Scout Shop with the support of the Italian Scout shop managers. In relation to "Scouting's Profile" strategic priority, this meeting will be the opportunity to think about and debate on the issues surrounding the image, the brand and the financial resources of the organisation.

More information is available in this month's Scoutpak and in Circular N°20/2009 at the following link:

http://scout.org/en/circulars2009/circular_n_20_july_2009

WORLDinfo is sent automatically to everyone who has a national appointment and an email address shown on the annual census form.

If you would like to receive WORLDinfo, free of charge, and do NOT already get it, you may subscribe by sending an email to:

<worldinfo-en-subscribe@scoutnet.org>

- do not add any text to the "subject" or the "body" of the message, as it will not be read.

- you will receive an email message to verify your address and asking you to confirm your request.

If you need to unsubscribe at any time (e.g. you are about to change your email address), please send a message to

<worldinfo-en-unsubscribe@scoutnet.org>

from the email address you wish to have removed.