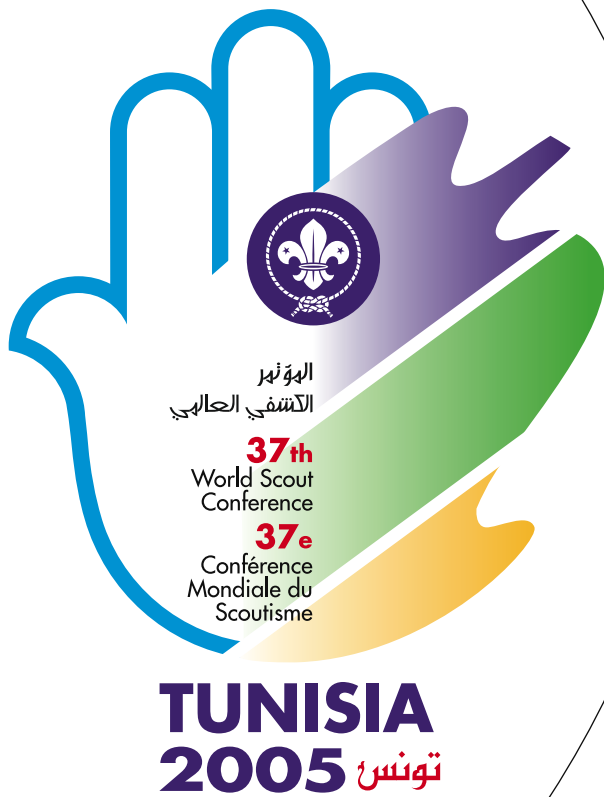


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The Strategy for Scouting

→ Discussion Groups in
Tunisia



THE STRATEGY FOR SCOUTING – DISCUSSION GROUPS IN TUNISIA

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The Mission of Scouting

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.

This is achieved by:

- involving them throughout their formative years in a non-formal educational process
- using a specific method that makes each individual the principal agent of his or her development as a self-reliant, supportive, responsible and committed person
- assisting them to establish a value system based upon spiritual, social and personal principles as expressed in the Promise and Law.



1. INTRODUCTION

The Strategy for Scouting was adopted at the World Scout Conference in Thessaloniki in July 2002.

This briefing document provides you with information on all the practical arrangements for the discussion groups which will take place on Wednesday 7 September in the Coliseum at El Jem.

The purpose of the discussion groups is to:

1. Provide an opportunity for all delegates and observers to discuss subjects in detail, which offers the possibility for a greater depth of contribution and understanding than would be possible in a plenary session.
2. Offer an opportunity for delegates to share information on the challenges faced by their association and the efforts and successes in overcoming the challenges.
3. Enable delegates to have a wider understanding of what is happening in different associations and regions, from the contributions of other delegates and observers.
4. Provide direction for the next World Scout Committee, based on the views of the member associations.
5. Provide a more relaxed environment than is possible in the Conference centre.
6. Offer an opportunity for delegates and observers to spend time outdoors at a historical site in Tunisia.

2. DISCUSSION GROUPS AT PREVIOUS CONFERENCES

Discussion groups have been an important part of the last three World Scout Conferences, Oslo (1996), Durban (1999) and Thessaloniki (2002) and have been instrumental in the development of the Strategy for Scouting.

In Oslo the focus was on *Scouting for What?, Scouting for Whom?* which laid the foundations for the development of the mission of Scouting. The Mission Statement was then discussed and adopted in Durban. In Thessaloniki the Strategy for Scouting was adopted. The discussion groups focussed on what was to be achieved in each of the seven strategic priorities which provided the basic information for the document *Expected Results and WOSM's Support*.

This document identifies the actions to be taken in the strategy during the triennium 2002–2005. The results are contained in Conference Document 6A and the Triennial Report and will be presented in the strategy sessions at the Conference.

3. PRACTICAL ARRANGEMENTS FOR THE DISCUSSION GROUPS

It is anticipated that there will be around 800 delegates and observers to the World Scout Conference. There will therefore be around 40 discussion groups, with about 20 participants in each group.

A representative from each region has been working closely with members of the World Scout Committee and World Scout Bureau staff to help prepare the discussion groups. These six people comprise the strategy facilitators and will also be responsible for reporting the outcomes of the discussions to the Conference.

Discussion group leaders have been recruited from among the delegates and observers. They will be supported by rapporteurs who will take notes of the discussions. There will be a written report in English or French from each discussion group.

3.1 Registration

All delegates and observers will be asked to sign up to the discussion groups in advance. This is to ensure that in each group there is an even spread of participants from different regions. Detailed information will be provided at the Conference.

3.2 Languages

English and French will be the main working languages. Some groups will work in English or French only: however it is anticipated that some groups will work in one of these two languages plus Arabic **or** Spanish **or** Russian. Currently delegates or observers who can interpret from English or French to one of the other languages are being identified.

Information on the languages to be spoken in each group will be clearly indicated when delegates and observers sign up for the discussions.

3.3 Location

The discussion groups will take place in the Coliseum at El Jem, about two hours drive from The Medina in Yasmine. It is anticipated that this will provide an ideal location for the discussion groups as the Coliseum will provide shade, a cooler temperature and an interesting environment.

3.4 Timings

Buses will leave The Medina in Yasmine at around 10.00 hrs.

On arrival at El Jem, a packed lunch will be provided for all participants and there will be approximately 1 hour to relax and eat lunch.

The discussion groups will run from 14.00 hrs to 18.00 hrs with a break for refreshments in the middle. Following the discussion groups there will be a social evening, with accompanying persons. The buses will return to The Medina in Yasmine at around 21.00 hrs.

3.5 Personal preparations

The temperature in Tunisia is likely to be hot in early September so it is advised that participants wear a hat when outside and drink plenty of fluids during the day. The discussions take place in covered areas.

It is important that all participants come prepared to contribute to the discussion groups. Please read the Conference documents in advance and come with the necessary information from your NSO. Details are provided in the appendices.

4. THE STRUCTURE AND CONTENT OF THE DISCUSSION GROUPS

During the discussion groups participants will have the opportunity to:

- share information on how the WOSM strategy has been useful in supporting their own strategic planning - the challenges and obstacles and the successes and achievements.
- discuss how the strategy can support the development of the Movement, in relation to the Centenary of Scouting, the growth of the Movement and the social impact of Scouting.
- give feedback on the plans to set targets and measure the impact of the strategy. The plans are set out in detail in Conference Document 6B: *The Strategy for Scouting – Setting Targets and Measuring Impact*.

To make sure that participants have time to discuss topics in detail, discussion groups will focus on one of the topics in part 2, that is, the Centenary of Scouting, the growth of the Movement or the social impact of Scouting. An outline of each subject and the questions to be considered is attached as Appendix 1.

The framework for the discussion groups is set out below.

Framework for Discussion Groups
<p>Part 1: Expressing Welcome and Introductions Sharing information on the challenges & obstacles and also the successes & achievements in NSOs. Providing feedback on the support that has been provided in the last triennium by the World Scout Committee and World Scout Bureau.</p>
<p>Part 2: Participating Discussion of one of three topics chosen in advance. 2A – The Strategy for Scouting and the Centenary of Scouting 2B – The Strategy for Scouting and the growth of the Movement 2C – The Strategy for Scouting and the social impact of the Movement Questions in relation to the image of the Movement will be included in all three topics.</p>
<p>Part 3: Participating Providing feedback on the process to set targets and measure the impact of the Strategy for Scouting.</p>
<p>Part 4: Participating Identifying the support required from the World Scout Committee and World Scout Bureau in the next triennium.</p>

It is important that each discussion group follows the framework set out above so that the results of all 40 groups can be collated, summarised, printed and presented to the Conference the following afternoon.

5. REPORTING PROCEDURES

The discussion groups are scheduled to finish at 18.00 hrs. Immediately after the discussions each discussion group leader and rapporteur will prepare a report. These reports will be collated and summarised by the strategy facilitators and WSB staff.

This report will be presented to the Conference the following afternoon with a written report in English and French.

The Conference will be invited to adopt a resolution on the Strategy for Scouting. A draft is attached in Appendix 2.

APPENDICES

- 1 - Topics for discussion**
- 2 - Conference Resolution on the Strategy for Scouting**

TOPICS FOR DISCUSSION

A. The Strategy for Scouting and the Centenary of Scouting

In 2007 Scouting will celebrate its Centenary. This is a tremendous opportunity for all Scouts and former Scouts. But it must be much more than a celebration of the past – it must be used as a springboard to launch us into the future. The Centenary can provide new vigour and energy to improve our programmes and make Scouting available to more young people all around the world.

The purpose of the Strategy for Scouting is to achieve the mission and realize the vision of Scouting. Both the strategy and the Centenary ask us to look to the future – to have a vision for Scouting, locally, nationally and internationally and to take action to make that vision a reality.

This is why the strategy and the Centenary must be seen to be working hand in hand. Using the Centenary to make progress in the priorities chosen by your association is part of strategic planning.

During the discussions on this topic there will be a chance to hear how other associations are approaching the Centenary of Scouting and using it to progress their own strategic plans.

Further information on the Centenary of Scouting is set out in Conference Document 8: *Towards Scouting's Centenary: 2005-2008*.

Please come to the discussion groups on this topic with information on the plans for all aspects of the Centenary of Scouting in your NSO.

Questions:

What plans does your NSO have to participate in the world initiatives for the Centenary of Scouting: Gifts for Peace, Scouting's Sunrise, World Scout Jamboree and Join-in-Jamboree.

What plans does your association have to support the celebration of the Centenary at local levels in your country?

How does your organization plan to use the Centenary as a means to move forward with your strategic plan and priorities?

How can you use the Centenary to improve the image of Scouting and increase Scouting's impact in your society?

B. The Strategy for Scouting and the Growth of the Movement

The purpose of the Strategy for Scouting is to achieve the mission and realise the vision of Scouting. The 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.

Obviously Scouting will have a greater impact on society when more young people are members of the Movement and able to benefit from the non-formal education which Scouting offers.

Concerns have been expressed in many NSOs that their membership is reducing, particularly in some age-groups. Here are some general questions to consider:

- Do we know why we are losing members?
- What actions have been taken, and to what effect, to reduce or halt the decline in membership?
- Is this a trend which will eventually affect other countries? If yes, what actions can they take to meet this challenge?
- How does the falling birth rate and other social determinants, for example, immigration, affect Scouting's membership?
- How can the existing potential for growth in Scouting be better exploited locally, nationally and internationally?

At a consultation meeting on membership growth in Geneva, in May 2005, the Secretary General put a number of questions to the 40 participants:

- Do we know what our current situation is: are we working with perceptions or reality?
- Some NSOs do not have accurate membership figures, and where figures are reported they are not compared with the demographics. How can accurate information in relation to membership be obtained and analysed?
- Scouting is a membership movement and the distribution of members in relation to age and gender is pedagogically important. How do we obtain this information?

The inputs to the consultation meeting offered no 'quick fixes' or 'single solutions'. Rather a considered strategic approach was put forward, working with accurate information and obtaining and using feedback, especially from young people and their parents.

The discussion groups on this topic will consider questions set out below. This will provide information and ideas for the World Scout Committee for the triennium 2005-2008.

Please come to this discussion group with information on:

- **The number of members in your association and how this figure has changed in the last 5-10 years;**
- **How the number is determined;**
- **The breakdown in percentage in age and gender in relation to the demographics;**
- **Any initiatives that have been undertaken to grow your organization and if possible, increase the market share in your country.**
- **The membership share (penetration rate) of Scouting in your country: the overall figure and how this compares for the different age-groups and gender.**

Questions:

How are membership figures analysed in your organization? What parameters do you use and do you analyse trends over a period of time? Has this been done over the long term? Is action taken based on this analysis?

What are the challenges and obstacles to growth in your organization?

What impact does the image of Scouting in your society have on the membership trends in your organization?

How can strategic planning assist growth in your organization? What support is needed from the World Scout Committee and World Scout Bureau to facilitate this?

C. The Strategy for Scouting and the Social Impact of Scouting

The purpose of the Strategy for Scouting is to achieve the mission and realise the vision of of Scouting. The first part of the vision is:

As a global Movement making a real contribution to creating a better world...

We see Scouting entering its second century as **an influential, value-based, educational Movement** focussed on achieving its mission, involving young people working together to develop their full potential, supported by adults who are willing and able to carry out their educational role.

The social impact of Scouting - its impact on society and potential to build a better world - is limited if:

- it serves only its traditional 'target audiences'.
- the programme for young people does not equip them with the skills necessary to participate fully in society.

The theme of this Conference is *Breaking down Barriers*. This challenges us all to make sure that young people around the world, whatever their background, economic status, family situation, where they live, or the languages they speak, can be members of Scouting. Then they can contribute fully to society, helping to create a better world: living up to their Promise and actively working with others.

The programme provided to all young people must equip them to participate fully in society – as it is today and will be in the future, not as it was 5, 10 or 20 years ago.

The challenges faced by young people all around the world are increasing and constantly changing. How can Scouting help young people to have the capacity to influence and shape their communities? How does your NSO prepare its members to be active citizens with the skills:

- to challenge intolerance and xenophobia and promote tolerance and Peace
- to build alliances and work in partnership with others to achieve common goals
- to make sure that they contribute to development that is sustainable, socially just and does not have a negative impact on the earth's resources
- to be employable – now and in the future
- to speak up for others, rather than focus on self-interests.

The support Scouting receives from civil society is dependant on the contribution Scouting makes and is seen to make to society. How can Scouts be more active in society locally, nationally, internationally? How can we prepare young people to leave the Movement equipped with the skills and committed to improve society? How can their contributions to society be attributed to Scouting now and in the future? How can Scouting take advantage of its position as an organization rooted in local communities with its potential for global impact.

Please come to this discussion group with information on the programmes for adolescents and young adults in your organization. How are young people in each age-groups are helped to contribute fully to society.

Questions:

How does your organization help young people to develop the skills to participate fully in society? What impact does this have on their lives and on the community? How do you measure it?

Are there examples of good practice in your organization where Scouting has reached out to new groups in society? What was the impact on the community and on your organization?

What experiences/initiatives do you know of that have been implemented by former Scouts, because they were Scouts.

What is the image of Scouting in your society? What are the barriers that you have faced in the community and how have you overcome them?

What benefit is society getting from Scouting in your country?

CONFERENCE RESOLUTION ON THE STRATEGY FOR SCOUTING

At the World Scout Conference, the World Scout Committee will propose the following Resolution:

The Conference

- valuing the work undertaken to provide NSOs with information on the Strategy for Scouting and make it available on CD-ROM and strategy web-pages on the WOSM web-site
- valuing the work undertaken by the World Scout Committee and the World Scout Bureau Central and Regional Offices to provide tools to support NSOs in the development and implementation of their strategies
- commending the Regional Conferences for adapting and aligning their strategies and Regional plans with the Strategy for Scouting
- applauding the progress made and achievements in NSOs since the adoption of the Strategy for Scouting at the World Scout Conference in Thessaloniki
- recognising the need to develop a medium-term plan for the Strategy over the next six years
- recognising the unique opportunity that the Centenary Celebrations offer to help NSOs move forward in their strategies and strategic planning
- urges NSOs to use the Centenary Celebrations as a tool to develop and implement their strategies
- encourages NSOs to consider how their strategies support the growth of the Movement and increase their impact in society
- urges NSOs to strengthen their communications, linked to a common corporate identity, to improve the image of Scouting so that Scouting is seen as a modern, dynamic Movement, which has a real impact in the community, as it begins its second century
- adopts the process, outlined in Conference Document 6B: *The Strategy for Scouting – Setting Targets and Measuring Impact*, to measure progress in the Strategy for Scouting through setting targets and measuring the impact in society
- requests the World Scout Committee to report to the 38th World Scout Conference on the achievement of the targets in NSOs and Scouting's impact in society.

One World One Promise

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