



World Organization of the Scout Movement  
Organisation Mondiale du Mouvement Scout

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To: European Scout Symposium participants

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## **Pioneering Without Wood – Counting Without Numbers?**

Well, in effect that is what we are trying to do by reacting to membership loss without accurate membership statistics. In order to respond to any actual loss in membership being experienced by European Scouting we must have accurate data on present numbers. In recognition of this, the European Scout Committee has decided to improve membership data collection, beyond membership fee related data. The main objective of the data collection is to calculate more accurately our - European Scouting's - market share by age of young people in Europe.

Market share is a key factor in evaluating membership growth and development. For example, an NSO that experiences a 5% decrease in its 14-year old members over a 3-year period looks bad, but if the number of 14-year olds has decreased by 7% in the general population, then there has been an actual increase in market share for the NSO; it is experiencing membership growth. Be warned: this is not just an abstract example, the OECD and the EU predict the youth population in Europe to fall from 300 million in 1990 to 151 million in 2025.

Therefore, for the European Scout Region to effectively evaluate and respond appropriately to a decrease in absolute membership, we must accurately record our numbers. We need to know whether we need to respond by adapting youth programme, adult training, NSO management, youth involvement etc.

To make it as easy as possible we have designed an easy to use excel sheet, which will be sent to your association in the next days. If possible we would like to collect data for the last 5 years. We would greatly appreciate if you could fill out all four worksheets, particularly the first two. Completed documents should be returned to [ktauscher@worldnet.scout.org](mailto:ktauscher@worldnet.scout.org)

If you have any questions, queries or hesitations, please do not hesitate to contact me. And thank you, this is very valuable information that could make a real improvement to European Scouting.

Thanks for you help!!!

The Core Group for "An Organization for the 21<sup>st</sup> Century"