



## Mohamed Salih (SUDAN)

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### **Why was it important for your Organization/Association to take a strategic approach to 2007, Scouting's Centenary?**

The evidence shows that the Sudanese Scout's adoption of a strategic approach for the Centenary was a reason for the success of the year. Our Association started planning and organizing some years in advance in order to be ready. When the year arrived we were all fully prepared to best accomplish our duties. Our Association experienced achievements not accomplished since 1916 thanks to following a strategic approach for action.

### **What, specifically, did your Organization/Association hope to gain from the Centenary?**

Scouting's Centenary was a key turning point for the development of Sudanese Scouting. The Association wanted to present itself in a new light to the Sudanese people and obtain confidence from society and support for its vision and mission. The Scouts have become 'doves' of peace in Sudan and youngsters' first option for recreation. The Scout image has been substantiated in society.

### **What was the biggest challenge for your Organization/Association posed by the Centenary?**

Well, I believe the major challenge we confronted was 'how can the Scout Movement meet Sudanese society's various needs, varying from the need for peace to the need for development in light of the significant pressure on Scouting volunteers?'

### **How did your Organization/Association meet this challenge?**

By determination and sacrifices/generosity of volunteers, given for the sake of society and in adherence to the Scout Promise. For example, some Scouts gave up many personal things to reduce the difficulties for displaced people and refugees in Darfur. Scouts in Sinnar State have made enormous contributions to assist those damaged by the rains. Scouts in North Kordofan have contributed by providing pure drinking water for rural villages.

### **How did your Organization/Association work to ensure that there was 'something for everyone' in the Centenary year?**

Plans were laid down to ensure the contribution of all in Scouting's Centenary. Scout division committees developed a Scouting programme for the whole year for various ages. I believe everyone obtained something from the Centenary.

**How did your Organization/Association maintain the momentum throughout the year?**

By a permanent presence in society, meeting requirements and supporting this via the media. And of course, Scouts were keen to present many things to society during the Centenary.

What do you believe was the greatest achievement in 2007 for Scouting in your country?

Society's enormous trust and support for the Scout Movement and the contribution of Scouts to realising the aim of 'Creating a Better World'.

**What is the greatest lesson that your Organization/Association has learned from the work (of the past years) in preparing for the Centenary?**

An active strategic approach leads to success. Cooperation and partnership are tools for success. Youth participation ensures success.

**What advice would you give to other Scouts planning for upcoming national centenaries?**

Render your centenaries of value to society and to individuals. Assume the strategic planning approach, work in cooperation and involve young people. Be aware that one hand can't clap!

**What is your fondest memory of 2007?**

The whole of the 2007 year will remain in my memory forever. The scene of more than 40,000 Scouts repeating their Scout Promise on the 'Scouting's Sunrise' day at 21st WSJ is unforgettable: a scene embodying scouts' commitment to work for a better world.

**How is your Organization/Association now building on the achievements of the Centenary in 2008?**

We started in 2008 from an advanced position having planned for and reached the Scouting Centenary Year. For instance in the field of communications and media we developed the new Sudan Scout Brand in cooperation with the World Bureau. All now feel that Scouting has become better and is developing more strongly as well as upholding Scouting's principles. In June 2008, our National Conference worked to develop plans to move forward.

**Finally, if your Organization is celebrating a national centenary in 2008 or 2009, please give a brief overview of your planned celebrations:**

Our Centenary comes in 2016. From now, we are considering how to keep up a standard benefitting one hundred years of performance.