



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. 38th World Scout Conference, July 14-18 2008 - Document Nos. 4,5,11,14,17A

The following 38th World Scout Conference documents have been mailed in the recent Scoutpak and are available online at the links below.

Document No. 4 – Implementation of Resolutions adopted by the 37th World Scout Conference

http://www.scout.org/en/content/download/11546/94314/file/conf08docs-confdoc4_e.pdf

Document No. 5 – The Strategy for Scouting

http://www.scout.org/en/content/download/11508/94126/file/conf08docs-confdoc5_e.pdf

Document No. 11 – From Scouting's Profile to the Brand Strategy

http://www.scout.org/en/content/download/11543/94286/file/conf08docs-confdoc11_e.pdf

Document No. 14 – Partnerships and External Relations in WOSM

http://www.scout.org/en/content/download/11500/94082/file/conf08docs-confdoc14_e.pdf

Document No. 17A – Consolidated Proposals for Amendments to the Constitution of WOSM

http://www.scout.org/en/content/download/11514/94144/file/conf08docs-confdoc17A_e.pdf

2. 10th World Scout Youth Forum, 7-10 July 2008 – Document No. 7

The following 10th World Scout Youth Forum document has been mailed in the recent Scoutpak and is available online at the link below.

Document No. 7 – Youth Advisors Elections

<http://www.scout.org/en/content/download/11486/93991/file/Doc-7-WSYF-WEB-EN.pdf>

3. Brand Management & Communication Strategy

A special package containing documents and tools related to Brand Management and the Communication Strategy has been mailed in the recent Scoutpak.

These tools are the result of a thorough consultation that took place during the six Regional Communication Forums and during the workshops organised at nearly all of the Regional Conferences.

Concerning Brand Management, these documents present:

- new services available to National Scout Organizations and World Scout Event Organisers
- a clarification of the internal policy, which remains unchanged since 1974
- precise information on questions of intellectual property, copyrights and
- trademarks
- the support brought to you from the World Scout Bureau, which has adapted its structure and broadened its professional skills in order to better answer your needs.

Concerning the Communication Strategy, you will find:

- the tools to help the spokespeople of the Movement, as well as the media managers
- the tools to support the work of the graphic designers.

Detailed information about this package and what it contains is available in Circular No. 5/07:

http://www.scout.org/en/information_events/resource_centre/circulars/2008/circular_n_5_07_june_2008

and on the web at

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

It is hoped that this package will stimulate your creativity dedicated to the image of the Movement.

4. Accounts & Balance Sheet as at 30 September 2007

The audited report of the Accounts and Balance Sheet for the financial year ended 30 September 2007 of the World Scout Bureau, as accepted by the World Scout Committee at its last meeting, has been mailed in the recent Scoutpak. For more information about this and to see the report, please download Circular No. 17 from

http://www.scout.org/circulars2008/circular_n_17_june_2008

5. Module 1: The Strategy for Scouting

The Strategic Planning Kit originally produced in 2005 has been updated.

The first module of the revised toolkit 'The Strategy for Scouting' has now been published. A copy of which has been mailed in the recent Scoutpak.

This module compiles the history of the development of the Strategy for Scouting. It outlines its concept and contents and provides a general overview of the process to measure progress and impact. This module lists global impacts and outcomes that can be achieved and measured at all levels of the Movement.

For more information and to download 'Module 1' please access Circular No.18 from

http://www.scout.org/circulars2008/circular_n_18_june_2008

or contact Lucrecia Peinado at

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