



SCOUTS[®]
Creating a Better World

World Organization of the Scout Movement
Organisation Mondiale du Mouvement Scout
Всемирная Организация Скаутского Движения
Organización Mundial del Movimiento Scout
المنظمة العالمية للحركة الكشفية

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To: Chief Commissioners
International Commissioners
Chief Scout Executives

28 October 2011

Subject: **What is great about Scouts?**
APR Competition on Audio-Visual Production

Dear Colleagues,

Greetings from Manila!

The regional contest called "What is Great About Scouts?" was first introduced at the 23rd APR Scout Conference in Kuala Lumpur in 2009. At that time, the contest used four media categories in the form of essay, poster, blog, and audio-video spot/slide presentation. Winners were chosen from each category.

The Regional Scout Committee, at its April 2011 meeting, approved the proposal to continue the competition at every Regional Scout Conference. For 2012, the proposal is to use only one medium – audio-visual production. This arose from the proposal of Dr Young Joong Kang, President of Korea Scout Association, who offered to sponsor the regional contest and give opportunities for Scout groups to produce audio-visuals on what they find as extraordinary about Scouting.

Objective of the contest

To convey the message of what is great about Scouting as a means to attract and inspire more young people to join the Scout Movement. It is a tool to share and appreciate the extraordinary work that Scouts do to make their communities a better place.

Participants: Scout members who are under 26 years old, either as individual or as a group.

Criteria

- Duration: 3 to 4 minutes audio-visual production
- Theme: Partnership Projects with Non-Scouts/Communities
- Language: English
- Key messages: Value-based, original, creative, inspirational

Prizes

Winners will receive the following:

1. Gold Prize: US\$ 500 + trophy + certificate
2. Silver Prize: US\$ 300 + trophy + certificate
3. Bronze Prize: US\$ 200 + trophy + certificate

Three consolation prizes will be given with US\$100 each and certificate. Winning entries will be uploaded to the WOSM-APR website.

Awarding: To be held at the 24th APR Scout Conference in Bangladesh in November 2012

Timetable

March 2012:	Submission of AVP entries
May 2012:	Pre-selection of finalists (by a professional group)
August 2012:	Final selection of winners (Selected members of APR Scouting Profile Sub-Committee and Programme Sub-Committee)
November 2012:	Awarding of winners

Thank you in advance for your support and cooperation.

With best regards,



Abdullah Rasheed
Regional Director