



2007
One World One Promise

100 years of Scouting

Scouting's Sunrise



Wednesday, 1 August 2007 The Dawn of a new Century for Scouting around the World

On 1st August 1907, Scouting's Founder Robert Baden-Powell blew his kudu horn on Brownsea Island at 08:00 to open the world's first Scout camp. Soon thereafter, Scouting began to quickly spread around the world and now exists in 216 countries and territories.

2007, the 100th anniversary of Scouting is an opportunity for us to demonstrate the unique value of Scouting to the world and to celebrate the achievements of 100 years of Scouting. However, the 100th anniversary must provide a platform for the development of Scouting and not only celebrate the past 100 years. 2007 is the dawn of a new century of Scouting. We should celebrate the future of Scouting and look to how we can improve it to meet the needs of even more young people, their families and communities and offer better and bigger Scouting worldwide. We must seize this moment and prepare well in advance to share our successes and achievements.

100 years to the day, on 1 August 2007, every Scout, from every WOSM country, will mark the Centenary and look to the past, present and, most importantly, the future of Scouting.

Scouting's Sunrise



What form should the day take?

The Centenary will be celebrated by all National Scout Organizations around the world on Wednesday 1 August 2007.

- At **08:00 local time** in every country Scouts and former Scouts should gather together to renew their Promise in the second century of Scouting. This is a time to blow the kudu horn and to remember how Scouting was founded, what it has become and what it has accomplished.
- Scout groups should plan a "Good Turn", undertaking practical activities to directly help their community and raise the profile of Scouting on 1 August 2007. This "Good Turn", whether large or small, should involve the participation of all Scouts, should be well promoted and involve others.
- It is a day to celebrate the *Gifts for Peace* made by Scouts and to exhibit the *Gifts for Peace* at a local and national level, for Scouts, former Scouts, families and supporters of Scouts and the general public to see. Documentation for these *Gifts for Peace* could be presented on 1 August 2007 to influential people, e.g. heads of state, presidents, prime ministers, government representatives, etc. More information on the Gifts for Peace is available in a separate document.
- Scouts should hold a Centenary of Scouting celebration, involving all Scouts and former Scouts, their families, friends and supporters. This could follow on from the two previous activities. It could be a day of public Scouting activities, a show, a picnic, an evening meal, an afternoon of music and drama or even a combination of all of these activities.
- At the time which corresponds to **08:00 on Brownsea Island**, Scouts will be able to link up to the celebrations there via the internet or television and celebrate with Scouts worldwide. At this unique event there will be at least one Scout from every Scouting country in the world. With modern technology Scouts will be able to join in the Brownsea celebrations and those of the 40,000 Scouts at the nearby World Scout Jamboree for a moment to remember in Scouting history. Never before, we predict, will so many Scouts be "together" at the same moment.
- For the Scouts who will not be able to plan activities for Wednesday 1 August 2007, we suggest that they use a more suitable time as near as possible to that day. For example, the weekends on either side of 1 August. A whole week of activities may offer certain advantages.

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Who should be involved?

This is an occasion for Scouts to celebrate with other Scouts, but also with their supporters and local communities. The following should be included in the day's activities:

1. All members of the World Organization of the Scout Movement, youth and adults.
2. Other young people – friends of Scouts, school peers, youth groups, etc. All youth should be made welcome to learn about the benefits of Scouting.
3. Friends of Scouting – former Scouts, parents, financial supporters, community leaders, etc.
4. Partner organisations and sponsors of Scouting.

Where?

National Scout Organizations should organise events for maximum participation and visibility.

- **Locally:**

Individual groups or all groups in an area can meet in towns, villages, in the country, at Scout camps or other symbolically significant places.

- **Nationally:**

National Scout Organizations can hold events at a single location, or coordinate a national celebration at several locations. Celebrations might be in the capital city or prominent cities or symbolically significant places for their particular Scout group or county/region.

- **Internationally:**

Scouts from 216 countries and territories will be present at the 21st World Scout Jamboree, at Hylands Park, Chelmsford, United Kingdom from 27 July to 8 August 2007. A special Centenary camp will be held on Brownsea Island on 1 August 2007. Thus Scouting's Centenary will be marked by the representation of all WOSM member countries in the very place where the first ever Scout camp was held. There will be many ways for Scouts around the world to 'join in' these international celebrations.



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Additional ideas for 1 August 2007

This special day is an opportunity to gain recognition for Scouting in every country. National Scout Organizations should organise events that get news media attention and positive publicity for Scouting. The way in which the day is marked should be in true Scout spirit with active participation and vivacity, so that the public can see what Scouting is really like in the 21st Century. With this in mind the day could be further enhanced with the following additional ideas:

- Involve prominent former Scouts. With a view toward 2007, start early to identify and establish contact with prominent former Scouts. There will be a natural interest among Scouting's alumni and they can be very useful in planning and supporting the celebrations. These people could be brought together for a special occasion to be recognised for their accomplishments.
- Following the rising sun, from East to West, Scouts can find ways to pass messages from one point to another - for example from mountain-top to mountain-top - as the dawn of Scouting's second century unfolds. The newest communications technologies will offer great potential for contacts.
- Governments should be requested as soon as possible to consider issuing commemorative stamps and legal-tender coins to be issued on 1 August 2007, or as near as possible to this date.
- At the Sunrise activities the flags of all countries which have a WOSM member organization should be flown. The World Scout flag would be the centre of such displays.
- A special tribute to Baden-Powell could be held, to reaffirm him as the Chief Scout of the World. Ask governments to consider naming or renaming an important park, street, building or boulevard in honour of the founder. A statue could be erected in a suitable location, or an existing statue rededicated.
- National reunions of, for example, top Scouts award holders such as Queens, Kings, Fuji, Eagle Scouts, etc.
- Recreate the Brownsea Island camp and invite the public to visit.

For the latest information on this subject and other 2007 Centenary initiatives visit the 2007 website:

www.scouting2007.org

and on the World Scout website:

www.scout.org

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