

STRATEGY FOR SCOUTING

MISSION

The Mission of Scouting is to contribute to the education of young people, through a value system based on the Scout Promise and Law, to help build a better world where people are self-fulfilled as individuals and play a constructive role in society.

VISION

By 2023 Scouting will be the world’s leading educational youth movement, enabling 100 million young people to be active citizens creating positive change in their communities and in the world based on shared values.

6 STRATEGIC PRIORITIES

<p>Youth Engagement</p> <p>Scouting should give young people the opportunity to develop the skills and knowledge empowering them to take an active part in the Movement and in their communities. Involvement, recognition and intergenerational exchange are key in providing a framework for our youth members.</p>	<p>Educational Methods</p> <p>The Youth Programme should provide a non-formal learning environment strengthening the capacity of young people to face the challenges of tomorrow. Scouting should attract, train and retain quality adult volunteers to deliver the Youth Programme.</p>	<p>Diversity & Inclusion</p> <p>Scouting should reflect the societies in which it exists and actively work to welcome all individuals without distinction. This diversity should not only be reflected in the membership, but also the methods and programmes used within the Movement.</p>	<p>Social Impact</p> <p>Every Scout should be involved in community service, and share their experience to inspire others. Through activities and projects, Scouts contribute to their communities and become leaders of positive change.</p>	<p>Communication & Relations</p> <p>Scouting’s profile should accurately portray what we do and why we do it, reflecting our shared values. By using the most impactful methods of communication, and engaging in strategically relevant partnerships, Scouting should be recognized as the world’s leading youth movement.</p>
<p>Governance</p> <p>The governance of WOSM should be transparent, accountable, efficient and clearly linked to its overall strategy, focused on achieving the mission and vision of the Movement. The roles and responsibilities of the different levels in the organization should be clearly defined and understood, ensuring a customer-focused approach. In doing so we ensure high synergy across all levels of WOSM with a high “return on investment”.</p>				