



REPORT OF THE

3RD AFRICA SCOUT

COMMUNICATIONS FORUM

HARARE, ZIMBABWE 2018



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Communication Services

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**AFRICA SCOUT
COMMUNICATIONS
FORUM 2018**

ZIMBABWE



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EXECUTIVE SUMMARY



The 3rd Africa Scout Communications Forum was held from 7th to 10th March 2018 at the ZESA National Training Centre (<https://zesantc.co.zw>) located on Ganges Road in Belvedere, Harare – Zimbabwe. Convened under the theme “Communicating Our Impact, Strengthening Our Profile” the forum was organized by the World Scout Bureau Africa Support Centre and hosted by the Scout Association of Zimbabwe in the framework of the 2018 Africa Scout Day Celebrations.

The forum was attended by a total of 19 participants drawn from 16 National Scout Organizations, with 17 of them male and only 2 female. The profile of participants was a mix of CEOs, Communications Commissioners, International Commissioners, National Executive Commissioners, Communications Students, Scout leaders and Rover Scouts.

The rich skill-sets among the participants included; web design, photography, videography, graphic design, journalism (content development, writing and editing), social media management, application software development, artistic drawing (cartoonist, sketches), motion graphics/animation, ICT and language support (translation & interpretation).

A team of four facilitators drawn from the Global, Africa and Arab Support Centres delivered the session of the forum and supported with simultaneous interpretation as well. This was an exemplification of the ONE World Scout Bureau collaboration among staff from different support centres, joining hands to deliver service to NSOs. The participants also contributed to the sessions through panel discussions, experience sharing, group discussions and presentations.

The objectives of the workshop were to:

- Disseminate the Global and Regional strategies for Communications and Strategic Engagements to inspire alignment in NSOs
- Introduce WOSM's Service Model for providing Communication services support to NSOs, including key developments and innovations in the area of communications
- Help NSOs to identify their communication needs and share best practices to inspire learning and development of appropriate response strategies
- Build capacity of key NSO communication professionals and volunteers to deliver better and effective communication with practical skills in storytelling, photography, videography, branding, campaign management and representing Scouting
- Promote networking and sharing through the development of Global Communications Network and talent pool



The forum was a response to the need by NSOs to build their capacity to better tell Scout stories. It provided an opportunity for learning, sharing of best practices and networking among NSO communicators.

The participants also had an opportunity to join Scouts from 8 other countries at Ruwa Scout Park for a cultural evening around a campfire – characterized by singing, dancing and lots of new friendships. As a result of the forum, the number of countries taking part in the All Africa Scout Day celebrations held at City Sports Stadium on 10th March 2018 stood at an all-time high of 26, having brought participants from at least 18 countries to Zimbabwe.

The opening ceremony was graced by the Regional Director for Africa, Frederic Tutu Kama-Kama and a team of staff from the World Scout Bureau Africa Support Centre in Nairobi, Kenya. On the last day, the Chairman and members of the Africa Scout Committee paid the participants a visit and reiterated the importance of communications for the growth of Scouting. In between, Ms. Martina Lippuner, the WWF Africa Regional Communications Manager for Madagascar and Central Africa and her Zimbabwean counterpart also joined the forum on 2 days and had an opportunity to share with participants the collaboration between WOSM and WWF around Earth Hour.



A key outcome was the establishment the Africa Scout Communications Network - a permanent platform for collaboration, and support for and among NSO communicators aimed at strengthening capacity of NSO communications professionals and volunteers in telling Scout stories as well as contributing to the support, development and delivery of communication services in NSOs and the Regional level.

From the forum, participants are expected to among other things establish communication teams in their NSOs, develop and implement communication policies and strategies, adopt best practices in implementing day-to-day communication activities, as well as disseminate and contribute to regional and global communication initiatives.

KEY HIGHLIGHTS AND OUTCOMES



NSO COMMUNICATION NEEDS AND BEST PRACTICES

by Nelson Opany, Communications & Public Relations Officer, WSB Africa Support Centre - Nairobi

The session aimed at providing participants with an opportunity to analyze and share best communication practices, the areas where they need support to improve and creative ideas to boost communications in Scouting.

NSOs were encouraged to:

- Take time to assess their communication situation and develop appropriate response strategies
- Innovate new ways of implementing their internal and external communications
- Use local resources and experts/ volunteers to address the challenges they face; including through the establishment of local media teams and communications talent pools
- Share creative ideas with WSB to feed into the World Scouting's Innovation Hub and support delivery of support services to NSOs through the new WOSM service Model

SHOWCASING COMMUNICATION BEST PRACTICES IN CONSERVATION (WOSM - WWF PARTNERSHIP ON ACTION FOR NATURE)

by Martina Lippuner, Regional Communications Manager for Central Africa, WWF Regional Office for Africa - Nairobi

This session, delivered by the WWF Regional Communications Manager for Central Africa & Madagascar focused on highlighting the new partnership between WOSM and WWF and the collaboration around Earth Hour. It shared with participants the details of the collaboration and the planned activities.

Some of the key highlights from the session included:

- The launch of the WOSM Earth Hour webpage www.scout.org/earthhour
- Recording of the Youth Voices video
- Promotion and participation in the Earth Hour activities
- In-country collaborations between NSOs and WWF country offices



WOSM STRATEGY, COMMUNICATION DEVELOPMENTS AND NSO SUPPORT MECHANISMS

by Mihajlo Atanackovic, Senior Manager, Digital Engagement, WSB Global Support Centre - Kuala Lumpur

The purpose of this session was to introduce participants and their NSOs to recent developments in communications within World Scouting; how they impact on their work and the actions they need to take in aligning themselves accordingly. The highlighted developments include; strategy for communications and strategic engagements, digital transformation, leveraging world and regional Scout events, the 2017-2020 triennial plan with communications and partnerships as a priority, establishment of the Communication service thematic team within WSB as well as the introduction of the WOSM Service Model to offer support to NSOs. Also highlighted were ongoing work on www.scout.org as well and the launch of the Scout Donation Platform.

NSOs were encouraged to take advantage of developments and act to not only align themselves, but also utilize these developments to enhance their communications. They were also invited to look-out for the launch of the service model as it will be the platform for requesting and delivery of services to NSOs. NSOs without Scout Donation Platform Managers were asked to identify someone to enable roll-out of the platform in their NSO.

ROLES AND RESPONSIBILITIES OF NSO COMMUNICATORS

by Fabrice Ouattara, Manager, Development Support & Partnerships, WSB Africa Support Centre - Nairobi

The session targeted at helping participants to define the roles and responsibilities of NSO Communicators in order to help NSOs tailor the recruitment of communication staff and volunteers to support in this capacity and for better performance management.

The key outcomes of this session included;

- Development of a draft Terms of Reference/Job description for an NSO communicator highlighting the name of the position, role summary, a list of key responsibilities/tasks and the desired qualifications and experience
- Encouraging NSOs to establish a substantive position to support the effective management of communications, either through employment, internship or volunteering.
- The need for collaboration between NSO communicators to allow for sharing of knowledge, experience and resources



GLOBAL COMMUNICATIONS NETWORK AND TALENT POOL

by Mihajlo Atanackovic, Senior Manager, Digital Engagement, WSB Global Support Centre - Kuala Lumpur

The session introduced to the participants the newly established Global Scout Communications Network; highlighting its purpose, how talent will be identified and members recruited. Ways of galvanizing the membership of the network and measuring success were also discussed.

The Network will form an essential part of the World Scouting's communication framework going forward and will be replicated in the regions and well; starting with participants of this forum. NSOs were also encouraged to establish their own National Communication Networks and to identify talented people who can support in running and improving how we tell Scout stories, right from the grassroots.

COMMUNICATING IMPACT STORIES

by Nelson Opany, Communications & Public Relations Officer, WSB Africa Support Centre - Nairobi

The aim of this session was to equip participants with the basic ideas of identifying, collecting and telling a good Scout story (knowledge, skills, tactics and tools) for internal and external audiences.

At the end of the session, the following outcomes stood out:

- We should focus on telling engaging stories of ordinary people (Scouts) doing extraordinary things.
- Whether a story is told in words, in pictures or through sound, it's emotion that helps us connect and engage with it. It's what makes stories powerful. And why stories remain one of the best ways to get a message across.
- To create an impactful story, we need detail and to think of how we encourage people to read on or watch a video/slideshow to the end.
- The most important and compelling aspects of the story come first, and the least important last. The idea is that someone will still understand what's happening even if they don't read beyond the first paragraph or two.
- There are a number of crucial elements to make a good story. One that can make an impact: Characters, motive, conflict, detail and surprise
- Compelling storytelling also means coming up with interesting ways to TELL the story. And choosing a format that's appropriate to the audience.
- Be curious. Ask questions. Look for the details and remember them (or make a note of them).
- NSO communicators commit to actively take part in the "One Story a Week Challenge" and ensure they write and publish one Scout story from their NSO every week



POWER OF THE PHOTOGRAPH AND VIDEO

by Ahmed Hassan, Director, Community Service & Partnerships and Manager, Arab Scout Graphics & Media Centre
WSB Arab Support Centre - Cairo

The session aimed at enabling the participants to understand the power of photography in the promotion of an event and to determine the appropriate angles and sizes for each shoot, using the modern skills and equipment. Some of the key tips shared with the participants for taking good photo and video include: Think first, shoot later, cinematography, video shots angles, camera movement, telling a story with a shoot and catching the perfect moment

Key take-aways included the following:

- You don't have to own a big camera to take a good photo or video
- A good photo or video is created not captured

SOCIAL MEDIA ESSENTIALS

by Mihajlo Atanackovic, Senior Manager, Digital Engagement, WSB Global Support Centre - Kuala Lumpur

Arguably the most liked session of the forum, the focus rotated around helping participants understand the modern trends, best practices and tactics in the use of social media and how promote and to achieve maximum visibility for Scouting online. Participants were taken through the “recipe” for making good social media posts on Facebook, Twitter and Instagram.

Also discussed were how to measure success of social media initiatives as well as some general principles of social media outreach. There is no doubt that participants went back home with a completely different understanding of how much visibility and impact they can achieve through effective use of social media.



BRAND MANAGEMENT: A FOCUS ON THE SCOUTS BRAND

by Mihajlo Atanackovic, Senior Manager, Digital Engagement, WSB Global Support Centre - Kuala Lumpur

The session focused on promoting a better understanding of the SCOUTS brand based on the WOSM brand manual; and inspire NSOs to work towards adopting the National Scout Identity Branding or develop their own NSO brands. The session also highlighted the different branding services available from the World Scout Bureau to NSOs. Another key thing highlighted was the call to Scout Communicators and NSOs to adopt the proper use and application of the brand and be vigilant in policing and reporting any violations.

Key outcomes included:

- We are the pirates of our own brand. If we use it well, other will use it well; but if we don't other too wont respect it.
- NSO communicators have a role as brand ambassadors to protect, ensure proper use and promote the SCOUTS brand
- World Scout Bureau has wide range of branding services available to NSOs on request

REPRESENTING THE SCOUT MOVEMENT

by Fabrice Ouattara, Manager, Development Support & Partnerships, WSB Africa Support Centre - Nairobi

This session aimed at enhancing the awareness of participants about Scouting and enlightening them on their role of ensuring effective representation of Scouting. It explored some key aspects and facts about the Scout Movement, key messages when representing Scouting, understanding protocol and roles of different Scout representatives as well as knowing how to tackle misconceptions about Scouting with positive answers.

The major outcomes included:

- The NSO Communicators (both professionals and volunteers) were called upon to be good and effective ambassadors of Scouting in their day-to-day activities. They should always carry with them, wherever we go, the good name of Scouting.
- Communicators have a role to support others to effectively speak about Scouting in their NSOs



REGIONAL COMMUNICATIONS TRIENNIAL PLAN 2018-2021

by Nelson Opany, Communications & Public Relations Officer, WSB Africa Support Centre - Nairobi

The session presented and explained the process followed in developing the Regional Communications Triennial Plan's objectives, actions and key performance indicators; and how NSOs continue to be involved in the process leading up to the 17th Africa Scout Conference.

NSOs were encouraged to take cue and realize that effective communication can only be achieved through deliberate strategic planning; and that the planning process should involve all the relevant stakeholders for wider opinion and ownership.

PLANNING SUCCESSFUL COMMUNICATION CAMPAIGNS

by Mihajlo Atanackovic, Senior Manager, Digital Engagement, WSB Global Support Centre - Kuala Lumpur

Building up on the Social Media Essentials, this session introduced participants to the key elements of planning a Communication campaign; with a focus on purpose, objectives and tactics/strategies. Participants got insights into setting SMART objectives, campaign messaging, audience mapping, selecting appropriate channels, developing campaign assets, success measurements among others.

They also had an opportunity to develop, through the practical group exercises, and implement a one-day campaign to cover the 8th Africa Scout Day celebrations in Harare. Supported by the facilitators, this provided practical learning experience while supporting communications for a real event.



DEVELOPING COMMUNICATIONS POLICY AND STRATEGY FOR NSOs

by Mihajlo Atanackovic, Senior Manager, Digital Engagement, WSB Global Support Centre - Kuala Lumpur

The purpose of this session was to build capacity of participants to be able to develop communications policies and strategies for their National Scout Organizations to enhance efficiency and effectiveness as well as in conformity with good governance and management practices under GSAT Dimension 5 on Communications Advocacy and Public Image. It helped them to better understand what communications policy and strategy are, their components and development process and why they are important in strategic communications

Key outcomes from the session include:

- Communications Policy and Communications Strategy are important, must-have documents for any NSO to effectively fulfill its communication functions
- World Scout Bureau can provide support for NSOs in developing these critical documents but the process must be NSO led
- NSOs are encouraged to share with WSB and other NSOs their policies and strategies as way of promoting shared learning

8TH ALL AFRICA SCOUT DAY CELEBRATIONS

by Nelson Opany, Fabrice Ouattara, Miahjlo Atanckovic and Ahmed Hassan, ONE World Scout Bureau

All the participants had an opportunity to join in marking the 2018 Africa Scout Day celebrations at the City Sports Stadium in Harare where more than 1,300 Scout, young people and adults, from 26 countries in Africa and beyond gathered. The celebration, which started with a colorful street procession from Harare Museum to the stadium, was held under the theme of “Uniting young people through Scouting.” Apart from the participants several other partner organizations including the Zimbabwe United Nations Association (ZUNA), UNICEF U-Report and PACHIKORO were represented.

The facilitators also used this event to give participants practical group tasks to help hone the skills they learned over the 3 days of the forum. This led to them co-producing the following:

- Scouts are the key change makers for Africa’s Development:
www.scout.org/africa-scout-day-2018-celebrations (the main Africa Scout Day story)
- Africa Scout Day celebration photos:
https://drive.google.com/open?id=1kfcG-_QhErVsHP6ZEmS9X8mpUxP3FJHT



ACTION PLANNING

by Nelson Opany, Communications & Public Relations Officer, WSB Africa Support Centre - Nairobi

This session focused on agreeing on a unified plan of action on how the outcomes of the forum will be implemented and cascaded down to other Communicators within the NSOs and the region. It was to give participants a clear understanding of the tasks they will collaborate on together after the forum, take note of key actions they will implement or influence their NSOs to implement when they return home and to know how they can contribute to regional communications activities.

The session identified a list of key actions (*see appendix 2*) based on the following questions

- What can participants do together as a network?
- What services/ support does your NSOs really need?
- What do you recommend to the Africa Scout Committee and NSOs?
- What other actions do you suggest can be taken?

These actions, some of which are already entrenched in the 2017-2018 yearly operational plan to be delivered up to September 2018, will form a commitment among members on the role they will play individually and collectively as the Africa Scout Communications Network after the forum.



FORUM EVALUATION

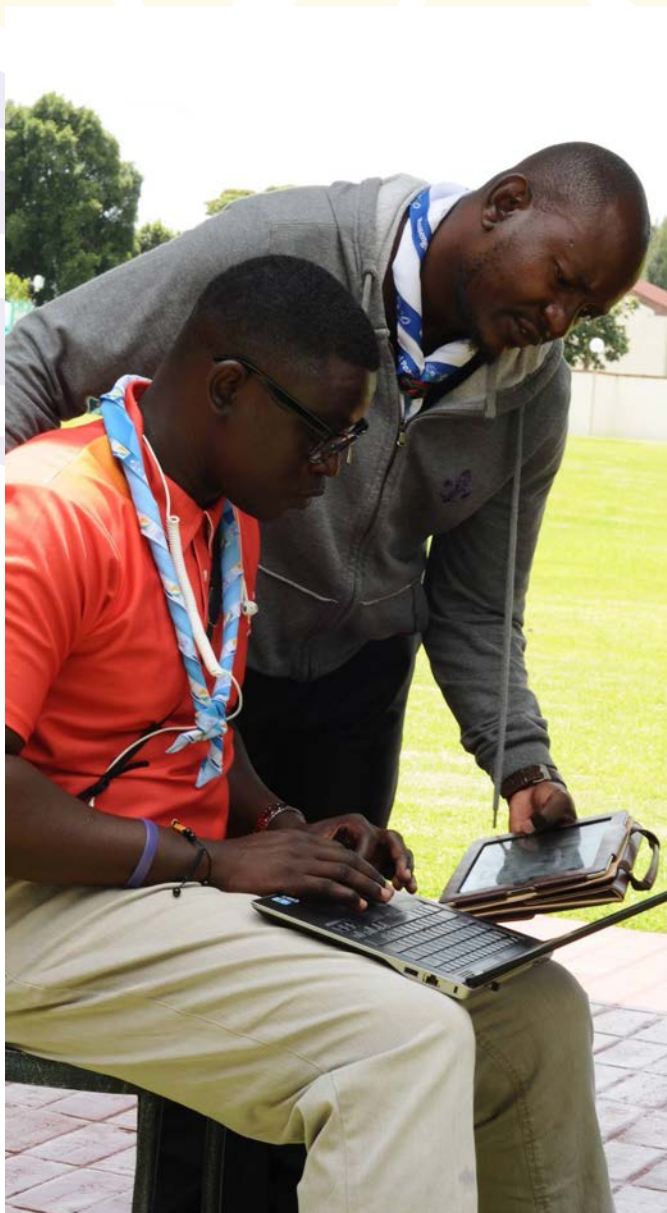
by Mihajlo Atanackovic, Senior Manager, Digital Engagement, WSB Global Support Centre - Kuala Lumpur

The aim of the session was to evaluate the forum with the aim of determining the level of success and satisfaction by the participants, while serving as the official closing of the forum. Participants provided responses (*see Appendix 3*) to the following questions:

- What did you like the most?
- What did you dislike the most?
- What should be improved in future?
- What is the one biggest lesson you learnt?
- What do you commit to do when you go back home?

This helped to capture key learnings from the forum for use in organizing similar events in future.

CONCLUSION



Despite having only 16 out of 40 NSOs represented, the successful delivery of the 3rd Africa Scout Communications Forum marked a great step in re-organizing and re-focusing the way communications about Scouting is done in the Africa region. It provided an opportunity to develop a common understanding and approach to how we tell Scout stories.

Moving forward, the greater task lies in bringing on board the other 24 NSOs into the newly created Africa Scout Communications Network to further build the understanding and provide a platform for sharing and offering support. The NSOs will also be required to give more importance to communications as a critical component for driving growth and documenting impact.

The World Scout Bureau remains committed, within the framework of the Strategy for Communications and Strategic Engagement and the WOSM Service Model, to further support NSOs to improve their communications and thus boost the profile and relevance of Scouting in Africa and beyond.

TESTIMONIALS

I liked the fellowship that was created between colleagues from different NSOs and the methodology used by the facilitators. I have in addition to my journalism training, learned how to use a little more simply social media networks. In a vast country like mine, with such training and support, I can create a communication network to help us improve on our communication.

Pascal MWANGALA, Federation des Scouts de la Republic du Congo

I loved the session on tactics for effective use of social media, developing communication policy and strategy and well as brand management. Back in my NSO I intend to organize a National Communication Forum to provide a basis for implementing the lessons learned at the Communications forum in Harare. This will help us to train our communication team and explore the possibility of opening a creative and media studio to produce our communications.

Cedric Adiaffi, Federation Ivoirienne du Scoutisme

The 3rd Africa Scout Communications Forum was a lifetime experience to share and interact with Scout communicators across Africa and learning from each other. The outcomes of the forum will boost my NSOs Communication Team activities, as I will share with them what I learned in Harare. It would be good to organize similar forums annual.

Hidan Ricco, Tanzania Scouts Association

The communication forum exposed me to the importance and roles of an NSO communicator. The facilitators from the Global, Arab and Africa support Centre brought in diverse knowledge and experience. I have learnt a lot including social media management, communication and media campaign planning, brand protection and NSO representation. This has significantly improved my approach to communications. I will work with my team to ensure that by the end of 2018 Gambia Scouts Association will have a communication team and a strategy.

Omar Jarju, The Gambia Scouts Association

Communication forum was very important to me personally and to my NSO in particular. I learned how communicating our story matters, putting in place policies and strategies for communication and how to manage social media effectively; as well as how to improve our digital communication and photography. The forum assisted to identify communication gaps within our Association and learning good practices from other NSO and the World Scout Bureau. I will be playing a key role in putting to practice the lessons from the forum, with the support of our NSO leadership.

Emmanuel Muhire, Rwanda Scouts Association

The face of Scouting is reflected through the activities, image and the stories we tell to the world. At the communications forum I learnt a lot on our brand, developing communications policy and strategy and how communicators can showcase Scouting in their NSOs through social media. One of the interesting parts was the session on storytelling and the power of the photos and videos in enhancing our message.

Benjamin Akasui, Ghana Scout Association

Representing my NSO at the forum was for me a huge opportunity to see how wide communication is in World Scouting. It also gave me an understanding on how NSOs are managing theirs and the challenges they deal with; even though we didn't get enough time to share and discuss between us out of the program. With this I got a picture of how me and my team can establish and manage better communications for our NSO. I plan, as a first approach, to conduct a training based on the lessons of the forum to the communication representatives from the three islands that make up our nation.

Ali Mmadi Hachimia, Wezombeli - Association Nationale du Scoutisme Comorien

The Communications Forum was a crucial turn to me as individual and the representative of my NSO as well. This opportunity of gathering NSO communicators was long overdue and I appreciate the valuable lessons it came along with. I especially appreciated the tools given to us on how to make good use of social media. Our growth, our finance, our credibility depend much on how we appear to others. I also learnt a lot about photography, video and brand protection. Thanks to the training, our ways of telling stories have been diversified and professionalized. The network of Africa Scout Communicators put in place is a good initiative and will enable us to keep sharing experiences and collaboration. Communicating our impact, strengthening our profile has

Goudkoye Florok, Les Scouts du Cameroun

The 3rd Africa Scout Communications Forum helped us to improve our way of communicating. We learnt about how to publish good news about Scouting in our NSO through social media, taking good pictures and videos to accompany our stories and about protecting our brand. This forum was useful to us because it gave us a chance to improve our way of communicating. I thank the World Scout Bureau for seeing the need and coming in to help us improve.

Persistence Tembo, Scout Association of Zimbabwe

Things I liked at the 3rd Africa Scout Communications Forum were the openness of everyone who was present as well as the willingness of the facilitators to sharing their knowledge and skills, as well as their responsiveness to the needs of our NSOs. I learnt how to tell a good story using writing and audiovisuals; as well as how to incorporate the Scout brand and values in my message. I look forward to practicing and sharing with others in my NSO what I've learned so that we can among other things begin to publish a National Scout Magazine and reorganize our NSO social media platforms.

Marva Idris, Scout Association of Zimbabwe

I always thought that it was enough to know nice things about communication and to have a good event but, thanks to the training I acquired many more skills that I even started to use. I learned a lot about social networks, production of quality photos and videos and using the SCOUTS brand. I want to work with the Africa Support Centre on the development of the branding for my NSO and training of Scouts to support our communication activities.

Nadjibou Sagna, Confederation Scoutisme Senegalaise

The communication forum was helpful to me as a communicator as it allowed me tap into existing Scout expertise and knowledge in communication, thus enhancing networking and capacity building. Bringing together a pool of individuals with diverse communication skills coordinating for a greater goal to improve and protect Scout image and brand was a great step forward for our movement. The forum will enhanced our NSO's ability to develop communication policy that will guide us on issues such as control measures and uniformity in using social media and other communication channels. We will set up a local communicators forum, share knowledge and information acquired to enable us effectively document Scout stories. This will impact positively on world viewing Scouting as and educational youth movement.

Billy Mzumala, Scout Association of Malawi

The 3rd Africa Scout Communications Forum allowed me to understand the challenge of each NSO regarding communication and see how we can improve for the benefit of Scouting. Among other things, it was another impetus to optimize my engagement in our movement as the International Commissioner of my NSO; aside from the many exchanges on communicating for the renewal of Scouting in Africa.

Franck Ramanarivo, Firaisan'ny Skotisma Malagasy

Appendix 1: NSO BEST PRACTICES, CHALLENGES & INNOVATIONS

Name of NSO	Best Practices / The Big Thing	Channels & Tools	Challenges & Needs	Innovation / Creative Ideas
Cameroon	<ul style="list-style-type: none"> • Good media partnerships • NSO stories on website and social media • Draft communication policy • Archiving newspaper cuttings and video reports • Cooperation with all districts 	<ul style="list-style-type: none"> • NSO website • Social media platforms (YouTube, Twitter, Facebook) 	<ul style="list-style-type: none"> • Communication budget • Establishing communicators in every district • Balancing professional and Scout volunteer work 	<ul style="list-style-type: none"> • Sharing Scout-generated content • Partnership with Ministry of Youth
Comoros	<ul style="list-style-type: none"> • Strategic plan • Visiting Scout groups • Partnerships with government and other organizations 	<ul style="list-style-type: none"> • Telephone • Radio and Television • NSO website and social media (Facebook, Whatsapp) • Letters 	<ul style="list-style-type: none"> • Poor understanding of the use of social media • Lack of communication professional to work or volunteer for the NSO • Lack of communication and promotional material 	<ul style="list-style-type: none"> • Connect Scout communicators to support each other • Use communication to help review the growth of NSOs
Cote d'Ivoire	<ul style="list-style-type: none"> • Gathering of professionals within National communications Committee • Daily update and relay of national and international news • A lot of collaboration between the 3 ASNs • Writing the communication plan 	<ul style="list-style-type: none"> • Equipment financing • Collaboration with supervisory bodies • Better collaboration with the media • Federate ASN communication 	<ul style="list-style-type: none"> • Establish a creative studio 	<ul style="list-style-type: none"> • Establish a creative studio
DR Congo	<ul style="list-style-type: none"> • Volunteer blood donation • Awareness on violence against women and girls • Restoration to combat global warming and soil erosion 	<ul style="list-style-type: none"> • SMS • Mails • Phone calls • Facebook • WhatsApp 	<ul style="list-style-type: none"> • Implementing same program countrywide • Production and distribution of membership cards • Becoming a reference for non-formal education of young people in the DRC • Creating a national communication network such as a spider web 	<ul style="list-style-type: none"> • Communications conference • Scout debate in academic and non-academic institutions • Radio and Television • Online programs on Scout values and achievements
The Gambia	<ul style="list-style-type: none"> • Mailing list system • Social media groups • Phone calls 	<ul style="list-style-type: none"> • Emails • Social media (WhatsApp, Facebook) and SMS • Print media 	<ul style="list-style-type: none"> • Poor internet connection, especially in rural areas • Not everyone is on social media platforms • Training on social media management • Lack of communication strategy • Website and information management systems 	<ul style="list-style-type: none"> • Mailing lists for all levels • WhatsApp group for Scout Councils from national to district level
Ghana	<ul style="list-style-type: none"> • NSO strategic plan • Website & Social media (Whatsapp, Facebook) • National events 	<ul style="list-style-type: none"> • National activities • Social media 	<ul style="list-style-type: none"> • Website update • Communication training • Full-time professional communication staff 	<ul style="list-style-type: none"> • Production of newsletters • Radio and TV shows • Strategic planning
Kenya	<ul style="list-style-type: none"> • Linkage to partner websites • Use of mainstream media for advertisements and to cover Scout events • Production of annual reports • Branding and promotional material • Communications strategic plan and policy • Monthly e-newsletter • Internal communication channels (letters, emails, telephone etc) 	<ul style="list-style-type: none"> • NSO and Scout.org websites • National and regional Social Media platforms (Facebook, Twitter, YouTube) • Kenya Scouts Network • Monthly newsletters • Brochures • Short videos and documentaries 	<ul style="list-style-type: none"> • Lean budget • Poor media relations • Lean communication department staff • Bureaucracy • Lack of media teams in the counties 	<ul style="list-style-type: none"> • Use photos to tell Stories • Introduction of a blogging platform • e-shop and registration platform on NSO website • Scout Digital TV and Radio channels

Name of NSO	Best Practices / The Big Thing	Channels & Tools	Challenges & Needs	Innovation / Creative Ideas
Madagascar	<ul style="list-style-type: none"> Cooperation with governments and different NGOs 	<ul style="list-style-type: none"> Church conferences National and private radio stations 	<ul style="list-style-type: none"> Update of trainers Implementing WOSM strategies Set up NSO communication structures in different provinces 	<ul style="list-style-type: none"> Using comics to tell Scout stories
Malawi	<ul style="list-style-type: none"> Feedback channels Visual, entertaining and educative content 	<ul style="list-style-type: none"> Social media (whatsapp and Facebook) Forums/meetings 	<ul style="list-style-type: none"> Limited access to social media by many Scouts Poor internet connectivity Developing NSO website Full-time professional/volunteer communication staff Drafting communications policy and strategy 	<ul style="list-style-type: none"> Linking all communication channels to the NSO website
Namibia	<ul style="list-style-type: none"> Outdoor activities media availability with prominent personalities Press/media releases Celebrating significant Scout days Community work 	<ul style="list-style-type: none"> Television and Radio Newspapers Social Media platforms 	<ul style="list-style-type: none"> Full time communication professional More government involvement Greater budget allocation 	<ul style="list-style-type: none"> Use digital platforms to reach more young people Establish scout groups in school to grow membership Use free media
Niger	<ul style="list-style-type: none"> Revision, adoption and popularization of the youth program at the national level Adoption of a communication plan Setting up a Radio channel Creating a home for women Website development (in progress) 	<ul style="list-style-type: none"> Communication Plan Social Networks Radio & Partnership Youth Program Scout.org Kakemono Banners and posters 	<ul style="list-style-type: none"> Strategic plan Effective management (software) Partnership development 	<ul style="list-style-type: none"> Intranet Dynamic website Modern workforce management “Scout du Niger” application (biotequl Doc)
Rwanda	<ul style="list-style-type: none"> Instant communication and activity reporting through social media Newspaper publications Video conferencing Communication focal points at all levels 	<ul style="list-style-type: none"> Social media platforms (Facebook, whatsapp, Twitter) Word of mouth/meetings Media and journalists Community/public service 	<ul style="list-style-type: none"> Inadequate skills by communication focal points Lack of communication policy and strategy No NSO website Inadequate professional communication expertise Lack of promotional material 	<ul style="list-style-type: none"> Community service and meetings Better use of social media Youth empowerment for communication Working with 3 community radio stations to communicate Scouts impact
Senegal	<ul style="list-style-type: none"> 2017/2021 Strategic Plan Communication plan 2017/2021 2018 Operational Plan Communication Commission (10 members) Different training courses in communication Communication Committee Committee of journalists (former journalists) Coverage of all major activities Archiving 	<ul style="list-style-type: none"> Radios Website Banks and NGOs Facebook Communication Specialists (Computer graphics, social media, social communication) Leaflets 	<ul style="list-style-type: none"> Recruiting Scouts to grow membership Develop a graphic charter Implementing the communication plan Finding better ways to work Better knowledge of www.scout.org 	<ul style="list-style-type: none"> Train Communication Specialists Use Community Radio Better utilization of Facebook More visual communication
Zimbabwe	<ul style="list-style-type: none"> Workshops and training Reports and success stories 	<ul style="list-style-type: none"> NSO website under reconstruction Social media platforms (Facebook, whatsapp, email) Local media (TV and radio) 	<ul style="list-style-type: none"> Outdated technologies Lack of technical capacity Inadequate financial resources Lack of communication policy and strategy 	<ul style="list-style-type: none"> Improved social media communication

Appendix 2: JOB DESCRIPTION FOR AN NSO COMMUNICATOR

Position Title	<ul style="list-style-type: none"> • National Communication Commissioner / Officer • National Commissioner for Communications and Public Relations
Term of Appointment	<ul style="list-style-type: none"> • Between 2 to 3 years (with possibility for renewal)
Role Summary	<ul style="list-style-type: none"> • The position holder will be responsible of the internal, external and communication engagement of the NSO • To develop and drive implementation of the communication strategy of the National Scout Association/Organization
Key Responsibilities	<ul style="list-style-type: none"> • Develop and coordinate implementation of all communication strategies, policies and procedures; • Provide advice and guidance to the Scout Association on all communication and public relations issues facing the organisation in order to ensure that the image and identity of NSO is maintained and promoted; • Implement and manage social media and digital engagement, marketing and brand management • Develop and direct a complete operational public relations capacity for the NSO • Shape all official communication of the NSO so that a credible image of the organisation is presented to the outside world. • Handle both internal and external communication • Document and promote Scouting activities and their impact • Monitor, respond to and manage all communications and relations with the media of the NSO
Desired Knowledge, Qualifications and/or Experience	<ul style="list-style-type: none"> • Minimum of 2 years work experience • Knowledge in social media management • Good understanding of the Scouting • Good communication skills

Appendix 3: ACTION PLANNING

What can participants do Together as a Network?	What Services/ Support does your NSOs really Need?	What do you recommend to the Africa Scout Committee and NSOs?	Other Suggested Actions
<ul style="list-style-type: none"> • Hold a regional communications forum every three years • Promoting the image of Scouting in Africa through Social media • Co-working to develop and improve communication talents and skills • Competitions among NSO communicators • Developing a communications data bank/ establish a communications hub to leverage on resources • Benchmarking and sharing best practices with each other 	<ul style="list-style-type: none"> • Finances to support capacity building initiatives • Obtaining brand licensing • Technical support/ training workshops • Acquiring communication equipment • Follow-up and monitoring implementation of communication activities in NSOs • Establishment of a team of communicators in NSOs 	<ul style="list-style-type: none"> • Organize Africa Scout Communications Forum annually • Africa Support Centre to train more NSO communicators • Establish a communications network to monitor and evaluate communication activities in the region • Organize communication forums at zonal levels • Provide assistance for NSOs in developing and hosting websites • Encourage NSO to hire communications professional staff • Establish an award system for communicators in the region • NSOs to recruit communication commissioners with relevant training and experience 	<ul style="list-style-type: none"> • Establishment of the Africa Scout Communications Network (and a Regional Communications Talent Pool) to enhance collaboration and support between NSOs • Finalization of Job Description for NSO Communicators • Promoting and encouraging utilization of the WOSM Service Model • Publishing of the Africa Scout Magazine to document Scouting's Social Impact in Africa • Sourcing for and writing good social impact Scout stories through the "One Story a Week" challenge for scout.org and KuduMail e-newsletter • Creation of an Africa Scout Media gallery with good photographs, videos of Scouts in action and other communication resources • Developing communications polices and strategies for NSOs • Development and running regional communication campaigns • Contributing to the regional communications triennial plan 2018- 2021 through NSOs • Establishing and training NSO/Zonal Communication Committees/Media Teams to support telling Scout Stories • Promotion and participation in the 1st Africa Scout Storytelling Contest to enhance newsgathering from Scouts and NSOs • Promotion of the Scout Donation Platform among NSOs and Scouts and support for the "One Scout One Dollar Campaign" by the Africa Scout Foundation • Promotion of JOTA-JOTI to enhance participation and reporting by more Scouts and NSOs • Supporting Communications for the 17th Africa Scout Conference & 8th Africa Scout Youth Forum • Training of Young Correspondents and Spokespersons to take place during 8th Africa Scout Youth Forum in September 2018 • Development and operationalization of the Africa Scout Communications Network Charter

Appendix 4: FORUM EVALUATION

What Participants liked most	What participants disliked most	What should be improved	What participants learnt	What participants committed themselves to do
<ul style="list-style-type: none"> Recipe on how to post things on social media A lot about communication Telling stories of Scouting Sessions on social media, photography, policy, and storytelling Photography ASD Practical exercises Diversity of the team Bringing together people with different communication skills The forum Brotherhood Storytelling and digital communications Utilizing social networks Learning new skills The program flow Talents in NSOs and sharing experiences Lively sessions Level of facilitators The content 	<ul style="list-style-type: none"> Language barrier/difficulty The food (repetitive) No session on how to finance communications No chance to visit and learn about the host country Use of communal toilets and showers Disorganization and delays during main ASD celebrations Emotional management Lack of means 	<ul style="list-style-type: none"> Communication policy Free gadgets More practicals and less presentations Time for group work Network of communicators Plan tour/visit to town or touristic site Increase duration of the training Time management More working power plugs in the venue Increase number of topics Better coordination More opportunities for NSOs to share Hold training in a place with audiovisual equipment Include participants based on their talents and skills in regional and global events More external inputs and perspectives as opposed to Scouts point-of-view alone 	<ul style="list-style-type: none"> How to help my NSO in communications Branding, photos and networking Better use of social media How to be a good communicator Use of hashtags Recipe for social media posts The power of audio-visuals and social media in reaching out to primary and secondary audiences The importance of emojis in social media posts Taking a good picture/how to be artistic when taking a picture How to shoot a good video Branding and brand management Storytelling How to publish stories, videos and pictures on social media The power of social media when used correctly Importance of communications in an organization Proper use of Scout brand 	<ul style="list-style-type: none"> Conduct a similar forum in my NSO Transfer the skills/share the knowledge learnt to others Help my NSO raise the level of communication and Scout image Form NSO communication team Develop communications in my NSO Implement the lessons learnt Teach other scouts in my NSO about communication and protecting the Scout brand Guardian of the Scout brand Improve my use of social media, video and strategy Improve communications by establishing a team in charge and advocate for its role in promoting Scouting Raise level of NSO communications to WOSM standards Make change happen Finish drafting NSO communications policy Update NSO communication procedures

Appendix 5: FORUM PROGRAMME

3RD AFRICA SCOUT COMMUNICATIONS FORUM
6- 11 March 2018, Harare - Zimbabwe
DRAFT PROGRAMME (v4 20180228)

DAY/DATE	08:15 am 08:30 am	MORNING 08:30 am- 10:30 am	MID MORNING 11:00 am - 01:00 pm	AFTERNOON 02:00 pm - 04:00 pm	EVENING 04:30 pm - 06:00 pm	06:00pm 06:15pm
Tuesday 6 th March 2018				Arrivals & Check-in Planning Team Meeting	Arrivals & Check-in Planning Team Meeting	
Wednesday 7 th March 2018		<i>Session 1 (Nelson)</i> Introductions, Objectives & Expectations	<i>Session 2 (Nelson)</i> Sharing of NSO Communications Needs & Best Practices	<i>Session 3 (Mihajlo)</i> WOSM CSE Strategy, Communication Developments & Support Mechanisms	<i>Session 4 (Fabrice)</i> The Roles & Responsibilities of NSO Communicators	
		Opening Ceremony	<i>Session 2A (Martina WWF)</i> Showcasing Communications Best Practices in Conservation (Earth Hour Campaign)		<i>Session 5 (Mihajlo)</i> Global Communications Network and Talent Pool	
Thursday 8 th March 2018				<i>Session 8 (Mihajlo)</i> Social Media Essentials (Understanding mechanics, learning from insights, management tools and best tactics on key social media channels)	<i>Session 9 (Ahmed)</i> Brand Management (Brand strategy, Brand Building, Brand Protection and Monitoring Brand Reputation)	Oscars Notices Evening Program
		Dévoition	<i>Session 7 (Ahmed)</i> The Power of the Photograph and Video			
Friday 9 th March 2018		<i>Session 6 (Nelson)</i> Communicating Impact Stories (The ABC of Storytelling)		<i>Session 12</i> Planning Successful Campaign (Practical Exercise in Teams)	<i>Session 13 (Nelson)</i> Developing a Communications Policy & Strategy for NSOs	
		<i>Session 10 (Fabrice)</i> Representing the Scout Movement (Knowing what to say, who to say & how to say it)	<i>Session 12 (Mihajlo)</i> Planning Successful Campaign (campaigns strategies, campaigns management and monitoring mechanics)	<i>Session 14</i> Audiovisuals – Ahmed Storytelling – Nelson Digital Engagement - Mihajlo		
Saturday 10 th March 2018		<i>Session 11 (Nelson)</i> Regional Communications Triennial Plan 2018 - 2021	<i>Session 14 (Ahmed, Nelson & Mihajlo)</i> Covering Africa Scout Day Celebrations (Practical Tasks in Teams)	<i>Session 14 (Ahmed, Nelson & Mihajlo)</i> Preparing & Publishing Africa Scout Day Stories in Teams (Practical Tasks in Teams)	<i>Session 15 (Mihajlo)</i> Action Planning	
		<i>Session 14 (Ahmed, Nelson & Mihajlo)</i> Covering Africa Scout Day Celebrations (Practical Tasks in Teams)			<i>Session 16 (Nelson)</i> Evaluation & Closing Ceremony	
Sunday 11 th March 2018		Departures Planning Team Meeting	Departures Planning Team Meeting	Departures	Departures	



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The forum was a response to the need by NSOs to build their capacity to better tell Scout stories.

It provided an opportunity for learning, sharing of best practices and networking among NSO communicators.

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A key outcome was the establishment of the Africa Scout Communications Network - a permanent platform for collaboration, and support for and among NSO communicators aimed at strengthening capacity of NSO communications professionals and volunteers in telling Scout stories as well as contributing to the support, development and delivery of communication services in NSOs and the Regional level.

”

Appendix 6: LIST OF PARTICIPANTS AND FACILITATORS

NO	GENDER	SURNAME	OTHER NAMES	NAME OF ORGANIZATION	NATIONALITY	POSITION IN NSO	SKILLS	LANGUAGE
1	Male	OPANY	NELSON OCHIENG	WSB Africa, Nairobi	KENYAN			English
2	Male	ATANAKOVIC	MIHALO	WSB Global, Kuala Lumpur	SERBIAN			English
3	Male	ABDELRAHMAN	AHMED MOHAMMED HASSAN	WSB Arab, Cairo	EGYPTIAN			English
4	Male	PETANGUI	FABRICE OUATTARA	WSB Africa, Nairobi	IVORIAN			English & French
1	Male	KARAKE	EMMANUEL MUHIRE	Rwanda Scouts Association	RWANDESE	National Executive Commissioners	web design, photography, videography, social media management, IT, language	English
2	Male	MEDIA	AMBROISE COSSI NICAISE	Scoutisme Beninois	BENINESE	Communications Commissioner	Photography, videography, Journalism, social media	French
3	Male	FLOROK	GOUDKOYE	Les Scouts du Cameroon	CAMEROONIAN	National Deputy Communications Commissioner	Journalism, social media management	French
4	Male	ALHASSAN AKASUI	BENJAMIN	Ghana Scout Association	GHANAIAN	Deputy Regional Commissioner	Photography, artistic drawing, IT	English
5	Male	RICCO	HIDAN OMARY	Tanzania Scouts Association	TANZANIAN	Assistant Chief Commissioner, Communications & IT	Photography, Journalism, Social Media management, IT,	English
6	Male	MWANGALA	MUKODI PASCAL	Fédération de Scouts de la R. D. Congo	CONGOLESE	National Commissioner for Communications & Expansion	Videography, Journalism, social media management, IT	French
7	Female	HACHIMIA	ALI MMADI	Wezombeli	COMORIAN	Assistant Communications Commissioner	Photography, social media, language support (French)	English
8	Female	OMALA	FAITH RISPER PAMELA	Kenya Scouts Association	KENYAN	Communications Officer	Photography, Graphic Design, Journalism	English
9	Male	ISSOUFOU	BOUBACAR HASSANE	Association des Scouts du Niger	NIGERIENNE	International Commissioner	Photography, Videography, Journalism, social media management, artistic drawing,	French
10	Male	RAMANARIVO	ZO HASINA FRANCK	Fraisainny Skotisma Eto Madagasikara	MALAGASY	International Commissioner	Photography, Journalism, Social Media management, IT	
11	Male	JARJU	OMAR	The Gambia Scout Association	GAMBIAN	International Commissioner	web design, photography, videography, social media management, application	English
12	Male	SHUMBA	TAFADZWA NIKATA	Scout Association of Zimbabwe	ZIMBABWE	PR and Communications Commissioner	Photography, Videography, Journalism, IT	English
13	Male	MANASE	PANASHE	Scout Association of Zimbabwe	ZIMBABWE	Rover Scout		English
14	Male	IDRIS	MARVA GODFREY	Scout Association of Zimbabwe	ZIMBABWE	Secretary, Midlands Province Scouts		English
15	Male	TEMBO	PERSISTENCE	Scout Association of Zimbabwe	ZIMBABWE	Rover Scout		English
16	Male	SAGNA	NADJIBOU	Confedartion Senegalaise du Scoutisme	SENEGALESE	Communications Commissioner	Journalism	French
17	Male	MATHE	AUDRIN INAMBABO	Scouts of Namibia	NAMIBIAN	Vice President	Photography, Videography, Journalism, Social Media	English
18	Male	MZUMALA	BILLY REX JUNIOR	Scout Association of Malawi	MALAWIAN	Programs Commissioner	Photography	English
19	Male	KOUAKOU	ADJAFI CEDRIC	Federation Ivoirienne du Scoutisme	COTE D'IVOIRE	Regional Commissioner Incharge of Communication at ASCCI	Web design, photography, videography, graphic design, social media management, IT,	French

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Forum Organization

Logo & Branding

- George Michael Botros
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- Anne Leparan
- Nelson Opany

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- Fabrice Ouattara
- Kate Mayberry
- Mihajlo Atanackovic
- Nelson Opany
- Victor Ortega

Guests

- Martina Lippuner, WWF Africa
- Charity Mbirimi, WWF Africa

Simultaneous Interpretation

- Fabrice Ouattara

Venue

- ZESA National Training Centre (www.zesantc.zw)

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- Risper Omala

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- Fabrice Ouattara

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- Franck Ramanarivo
- Sharon Njoya

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- Nelson Opany



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