

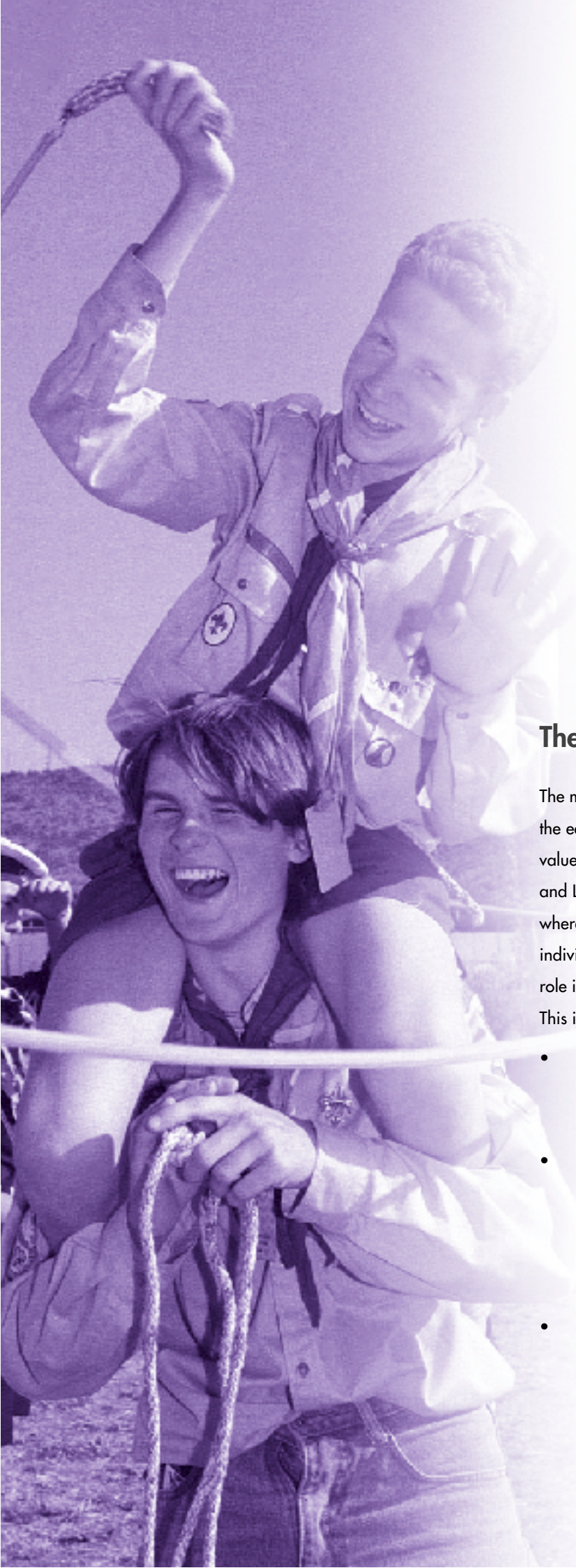
A Strategy for Scouting



towards
2007
and
beyond



STRATEGY
ACHIEVING
OUR MISSION



The mission of Scouting

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.

This is achieved by:

- involving them throughout their formative years in a non-formal educational process
- using a specific method that makes each individual the principal agent of his or her development as a self-reliant, supportive, responsible and committed person
- assisting them to establish a value system based upon spiritual, social and personal principles as expressed in the Promise and Law.



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SUMMARY

A Strategy for Scouting was adopted at the World Scout Conference in Thessaloniki (July 2002). This document sets out what is meant by 'strategy' and why this is an important step for Scouting.

The growth and impact of Scouting world-wide has been a success over the past ninety-five years and Scouting continues to have an impact on the world today. As Scouting prepares to celebrate its centenary in 2007, it is important for our Movement to develop a strategy to meet the rapidly changing needs of the 21st century, so that it can maintain its impact and remain attractive to young people, particularly adolescents. To do this it needs to re-affirm its purpose (agree its mission), identify what it wants to achieve (set out a vision) and then develop a plan which will focus on the key actions required to achieve the vision. A strategy involves all of these steps which are set out in detail in this document.



A STRATEGY STARTS WITH AN ORGANIZATION RE-AFFIRMING ITS MISSION

The Mission Statement, adopted in Durban in 1999, re-affirms Scouting's role in today's world. Over the past years National Scout Organizations (NSOs) have been encouraged to develop their understanding of the mission and respond to the challenges to achieve it. This work has been very important in providing a common starting point for the adoption and implementation of the strategy.

THE NEXT STEP IS TO SET OUT A VISION FOR THE FUTURE

No movement can undergo renewal and growth and achieve common goals without a shared vision. A shared vision is vital because it provides a focus, it creates opportunities for learning and generates the energy to overcome difficulties. It is also important because it engages people emotionally and is a strong motivating factor. It is vital that our vision is now shared widely with people inside and outside the Movement.



THEN AN ACTION PLAN CAN BE DEVELOPED

The vision sets out what Scouting should be like in the future. This enables new priorities to be identified and Scouting must respond to these to achieve its vision. The strategy sets out seven strategic priorities, representing the key sectors that need to be addressed in Scouting worldwide, which are:

Youth Involvement – revitalising the Scout Method.

Adolescents – supporting their transition to adulthood.

Girls and Boys, Women and Men – respecting differences, promoting equality and sharing responsibility.

Reaching Out – breaking down barriers and working with all segments of society.

Volunteers in Scouting – developing new approaches to broaden the base of adult support.

An Organization for the 21st Century – becoming flexible, lean, innovative and participatory.

Scouting's Profile – strengthening communications, partnerships and resources.

Working on these strategic priorities will enable Scouting to strengthen its mission and to play its full part in building a better world, through the education of young people. The strategic priorities, therefore, set the agenda for the future.

NSOs will be asked to assess their current situation in relation to these priorities and identify the actions required to progress in these areas. This will clearly identify the support which needs to be provided by the World Scout Bureau and its Regional Offices to help NSOs to achieve the targets that they have set. It will also enable NSOs to share resources and good practice.