

2

A Strategy for Scouting

Building on the mission, adopted by the 35th World Scout Conference, Durban, South Africa (1999) and the key challenges also identified in Durban, the World Scout Conference in Thessaloniki 2002 adopted the following Strategy for Scouting.

MISSION

The mission re-affirms Scouting's role in today's world and provides a common starting point for the implementation of the strategy. The text is set out below.

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.*

KEY CHALLENGES

The key challenges are seen as ongoing challenges which need to be addressed by NSOs.

- 1) **Relevance** – *meeting the needs and aspirations of young people.*
- 2) **Complementary nature** – *focussing on the distinctive contribution Scouting can make to the education of young people, particularly through the Scout Method.*
- 3) **Membership** – *reaching out to more young people.*
- 4) **Adults** – *attracting and retaining the adults we need.*
- 5) **Relationships and partnerships** – *working with others to better serve young people.*
- 6) **Unity** – *pursuing a common purpose at all levels.*

STRATEGIC AREAS

The strategic areas were identified as part of a new approach in the strategy. Previously, the strategic priorities identified were developed in relative isolation to each other, eg. Youth Programme, Management, Adults in Scouting and WOSM's own resources. In the strategy, a more integrated approach is envisaged. For each of the strategic priorities work will be required in more than one of the strategic areas to achieve the desired results.

For example, under strategic priority 2, Adolescents, the focus of the work will be on the programme for young people, but unless adults are recruited and receive appropriate training and support to work effectively with adolescents, and the structures facilitate this, any changes to the programme will have minimal effect rather than maximum impact.

The strategic areas are:

1. **Young people:** *meeting young people's needs and expectations in different societies.*
2. **Adults:** *strengthening adult volunteer leadership and support.*
3. **Structures and systems:** *developing an organization for the 21st century for all levels of WOSM.*

VISION

For Scouting to achieve its mission it is important that we develop a picture of how we see Scouting in the future. This is the vision and it sets the broad agenda for the long term. It is important that our vision is positive and inspirational. Setting out a vision is important because it helps people to be motivated, to work together and to overcome challenges. Our vision is set out below.

As a global Movement, making a real contribution to creating a better world...

We see Scouting *entering its second century as an **influential, value-based, educational Movement** focussed on achieving its mission, involving young people working together to develop their full potential, supported by adults who are willing and able to carry out their educational role.*

We see Scouting *world-wide as **attracting and retaining more and more young people** (especially adolescents) of both genders and coming from broader segments of society.*

We see Scouting *as **attractive to adults, women and men** in all cultures – a Movement through which they can make a significant contribution to society by working with young people.*

We see Scouting *as a **dynamic, innovative Movement** with adequate resources, simple structures and democratic decision-making processes where organisation, management and communication are effective at all levels.*

STRATEGIC PRIORITIES

The seven strategic priorities have emerged from the successes and challenges in NSOs and Regions in recent years. They represent the key sectors that need to be addressed in Scouting world-wide, although their relevance at national level obviously varies and they will therefore be taken into account differently in national and regional strategies and plans.

1. **Youth Involvement** - *revitalising the Scout Method.*
2. **Adolescents** - *supporting their transition to adulthood.*
3. **Girls and Boys; Women and Men** - *respecting differences, promoting equality and sharing responsibility.*
4. **Reaching Out** - *breaking down barriers and working with all segments of society.*
5. **Volunteers in Scouting** - *developing new approaches to broaden the base of adult support.*
6. **An Organization for the 21st Century** - *becoming flexible, lean, innovative and participatory.*
7. **Scouting's Profile** - *strengthening communications, partnerships and resources.*

EXPECTED RESULTS

The "expected results" are the outcomes that will be achieved after a certain time by the NSOs and it is these results which will achieve the mission. This was the focus of the discussion groups in Thessaloniki.



WOSM' S SUPPORT

In this context WOSM is seen as the World Scout Committee and Bureau and the Regional Committees and Offices. Based upon the expected results in NSOs these bodies will endeavour to target their support effectively to fully support NSOs in implementing the strategy. This work in NSOs and the support available will enable the mission to be achieved and the vision for the future realised.

This strategy provides a framework for NSOs to develop their own strategies to achieve the mission of Scouting. This framework:

- recognises the work undertaken and the achievements since "Towards a Strategy for Scouting" was adopted by the World Scout Conference in Melbourne in 1988,
- notes the good progress made by the Regions and some NSOs in developing their own strategies,
- notes the strong endorsement by NSOs of the vision statement, the strategic areas and the seven strategic priorities.