



## Focus 2002-2005



Mission	Strategic Areas	Vision	<b>Strategic Priorities</b>	Expected Results	WOSM's Support
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### Scouting's Profile – strengthening partnerships, communications and resources

This strategic priority aims at strengthening Scouting's communications, partnerships and resources at all levels as these are vital in supporting the work to achieve the mission.

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*NSOs will have used the policy and guidelines developed by WOSM to develop and implement their own plans of action to strengthen their communications, partnerships and resources.*

#### Expected Results 2002 - 2005

##### 7.1 Communications

7.1.1 Communication between WOSM and its members in NSOs is improved through the adoption of a communication strategy covering internal and external communications.

7.1.2 Scouting's importance to young people and its contribution to a better and more peaceful world are promoted to key target audiences.

7.1.3 The marketing of Scouting is improved.

##### 7.2 Partnerships

7.2.1 There is a qualitative and quantitative increase in partnerships between NSOs and relevant international, regional and national organisations on projects supporting Scouting and its action in the community.

7.2.2 The image of Scouting in the community, as an efficient and reliable actor in the field of non-formal education, is reinforced.

7.2.3 There is widespread use of the 'Global Development Village (GDV)' in the Movement.

7.2.4 There is better co-ordination and consistency in relation to Scouting's presence in world and regional platforms of youth organisations.

7.2.5 Partnerships between faith communities and Scouting are strengthened.

7.2.6 Celebration of our centenary in 2007 is undertaken together with our external partners.

### 7.3 Resources

7.3.1 By the 2005 Tunis Conference, a large number of NSOs will have acquired the necessary skills to:

- implement a strategic financial plan, which supports the prioritized plan of actions, as an integral aspect of an all-encompassing strategic development plan, accompanied with sound financial management policies and practices
- be able to review and analyse their material, financial and human resources, so that these are properly developed and managed
- review their sources of revenue, making the necessary plans to be more proactive in resources procurement, so that they are financially secure and can undertake activities to support the development of Scouting

with or without the direct assistance of WOSM experts.

7.3.2 Alternative sources of revenue development for the WSB are identified.

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#### WOSM's Support 2002 - 2005

##### 7.1 Communications

- A communications strategy for WOSM is formulated.
- The key message of Scouting's role in education and its contribution to a better and more peaceful world are central to the communications strategy.
- Support tools and guidelines are produced to assist NSOs to establish specific national communications strategies.
- The new corporate identity for WOSM is developed and implemented.
- NSOs are encouraged to improve their marketing capacity in order to increase their membership and raise more funds.

##### 7.2 Partnerships

- The dynamic of partnerships is strengthened within WOSM, according to the Marrakech Charter.
- Scouting's relations with the UN system and other international organisations are maintained and developed.
- WOSM's partnership agreements and success stories relating to partnerships are communicated to NSOs to support their partnership development.
- The organisation of GDVs in national events is encouraged.
- GDVs are organised at Regional youth events.
- The recent examples of "permanent GDVs" are evaluated and assessed.
- WOSM representatives at world and regional platforms of youth organisations are co-ordinated and supported.

- The World Scout Inter-Religious Symposium and inter-religious dialogue at Regional level receives support from WOSM.
- 2007 activities involving external partners are encouraged and supported by WOSM.

### 7.3 Resources

- The standard framework for international, regional and national seminars is conceived.
- Support material is produced.
- A world-wide network of expert human resources (volunteers and professionals coming from NSOs, WOSM and the external world) is created, who:
  - i) have demonstrated expertise in that field
  - ii) are ready to share experiences
  - iii) are ready to contribute to the conception and writing of technical publications and other types of support (e.g. internet)
  - iv) are ready to run regional/national workshops
  - v) are ready to deliver technical assistance under the form of ad-hoc consultancy to NSOs on site.
- NSOs are assisted to know their membership better.
- A co-operative relationship is developed, so as to obtain support, with institutions and/or companies providing material and /or training on these topics.
- Existing Scout documentation on these topics is gathered, analysed, updated, edited and distributed (promising practices/success stories).
- On a larger scale the concept of a WSB “clearing house” for NSOs projects is redeveloped.
- Gatherings of people in charge in NSOs (Treasurers, CFO etc...) are organised.
- A fund-raising strategy at the world level is developed.
- The annual budget of the WSB by strategic priorities is designed.
- In co-operation with the WSF, a system of sharing of information is organised.
- A concerted and co-ordinated approach with partnership “groups” is developed.

**Links: 7.1.1 with 6.1, 7.1.2 with 1.2, 7.1.3 with 3.1, 4.1,**

**7.2.1 with 2.1, 5.2, 7.2.3 with 1.2, 7.2.5 with 1.3**

**7.3.1 with 4.2, 6.1, 6.2**



World Organization of the Scout Movement  
Organisation Mondiale du Mouvement Scout



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