

Memorandum of Understanding with the UN's Millennium Campaign

1.0 PURPOSE AND INTENT

In order to better link strategies to educate and mobilize young people towards the achievement of the Millennium Development Goals, the **Millennium Campaign**, and the **World Organization of the Scout Movement (WOSM)**, agree to the following terms of partnership, hereby defined by this memorandum of understanding.



The Millennium Campaign informs, inspires and encourages people's involvement and action for the realization of the Millennium Development Goals. An initiative of the United Nations, the Campaign supports citizens' efforts to hold their government to account for their promise to achieve the Goals by 2015.

The World Organization of the Scout Movement through the *Youth of the World* campaign aims to mobilize the world youth on issues regarding development and to invite young people to debate, reflect and take action in a community. The Youth of the World campaign includes:

1. Scouts of the World: an educational programme enabling young people to acquire motivation, knowledge regarding the MDGs and ability to promote projects
2. Youth and Media: an initiative to support young people to use media or to create alternative solutions to inform, sensitise, mobilise other young people on a larger audience on the MDGs
3. Youth for Development prize: a competition to encourage young people to involve their community to raise awareness and mobilisation to achieve the MDGs

2.0 PARTIES

This Memorandum of Understanding (herein referred to as the MOU) is made and entered into by and between

- **The Millennium Campaign**, whose address is 304 East 45th street FF 6th Floor, New York, NY 10017
- and **World Organization of the Scout Movement** (herein referred to as WOSM) whose address is 5, rue du Pré-Jérôme, 1205 Geneva, Switzerland

3.0 TERM

This MOU is effective upon the day and date last signed and executed by the duly authorized representatives of the Parties and shall remain in force until terminated by one of the **Parties**

4.0 ROLES AND RESPONSIBILITIES

The Parties intend to undertake the following activities pursuant to this MOU. All actions are agreed to be undertaken in a timely and expedient fashion

4.1 Collaboration of Networks

- 4.1.1 **WOSM** shall share up to date contact information to work with the **Millennium Campaign** national focal points, though its recognised members, the National Scout Organisations (NSOs)
- 4.1.2 The **Millennium Campaign** will share a contact list for national focal points in its priority countries with **WOSM**
- 4.1.3 **Both Parties** shall devise a system to best utilize **WOSM** worldwide national networks in conjunction with 1) Millennium Campaign National Campaigns, 2) MDG National Youth Campaigns
- 4.1.4 **Millennium Campaign** will send a letter of endorsement to **WOSM** National Scout Organisations highlighting partnership and encouraging on the ground mobilization

- 4.1.5 The NSOs will be invited to work closely with the national coordinators of the Millennium campaign, 1) in developing countries on achieving the Goals 1 to 7¹, and 2) in developed countries on achieving the Goal 8²

4.2 Youth MDG Campaign Kit

The Youth MDG Campaign kit will provide the framework for young people to start their own advocacy campaign around issues affecting their lives. The kit will include:

- Action Guide
- Brochures
- Stickers
- Bookmarks
- Postcards

- 4.2.1 **WOSM** is offered to post the “Youth MDG Campaign Kit” on its webpage (herein referring to www.youthoftheworld.net), with the possibility to adapt it in relation with three areas of the Youth of the World campaign
- 4.2.2 **Millennium Campaign** will provide a digital copy of the “Youth MDG Campaign Kit” when completed
- 4.2.3 **WOSM** is offered the possibility to adapt, entire or sections of the “Youth MDG Campaign Kit” as needed (in accordance to the guidelines outlined by the Millennium Campaign) and further agrees to print as much as hard copies as necessary to distribute its to the appropriate agents at international and national level

4.3 Millennium Campaign Youth Advocates

The award from the Millennium Campaign recognizes influential young people working on MDG advocacy issues, giving them a platform to make their voices heard on a greater platform

- 4.3.1 **WOSM** can submit (in accordance to selection criteria created by the Millennium Campaign) potential candidates for priority WOSM country based on the work they are doing, through the Youth of the World campaign (Scouts of the World award and Youth for Development prize)
- 4.3.2 **WOSM** to the best of its ability, will facilitate all Youth Advocates with invitations to youth events such as encounters, summits, seminars

4.4 Best Practices

- 4.4.1 **WOSM** shall provide the **Millennium Campaign** with its best practices on campaigning/advocacy on MDGs related to the Youth of the World activities
- 4.4.2 **WOSM** shall provide the **Millennium Campaign** with “Taking Action” personal project plan ideas from the Scout of the World Award where they are applicable to the Millennium Campaign mandate
- 4.4.3 **Millennium Campaign** will post best practices when and where appropriate on its *Youth MDG Website* (herein referring to www.millenniumcampaign.org/youth)

¹ 1) Eradicate extreme poverty and hunger, 2) Ensure that boys and girls complete primary schools, 3) Promote gender equality and empower women, 4) Reduce by two thirds the mortality rate among children under five, 5) Reduce by three quarters the ratio of women dying in childbirth, 6) halt and begin to reverse the spread of HIV/AIDS and incidence of malaria and other major diseases, 7) Ensure environmental sustainability.

² 8) Develop a global partnership for development.

4.4.4 **WOSM** shall ensure distribution of best practices to its NSOs

4.5 Video clips "Only with your voice"

The Millennium Campaign has produced various TV Clips, under the headline "Only with our Voice." These clips aim to encourage the planet's 6 billion people to use their voice to demand their governments live up to their promises they made to the achievement of the Millennium Development Goals

4.5.1 **Millennium Campaign will** provide WOSM with a reasonable amount of copies of appropriate "Voices" clips

4.5.2 **WOSM** shall attempt to create its own "Voices" video with a respected young person speaking about the MDGs, or with a worldwide well-known scout voice

4.5.3 **Millennium Campaign will** host the before mentioned video on its *Youth MDG Website* in the appropriate multimedia section

4.6 Web Collaboration

4.6.1 **Both Parties** shall collaborate on **e-campaigning** to create awareness and action around MDG issues, at global and national levels.

4.6.2 **Both Parties** agree to share information residing on their respective websites in regard to events, stories, news, and articles. Any item used shall be accompanied by a corresponding link to the website origin

4.7 Youth of the World Programme

4.7.1 Voluntary Services

4.7.1.1 **WOSM** will offer young people two types of 'Voluntary Service' projects

a. Focused on creating advocacy / awareness raising in communities:

i. Voluntary service in the framework of a **Millennium Campaign** National Campaign (supporting various NGOS or specialized agencies involved with the Millennium Campaign)

ii. Develop specific awareness raising projects in their local community to link with **Millennium Campaign** national chapters

b. Focused on supporting NGOs or specialized agencies working on MDG issues or developing a plans of action with a group of friends

4.7.2 Scout of the World Network

At National Level in priority countries, the NSOS implementing the Scout of the World program shall:

4.7.2.1 At regional level, Regional offices of the World Scout Bureau will have the possibility to promote advocacy programs within the project based work with the support of the methodological tools created for the Millennium Campaign

4.7.2.2 At global level, a collection of stories based on advocacy work shall be shared with Millennium Campaign

4.7.3 Youth for Development Prize

4.7.3.1 A Co-prize with the **Millennium Campaign** to promote young people working on awareness raising or advocacy shall be proposed within the Youth of the World curriculum

4.7.4 Youth and Media

4.7.4.1 **WOSM** shall develop educational material to help young people interact with media or to create their own media for promoting their activities accordingly to the purpose of the Youth of the World campaign

4.7.4.2 **Both Parties** shall allow the incorporation of material listed on their respective websites with the proper recognition as listed in sections 4.8 and 4.9

4.7.4.3 **Millennium Campaign** will collaborate with WOSM in media initiatives when appropriate

4.7.4.4 **Millennium Campaign** will help develop, when appropriate and acceptable, alternative media and means of spreading information in particular communities affected by the technological divide

4.7.4.5 **Both Parties** commit to promote joint activities within their website media centre and their press pack

4.8 2005 / 2015 Collaboration

4.8.1 **Both Parties** agree to develop a strategic plan to collaborate from 2005 up to 2015, to generate mass mobilization through World Scouting activities. Possible activities are:

- The 5-year MDG review processes (2005 and 2015) with a special emphasis on youth issues, through usual WOSM advocacy work within the global youth platforms and towards public and private global and national actors
- The particular Centennial 2007 year which World Scouting dedicates to Peace, through the Gift for Peace project
- The yearly Youth for Development prize
- The international scout events such as the national, regional and World Scout Jamborees, the World Scout Moot, the World Scout Youth Forum, the regional and World Scout Conferences, within the period of time
- Joint initiative towards media or using various media

4.9 Public Recognition

4.9.1 Reference to the **Millennium Campaign** will be solely be classified as "The Millennium Campaign." Where applicable, the entirety of the Millennium Campaign 'Voices Against Poverty' logo shall be used in conjunction with the Logo Guidelines supplied by representatives of the Millennium Campaign

4.9.2 Reference to Scouting shall be classified accordingly to the level of action: "World Scouting" at the international level accompanied by the use of the World Scout Brand (Lys Flower) and the registered name of the national scout organisations at the national level accompanied by the World Scout Brand and the national scout emblem. Reference to the World

Organization of the Scout Movement shall be reserved to institutional relationship.

- 4.9.3 **Both Parties** shall agree to co-brand any material co-produced by the Parties and shall ensure individual logo guidelines are maintained

4.10 Public Internet Recognition

- 4.10.1 **The Millennium Campaign** will link the Millennium Campaign website with the Youth of the World website under the "Youth" section and the WOSM website under the "Civil Society" section
- 4.10.2 **The Millennium Campaign** will link the Millennium Campaign Youth Website with the Youth of the World website under the "Links and Resources" section
- 4.10.3 **WOSM** shall promote the **Millennium Campaign** on both the Youth of the World website and its institutional website in a prominent fashion
- 4.10.4 **WOSM** shall link the Millennium Campaign website and Millennium Campaign youth website under the "Links" section of the Youth of the World website

4.11 Data Usage

- 4.11.1 All data used on conjunction with this MOU shall reside on its original respective server unless otherwise certified by the **Party** in writing

4.12 Future Collaboration

- 4.12.1 **Both Parties** shall explore ways to collaborate on further initiatives mobilizing youth around the MDGs

5.0 PAYMENT

No payment shall be made to either Party by the other Party as a result of this MOU. This will not prevent any search of financial resources for the production of joint educational or promotional material, or the creation on joint activities

6.0 AMENDMENTS

Any Party may request changes to this MOU. Any changes, modifications, revisions or amendments to this MOU must be mutually agreed upon by and between Both Parties, and shall be effective when executed and signed by representatives of Both Parties to this MOU

7.0 TERMINATION

The MOU may be terminated without cause, by any Party with sixty (60) days prior written notice. Notice shall be delivered by hand or by certified mail to the address listed in section 2.0

8.0 PRIORITY CONTACTS

The Parties intend that the work under this MOU shall be carried out in the most efficient manner possible. To that end, the Parties intend to designate individuals that will serve as primary contacts between the Parties. The Parties intend that, to the maximum extent possible and unless otherwise approved by the other Party, all significant communications between the Parties shall be made through the primary contacts. The designated primary contacts for the Parties are:

<i>Organization</i>	<i>Priority Contact</i>
Millennium Campaign	Amil Husain Youth Coordinator + 1 212 906 6024 amil.husain@undp.org
World Organization of the Scout Movement	Richard Amalvy Director Media & Communications + 41 22 705 10 32 ramalvy@world.scout.org Andres Morales Project Officer Scouts of the World + 41 22 705 10 40 amorales@world.scout.org

9.0 GENERAL PROVISIONS

A. Entirety of Agreement

This MOU, consisting of 8 pages, represents the entire and integrated agreement between the Parties and supersedes all prior negotiations, representations and agreements, whether written or oral

B. Liability

Each Party to this MOU shall be liable for the acts and omissions of its own employees, members, and contractors

C. Severability

Should any portion of this MOU be judicially determined to be illegal and or unenforceable, the remainder of the MOU shall continue in full force and effect, and any Party may renegotiate the terms affected by the severance

D. Third Party Rights

This MOU does not confer any rights or benefits on any third Party

E. Relationship to Other Parties

This MOU does not restrict any Party from entering into a similar agreement, contract, or partnership in which similar actions or functions are performed

10.0 SIGNATURES

In witness whereof, the Parties to this MOU through their duly authorized representatives have executed this MOU on the days and dates set out below, and certify that they have read, understood, and agreed to the terms and conditions of this MOU as set forth herein

The effective date of this MOU is the date of the signature last affixed to this page

[MILLENNIUM CAMPAIGN]

Eveline Herfkens
*United Nations Secretary General's Executive
Coordinator, Millennium Development Goals
Campaign*

**[WORLD ORGANIZATION OF THE SCOUT
MOVEMENT]**

Eduardo Missoni
Secretary General