



SCOUTS[®]
Creating a Better World

World Organization of the Scout Movement
Organisation Mondiale du Mouvement Scout
Всемирная Организация Скаутского Движения
Organización Mundial del Movimiento Scout
المنظمة العالمية للحركة الكشفية

Geneva, December 2007
FACT SHEET

Scouting's Centenary

2007: One World One Promise

ONE HUNDRED YEARS OF PROMISE

In 2007 Scouting will celebrate its centenary:

- 2007 marked 100 years of Scouting. In 1907, Lord Baden-Powell ran his experimental camp, on Brownsea Island on the south coast of England, for 20 young London boys from different social backgrounds.
- In the past 100 years over 500,000,000 women and men from most of the countries and cultures in the world have promised to live by the Scout Promise and Law.

WHAT WE CELEBRATED?

- The dawn of a new century of Scouting.
- 100 years of commitment to peace education
- 100 years of community development
- 100 years of non-formal education

WHO WAS INVOLVED?

Everyone! All members - youth and adults, other young people, former Scouts, parents, supporters, community leaders, partner organisations, news media...

HOW DID WE DO IT?

Briefly, the Anniversary was an occasion:

- To celebrate 100 years of Scouting
- To demonstrate the unity of World Scouting
- To improve and promote the quality of Scouting
- To promote a more peaceful world
- To demonstrate the unique value of Scouting
- To provide enjoyable and beneficial experiences
- To demonstrate a commitment to nature and the environment
- To show concern for all communities

JOIN IN CENTENARY

28 million Scouts having fun!

- Thousands of ideas to enrich Scouting and let others know who we are.
- An enormous variety of stimulating and exciting activities to tie in with the 21st World Scout Jamboree and the celebrations for the Centenary of Scouting.
- Learn more about the Scouts in your group, district, country and other countries throughout the world.
- Learn more about the people around us, in our community, in other communities, in our country and throughout the world.
- Show other young people how Scouting can "make a difference" and invite them to join in our activities.

Worldwide programmes for all members:

- Gifts for Peace Centennial project- all Scouts working for a better world
- Scouting's Sunrise, 1 August 2007 – was a worldwide celebration
- Community and National based events

World Events:

- 21st World Scout Jamboree, United Kingdom
- Scouting's Sunrise on Brownsea Island
- International Congress, Geneva

GIFTS FOR PEACE

Gifts for Peace was a nation-wide project for all members, for all ages for at least one year, to:

- Create a more peaceful world
- Challenge prejudice
- Encourage greater solidarity

The Gifts for Peace

- Met real needs
- Reached out to others
- Made a difference.

As Baden-Powell said: "Try to leave this world a little better than you found it."

SCOUTING'S SUNRISE

1st August 2007, was a chance to celebrate the dawn of a new century of scouting

- As the sun rose, Scouts from all over the world were asked to renew their Promise and face the new dawn to welcome the second century of the Movement as a symbol of their commitment to the spread of Scouting and its ideals.
- The 1st August 2007 coincided with the 21st World Scout Jamboree which was taking place in the UK
- Taking part in a "Good Turn"
- Celebrating Scouting's *Gifts for Peace* projects
- Joining in local, national and international celebrations

When? 08:00 local time
 08:00 on Brownsea Island, UK - broadcast worldwide!

THE BROWNSEA ISLAND SUNRISE

- At 8 o'clock on the morning of the 1st August 1907, Scouting's Founder Robert Baden-Powell blew on his kudu horn to open the world's first experimental Scout camp. This moment has been declared by the World Scout Committee to be the founding of Scouting.
- A representative from each Scouting country was invited to be present at the 2007 event.

THE CENTENARY JAMBOREE

- The 21st World Scout Jamboree was hosted by the United Kingdom in 2007. The 100th Anniversary of Scouting featured prominently in the promotion and programme of the Jamboree
- It was a vehicle for all to extend Scouting's visibility in the media as one very important focus during this special year.
- The UK welcomed Jamboree participants and other visitors and offered a range of opportunities to see and experience the historic sites of Scouting throughout the year.
- Around 40,000 young people and adult volunteers took part in the event.

Contact

Richard Amalvy

Director, Communications & Media
World Scout Bureau
ramalvy@scout.org
Direct line: + 41 22 705 10 21

Vanessa Von der Mühl

Unit Manager, Communications & Media
World Scout Bureau
vondi@scout.org
Direct line: + 41 22 705 10 30

World Organization of the Scout Movement

Rue du Pré-Jérôme 5
PO Box 91
CH-1211 Geneva 4 Plainpalais, Switzerland
Tel: (+41 22) 705 10 10
Fax: (+41 22) 705 10 20
www.scout.org/media