



World Organization of the Scout Movement  
Organisation Mondiale du Mouvement Scout

World Scout **Bureau** Mondial du Scoutisme

P.O. Box 241  
CH-1211 Geneva 4  
Switzerland

Rue du Pré-Jérôme 5  
CH-1205 Geneva  
Switzerland

Tel: (+41 22) 705 10 10  
Fax: (+41 22) 705 10 20

worldbureau@world.scout.org

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To: International Commissioners

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## A Strategy for Scouting

Dear Colleagues,

A Strategy for Scouting was adopted at the World Scout Conference in Thessaloniki last summer. The strategy builds on the work undertaken in *'Towards a Strategy for Scouting'* and it sets a clear direction for our work towards our centenary in 2007 and beyond. This is an exciting time for World Scouting as the Strategy was adopted unanimously in Thessaloniki.

For the strategy to be successful, effective communication is vital. It is important that leaders are aware of the overall framework of the strategy and the content of the seven strategic priorities. Many associations are already undertaking initiatives in areas of the strategy and achieving tangible results.

A series of resources has been produced to enable information on the strategy to be shared widely in associations. It is particularly important that members of the national board and leaders with national appointments recognise the importance of the strategic priorities and their relevance for Scouting and for the future of the Movement. Please use this pack to promote the strategy in your association.

The contents of the pack are listed separately and all of the resources in the pack are available on the WOSM website <http://www.scout.org>

To complete the content of the strategy, the text for the 'Expected Results' and 'WOSM's Support' was agreed at the World Scout Committee meeting in April 2003. A copy of the text is also enclosed in the pack.

We trust that you will find the contents of this pack useful in supporting your work on the Strategy and we look forward to hearing of your successes and seeing your results in the coming months.

Marie-Louise Correa  
Chairman, World Scout Committee

Jacques Moreillon  
Secretary General

cc: Members of the World Scout Committee  
Regional Chairmen  
WSB (Central Office) Executives and Regional Director

# Strategy Pack for Scout Associations

## List of Contents

The contents of this pack are designed to help you to inform members of your association on the overall framework for the strategy and the content of each of the seven strategic priorities. The pack contains: -

<b>Strategy Booklet</b>	This booklet sets out why a strategy is important, the content of the strategy (including the amendments agreed in Thessaloniki) and sets out the historical background of the strategy.
<b>VHS Tape</b>	<p>This tape contains four video clips:</p> <ol style="list-style-type: none"><li>1. <b>'Towards a Strategy for Scouting'</b> – sets out the historical background, explaining that the strategy builds on the work undertaken in the areas of 'Youth Programme', 'Adults in Scouting', 'Management' and 'WOSM's own financial resources' and the work on the 'Mission of Scouting'.</li></ol> <p><b>A Strategy for Scouting</b> – describes the process and the content for the strategy. The three clips contain information on:</p> <ol style="list-style-type: none"><li>2. <b>The Mission, Vision and Strategic Areas</b></li><li>3. <b>The Seven Strategic Priorities</b></li><li>4. <b>The Expected Results and WOSM's Support</b></li></ol>
<b>Video Scripts</b>	The commentary on the VHS tape is in English only. Copies of the text have been included to facilitate interpretation into other languages.
<b>Strategy Flyer</b>	This flyer contains the key text for the strategy and is designed to be shared widely to promote the strategy. 20 flyers are included in each pack.
<b>Promising Practices</b>	The Promising Practices are examples of initiatives in associations relating to the seven strategic priorities and they demonstrate the achievements and learning. There are now 23 Promising Practices and one set is included in each pack.
<b>PowerPoint Presentations</b>	Text is provided for the PowerPoint presentations on each of the strategic priorities which were shown at the World Scout Conference in Thessaloniki. These presentations provide more detailed information for each of the strategic priorities and an example of work being undertaken in associations and Regions on the specific topic.
<b>CD-ROM</b>	<p>A CD-ROM is included in the pack. This contains pdf files of all the documents, PowerPoint presentations and copies of the video clips. <i>Please note: due to the quality available on CD-ROM, it is not advisable to use the video clips for projecting onto a large screen.</i></p> <p>Copies of the outcomes of the discussion groups in Thessaloniki, and of the text for the "Expected Results" and "WOSM's Support" are also contained on the CD-ROM.</p>