



One promise, one image

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Our vision:

Creating a better world

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Scouting is driven by a big idea:  
The vision of creating a better world.



Our mission:

Educating young people to play  
a constructive role in society

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To realise our big idea, we follow our mission of  
educating young people to play a constructive role in society.



Our strengths:

**Involving**

constructive, educational, equal

**Exciting**

attractive, dynamic, innovative

**Empowering**

value-based, democratic, responsible

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To live out our big idea, we focus on our strengths:  
Scouting is involving, exciting and empowering.



Our communication themes:

**A social force**

Agent of development – based on democratic values  
Meeting real needs and contributing to a better world  
A leading world youth movement for the 21st century

**A culture of peace**

Open to all – built on friendship  
Encouraging diversity and practising tolerance  
Worldwide commitment to peace and the environment

**A constructive contribution**

Applying our skills to help others  
Learning by doing – then sharing that knowledge  
Fun with a purpose – and a sense of belonging

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To make our big idea known to others, we highlight three communication themes:  
A social force, a culture of peace, a constructive contribution.



## Key messages

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In order to communicate effectively on Scouting, all of us need to have the same perception as to what our Movement actually is. The key messages in this leaflet are the result of months of work. They are based on our fundamental texts (Constitution, Mission and Vision), from which we have extracted our strengths and communication themes. These messages were presented to the World Scout Conference in September 2005.

These simple elements will enable us to tackle our individual and collective communication function more dynamically. It is a matter of showing the social impact of Scouting through straightforward answers to the question: "What's the point of Scouting?"

These messages need to be accompanied by proof:

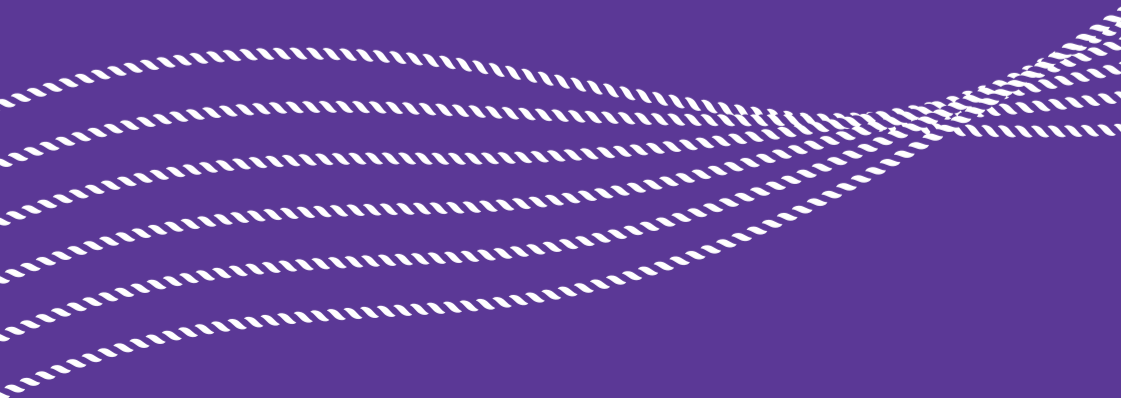
- The concrete action undertaken by the Movement at local and international levels. In terms of communication, this means providing real stories that depict Scouting in action
- Personal and collective behaviour that corresponds to what we say we are

Thus, by ensuring a harmony in what we say, who and what we do and how we behave, we will improve the image that we reflect. Everything you do and say in the name of Scouting contributes to forging our Movement's image. With these simple tools, we can all help to outline Scouting's profile and show that we have the same conviction of what Scouting is, what it does, how it does it and why it does it.

The key to unlocking the huge potential of our Movement is in your hands. Use it. Turn it. You can open doors with it.

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Creating a Better World