



**SCOUTS**<sup>®</sup>  
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

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**Circular N° 10/2007**

To: International Commissioners

April 2007

**2007 Centenary of Scouting Update**

Dear colleagues,

The Centenary year is underway and Scouts worldwide are involved in exciting local, national, regional and world initiatives. Let me take this opportunity to thank you for your outstanding efforts and support to ensure that Scouting makes the most of our Centenary so that we can continue to develop and grow in our second century.

This circular provides up to date information on some of the key Centenary initiatives. Additional information can be found in attachment along with a reporting form for you to complete and return to us without delay.

The information on the form will be shared with the World Scout Bureau Regional Offices as well as with Regional Committees. Please do not hesitate to contact the central or regional offices for further support in the organisation and planning of your Scouting's Sunrise celebrations.

**Scouting's Sunrise worldwide - 1 August 2007**

Scouting's Sunrise will take place exactly one hundred years after Baden-Powell ran his experimental scout camp on Brownsea Island. On 1 August 2007, at 08:00, as the sun rises across the world, Scouts will gather together in millions of locations to renew their Promise, do a Good Turn, present the Gifts for Peace projects and celebrate with local communities.

Guidelines and ideas for this special day are online at [www.scout.org](http://www.scout.org) and you can find updated information attached to this circular. This information will shortly be available online in a formatted publication, but is being sent now in order to be of greater use in your planning.

A great number of National Scout Organizations have started to share their plans and motivate Scouts at local level to get involved and run special events. We would very much like to know what you are planning, in particular for Scouting's Sunrise, 1 August 2007. Please use the form provided to share your national plans, together with any significant district or local plans.

**Scouting's Sunrise on Brownsea Island, 30 July - 1 August 2007**

At a unique event on Brownsea Island, two Scouts from every National Scout Organization and one from each Scouting territory will gather to celebrate the 100th anniversary Scouting and launch the Movement into its second century.

The Scouts attending this special event will be selected by National Scout Organizations from within their 21st World Scout Jamboree contingent. Guidelines for the selection of participants were outlined in 21st World Scout Jamboree Bulletin 4 (February 2006). In order to assist with the preparations for the event, National Scout Organizations are asked to make their selection and communicate this as soon as possible to the Jamboree organisers in the 'Contingent Registration Spreadsheet' or via email to: **[contingentsupport@scouting2007.org](mailto:contingentsupport@scouting2007.org)**

### **Gifts for Peace**

Gifts for Peace is the key centennial programme for all Scouts to tackle relevant issues and make a difference in local communities. To date, projects have been received from one hundred National Scout Organizations! Thank you to all of the Scouts involved in this special initiative. These projects can be found online on dedicated webpages: **[www.scout.org/giftsforpeace](http://www.scout.org/giftsforpeace)**  
Please take time to visit these pages, and share them with your Scouts at local level.

The website also contains educational materials such as ScoutPAX, the online resource specifically created to support the Gifts for Peace and other resources promoting peace education.

For the National Scout Organizations who have yet to declare a project it is not too late! Please send details of your projects to **[ngooderson@scout.org](mailto:ngooderson@scout.org)**

### **Commemorative Centenary Stamps**

A number of National Scout Organizations are choosing to mark the Centenary year in conjunction with their national post authorities and issue a series of special stamps. So far World Scouting is aware of 86 postal authorities with plans to release Centenary stamps, and these are listed on our website at: **[www.scout.org/en/information\\_events/news/2007/centenary\\_stamps](http://www.scout.org/en/information_events/news/2007/centenary_stamps)**

If you know of postal authorities that are producing postage stamps to mark the Centenary of Scouting, then please share this information as it would be wonderful to have a full record of all stamps produced for 2007. Please use the form provided. If you require assistance with the stamp design please contact the World Scout Bureau Brand Manager: **[brand@scout.org](mailto:brand@scout.org)**

### **Centenary News**

Please send us news of your Centenary events and programmes taking place at national and local level. You can use the 'Tell Us' button on **[www.scout.org](http://www.scout.org)** to share stories and photographs, which we can then use to generate news items in the Centenary News section. You can also share information on key Centenary activities on the attached form .

I wish you continued success and great achievements throughout 2007.

Yours in Scouting,

Eduardo Missoni  
Secretary General

**Enclosures:** Information on Scouting's Sunrise, 1 August 2007  
2007 Centenary of Scouting Reporting Form



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## Scouting's Sunrise, 1 August 2007

### – Updated Information

***Scouting's Sunrise, Wednesday 1 August 2007, will be THE special day for every Scout in the world to celebrate our 100<sup>th</sup> anniversary, by:***

- *Renewing the Scout Promise*
- *Doing a Good Turn*
- *Presenting the Gifts for Peace projects*
- *Celebrating with communities, inviting others to discover Scouting on this special day*

**A set of guidelines for Scouting's Sunrise was produced and circulated in July 2004. This document aims to expand on the guidelines to assist National Scout Organizations in the planning and implementation of this special day, our 100<sup>th</sup> anniversary, on 1 August 2007. This information and all future developments can be located on our website: [www.scout.org](http://www.scout.org) in the 2007 Centenary area.**

Scouting's Sunrise is for every Scout at all levels of the Movement. This special occasion will be a worldwide celebration in unity, with the maximum involvement of our members as well as the public. All Scouts should be able to participate – there should be no economical or geographical barriers to their full involvement.

The day is a unique opportunity to show the social force and enormity of Scouting in the world. It will be a very special moment when Scouts join together on 1 August 2007 in a spirit of friendship and peace, proud of their heritage, showcasing modern Scouting and, most importantly, looking forward to a second century of Scouting to benefit more young people and their communities.

On this day, it is hoped that former Scouts and Guides will be warmly encouraged to join in the celebrations, renewing their support and commitment to Scouting. It is estimated that by 2007, over 500,000,000 individuals will have made the Scout Promise! Scouting's Sunrise provides a wonderful occasion to re-establish contact with former Scouts and re-introduce them to Scouting, either in an active or supportive capacity.

The day is also a great opportunity to introduce the local community to Scouting. Parents of Scouts, brothers and sisters, should be invited to participate in the activities, as well as those not yet involved in Scouting. The celebrations can support the development and growth at local and national level, encouraging young people to join, and motivating adults to give their time and support to Scouting.

Scouting's Sunrise is a day to reinforce our strategic priorities, of the worldwide Movement, and also at local and national levels. It is a day to demonstrate our commitment to youth involvement, equal opportunities, volunteering and our image of a Movement working to create a better world. In particular, our anniversary provides significant opportunities to work on our profile and communications.

### **Gifts for Peace on 1 August 2007**

Scouting's Sunrise is a day to show the contribution Scouting makes to society and education, specifically peace education. There will therefore be a clear focus on the Gifts for Peace projects and Scouting as a social force on 1 August 2007.

To date, over 120 projects have been shared by Scouts at local and national level in over 100 countries. These projects are highlighted on specially dedicated webpages at: [www.scout.org/giftsforpeace](http://www.scout.org/giftsforpeace)

An educational kit, ScoutPAX, has been developed to support Scouts to plan and implement projects. This is linked from the Gifts for Peace pages in the Fun and Games section, along with other useful resources.

During the 21st World Scout Jamboree, the Gifts for Peace will be displayed in the World Scout Centre. On Scouting's Sunrise, there will be a special evening concert which will highlight the work of the Gifts for Peace around the world.

It is hoped that every National Scout Organization will present their Gifts for Peace to national authorities on 1 August 2007, as well as to the general public. Scouts at local level should also be encouraged to showcase their contributions to the Gifts for Peace, as well as their key community projects, sharing these with local authorities and communities.

### **Scouting's Sunrise at Local Level**

Excellent communications and support are required in order for all Scouts to be involved in Scouting's Sunrise. National Scout Organizations are therefore asked to give their full support to local leaders and the organisation of local celebrations.

The way in which this day is celebrated will no doubt vary widely from community to community. Scouts may wish to hold their celebrations in their normal meeting place, or to use a prominent building or open space in their locality. They may wish to demonstrate Scouting activities and invite the public to join in, or exhibit their projects and invite the public to discover what they do. Activities could include outdoor adventures, music, drama, cooking, interactive displays. Whatever the format, they should be participatory and interesting. The Join-in-Centenary activity pack developed by the World Scout Bureau provides activities for participation in Scouting's Sunrise and ideas to develop further.

This is a day to share the Gifts for Peace projects with the local community. Scouts at local level should be encouraged to present their Gifts for Peace to their communities and authorities.

Scouts should feel part of a unique world movement and can link up with others through all possible networks, such as amateur radio, internet websites, via web-cams, tuning in to the World Scout Jamboree radio and linking up with their friends in Scouting across the world.

If Scouts are travelling on or around 1 August 2007, they could be encouraged to contact other Scout groups and join in celebrations in other parts of their country, or even abroad!

### **Scouting's Sunrise at National Level**

Scouting's Sunrise is a fantastic opportunity for National Scout Organizations to raise the profile of Scouting in their country. It is strongly hoped that each National Scout Organization will be able to organise one key event for their country on this day, where Scouts, former Scouts and members of the public can take part in the celebrations. This will provide a key focus for the media and the general public.

This focal event could be held in a prominent place in the capital city, or in a place of specific interest to a particular country. It is hoped to see Scouts on this day in places such as the Pyramids in Egypt, the Taj Mahal in India, in the centre of Rome at the Colosseum or at Nyeri in Kenya.

Scout Centres may wish to mark this day with their guests. Some centres are organising special celebrations on 1 August 2007, for example Kandersteg International Scout Centre (KISC) in the Swiss Alps is hosting 'KanderJam'.

National Scout Organizations are asked to each send a small delegation of Scouts, to include youth members (girls and boys) of the Movement, to their National Governments and authorities on 1 August 2007, or as near as possible to this date. These delegations should present the work of the Gifts for Peace - the work of the particular Organization, as well as an overview of the worldwide Gifts for Peace. Support materials will be provided in advance, which should include a special publication detailing all of the national Gifts for Peace projects. National Scout Organizations can use this opportunity to gain support for their work and strategic priorities.

### **Scouting's Sunrise at district level**

National Scout Organizations may wish to also organise regional or district events. This may be possible in larger countries where effective communications and logistics are possible, and where sufficient resources are available to coordinate a series of Scouting's Sunrise events. These regional events could link up with a centrally coordinated event through modern technology.

### **Scouting's Sunrise on Brownsea Island**

At a unique event on Brownsea Island, Scouts representing every National Scout Organization and many Scouting Territories will gather to celebrate the 100th anniversary of Scouting and launch the Movement into its second century. They will celebrate Scouting's Sunrise at 08h00, linked by satellite to the 21st World Scout Jamboree.

The Scouts attending will be selected from their national Jamboree contingent and will travel to the island on 30th July 2007. They will experience two fantastic days of discovery, adventure and reflection and will return on the evening of 1 August 2007, to continue the celebrations with the 40,000 Scouts at the Jamboree. Information on this event is circulated via the official Jamboree Bulletins and some basic information can be found on [www.scout.org](http://www.scout.org)

### **Scouting's Sunrise at the 21st World Scout Jamboree**

40,000 Scouts will celebrate Scouting's Sunrise at the World Scout Jamboree on 1 August 2007, starting at 08h00 linked to Brownsea Island for the renewal of the Promise. They will then take part in a day of activities and celebrations, including a focus on the Gifts for Peace and culminating with a concert to launch Scouting into its second centenary. A special interreligious vigil will be held at the Jamboree on the eve of Scouting's Sunrise, 31st July 2007.

## **Communications and Public Relations**

Scouting's Sunrise provides a truly unique opportunity for communications and PR on 1 August 2007. It is envisaged that all possible mediums of communication be employed on this day to link Scouting worldwide.

Two programmes, featuring the Jamboree Opening Ceremony on 28 July 2007 and Scouting's Sunrise on 1 August 2007, will be available through access to a satellite. These programmes will be broadcast on UK television on the Community channel. National Scout Organizations and broadcasting companies can have access to the footage. Full information will be available soon on [www.scout.org](http://www.scout.org) in the Media Centre.

## **Sunrise Network**

A special amateur radio 'Sunrise Network' will be active on this day and it is hoped that Scouts worldwide will tune in to the radio-waves and make contact with other Scouts, sharing the news of their celebrations and finding out what others are doing to mark this special occasion.

During 2007, Scouts amateur radio operators, as well as listeners, can obtain a Centenary Award for Radio. More information can be found on the JOTA (Jamboree on the Air) section of [www.scout.org](http://www.scout.org)

## **Jamboree Radio**

At Hylands Park in the United Kingdom, the 21st World Scout Jamboree radio 'Promise FM' will broadcast daily to 40,000 Scouts onsite and will also be streamed across the internet for Scouts worldwide. Podcasts of the radio shows, including the opening and closing ceremonies and Scouting's Sunrise, will be available to download online from: [www.thejamboree.org](http://www.thejamboree.org)

## **[www.scout.org](http://www.scout.org)**

Work is in progress for our website to be interactive and regularly updated on 1 August 2007 with the possibility for everyone around the world to share their stories and photos and to find out what other Scouts are doing to celebrate the day. Regular press releases and articles will be uploaded which will include live updates from the Jamboree and Brownsea Island and an extensive database of photos.

## **Tell Us!**

A new section has been created on the front page of [www.scout.org](http://www.scout.org) called 'Tell Us' where Scouts can share their plans for Scouting's Sunrise and the Centenary, promoting their programmes and inspiring others. National Scout Organizations and Scouts at local level can send in their news, which will be shared on the Sunrise pages, or Centenary news section.

## **Communication with the general public and the media**

Scouting's Sunrise is a day to communicate key messages to the Media and public. It is a day to show what Scouting does to contribute towards the building of a better world. It is a day to challenge stereotypes and build a better image for Scouts worldwide highlighting the three communication themes of World Scouting: "A social force", "A constructive contribution" and "A culture of peace".

Press statements will be available to National Scout Organizations in multiple languages in advance of 1 August 2007, as well as support materials and documents. In order to further support the communications with the media on this day, materials have been developed which are all available to download from the Media Centre on [www.scout.org](http://www.scout.org). National Scout Organizations are encouraged to train young people to deliver key messages to all media, so that our Movement is represented by young spokespeople and they are the focus of the Centenary.

## **Additional Information**

Please ensure that this day is as participatory and interesting as possible, especially for the young people taking part. The day should be active and representative of modern Scouting.

Please pay attention to the image that is portrayed to the press and general public, how to best represent our Movement, and how to avoid bad coverage where possible.

Please note that Scouting's Sunrise will be on *Wednesday* 1 August 2007. Being a weekday, many volunteer leaders may have work commitments and need additional support. If possible, National Scout Organizations may wish to approach their national governments to obtain support for their volunteers, for example to have a half/full day off on this day, recognising the enormous contribution of the volunteers.

Please note that that 1 August 2007 may be a holiday period for many Scouts and their families. Scout groups could organise district activities and advertise these widely so that holidaying families can join in the nearest celebration. Adult resources could be combined in an area to maximise impact and capacity, in order to welcome more Scouts, former Scouts and their communities, as well as others in the area in this period.

Finally, if Scouts are really unable to organise their Scouting's Sunrise celebrations on 1 August 2007, they can still be encouraged to hold activities and events at a more convenient date, as near to the 1 August as possible.

## **Contacts**

Please do not hesitate to contact the central and regional offices of the World Scout Bureau for additional support or information.

## **Resources**

The resources listed below are available on **[www.scout.org](http://www.scout.org)** in the Centenary Resources area, Gifts for Peace webpages, Media Centre or JOTA area. Limited hard copies of the documents are available upon request from the World Scout Bureau.

- Scouting's Sunrise information and guidelines
- Brownsea Island Scouting's Sunrise event information
- Gifts for Peace guidelines
- ScoutPAX, the toolkit to support the planning and implementation of the Gifts for Peace
- Join-in-Centenary information and activity kits
- Representing the Scout Movement publication
- Scout Boom Comm publication
- Information on the Centenary Radio Award (in the JOTA section)
- The Strategy and 2007 publication
- Information on the World Scout Jamboree (please also see: [www.thejamboree.org](http://www.thejamboree.org))



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## 2007 CENTENARY OF SCOUTING - REPORTING FORM

Please complete all sections and return to the World Scout Bureau using the contacts given at the end of this form. Thank you in advance.

National Scout Organization: \_\_\_\_\_

Country: \_\_\_\_\_

Name: \_\_\_\_\_ Position: \_\_\_\_\_

Date: \_\_\_\_\_ Signature: \_\_\_\_\_  
Chief/national/international Commissioner

### SCOUTING'S SUNRISE WORLDWIDE - 1 AUGUST 2007

**How will your National Scout Organization/Association celebrate Scouting's Sunrise on 1 August 2007?** Please provide details below

**Where will the celebrations take place?**

**When will these celebrations take place?**

**Who will be involved?**

**What will the main activities be?**

Please provide additional details (if available) on a separate sheet or in an electronic document.

### GIFTS FOR PEACE

**Does your National Scout Organization/Association have a Gifts for Peace project?**

Yes  No

**Have you already reported this to the World Scout Bureau?**

Yes  No

If you have not yet declared a Gifts for Peace project it is not too late! Please urgently send detailed information to: [ngooderson@scout.org](mailto:ngooderson@scout.org)

**Gifts for Peace contact person** (Please provide name, address, telephone, fax and email.)

**OTHER KEY CENTENARY ACTIVITIES IN 2007**

**Please provide information on other key activities that your Organization/Association has planned for 2007.**

*Please provide additional details (if available) on a separate sheet or in an electronic document.*

**COMMEMORATIVE CENTENARY STAMPS**

**Has the postal authority in your country produced a series of special commemorative stamps for the Centenary of Scouting?**  Yes  No

**Has your National Scout Organization/Association been involved in the issuing of these stamps, working with the postal authority?**  Yes  No

**How many stamps (designs) are being produced?**

**What designs are featured on the stamps? Please give details and attach a picture or photo if available.**

**What is the total print run?**

**What is the postage value of each stamp?**

**When are the stamps being issued?**

**OTHER COMMEMORATIVE CENTENARY ITEMS**

**Has your National Scout Organization/Association produced other special commemorative items for Scouting's Centenary?**  Yes  No

**Please provide details:**

***Thank you for your inputs. Please return this form urgently via email, fax or post:***

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