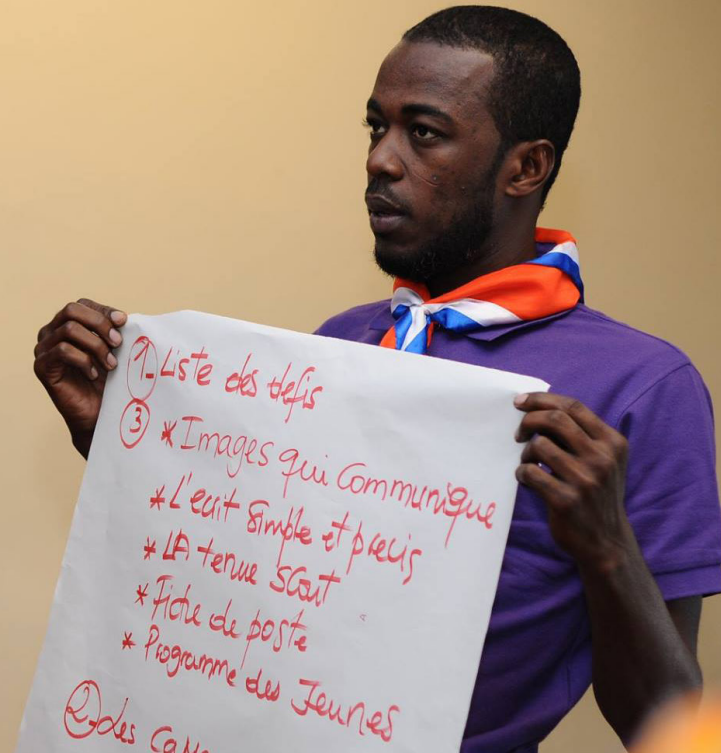




Bulletin

No.1 of March 7, 2018

THEME:
Uniting young people
through Scouting



Africa Scout Communications Forum opens in Harare

Within the framework of the Africa Scout Day celebrations 2018 in Zimbabwe, the 3rd Africa Scout Communications Forum was officially opened on 7th March 2018.

In his opening statement, Mr Frederic T. Kama-Kama, the Regional Director of the WSB Africa Scout Region referred to participants of this Communications Forum as "Very Important People" and the "3rd Generation Communications Experts" who will help meet our expectations for the Region and globally. Frederic reminded the participants of their role as the "Interface of Scouting" to the outside world, beyond the uniform we put on. We need to develop a consistent narrative of stories that encompasses our Scout values.

As Scout communicators, we need to be able to assess the challenges young people face today and share stories on what the contribution of Scouting has been on those issues including on Climate Change or the Sustainable Development Goals.

Frederic challenged participants to help us up our game by telling stories of Scouting that make a difference in the world and make effective use of the ICT tools available yet remain relevant. Communication is the missing link that we need to get right in order to deliver better services to the National Scout Organisations.

In closing, Mr Frederic wished good networking and exchange to all the participants as they learn to become more strategic and aggressive thanks to this regional network of communicators. He also thanked the team team of facilitators and partners to this workshop, among them WWF Africa communicators.

The Regional Director called the Communication Forum officially opened and wished well to the participants!

"As Scout communicators, we need to be able to assess the challenges young people face today and share stories on what the contribution of Scouting has been on those issues."

Did you know that the **Africa Scout Foundation** was formed to mobilize resources to support the growth and development of Scouting in the Africa Region? You too can support this cause by joining the foundation today. Visit www.scout.org/africascoutfoundation to learn more.

#ScoutCommunicationsForum in pictures...



Scouts partner with WWF on Earth Hour

Scouts worldwide have joined forces with the World Wide Fund for Nature to give nature a voice. This collaboration, made possible through a global partnership signed in late 2017, will see Scouts take part in and promote the Earth Hour Campaign run by WWF every year.

Speaking at the 3rd Africa Scout Communications Forum, Ms. Martina Lippuner, the WWF Africa Regional Communications Manager for Madagascar and Central Africa shared details of the campaign with participants. Ms. Lippuner observed that our planet is under threat from climate change and a staggering loss in biodiversity. Earth Hour is our chance to talk about what this means, and take action.

Mihajlo Atanakovic, the Senior Manager for Digital Engagement at the World Scout Bureau Global support Centre also invited Scouts to visit www.scout.org/earthhour to learn more about the campaign and how they can be involved and take in numerous activities that support conservation of our environment.

This year's Earth Hour event will take place on 24th March under the theme #Connect2Earth.



Edgar encourages Scouts to make a difference in their respective communities as we celebrate the Africa Scout Day from the various platforms available. "Remember Scouting is about thinking globally but acting locally"

Edgar Marumbu
Youth Advisor to the World Scout Committee



From wherever you are, join us to celebrate the Africa Scout Day. It will be a great day to all of us. Let's reflect and make time to create a better world around us.

Jonathan Omondi
Manager, Youth programme
WSB Africa

"The Chairperson of the Africa Scout Committee, Dr. Wayne Davis invites all Scouts to join in celebrating Africa Scout Day under the theme: "Uniting young people through Scouting."

Enhance your Skills to Better tell Scout Stories



Addressing the participants of Scout Communications Forum, Ms Mary Waweru, Director Operations - WSB Africa Support Centre reminded participants that the Communications Forum is an opportunity to learn and tell better the story of Scouting. She added that "a lot of great work is happening at the grass-roots but nobody shares these life-changing stories that would inspire the world around us".

Ms Mary encouraged all 21 participants from 16 different National Scout Organisations to take up the challenge of enhancing their skills through this workshop to tell the story of Scouting.

Apart from the 3 day workshop, participants will join the International Scout Camp and the All Africa Scout Day main celebrations on the 10th March among other joint programmes lined up during the 2018 Africa Scout Day celebrations in Harare, Zimbabwe.

Scouts Hosted by National Radio in Zimbabwe

During a live interview, the Africa Scout Regional Director, Mr. Frederic T. Kama-Kama espoused deeply on the values of Scouting and what it means to subscribe to them. He continued that Scouting is co-educational and it is for both boys and girls without any discriminations. Frederic was in company of Mr. Morris Moses, the Chief Scout of Zimbabwe and Mr Idris, a Rover Scout from Zimbabwe.

"Scouting is a Movement for young people whose purpose is to nurture good citizens," said Mr. Moses. He explained that Scouting has grounded itself in values that help young people grow and become better citizens in the society.

Frederic encouraged professionals such as journalists, doctors, pilots and others to join Scouting. He invited them to join Scouting, to learn about its values and help mould the young people into active citizens and formidable adults.

"The world is changing but there are values that are not changing; and such like values are what ground Scouting and make it progressive and relevant," reiterated Mr. Kama-Kama. Idris added "such like values are what transform young people like me and they keep them from disappearing into the wrong side of society".

In closing, Mr. Kama-kama invited the audience join Scouts from across the Region and beyond to the Africa Scout Day celebrations in Harare, Zimbabwe. He explained that the Africa Scout day is a day set aside by the African union to celebrate the achievements and contributions of Scouting to development of young people.

He also reminded rovers in Zimbabwe to celebrate 100 years of Rovering (Rover centenary) and to do "a good turn" as they celebrate their achievements with the rest of the world.



Visit www.scout.org/africascoutday and our Facebook Page: **Africa Scout Day** for more stories, photographs and videos. You can also share with us stories on how you are celebrating Africa Scout Day through the channels below using the hashtag **#AfricaScoutDay**.

For media enquiries please contact:

Jacques Sandrizi
World Scout Bureau Africa Support Centre
Cell: +254 722 830 301
Email: jsandrizi@scout.org

Emmanuel Sakuhuni
The Scout Association of Zimbabwe
Cell: +263 773 133 497
Email: manolisakuhuni@gmail.com

Design & Layout: Nelson Opany



Journée Africaine du Scoutisme
7 - 11 March / Mars 2018 - Zimbabwe

