Communications Strategy
Interamerican Region

Purpose:

The main purpose of the following strategy is to support and propose a reference framework for the objectives of the Regional Plan 2016-2018 “Creating a Better World: Mission Possible”, aligned under the Strategy Vision 2023 of WOSM and the needs of the Interamerican Scout Region.

It provides the priorities and guidelines for the area of communications in the Interamerican Region, about the Scout Brand and Regional Policies. To maintain a consistency between the Regional Scout Committee, the Regional Support Centre and the NSOs. In addition to maintaining the connection with WOSM. Guaranteeing the impact as a non-formal education organization.

Background:

- Regional Plan

With the adoption of the Strategy for Scouting-Vision 2023, at the 40th World Scout Conference in Slovenia in 2014, a set of strategic priorities were chosen to promote growth of Scouting worldwide. One of them is: Strengthening Scouting profile, which explains the emphasis of the area of communications and external relations. The same strategy required the regions to align their plans around these strategic priorities.

And this is how in the Interamerican Scout Region started the alignment process in the VIII Interamerican Scout Summit, Cancun 2015. Where the participants, from the different NSOs, gave their opinions and ideas around the 6 strategic priorities. Then a team composed of volunteers from the Interamerican region, members of the Regional Scout Committee and the Interamerica Support Centre, compiled the results and continued developing it. And It is during the 26th Interamerican Scout Conference, Houston 2016, where the Regional Plan 2016-2018 “Creating a Better World: Mission Possible”it is approved unanimously.

Within the Regional Plan, as one of its main objectives, a Communications Strategy for the Interamerican Scout Region is proposed.

- The Global Strategy for Communications and Strategic Engagements

Just as it happened with Regional Plan, globally, the process began with the adoption of the Strategy for Scouting: Vision 2023. This strategy was approved by the 40th World Scout Conference in Slovenia 2014. It is when the World Scout Committee identified the need for a global communications strategy to ensure that all objectives, messages and activities support the achievement of Vision 2023.
The Global Strategy for Communications and Strategic Engagements (CSE) is the product of a consultative process led by a group of volunteers from the NSOs, the World Scout Committee and the World Scout Bureau. Its objective is to provide a clear and coherent framework for the World Scout Movement, from the Regions to the NSOs. Its intention is to give guidelines and align the direction of Scouting’s Communications, achieving an impact and promoting collective effort.

Our Vision 2023:

By 2023 Scouting will be the world’s leading educational youth movement, enabling 100 million young people to be active citizens creating positive change in their communities and in the world based on shared values.

We can explain the vision:

- “world leading educational youth movement” to be an organization recognized by the general public and external instances as the main organization that allows young people to participate actively and in a meaningful way in the decision-making process.

- “Enabling...young people” provide platforms for young people to speak up and engage as active citizens, advocate for the importance of non-formal education and enabling young people to be active citizens. This is directly related to the Youth Programme purpose.

- “shared values” is the sense of unity of the Scout movement that can be found in the Scout Promise and Law that all Scouts freely decide to follow.

- “100 million” this is related to the growth of the Scouting by giving support to the NSOs so they can grow and by then the whole Movement increases its membership too.

- “Creating a positive change in their communities”. Generating a positive social impact and contributing to sustainable development is the ultimate goal of all the activities of the Scout Movement.

Scouting and the Scout Brand

The main goal of the Scout Brand is to achieve and establish the image as non-formal education Youth Movement, that has global presence. The NSOs are responsible for maintaining this image in each of their communities, when using the Scout Brand communications get connected, amplifies the message and creates a single image boosting the impact. In addition by using a coherent image by through the Scout Brand shows that all actions are done for the achieving the sustainable development goal no. 4: Quality education, being Scouting a space, through the Youth Programme, where learning spaces for life are promoted.

For the Interamerican Region, using the Scout brand, represents an opportunity to amplify and unify the message of creating a better world as a Global entity with local actions. It’s everyone’s responsibility to take care of the brand. In order to do this, we have to understand that the Scout brand is not just a logo. The Scout brand is all as scouts manage to project society, congruent with our yearning to create a better world.
The following explains the concept of the Scout brand and its application to develop the concept of the Scout Movement in a global way.

**Classification of Communications**

The communications of the Interamerican Scout Region are a transversal axis to the main areas of work: Youth Programme, Adults in Scouting and Institutional Development. In addition to being intimately related to youth participation and topics such as diversity and inclusion. For operational use, these are divided into internal and external communications. This is also one of the strategic priorities of the Vision 2023 Strategy.

**¿WHAT WE DO?**
Contribute to the education of young people, through a value system based on the Scout Promise and Law.

**¿HOW WE DO IT?**
Create a better world, where people are self-fulfilled as individuals and play a constructive role in society.

**¿WHY WE DO IT?**
Contribute to the development of young people in topics such as development, dialogue, peace, leadership, sustainable development, volunteering, etc.

**Through the Scout Brand**

**Tone of written of spoken words**
youthful- challenging- positive- authentic-
inpiring- engaging- caring- leads to action and compromise

**Style of Images/Video**
Youthful- happy- outdoors- inclusive-
diverse (gender, age, religion, geography, etc) in action- collective- artistic
**Internal Communications**

It comprises all communication and interaction between the actors in the Interamerican region: the Interamerican Scout Committee, the NSOs and the Regional Support Centre. The NSOs are the basis, but all the actors of WOSM are taken into account. Efforts in the area of communications comprise an active exchange and a constant dialogue between all the parties. It is the area responsible for reaching everyone, even the most distant scouts, and inspiring them to join to the action calls, activities and share their stories.

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<th>Purpose</th>
<th>Results</th>
<th>KPIs</th>
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<td>Inspire the development of Scouting as one, promoting the exchange of information between all instances of WOSM.</td>
<td>- A single coherent message from the World Scout brand in the communication channels between WOSM bodies of the Interamerican Region and the NSOs.</td>
<td>- By 2018, 80% of NSOs of the Interamerican region will use correctly the Scout brand.</td>
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<td>To maintain the communications media aligned through WOSM channels, the Bodies of the Interamerican Region and the NSOs.</td>
<td>- To promote the exchange of information between the channels of communication of the WOSM, the Bodies of the Interamerican region and the NSOs. - Establish key messages for communication campaigns related to the Regional Plan.</td>
<td>- By 2018 we will have increased 30% the interaction of users of Social Media in the Interamerican region. - By 2018 at least 40% of the NSOs join the regional campaigns on social media and the calls to action.</td>
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<td>To ensure that the communication between the NSOs is constant, fluent, and transparent.</td>
<td>- Provide suitable communications channels for the NSOs.</td>
<td>- By 2018 we will have publish at least 20 stories from the NSOs in the Communication media in the Region.</td>
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<td>Encourage all scouts to share their stories in scout.org and other WOSM platforms.</td>
<td>- The Scouts of the region constantly share their stories in scout.org.</td>
<td>- By 2018, at least 40% of the NSOs join regional campaigns and share their stories.</td>
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**External communications**

External communications refers to all communications and interactions that occur between all those who are part of the WOSM (including individual scouts and adult volunteers, NSOs, regional and global organizations) with the external parties with which WOSM has identified as stakeholders. In particular, this includes the communication of crisis towards external audiences.

The external communications strategy will basically focus on supporting the NSOs to work with the relevant media (local media, social media, etc.) to reach the general public and to represent the Scout Movement in a precise and positive way.

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| To promote a positive image in society where the value of the Scout Movement in the education of young people is recognized as a non-formal educational entity, in the NSOs and the region. | - Publish in a regional media (television, radio or print or digital press, of a regional presence) at least one publication in the semester. | - By 2018, we completed at least 2 communications campaigns together with two strategic partners for the Interamerican Region.  
- By 2018, at least 40% of the NSOs use scout.org to publish their stories. |
| To maintain an updated image of Scouting and in congruence with the reality of the Interamerican Region, both in its regional bodies and in each of the NSOs. | - NSOs of the Interamerican Region generate publications in their media with the calls to action in a consistent manner.  
- Develop capacities in the communications area of NSOs. | - By 2018, at least 40% of the NSOs join the action calls in the campaigns.  
- By 2018, we will have identified and publish at least 16 projects carried out in the NSOs that can be related to one of the Sustainable Development Goals.  
- By 2018, at least 50% of the NSOs have a certified member of the Scout brand, within their national teams.  
- By 2018, at least two collaboration agreements are signed for the communications area between Interamerican Scout region NSOs. |
Communications actors and their responsibilities

National Scout Organizations (NSOs)

The National Scout Organizations are the main agents of the communications strategy because the different calls of actions are directed to them and also are responsible of the daily making of the Scouting, whose responsibilities lie in:

2. Tell and share stories of the Scout movement. Capture the information and then spread it to the other instances of the World Organization in the appropriate channels.
3. Properly use the Scout brand.
4. To be active entities that adequately build the image of the Scouting in their localities.
5. Generate actions in conjunction with other NSOs of the Interamerican Region, to share content and to generate synergies for the development of the area of communications at regional level.
6. Designate at least one representative to the Interamerican Communications Network.

Interamerican Communications Network

The Interamerican Communications Network is formed by representatives of the National Scout organizations. It has a coordinating core consisting of a representative of the Interamerican Scout Committee, a representative of the Interamerica Support Centre and a volunteer from the NSOs of the Interamerican Region. The Interamerican Communications Network is in charge of keeping up-to-date and in context messages from the communications area in a regional way in addition to:

2. Collaborate in the creation of documents and instruments necessary for the area of communications in support of the strategic areas of the Interamerican Region.
3. Promote and design the campaigns and initiatives in the Interamerican Scout Region.
4. Develop and exchange material and good practices in the field of communications for National Scout Organizations.

Interamerica Support Centre

The Interamerica Support Centre coordinates with all strategic areas:

1. Providing tools and spaces for the development the different capacities in communications matters to the NSOs.
2. Provide training on the use of the Scout brand.
3. To ensure compliance with the communications strategy.
4. To promote communications in all instances of the Interamerican region.

Time and Evaluation

The communications strategy is effective until the adoption of a new Regional Plan, which is going to happen in the
27th Interamerican Scout Conference, to be held in Panama in November 2018.

As a Summary:

The communications strategy must be a model that inspires and informs all actors about:

1. The relevance of the Scouting in the region.
2. Help raise the profile, in a positive manner, of the Scout Movement in the region.
3. Inspire all to take part on the calls to action from the NSOs or the Interamerican Region.

In addition to deepening communications in an internal manner from all the organs of the Inter-American region and even the world Organization of the Scout Movement.
**APPENDIX:**

Diagramming of the campaigns to be launched in the Regional Plan. The schemes defined by the Regional Plan are enclosed however this does not exclude any other action or campaign that is required for the Interamerican region.

1. Good Deeds Campaign 2018
2. Better World Campaign
3. Anti-Bullying Campaign
4. Regional Policy Campaign 2017
5. Regional Policy Campaign 2018
6. Diversity and Inclusion Campaign
7. Adults in Scouting Awareness Campaign
8. SDGs campaigns and MOP projects form the NSOs

In addition, activities will be carried out around the following regional events:

1. Interamerican Scout Summit 2017
2. Interamerican Scout Moot 2018
3. Interamerica Scout Conference 2018

The following dates will also be considered

1. August 1st, 2017 Celebration of the 110th anniversary of the Scouting
2. September 21st, 2017 International Peace Day
3. December 3th, 2017 & 2018 International Day of Disabled People
4. December 5th, 2017 & 2018 International Day of Volunteers
7. February 22nd, 2018 Birth of Baden Powell
8. April 1st, 2018 World Education Day
9. April 22nd, 2018 World Earth Day
10. May 21st, 2018 International Day of Cultural Diversity for Dialogue and Development
11. June 5th, 2018 International Environmental Day
12. August 1st, 2018 100 years of Rover Scouting