Messengers for Peace
Scouts are messengers of good, love and peace to the whole world. I ask Allah to help Scouts contribute effectively to serving humanity and unifying the world’s nations. Humanity shall continue to exist as long as people like each other. I think you have imprinted this impression in the minds of 28 million young people, God willing. I wish you luck and success with your noble, human and moral mission.

The Custodian of the Two Holy Mosques, King Abdullah bin Abdulaziz
Under the leadership of His Majesty Carl XVI Gustaf, King of Sweden, the World Scout Foundation respectfully requests the support of the Custodian of the Two Holy Mosques King Abdullah for the financial resources required to implement the “Messengers for Peace” programme in 160 countries and impacting 20 million young people over ten years. The total amount sought is USD 37.25 million over ten years – or about USD 3.7 million per year.
Background

In 2001, the Custodian of the Two Holy Mosques, then Crown Prince Abdullah bin Abdulaziz al Saud, called on Scouts around the world to be “Messengers for Peace” (MFP) to combat the mistrust which was developing worldwide. The King of Sweden, Carl XVI Gustaf, Honorary Chairman joined him enthusiastically in his challenge to Scouts to take action.

Scouts the world over rose to the challenge – by 2007, 10 million Scouts in 110 countries had worked on community based programmes called “Gifts for Peace”.

The second phase of the Gifts for Peace (GFP) programme is now ready to be launched.

The vision:

In the coming ten years, at least two thirds of the world’s 30 million Scouts will become effective “Messengers for Peace”, change their world for the better, and send a message of peace to at least 200 million people.

The programme has four major goals:

1. To inspire Scouts throughout the world to embrace the culture of dialogue – improving their skills and providing them with the tools of dialogue, which they can use to tackle the issues that face their communities. Training in dialogue is the main activity under this goal. Young people will be inspired also during the major Scout jamborees, camps and events to go home and work for peace.

2. To support the social entrepreneurial initiatives of Scouts worldwide, significantly improving harmony within their communities. Local level projects will be supported and financed to ensure a wider impact. National Scout Organisations (NSOs) will be supported in their capacities to ensure these programmes are sustainable in the long term.

3. To focus the skills and energies of Scouting to help young people living in conflict situations. Centres of excellence will be supported to bring young leaders from conflict situations to a safe area where training and skills development will take place. When they return, these young leaders will help with rebuilding their community, ensure healing is more smooth, and work to avoid conflict from re-occurring.

4. To inspire young people beyond the Scout movement to understand the importance of creating peace and understanding through dialogue, and to take action for peace by developing a global network of messengers for peace, and using this to communicate the message through the forums most popular with young people today. Our messengers for peace will meet their peers where they are at – in social networking and other web based forums.

The impact – 20 million messengers for peace. The global message will be huge – over 500 million young people and adults will use the words “Saudi Arabia” and “Peace” in the same sentence.

The investment – less than USD 2 per person!

The result - The world will be changed for the better!
“In 2001, King Abdullah of Saudi Arabia looked at the world and saw increasing mistrust and hatred spreading like wildfire. He inspired the World Scout Movement with a programme called Gifts for Peace. In just five years, this programme motivated 10 million young people in 110 countries to do something to change that world, to overcome conflicts and to create more peaceful communities.”

His Majesty The King of Sweden
Background

In November 2001, when the drumbeat of war was echoing in the halls of many government buildings around the world, the Custodian of the Two Holy Mosques, King Abdullah (then Crown Prince), called on Scouts the world over to become “Messengers for Peace”.

He believed we needed to change the music of war to a song of peace!

His Majesty The King of Sweden, Honorary Chairman of the World Scout Foundation, listened to King Abdullah’s call, and joined the Saudi leader as co-sponsor of a global challenge to Scout organisations throughout the world to: “Work to create greater peace and understanding in your local communities and help to change your world for the better ... give the world a gift for peace!”

The World Scout Committee, and later the World Scout Conference welcomed the challenge and formally launched this programme.

Scouts responded in their millions, and, within just five years, over 10 million Scouts in 110 countries had begun work on one of the most ambitious - and subsequently most successful - global project ever attempted by the World Scout Movement.

In troubled communities the world over, Scouts built bridges between warring parties, helped marginalised people back into the community and opened their arms to their peers from other cultures, nationalities, colours and faiths.

The programme was publicised in detail in a web based report, publications circulated to world leaders and in a photo exhibition which has been shown on three continents. The report can be downloaded at www.scout.org/giftsforpeace.

Programme’s success was celebrated during the visit of His Majesty The King of Sweden to Riyadh in 2008, and later during the meeting in Boston in April 2009 between The King of Sweden and His Highness Prince Faisal bin Abdullah. That event in Boston, televised on Fox network, saw The King of Sweden thanking Prince Faisal on prime time TV for the contribution of the Kingdom of Saudi Arabia to the development of peace worldwide.

Phase II – Building a global network of “Messengers for Peace”

To date, 10 million young people in 110 countries have carried out some form of peace activity in their local community. This activity may have been a once off activity or a longer term programme. It may have affected one small community or an entire country. Some projects have touched the lives of young people in many countries. While these are impressive results, the potential for even greater impact is not yet realised.

But in 2001, the Custodian of the Two Holy Mosques called on Scouts the world over to be “Messengers for Peace”. So, the next phase of the Gifts for Peace Programme has been designed to help Scouts fulfill H.M. King Abdullah’s message more effectively – doing great work for peace – but also bringing the message of dialogue to their families, their peers and their communities.

The Messengers for Peace programme is guided by the following vision:

\textbf{In the coming ten years, at least two thirds of the world’s 30 million Scouts will become effective “Messengers for Peace”, change their world for the better, and send a message of peace to at least 200 million people.}

Thus Phase II will harness existing Saudi leadership in the area of dialogue, inspire young people the world over to make a difference to their communities and their world, ensure that great initiatives are brought to scale, and spread the message widely on social networking sites to a huge world youth population.

Phase II aims to harness the energy of the original Gifts for Peace programme, and noticeably and exponentially multiply its impact!
Let me give you some examples:

“It takes a lot as a Hutu to shake the hand of a Tutsie neighbour in the Great Lakes of Africa, or for a Catholic in Belfast to pass over the peace line and become friends with a Protestant. But that is what these 10 million heroes have done and will continue to do.”

His Majesty The King of Sweden
**Goal One: The Culture of Dialogue**

Central to the success of this global programme is the plan to help Scouts and their leaders throughout the world to improve their skills so that they can work more effectively in this important area of peace and understanding.

Phase I relied on the admirable leadership skills that young people already develop through Scouting. This leadership enabled them to engage in critical issues in their home communities. Scouts don’t sit back – they become involved and act to change their world – it’s in their training! - It is what Scouts do!

The Kingdom of Saudi Arabia is a world leader in developing a culture of dialogue. Inspired by the leadership of the Custodian of the Two Holy Mosques, the King Abdulaziz Centre for National Dialogue (KACND) has introduced hundreds of thousands of ordinary Saudis to the skills of dialogue. Using these tools, ordinary people have acquired essential skills and have become engaged in critical issues of importance to their Kingdom or found the way to address family issues which has saved many relationships.

The culture of dialogue in Saudi Arabia has moved from a tradition to a valuable export. This is a skill which the World Scout Movement, (WOSM), would like to use in over 160 countries!

His Majesty The King of Sweden and the leadership of World Scouting have been impressed with the results achieved by KACND. Training in dialogue will be a central tool for all “Messengers for Peace”. Equipped with these skills, Scouts will now be able to move from being enthusiastic young leaders to being skilled practitioners that can achieve even greater results.

Therefore to achieve this first goal of the Gifts for Peace Phase II, three activities are foreseen:

**Activity 1: Training in a culture of dialogue**

**Objective – to introduce training in a culture of dialogue into the leadership training programmes of Scout leaders worldwide.**

This will be achieved on a phased basis.

Beginning with the ten most energetic countries from Phase I, leaders from each of these countries will meet in Riyadh on the occasion of the Saudi National Day celebrations in September 2011 to map out a strategy for disseminating training in the culture of dialogue, firstly in their home countries, and then spreading this message worldwide.

El Salvador, Hong Kong, South Africa, USA, UK, Ireland, Rwanda, Burundi, Kenya, Sudan and Philippines will be the first to roll-out training in dialogue among their trainers, then to the wider Scout membership in their countries.

KACND will facilitate this first meeting of National Scout Organisations. Following this, Saudi Scout trainers will travel to each of these countries, assisted, by trainers from KACND, and spread King Abdullah’s message of dialogue wider.

In the months and years which follow, Scouts in each of these countries (and those that need financial assistance will get it) will then be supported to apply their new-found skills to their existing peace programmes, taking them to a higher level.

Thus for example, Scout programmes addressing street violence in Salvador are expected to improve – maybe through an increase in numbers of clients, an improvement in the quality of service provided to them and a noticeable reduction in street violence.

These countries will then be used as “peer educators” for a next group of National Scout Organisations who will join the programme. The process is repeated until the Movement’s 160 countries have been recruited.

**Outcomes:**
- Training in dialogue will be provided to at least 120 countries over 10 years.
- Total number of trainers trained – 10,000
- Total number of facilitators of dialogue trained – 1 million
- Total Scout beneficiaries – 20 million
Activity 2: Mass Scout events to recruit “Messengers for Peace”

Objective - To inspire the world’s most highly motivated young leaders to become “Messengers for Peace”.

Participants at world and regional jamborees and at other large scale international Scout events are carefully chosen by the NSOs because these young men and women are highly motivated and particularly promising leaders in their local community. Using these “mass” events, therefore gives the Messengers for Peace programme an excellent source of inspired leaders who will apply the programme effectively in their local communities.

These Jamborees are also highly publicised events – so a central activity in the programme will attract significant media attention.

The connectedness of young people – using social networking – allows for effective follow-up to these young leaders for their NSOs to allow them to ensure that these young leaders are supported on their return to do amazing things!

a. World Jamborees

The World Scout Jamboree in Sweden, with 30,000 participants from 160 countries, will be used to inspire these well-chosen young leaders from 160 countries to become “Messengers for Peace”.

Each participant in the Jamboree will participate in an initial training in dialogue – and will leave with a “tool kit” which will help them bring the culture of dialogue back to their home countries and apply it to a project in their local communities.

Web-based support will be developed to help Scouts prepare for their role before they attend the Jamboree. When they leave the Jamboree they will be provided on-line support for their dialogue work and peace activities back home. The existing Scout network will be used to help with this support.

World Scout Jamborees in Japan (2015) and USA (2019) will follow the same model.

Outcomes:
• 100,000 young people and 20,000 leaders introduced individually to the programme.
• 50,000 local volunteers, based on a 50% take up, leading projects in their communities.

b. Saudi Arabia - Peace Camps

Saudi Arabia Scouts will host another Peace camp in conjunction with the National Day 2011 and will repeat this every two years, inviting Scouts from numerous countries – like the peace camp in Al Jubail in 2007 – to help to recruit new and active “Messengers for Peace”, build a body of knowledge and experience within the Scout Movement and keep the programme very much alive.

These camps will be seen as a nursery for new ideas, and a laboratory for developing new approaches to programmes at the local, region and global levels.

Peace camps will be organised in 2014 and 2017 with the same objectives.

Outcomes:
• 3,000 participants – young leaders from 100 countries introduced to intensive training on dialogue;
• New models of peace activities in different cultures and countries developed by participants, and trialled before and after these peace camps.

C. Regional Jamborees

The six region’s jamborees will also be targeted as opportunities to meet and inspire young leaders to become messengers for peace just like with the World Jamboree and the Saudi Peace Camp. Each regional jamboree will be staffed by a team from the Saudi Arabian Scout Association together with selected leaders from active “Messengers for Peace” NSOs. Participants at these events will receive the same training, tool kit and challenge as the participants of the World Jamboree.

Outcomes:
• 200,000 participants introduced to the programme.
• 100,000 young leaders, assuming a 50% take up, inspired to work at their community level.
Goal Two: Social Entrepreneurial activities

The activities run in Phase One of the Gifts for Peace programme have been very much home grown and run “on a shoe-string”. Impressive though they have been, these activities have been limited not by the ambition or imagination of the young leaders involved, but by the resources at hand. These young leaders have been social entrepreneurs – looking for “social” opportunities in their communities and – almost like business entrepreneurs – they have exploited these opportunities to do great things. This goal is to harness the energy of those entrepreneurs and multiply their impact.

Activity 3: Project grants – bringing initiatives to scale

Objective: To provide the necessary resources to ensure excellent ideas become national programmes affecting the maximum number of beneficiaries.

Well-directed project grants, administered by the National Scout Organisations and overseen by the WOSM regional offices will help target the most promising Gifts for Peace projects in needy NSOs. Obviously the wealthier countries will resource their own projects (for example, each year in the Boy Scouts of America, over 52,000 service projects are carried out by “Eagle Scout” candidates. Each of these will count as a Gift for Peace). So rather than remaining as a once off, small community project, promising examples will be supported to bring to scale at a national level, and more promising examples will be adapted and shared with other countries.

An example from the first phase is the “Food for Life” programme that began in South Africa, targeting the urban poor, helping them to break the poverty cycle. This programme has now been adapted and exported to five other NSOs in the region.

Outcomes:
- 60 countries benefiting from financial assistance to improve the impact and spread of their projects;
- Estimated 2,000,000 beneficiaries;
- Broad communications successes within these countries.

Activity 4: Local Capacity strengthening

Objective: To help weaker NSOs in poorer countries to strengthen their capacities so that they can support more young people and manage their programmes in a more sustainable way.

Experience has shown in the first phase, that National Scout Organisations (NSOs) that have succeeded have been those with an inspired leadership at national level, adequate resources for the governance and oversight of projects, and skilled and adequate staff in the management of the organisation. Those without such capacity struggled to extend the good projects beyond local community boundaries.

This project will therefore target selected NSOs for capacity building support – as deemed locally appropriate – to ensure maximum impact and long-term sustainability of the programme.

Capacity strengthening will take place in many ways – through training in social entrepreneurship, project and programme management, support to the establishment of management systems, providing basic infrastructure and human resources or support to the governance of the organisation by skilled peers.

NSOs will be identified by the WOSM regional offices and then supported by the global network of Scout consultants, and supporting organisations based in each country (universities, indigenous and international NGOs, and locally based international and national businesses). The model to be used is a tried and tested model for capacity building developed by WOSM.

Outcomes:
- 50 National Scout Organisations receive assistance to strengthen their organisational capacities;
- These NSOs become self-sustaining NGOs in their countries;
- 100% increase in membership in these NSOs over the period of the support;
- 100% increase in the number of project beneficiaries from these countries.
A warm thanks to the kindness of The Custodian of the Two Holy Mosques King Abdullah and to His Highness Prince Faisal for their inspiring leadership. We pass on our sincere appreciation to His Majesty, as well as to the millions of local leaders who work voluntarily to make this happen.

His Majesty The King of Sweden
Goal Three: Support to young people living in conflict situations

From South Africa during the difficult apartheid years, to Northern Ireland during the difficult inter-community conflict, or the Great Lakes following the horrific genocide, Lebanon recovering from the appalling consequences of war, or today in Haiti with people living in extremely stressful situations – Scouts have intervened to help young people in these situations deal with their condition and grow in a positive way.

This goal will bring the best of Scout practitioners from these historical situations together with experts in post conflict recovery, to help young people who are entangled in today’s conflicts. By targeting young leaders immersed in these situations Scouting can question taboos, engender trust and inspire purpose, and thus help to transform these young people into positive dynamic “messengers for Peace” that will inspire hope and reconciliation.

Imagine twenty young leaders living in a daily hell of post genocide Rwanda spending a month together in the Kandersteg International Scout Centre, or South Africa’s national Scout camp. Immersed in the skills of dialogue, exposed to a different way of conflict resolution, these young people will return home equipped with new skills and provided with resources, and enthusiastic to help their communities rebuild from the ashes.

Activity 5: Scout Centres support to conflict-affected young people

Objective: To help young leaders trapped in conflict or post conflict situations to rebuild their communities.

Initially, five Scout centres of excellence – in Kandersteg, Panama, South Africa, Singapore and Northern Ireland – will be supported to use their acquired skills to welcome young people from an initial five project areas. Supported by experts from the existing Gifts for Peace projects and from associations NGOs and UN agencies, Scouting will help selected young leaders to rebuild their communities.

This is potentially one of the most challenging of the activities ever undertaken – but also one of the most rewarding. The teams at the “Centres of Excellence” will not just provide a holiday or a respite form the conflict, but will also help to equip these young leaders to do something different afterwards. And through a mixture of financial and human resources, will help the young people on their return, to make a real difference in the rebuilding and the healing process and of course in the prevention of future violence.

Outcomes:

- 20,000 young leaders from conflict zones exposed to alternative strategies for their work with their peers and communities;
- Effective post conflict programmes run in 20 main conflict zones over ten years.
**Goal Four: Developing the Global Network of Messengers for Peace**

Scouting grew in 1907 as a “viral movement” – not a top-down bureaucratic organisation, but as a movement where young people, using the then equivalent of twitter - the penny weekly magazine – discovered how to take initiative for themselves and thus a movement of 30 million young people in 160 countries was born.

Today, social networks develop in exactly the same way. One person takes an initiative and using much speedier technologies of “Facebook”, “Twitter”, etc etc, millions follow the trend – reporting on their own successes for a willing audience, who in turn become actors and stakeholders in the social movement.

World Scouting will harness the energy of the Messengers for Peace it recruits in a number of ways:

**Activity 6: Broadening the network of “Messengers for Peace”**

**Objective:** To inspire Scouts - in other communities, countries or regions – to take action by mimicking the projects carried out by another Scout, or by adapting that project to their own local community needs.

“Success breeds success”! When one Scout hears of another achieving great things – and reads how that success was achieved – this inspires him or her to do the same!

Central to all Scout programmes – regardless of country or culture – is the concept of service – doing good for your community.

Eagle Scouts in USA complete 52,000 major service projects annually. 4,500 Scouts in Saudi Arabia give two weeks service each year to the Hajj pilgrimage – the largest public service project carried out anywhere in the world. Hundreds of thousands of smaller projects are carried out each year by Scouts in the 160 + associations worldwide.

These projects will be reported by the Scouts themselves on a global forum and made available to other Scouts as an easy reference tool.

Using the well-known Google earth tool, each of the Messengers for Peace – that have been recruited at the jamborees, in the initial target countries, or at the different peace camps – will be asked to register on line to the “Google Earth” Messengers for Peace layer. Using this tool, existing projects and programmes will be plotted, “Messengers for Peace” will be followed up and supported by on line advisors and the global scale of the programme will be visible.

Messengers will be able to upload reports, photos and video footage of their work. NOSs and regional Scout offices will be able to plot where programme support, capacity building and other forms of support are needed. And more importantly, excellent ideas, new initiatives and inspiring individuals will be able to be identified in order to inspire others to do more.

This on line support will be developed as an on-line forum (currently, over 2 million Scouts worldwide participate in the “Jamboree on the Internet – JOTI – over one weekend in September each year). This forum will take the JOTI concept and expand it to a live 365 day a year service, providing international Scout contacts for discussing local challenges and exchanging programme ideas, and also for providing on-line direct programme support to train young people in the skills of dialogue and to help young people resolve peace issues in their communities, schools, or families.

But given the organic and viral nature of this tool, it will grow into something which from the outset, we have never imagined possible – using the creativity and ingenuity of the young leaders involved this will take on a life of its own.

**6.a Reward and recognition**

Each Scout that participates in this programme to a certain level will be awarded with a “Messengers for Peace” badge by the patrons of the programme. These awards, administered from Riyadh, will signify an achievement of the highest level. To qualify, the results of the GFP projects must be recoded on the Google Earth programme set up for the purpose.

Annual reports of participants in this programme will be produced and distributed from the Scout Association of Saudi Arabia in Riyadh.

**Outcomes:**

- Annual participation of 10 million young people – visitors, i-reporters, actors or “Messengers” through various social networking tools;
- Broad traditional and social media coverage of the programme.
Activity 7: Keeping the human face of the network to the fore

Objective – Exploiting the global network that is the Scout movement, inspire young people to greater action by supporting greater exchange of Scouts and leaders between NSOs and within regions.

Beginning with Saudi Arabia, Scouts in the Kingdom will increase their international exchange programme (currently very successfully piloted with USA and the Arab region) to other Scouts in other regions – thus Scouts will visit the Kingdom and Saudi Scouts will return the visits to the homes of those Scouts to promote mutual understanding and dialogue. Fun, adventure, and a significant element of training will be programmed into these exchanges.

The global network of the Scout movement is driven by skilled volunteers. The programme will support skilled volunteer experts to move between NSOs to support programmes in other countries, or to adapt programmes from one country to another.

Trained in the skills of intercultural dialogue, these volunteers become “super” messengers for peace – because as trainers of trainers, they will help to multiply the impact of the programme many fold.

Outcomes:

• Annual exchange of 1,000 skilled trainers or selected young leaders to other countries.
• Noticeable resulting cross-fertilization of programme models between countries and organisations in the programme.
• Significant personal growth and noticeable increased commitment from exchange laureates.

Governance

The governance of this programme shall be jointly led by Their Majesties, The Custodian of the Two Holy Mosques King Abdullah and The King of Sweden.

Oversight of the programme will be guaranteed by a board of trustees, appointed by the two heads of state – comprising appointees of the Custodian of the Two Holy Mosques King Abdullah, selected leaders of business in the Kingdom and internationally, selected leaders from WSF, World Scouting, WOSM’s Arab region, and Saudi Arabian Scouting. The Governing Board will be chaired by HH Prince Faisal bin Abdullah, Minister of Education and Chief Scout of Saudi Arabia.

Administration

The global aspects of the programme will be administered by the World Scout Foundation (WSF) based in Geneva. Funding decisions, project awards will be assured by its Geneva office. Reporting will be overseen by the WSF Geneva office and its network of project consultants. This office reports directly to the WSF board and the programme’s governing board.

Projects and programmes to be supported will be screened normally by the WOSM regional offices. Programme support, coordination and promotion will be assured by the WOSM office in Geneva.

The programme based in the Kingdom of Saudi Arabia will be managed by the Saudi Arabian Scout Association.

Funding

The total budget of the programme (see annex 1) will be USD 37.25 million over ten years. (USD 24.75 million for the global programme and USD 12.5 million to be spent directly in the Kingdom of Saudi Arabia for international activities involving participants from overseas).

This international funding (USD 24.75 million) will be provided as an endowment fund based in the WSF office, Geneva, under the title: “The King Abdullah Fund for Dialogue and Peace”, or,
The first Gifts for Peace programme shows that Scouting is a great investment. The idea was born, and a short five years later 10 million young people in 110 countries are doing amazing work affecting hundreds of millions of lives.

His Majesty The King of Sweden
This funding will be provided as a series of ten annual grants according to the budget attached – averaging at roughly USD 3 million to the WSF Geneva. WSF will distribute on average USD 3 million per annum to the programme beneficiaries from National Scout Organisations, programme sites and WOSM.

In conclusion

At less than USD 2 per beneficiary, this programme represents an excellent investment. This funding will act like a catalyst. Because, in addition to the financial investment, the inspiration leadership of the Custodian of the Two Holy Mosques King Abdullah and His Majesty The King of Sweden, will unleash hundreds of millions of dollars worth of volunteer time and energy throughout the world. And as with the previous Gifts for Peace programme, the “Messengers for Peace” will result in amazing local action throughout the world.

One clear result will simply be that 20 million young people, their parents, siblings and peers in school, (perhaps 500 million people in total over ten years) will use the words “Saudi Arabia” and “Peace” in the same sentence! But more than this – small communities the world over will benefit from a youthful, well trained and highly motivated force for the good. The world will change for the better!

In the Kingdom of Saudi Arabia, people greet each other, and every stranger and visitor, with the words “Salam Aleikum”, “Peace be with you”.

In ten year’s time, people throughout the world, from every faith, race and culture will know what this greeting truly means – peace, will come closer to them! Thanks to the Custodian of the Two Holy Mosques King Abdullah. It is his “Gift for Peace” and through his inspiration 500 million more people will leave the world a better, and safer, place than they found it!