



**AZERBAIJAN 2017**  
**41<sup>ST</sup> WORLD SCOUT**  
**CONFERENCE**



DOCUMENT

**6 B**



**NSO Growth Commitments and  
NSO Growth Awards**

Working Together to Achieve Vision 2023

World Scout Bureau



**SCOUTS**  
Creating a Better World



# NSO Growth Commitments and NSO Growth Awards

Conference Document 6A outlines the Strategy for Scouting, how we can measure progress towards Vision 2023 and the Draft Objectives for the World Triennial Plan 2017 - 2020.

This Conference Document (6B) provides specific guidance on the "NSO Growth Commitments" towards the goals of "Vision 2023" as well as the "NSO Growth Awards" which will be presented during the 41<sup>st</sup> World Scout Conference.

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## Languages

*The official languages of the World Organization are English and French. The World Scout Bureau will make all Conference Documents available in both languages. When possible, it endeavours to make them available also in Arabic, Russian and Spanish - the three additional working languages of WOSM. In the event of a conflict arising out of the interpretation of this Conference Document or any other official document of the World Organization, the English text shall prevail.*

# 1. Overview

## 1.1 Background

WOSM's Strategy for Scouting is a Strategy for the Movement as a whole. Vision 2023 is an expression of our common dreams and aspirations as 165 National Scout Organizations. Clear commitments are required if we are to work together to achieve these ambitious goals. As the World Scout Conference will bring together the leadership of our Movement, the World Scout Committee decided that this is an excellent opportunity to celebrate our successes to date as well as look to the future.

In doing so, we can map out the individual commitments of each Member Organization, so that together we can see where our common efforts will lead us and which effort will still be required to "close the gap" towards the ambitions spelled out in Vision 2023. It also provides an opportunity to better understand where NSOs require support from WOSM in achieving their commitment in Vision 2023, so enabling the newly elected World Scout Committee to further tailor the objectives for supporting NSOs as effectively as possible in the next Triennium.

There are two parts to this document: the NSO Growth Commitments and the NSO Growth Awards.

## 1.2 Objectives

In order to ensure that NSOs are fully informed and best equipped to engage in the initiatives in the run up to, and during, the World Scout Conference, it is important to share the objectives of both the Growth Commitment Process and the Growth Awards.

### 1.2.1 The NSO Growth Commitments

The objectives of the NSO Growth Commitments initiative are:

- To better engage NSOs in taking responsibility for Vision 2023
- To gain a better understanding of the challenges facing NSOs with regard to achieving Vision 2023, as well as the supports that are required to reach it.

### 1.2.2 The NSO Growth Awards

The objectives of the Growth Awards are:

- To reward NSOs who have significantly grown, both in gross membership and market share
- To raise awareness of the commitment needed from NSOs in achieving Vision 2023
- To highlight and celebrate those NSOs who are growing.

# 2. NSO Growth Commitments

## 2.1 Process for NSOs

- All NSOs are requested to complete an online form with their Growth Commitment by 20 July, 2017 through the following link: <https://www.surveymonkey.com/r/29BTBZH>.
- Should NSOs prefer to download a form, it can be found at the end of this document. Please e-mail the completed form to Máire Fitzgerald <mfitzgerald@scout.org>.
- Support for any NSOs who require it will be provided through the Regional Offices.

During the Regional Sessions at the beginning of the Conference, all NSOs who submitted their forms will receive a printed copy of their completed form for them to sign. Those NSOs who did not submit the form will receive a blank form to complete and return to the WSB Office at the Conference Centre by the end of Wednesday 16 August. A summary of the data submitted by NSOs will be presented to NSOs in plenary on Friday 18 August.

## 2.2 Growth Commitment Questions

As previously outlined the commitment form, which will be available in online and Excel format, will include the questions outlined below:

- Name of NSO
- Current membership (all Scouts, adult volunteers and staff involved in your NSO, boys and girls, men and women) of NSO
- Growth commitment by World Scout Conference 2020, in absolute numbers or % increase in growth vis-à-vis the current membership
- Please provide a rationale for why you intend to grow to that figure
- Do you plan to focus on diversifying your membership (i.e. reaching out to new communities where Scouting has not existed before, or is not very prominent)? Please explain?
- Do you plan to significantly grow a particular age section? Please explain?
- What are the barriers to growth you are facing now? How can they be removed?
- What can World Scouting do to support you in achieving your growth commitment?

## 3. NSO Growth Awards

### 3.1 Process for NSOs

The Membership Task Force of the World Scout Committee will publish a Membership Report for WOSM before the end of the Triennium. This analysed data will be used to identify the recipients for Growth Awards in each of the categories. Some award recipients will be contacted in advance of the Conference to share some background information about their work. Aside from that, the Growth Awards do not require any additional preparation by NSOs in advance of the conference.

During the final day of the Conference there will be a presentation in plenary announcing the award recipients. After the presentation, those NSOs who are receiving awards will be called to the stage for physical presentation and photographs.

### 3.2 Areas being Awarded

- Based on the rates of growth identified in the data of the Membership Report, each NSO will be awarded a ranking of bronze, silver, gold or platinum. This will be reflected in the Report.
- Awards celebrating Best Absolute Growth will be presented to
  - the Top Five NSOs in the World with the highest Absolute Growth
  - the Top Three NSOs in each Region
- Awards celebrating the Best Growth in Market Share will be presented to
  - the Top Five NSOs in the World with the highest market share increase
  - the Top Three in each Region with the highest market share increase

## 4. Further questions

In case you have any further questions with regard to the NSO Growth Commitments and NSO Growth Awards, please do not hesitate to reach out to the World Scout Bureau through Máire Fitzgerald [mfitzgerald@scout.org](mailto:mfitzgerald@scout.org).

## 5. Growth Commitment Form

Name of NSO: \_\_\_\_\_

Current membership (all Scouts, adult volunteers and staff involved in your NSO, boys and girls, men and women) of NSO: \_\_\_\_\_

Growth commitment by World Scout Conference 2020, in absolute numbers or % increase in growth vis-à-vis the current membership: \_\_\_\_\_

Please provide a rationale for why you intend to grow to that figure:

Do you plan to focus on diversifying your membership (i.e. reaching out to new communities where Scouting has not existed before, or is not very prominent)? Please explain:

Do you plan to significantly grow a particular age section? Please explain.

What are the barriers to growth you are facing now? How can they be removed?

What can World Scouting do to support you in achieving your growth commitment?