



Launched: World Scouting-UNESCO World Heritage Recognition Initiative, Messengers of Peace Programme at the 23rd World Scout Jamboree

31 July 2015, Kirara-hama, Yamaguchi, Japan: The World Organization of the Scout Movement (WOSM) and The United Nations Educational, Scientific, and Cultural Organization (UNESCO) World Heritage Centre today launched the World Scouting – UNESCO World Heritage Recognition initiative at the 23rd World Scout Jamboree here.

The initiative aims to empower young people, particularly Scouts, to preserve and promote World Heritage sites through the framework of the Scouts of the World Award (SWA) Programme.

Through the initiative, Scouts and non-Scouts (aged between 15–26) who succeed in completing their SWA project at one of the UNESCO World Heritage sites will receive a World Scouting-UNESCO World Heritage Recognition badge, *Patrimonio-Scout Badge*, and certificate.

They will also be encouraged to develop Scout Heritage stories to inspire Scouts and other young people to protect their cultural and natural heritage.

The initiative hopes to raise awareness and mobilise young Scouts and non-Scouts to participate in World Heritage preservation and promotion; to promote active citizenship and help strengthen synergies among young people and their local communities.

Present at the reception were the World Scout Committee Chairperson, João Armando Gonçalves, World Scout Committee Vice-Chairperson and Messengers of Peace Liaison person, Jemima Nartey, World Scout Committee Member and Jamboree Director, Mari Nakano, WOSM Secretary General, Scott A. Teare, and the Focal Point for UNESCO World Heritage, Carméla Quin.

The Messengers of Peace (MoP), WOSM's flagship programme, was also launched at the reception. Since 2012, Scouts have been sharing their community service initiatives online on scout.org.

To date, more than 630,000,000 service hours have been registered for over 40,000 community service initiatives. The programme seeks to present in a comprehensive and explicit way, the educational objectives of this inspirational call for action and the practical elements for its implementation in each country, joining efforts with the SWA and the World Scout Environmental Programme (WSEP).

“That’s what Scouting is all about – empowering young people to be active global citizens and leading positive change!” said WOSM Secretary General, Scott A. Teare.

The Scout of the World Award, Messengers of Peace and the World Scout Environment Programmes are World Scout Programmes under WOSM's "Better World Framework". The World Scout Programmes aim to motivate the "active citizen" within each young person (Scout or non-Scout) and move him to take concrete actions on issues that affect his local community to create a better world in a Global Network of Service, as envisioned by Baden-Powell.

Ends

About the World Organization of the Scout Movement ([WOSM](#))

Scouting is one of the world's leading educational youth movements, engaging millions of young people around the world to be active citizens to create positive changes in the communities they live in. Since 1907! Founded by Lord Baden-Powell, WOSM is a confederation of 161 National Scout Organizations in a network of over 40 million members, including some 7 million volunteers. As it has been doing for more than a century - creating a better world - it will continue to do so, and even better with the many Messengers of Peace across the globe.

For more on the 23rd World Scout Jamboree, visit <http://scout.org/ws2015> or follow us on www.facebook.com/23wsj2015 or Twitter @wsj2015.

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