



SCOUTS[®]
Creating a Better World

COMMUNICATIONS STRATEGY 2019-2021

INTERAMERICAN REGION



Publication: February 2019
World Scout Bureau - Interamerica Support Centre

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 2018-2021 “Common Vision, Individual Commitment”, and thus is a continuation of the job started by the Regional Plan 2016-2018, both Plans are aligned under the Strategy Vision 2023 of WOSM and the needs of the Interamerican Scout Region.

It provides the priorities and guidelines in the area of communications for the Interamerican Region looking for the improvement in quality for the area itself, the correct use of the Scout brand and the development of the capacities of the National Scout Organizations (NSOs). Guaranteeing the impact as a non-formal education organization in different territories of the continent but as a united Movement.

In essence, this strategy plans a consecutive work to achieve Vision 2023.

Background:

- Regional Plans

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.

At the IX Interamerican Scout Summit held in Peru in 2017, the beginning of a new Regional Plan started, with the analysis of the fulfillment of the strategic areas and the needs of the NSOs, by then the analysis of the new strategic priorities defined by the 41st World Scout Conference in Baku. The World Scout Bureau - Interamerica Support Centre (WSB-IARC) filtered the results and presented to the Plenary the proposal, during exercise the NSOs worked in their

commitments with the New Regional Plan.

After an exhaustive process in the III Interamerican Scout Moot, the Interamerican Scout Committee approved the new Regional Plan 2018-2021 "Common Vision, Individual Commitment" that is not only made up of the new strategic priorities, but of the commitments towards the work by the NSOs, the ISC and the WSB-IARSC. The Communications area continues as a strategic area. The decision was to update the Communications strategy adapting it to new needs raised but with similar structure. To continue with the work do not start from scratch again. This same strategy is understood as one of the steps to achieve Vision 2023.

- 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.

And as it is described in the agreement of the Interamerican Scout Conference 9/10, in Panama 2010.

10/10 IMAGE

CONSIDERING:

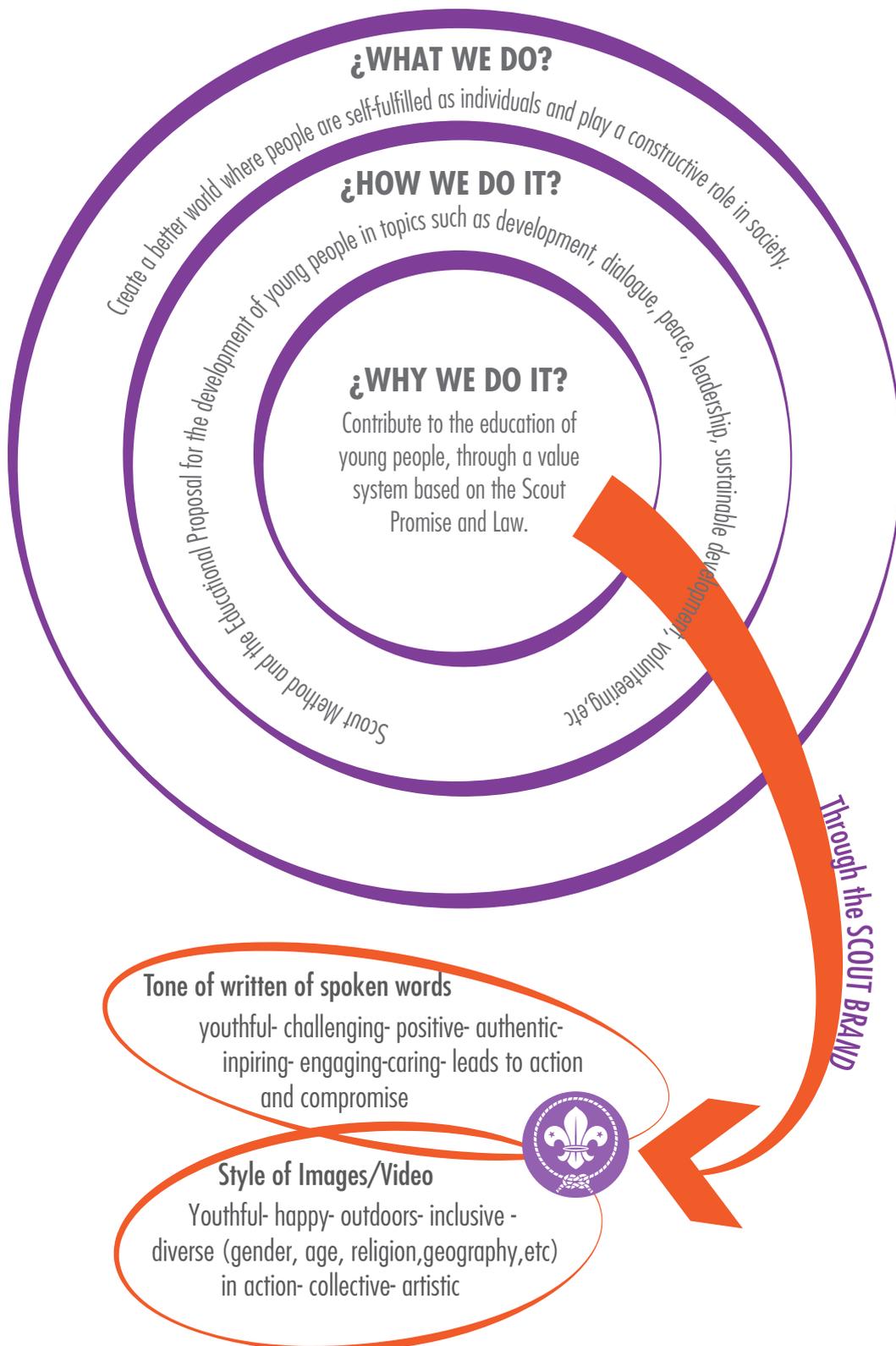
- a. That the World Scout Bureau has designed a brand and image campaign at world level;
- b. That this campaign includes brand and technical tools for application at national level;
- c. That it is necessary to support the world level effort to position the Scout Brand as a mechanism for growth;
- d. That the benefits a National Scout Organization will receive following appropriate use of the Scout Brand will be highly positive;
- e. That in concordance with article 31, paragraph a, it is function of the World Scout Bureau –Interamerican Region to comply with the instructions and guidelines of the World Scout Bureau – Central Office in matters relating to the Region;

THE INTERAMERICAN SCOUT CONFERENCE RECOMMENDS:

1. That National Scout Organizations adopt the image and brand campaign of the World Scout Movement and they do the best to share experiences in the use and application of the scout image and brand campaign.

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.

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.

It is in this area, through the needs raised by the Regional Plan 2018-2021 “Common Vision, Individual Commitment” we realized that there’s not enough to have an active area but to increase the quality and continuous improvement of the area, helping NSOs to increase capacities.

Purpose	Results	KPIs
Inspire the development of Scouting as one.	- A single coherent message in the communication channels between WOSM bodies of the Interamerican Region and the NSOs, promoting the correct use of the Scout Brand.	- By 2021 at least 50% of NSOs have one certified member in the use of the Scout Brand, within their National Communication Teams. - By 2018 we will have conducted an inventory of good practices of the use of Scout brand in the NSOs.
Promote the exchange of information among all WOSM bodies.	- Increase in quality of the communications area of the Interamerican Scout Region - The NSOs have National Communication Teams which promote the exchange of information within their NSOs and between the different bodies of WOSM.	- By 2021, a mechanism for continuous improvement will be implemented for the communications area of the Interamerican Region. - For 2021 at least 9 NSOs have their National Communications Plan aligned to the Global and Regional Strategy. -By 2021, at least 18 NSOs find themselves actively participating of the Communications Network in the Interamerican Region -By 2021, at least 5 Good Practices in the Communications Area done by the NSOs will be documented and socialized.

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. In addition, establish a group will give support the Region in the exchange of stories external media to Scouting.

Purpose	Results	KPIs
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.	<ul style="list-style-type: none"> - An active group of correspondents publishing stories in external media to Scouting periodically. - An active Communications Network tht exchanges information periodically. 	<ul style="list-style-type: none"> -By 2019 the first group of correspondents of the Interamerican Region will be integrated through an Open Call. -By 2021 the team of correspondents will have published stories of at least 2 Interamerican events, positioning them in regional communications media. - By 2021, the Communications network will be integrated by at least 18 OSNs that exchange information on a weekly basis.
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.	-By 2021, at least 12 projects done by NSOs based on the Sustainable Development Goals will have been published.

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:

1. Contribute to the objectives of the communications strategy of the Regional Plan 2016-2021, through the fulfillment of its commitments:
 - Formulate National Communications strategies aligned to the regional and global;
 - Reinforce or restructure the national communications equipment and infrastructure for its operation.
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. Designate at least one representative to the Interamerican Communications Network.
5. Participate in the trainings offered by the OMMS
6. Participate in the Regional Communications Campaigns.

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:

1. Contribute to the objectives of the communications strategy of the Regional Plan 2016-2018.
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 and the right use on the use of the Scout brand.
3. Provide consulting services through the Service Model in the communications area.
4. Coordinate the Regional Communications Strategy.
5. Keep the communication channels active for the implementation of the Regional Communications Strategy and the Regional Plan.
6. Establish quality management mechanisms for Internal Communication in the Region.

Interamerican Scout Committee

In their capacity as representatives of the Interamerican Scout Conference

1. Give support and oversee the compliance with the Regional Communications Strategy.
2. To recognize their value as opinion leaders in the Interamerican Scout Region, and use it a resource for the development of the capacities in the NSOs
3. Maintain an active and transparent communication with the NSOs and the WSB-IARSC

Media

The Interamerican Scout Region has several internal and external communication channels.

Internal media: scout.org, scoutpak, circulars, emails, digital magazines, intranet, conversation groups on different social media. It also relies on the Regional Campaigns to disseminate information from the main documents and events.

External Media: Likewise uses scout.org, emails, social networks, digital magazines, targeted communications. In addition to the use of regional campaigns with the appropriate use of the Scout brand to communicate the main idea in the best way.

Time and Evaluation

The Communications Strategy is valid until the adoption of a new Regional Plan, which will happen at the 28th Interamerican Scout Conference, to be held in Paraguay 2021.

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.
4. Promote the continuous improvement of the Communications area in WOSM

In addition to deepening internal communications from all the bodies of the Interamerican Region.

APPENDIX:

Regional Campaigns are a powerful mobilization tool where all NSOs are invited to be a part. Three categories of Regional Campaigns have been defined:

1- Campaigns supporting an international cause or celebration such as: Earth Hour, Environment Day, Scouting 4 SDGs, World Volunteer Day, International Day of Nonviolence, etc.

2- Campaigns to celebrate Scouts events: 2019 World Jamboree, 2020 Regional Scout Summit, 2021 JamCam, Baden Powell's Birth Celebration 2019-2021, 2019-2021 Anniversary Celebration of Scouting, etc.

3- Internal educational campaigns: Better World Framework, Diversity and Inclusion Materials, HeforShe, Competencies in the management of Adults in Scouting, Financial Development, Educational Material for Youth Programme, etc.



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