



SCOUTS[®]
Creating a Better World

Our legacy

A great idea

It was Lord Baden-Powell, the founder of the movement, who after having tested the Scouting method on Brownsea Island in August 1907 heeded his calling to spread a message that nothing is impossible for those who are prepared to play their part in creating a better world.



Our vision

Creating a better world

Our brand



The World Scout emblem

The Scout emblem was created by Baden-Powell. The fleur-de-lis, which indicated 'north' on old maps, is a reminder that Scouts must be as reliable as a compass; they must respect Scouting's ideals, in order to find their way in life.

The three "petals" symbolise the three duties: duty to God, duty to self and duty to others.

The two stars represent truth and knowledge, and the ten points of the stars symbolise the ten articles of the Scout Law.



Our colour

The emblem is white on a purple background. In heraldry, white represents purity and purple represents responsibility and assistance to others.



The rope

Surrounding the fleur-de-lis is a rope tied by a reef knot. This symbolises the Movement's unity and fraternity throughout the world. Just as it is impossible for a reef knot to become undone, so too the Movement remains united while it develops.



Our brand logo

The brand logo consists of the World Scout emblem, the word "Scouts" and the vision of the movement "Creating a better world". It applies to all areas of World Scouting under strict use and protection guidelines.

The World Scouting brand makes a social impact because it displays our active claim "creating a better world."



Protection

This logo is protected under the international treaties on brand protection. Failure to respect these laws is an act of piracy. It is up to the Scouts to protect it from any abuse, duplication or commercial use without authorisation. This includes using it for purposes contrary to the values of the Movement.

For more information please contact: brand@world.scout.org

Our strengths

Involving

Through the Promise, Scouts are committed to creating a better world. The Promise is based on the Scout Law, a simple text of ten articles that helps guide a Scout's choices. Scouts unite for justice, equality and integrity. One can count on the word of a Scout.



Exciting

Innovation is the tradition of Scouting. Through attractive activities, the Movement offers a framework of recreation, exploration and impassioned experiences, enabling young people to develop their sporting, artistic, and solidarity skills.



Empowering

In Scouting, young people are given every opportunity to explore their decision-making capacities. By providing an educational framework where one can take initiative, Scouting makes it possible for young people to acquire and develop leadership qualities.



The Scout method

The Scout method is the educational heart of the Movement. It is based on the concept of learning by doing, and the participation in decision-making processes. It enables young people, girls and boys, to become engaged, impassioned and autonomous citizens, by helping them to develop to their full potential physically, intellectually, socially, emotionally and spiritually. The Scout method is based on the Law and the Promise, and nature is the first place of learning. The adult leaders are volunteers who support this development of young people and the Movement.

Our mission

Educating young people to play a constructive role in society



A social force

An agent of development, Scouting constitutes a social force at local, national and international levels. Working together with its partners, both public and private, Scouting responds to the needs of society. Without social awareness, it cannot exist. An educational movement for young people, Scouting is an active member of society.



A constructive contribution

Scouts contribute daily towards creating a better world, to find ways to be constructive, and to not leave society only to the care of others, when they themselves can be helpful. Every Scout commits to using their competencies to help the others, to share their knowledge, and to improve community life.



A culture of peace

Open to all and built on friendship, Scouting encourages a culture of peace through the personal commitment of its members and the collective commitment of the movement. Contributing to the spirit of peace, Scouting promotes respect for others and the environment, diversity of cultures, as well as intercultural training around the world.