

REPRESENTING THE SCOUT MOVEMENT



SCOUTS[®]

Creating a Better World

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WOSM Code of Conduct

Annual reports

Scout Brand Manual

Rio Declaration on Non-Formal Education

*Constitution of the World Organization
of the Scout Movement*

scout.org/media

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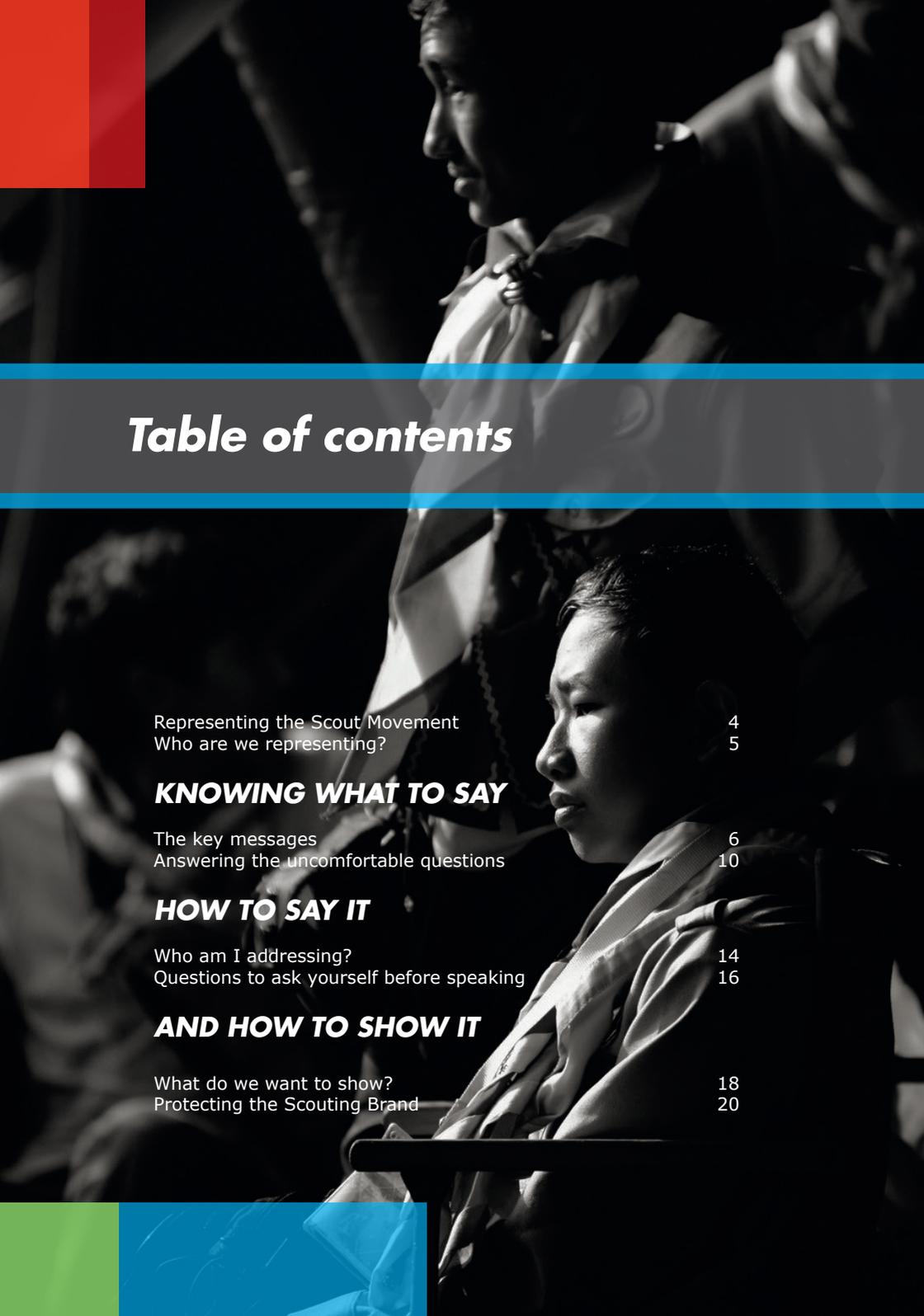


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REPRESENTING THE SCOUT MOVEMENT

As an external representative, a spokesperson, a volunteer or a professional working at national or international levels of Scouting, we could be called upon to represent the Movement in an article, interview, or speech at any time. This resource will provide us with some ideas and key messages on how to make our task a little easier.

When in scarf or uniform, we reflect Scouting's brand and have a duty to protect and strengthen the reputation and image of Scouting in speech, action and visual representation.

In this guide, we'll take a look at how to combine effective messaging, inclusive visual cues, and friendly attitudes to represent our Movement in the best way possible. Always remember: practice makes perfect! Engaging and accurate representation can be improved, so let's get to work!

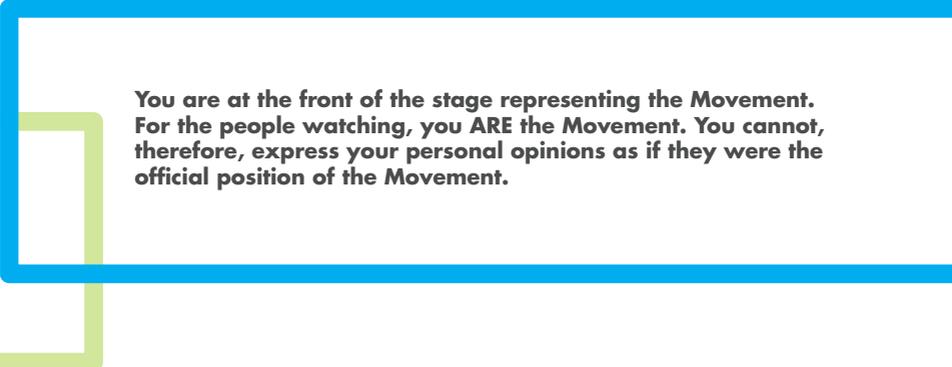


Who are we representing?

At whatever level we are working in Scouting, when we appear in public – and even more so when in Scout uniform or scarf – we represent the whole Scout Movement. The globalisation of information means that what we say or do in Geneva can have an impact in New York or Nairobi, and vice versa. When we are communicating in the name of the Movement, we always need to assess whether we are the right person to do so and whether or not we have sufficient information to get the right message across.

Who should represent the Scout Movement?

Being a spokesperson or a representative is not simply a question of hierarchy or position within the Movement. Wherever possible, young people should be the face and voice of the Movement, even in settings where other organisations may be represented by an adult or someone in a higher-level position. However, sometimes an adult in an official capacity might be better positioned to represent the Movement.



You are at the front of the stage representing the Movement. For the people watching, you ARE the Movement. You cannot, therefore, express your personal opinions as if they were the official position of the Movement.

The key messages

Fundamental elements

Our vision

Our approach

Our strengths

Messages

What is it?

Creating a better world

Our big ambition that describes how we want to collectively impact our local, national and international communities.

Self-fulfilled and autonomous individuals

Playing a constructive role in society

Through non-formal education

Our way to develop and contribute as active global citizens.

Youth empowerment

Values-based

Impact to the community

Learning by doing

Teamwork and collaboration

Leadership

To express how we live our big idea, we use these headlines. These are enough for others to remember.

We are in control of our own image. Take a look in the mirror and check if what you see is the image we want to project.

Consider the topics you would want to talk about, how you will behave, and what you will wear. Sometimes the full Scout uniform can be alienating to an external audience, so in many situations, a scarf may be more appropriate than a full uniform.

Take a look at the WOSM Code of Conduct for guidance on personal behaviour.



Questions that sound simple can be the most challenging to respond to

In writing an article, giving answers during an interview, or convincing a potential donor, simple questions can be challenging because they require more precise answers. Here are some of the questions that we may be asked.

“DID YOU KNOW THAT...”

- Scouts in Kenya, Malawi, and Turkey have started Scout groups in refugee settlements as a way for young people to learn life skills, build self-confidence, and become leaders in their communities. In these places, Scouting is often the only form of education that young refugees receive.
- Scouts in Europe ran a big campaign to get young people out to vote for the European elections.
- Scouts in Madagascar and Kenya run menstrual health education programmes and campaigns to break the taboo about menstrual hygiene.

QUESTION 1:

“What is Scouting all about?”

We all dream of a formula to answer this simple question. It exists: it is our mission: “Scouting enables young people to play a constructive role in society through non-formal education”.

QUESTION 2:

“What is the impact of Scouting?”

Our ultimate goal is simple: **“Creating a better world”**. You can start an interview or a speech about our collective impact, but then you need to give concrete examples of impact stories to illustrate “how” before you get asked the third question!

QUESTION 3:

But what does it actually do?”

It is important to illustrate this vision of an ideal world with real action at the grassroots level. You must always be armed with examples to illustrate what you are saying. The greatest interest is generated when you can surprise your audience with unexpected information:

- Scouts in Central America raise awareness about domestic violence and bullying.
- During the COVID-19 pandemic, Scouts in Pakistan and Haiti ran campaigns about handwashing, Scouts in Italy, Ireland and Switzerland delivered groceries to the elderly, and Scouts in Singapore wrote letters of gratitude to healthcare professionals.
- Scouts are making the world’s largest youth contribution to the Sustainable Development Goals. They’ve contributed billions of hours of community service towards sustainable development.



Answering the uncomfortable questions

There are some questions that can be uncomfortable to answer, whether they stem from a lack of knowledge about the Movement or from preconceived beliefs. Some questions may seem ridiculous to us and others downright offensive. Remember that people have different opinions and the right to ask these questions and it is up to you to set the record straight. Always keep your cool and give factual arguments. If you don't know how to answer the question, tell the person that you will get back to her or him with an answer later instead of coming up with an unprepared answer on the spot.

Question

Possible answers

Is Scouting affiliated with the military?

The Scout uniform is a symbol of unity celebrating our diversity while sharing the feeling of being connected to a global Movement. Scouting is not affiliated with any military groups. In fact, for more than a century Scouting has been promoting peace, friendship and a greater sense of belonging for people in communities around the world.

Is Scouting a political Movement?

Scouting is the world's leading educational youth movement that enables young people to become active global citizens, promoting youth leadership, responsibility and critical thinking. We are voluntary non-political educational Movement, but encourage young people to take action on issues directly affecting them, their communities, and the planet. Examples can be drawn from how Scouts are creating a better world through initiatives and advocacy work around the Sustainable Development Goals.

Is Scouting open to girls and young women?

Scouting is open to girls and boys, young men and young women. Of our 54 million members, more than 14 million are girls and women and this figure is increasing worldwide. In fact, 95% our Member Organisations are open to all, without distinction of gender.

Is Scouting open to everyone?

Scouting is open to all without distinction of origin, gender, identity or social background. Diversity and inclusion of everyone has been a priority of our Movement for decades and we actively reach out to the most marginalised communities, including in refugee camps. We believe all young people have a right to non-formal education. That's why our goal is to always bring better Scouting to more young people.

Answering the uncomfortable questions

ADDITIONAL POTENTIAL QUESTIONS:

- “If you say Scouting is a Movement for young people, why are there so many older people involved?”
- “Isn’t Scouting only for boys?”

Question

Possible answers

Is Scouting connected to a religion?

Scouting does incorporate a spiritual or religious dimension as part of its approach to personal development, however, we recognise all forms of spirituality, including non-religion. Scouting is inclusive of multiple religions, and fosters inter-religious dialogue through its intercultural and peace education programmes.

How safe is Scouting?

The health, safety and well-being of young people and adults involved in Scouting is our number one priority. As a values based Movement, we condemn all acts of violence and abuse against young people and adults.

We are committed to the continuous protection of young people involved in Scouting and support our Member Organizations to strengthen their Safe from Harm child and youth protection policies to adhere to the highest possible standards.

By putting in place education, policies and procedures throughout the entire movement we can ensure our members and communities stay safe from harm.

Is Scouting open to people of all sexual and gender orientations and identities?

Scouting is a worldwide Movement which is made up of many different social, cultural, political and legal realities. We are aware that conversations about LGBTQI+ are a sensitive topic in many countries and cultures around the world.

Nevertheless, we believe that any Scout has the right to feel safe, welcome and appreciated in our Movement. This includes LGBTQI+ Scouts.

Throughout the Scout Movement, we aim to facilitate dialogue and promote a culture of understanding and acceptance, while recognising the social, cultural, political and legal environments of Member Organizations.

Did you know?

- During most world events (like Jamborees), we offer a space focused on education about equal rights and opportunities for LGBTQI+ people



Who are we addressing?

“To further promote continuous improvement, our group implemented a group level GSAT to assess their Scout groups and support quality Scouting.”

I'm talking to... I have... **A journalist from the mainstream press**

10 seconds

"Scouting is the world's leading educational youth Movement that enables young people to become active global citizens, promoting youth leadership, creativity and critical thinking"

Did you know that..
" (Here, briefly give the journalist some news that he/she can write about.)

1 minute

I make my 10-second introduction and keep 50 seconds to tell a story that:

5 minutes

- 1. I make a 10-second introduction.**
 - 2. I have time to expand on what I want to say.**
- So, I'll give some examples with one or two stories

When speaking publicly we want to make a quick impression and impact on our audience. What's important is to grab their attention and make them want to know more by asking "why" and "how". This engaging dialogue gives you an opportunity to communicate your whole message.

A politician

"In Scouting, young people learn what citizenship and democracy really mean. It certainly helps in developing political awareness! Like you, Scouts are helping to meet real needs in society."

A business leader

"Scouting trains today's leaders with the knowledge and skills to be successful in today's working environment. Scouting is an excellent leadership training for young people."

Young people learn to take responsibility, work in teams and become resilient and self-reliant."

- Is relevant to the subject
- Is in line with the interests of the person I'm talking to
- Is in line with the cause that the person I'm talking to is defending

3. I keep her or his interest by asking a question:

- Are you familiar with Scouting?
- What else would you like to know?
- How do you think we could work together?

It is important to create a dialogue so as to establish trust. Asking a question shows your interest in the person you are talking to. It needs to be related to what that person represents and her or his interests.



Questions to ask yourself before speaking

Here are a few simple questions to ask yourself before speaking:

WHO

Who's speaking?

- Am I the right person to speak on this topic?
- Would it be better to have a young person to talk about young people?
- Would it be better for someone in a senior leadership position in the Movement to speak in an official capacity?

WHOM

To whom?

- Who am I talking to?
- Do I know her or him or them?
- What do I know about her or him or them?
- Do I understand their interests and the issues they care about?

WHAT

What do you want to say?

- Do I know the topic well enough to speak about it publicly?
- Do I have stories to share about the topic?
- Is the information I have to share up-to-date and relevant?
- Am I the most suitable person to talk about the topic?
- Will there be any risks or consequences about what I'm saying?

When faced with so many questions, you may be asking: Do I have the time to think about all these aspects when being asked to answer a question or speak on a topic? The truth is that knowing the key messages well, being prepared to speak, doing your research, and practising beforehand can all make a big difference. Always refer to your key messages so you can be ready for unanticipated questions or situations where you may need to give that elevator pitch response. Being prepared will help you overcome the unexpected and respond like an expert!

WHERE

Which context is most appropriate?

- Is this an appropriate context for me to speak about this issue?
- Do I feel comfortable in this space to speak?
- Am I aware of the different dynamics at play in this context which could influence what I say or how it is received??

WHEN

When are you going to say it?

- Is it the right moment to speak?
- What other issues (local, national or global) are in the news at this point in time?

HOW

How are you going to say it?

- What tone should I adopt so that my target audience will listen and care?
- What vocabulary would be the most suitable?
- How should I dress?

WHY

Why do you need to say something?

- What do I want to achieve by speaking?
- Is what I have to say relevant?



Who are we addressing?

PRESENTATIONS:

If asked to give a presentation or show pictures, consult the brand manual and our Communications and Strategic Engagements Strategy and always remember that an image is the reflection of our identity and reflects what we do.

A good photo is not left to chance. It needs to capture something meaningful and have something to say about a subject, situation or event.



You may be invited to express yourself and represent the Movement through imagery, presentations or on social media. It's important to think carefully about each medium. Here are some quick tips.

SOCIAL MEDIA:

Our message and visibility can be strengthened by amplifying it on social media. Consider using the right social media platform where your stakeholders are present and active. Make sure your tone is consistent with our brand and that you use the relevant hashtags and tagged accounts to attract the attention of the stakeholders you're trying to reach.



The brand logo is World Scouting's trademark. It is composed of the World Scout emblem (the fleur-de-lys), the word "Scout" (our name is our fame), and our vision "Creating a better world" (our big idea). This brand logo is protected by international treaties on the protection of intellectual property. Every member of the Movement needs to take responsibility and help to preserve its integrity and shouldn't feel bad asking others to correct the emblem or the logo.

Protecting the Scouting Brand



SCOUTS®

Creating a Better World

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Partnerships
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