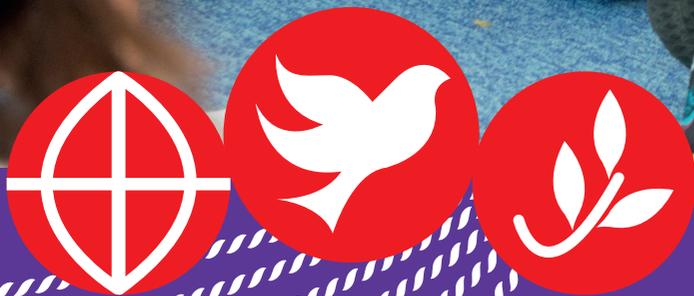




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# SCOUTS OF THE WORLD AWARD NSO IMPLEMENTATION MANUAL



**SCOUTS**  
Creating a Better World

Youth Programme



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Creating a Better World

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Youth Program  
October 2015

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NSO Implementation Manual  
Scouts of the World Award

First Edition, october 2015

This document is addressed to National Scout Organizations and Associations. It complements the Programme Guidelines and explains how the Scouts of the World Award Programme can be implemented as an element of your older Scout Section Programme. The Scouts of the World Programme and its Award are open to all young people, who can either be members or non-members of the Scout Movement. To seek further support, share feedback, and ask questions related to the Scouts of the World Programme, contact the World Scout Bureau at [educationalmethods@scout.org](mailto:educationalmethods@scout.org)

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# **SCOUTS OF THE WORLD AWARD**

## NSO IMPLEMENTATION MANUAL



"THE AMBITION TO DO GOOD IS ALL  
THAT COUNTS."

~ ROBERT BADEN-POWELL



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“MY BELIEF IS THAT WE WERE PUT  
IN THIS WORLD OF WONDERS AND  
BEAUTY WITH A SPECIAL ABILITY TO  
APPRECIATE THEM, IN SOME CASES  
TO HAVE THE FUN OF TAKING A HAND  
IN DEVELOPING THEM, AND ALSO IN  
BEING ABLE TO HELP OTHER PEOPLE  
INSTEAD OF OVERREACHING THEM AND,  
THROUGH IT ALL TO ENJOY LIFE –  
THAT IS, TO BE HAPPY.”

BADEN-POWELL



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*The Scouts of the World Award challenges all young people, Scouts and non-Scouts, to think about global issues and act upon them in their local community. It is the only award for young people provided by World Scouting. As part of the learning experience, you can gain the knowledge, skills, and attitudes needed to help solve global issues at local level. The award requires a commitment from you to make your community a better place. On completion, you will be part of a network that provides inspiration to others to take action.*



“TWENTY YEARS FROM NOW YOU WILL BE MORE DISAPPOINTED BY THE THINGS YOU DIDN’T DO THAN BY THE ONES YOU DID DO. SO THROW OFF THE BOWLINES. SAIL AWAY FROM THE SAFE HARBOR. CATCH THE TRADE WINDS IN YOUR SAILS. EXPLORE. DREAM. DISCOVER.”

MARK TWAIN



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## Introduction

We recommend that you read the Programme Guidelines as well as this Implementation Manual. They explain the Scouts of the World Award (SW Award) Programme and its award which is directed at young people. This introduction serves as a reminder of some elements from the Guidelines, but the purpose of this Implementation Manual is to focus on implementation matters only.

Many successful efforts have been made to integrate international solidarity, peace, environmental, and sustainable development educations into our Scout programmes. We are actively and constructively working to Create a Better World. However, these efforts need to be intensified.

### When the United Nations (UN) and Scouting work together

In September 2000, building on a decade of major UN conferences and summits, world leaders came together at the UN Headquarters in New York to adopt the United Nations Millennium Declaration. This declaration committed their nations to a new global partnership intended to reduce extreme poverty. It set out a series of eight, time-bound targets – the millennium development goals (MDGs) – with a deadline of 2015. The MDGs formed a blueprint agreed to by all the world’s countries and all the world’s leading development institutions.

The Millennium Declaration refers to six universal values that are also those of Scouting: freedom, equality (of individuals and nations), solidarity, tolerance, respect for nature, and shared responsibility. In 2004, appreciative of its partnership with the UN, the World Organization of the Scout Movement (WOSM) signed an agreement with the UN to contribute actively to the MDG campaign. The SW Award was launched to encourage thousands of Scouts and non-Scouts to adopt world citizenship. It offers an educational framework to understand a global challenge and run a voluntary service, long-term development project to act on this challenge at local level. While the purpose of the award fundamentally remains educational, it also seeks to impact society. We will constantly monitor the new, post-2015 UN sustainable development goals (SDGs) and continuously aim to actively address them year after year along with other local and international developmental goals.

For more information on the UN-WOSM partnership, have a look at [scout.org/un](http://scout.org/un)

## Fields for Action

From the MDGs, WOSM chose three areas to focus on with the SW Award: development, peace, and the environment. These three fields for action frame the projects run by Scouts and non-Scouts pursuing the SW Award.

### **Development – change, growth, or improvement over a period of time.**

Today, the concept of a development approach tends to over-emphasise short-term priorities at the expense of the long-term development of communities and countries. Health, education, respect for human rights, and the sustainable use of natural resources are as important as economic growth when it comes to development matters. World citizens must work together to solve issues arising in these fields. For instance, according to the UN World Food Programme Agency, about 842 million people in the world do not eat enough to be healthy. That means that one in every eight people on Earth goes to bed hungry each night. Hunger can be eliminated in our lifetime. Scouts can take action with non-Scouts to increase literacy in their communities, defend human rights, reduce inequalities, eliminate hunger, or contribute to better access to healthcare. (More complementary resources on development issues are available on p.68.)

### **Peace – a situation in which there is no war between countries or groups.**

According to the World Health Organization, violence accounts for nearly 1.4 million deaths per year. Of those killed by violence, 58% die by their own hand, 36% because of injuries inflicted by another person, and 6% as a direct result of war or some other form of collective violence. Violence is preventable and its impact can be reduced. So much can and must be done to build a culture of peace, to fight against prejudices and racism, to mediate tense situations and resolve conflict, to promote intercultural understanding, and to create dialogue. As world citizens, Scouts and non-Scouts can take action for peace in their communities and abroad. (More complementary resources on peace issues are available on p.68.)

### **Environment – the natural world including land, water, air, plants, and animals especially considered as something that is affected by human activity.**

Climate change is expected to hit developing countries the hardest. Its effects are rising temperatures, changes in precipitation patterns, rising sea levels, and more frequent weather-related disasters. Addressing climate change requires unprecedented global cooperation across borders. The World Bank sums it up well: these represent a serious threat to agriculture, food, and water supplies. Billions of people are directly affected. Again, thousands of Scouts and non-Scouts can run projects to develop eco-friendly daily practices, educate their communities to use their natural resources in a sustainable manner, plant trees in order to absorb CO<sup>2</sup>, reduce greenhouse gas emissions, promote renewable energies, restore devastated ecosystems, and ensure access to safe water for everyone. In the world, 780 million people lack access to clean water. That is more than 2 ½ times the population of the United States. (More complementary resources on environmental issues are available on p.68.)

When addressing these challenges, social, economic, political, environmental, technological, and cultural trends have to be taken into account. According to the 2014 World Scout Bureau (WSB) publication *Global Youth Trend Report* youth unemployment is of major concern for all regions, without exception, although the reason for the increase in the rates has different sources. In the field of health, HIV/AIDS is still affecting many young people, and some regions have even identified an increase in the number of young people infected. Obese and overweight youth are growing in numbers also. Overall, today's youth are concerned about their environment, poverty, youth gangs, and armed conflict. On the positive side, however, young people today across the globe spend more time in volunteer activities, in particular on a local level.

Educational values have also changed. No educational programme focusing exclusively on national history and culture can claim to prepare young people to play an active role in an increasingly interdependent world. No educational programme based on competition and individualism can claim to prepare young people for the cooperative efforts needed to tackle global issues. Scouting should prepare young people to face all these challenges.



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## Scouts of the World Award Programme

### Aims?

The SW Award Programme is an educational programme. It aims to:

- Encourage the stronger involvement of young people in the development of society by giving them the knowledge, skills, motivation, and opportunities to face today's global challenges.
- Recognise and promote their voluntary service project in the fields of development, peace, and the environment. These take the form of long-term development projects (with a long-term vision) run individually or by a team.
- Encourage National Scout Organizations (NSOs) to develop more educational opportunities to become world citizens. These initiatives will open up new fields of action and provide genuine responsibility, through partnerships with other key players in civil society. They will reinforce community service and international cooperation.

### Audience

The SW Award Programme is designed for young people aged 15–26, Scouts or non-Scouts. This is an age when young people are preparing to carry out adult roles and find their place in society. The programme offers them the opportunity to acquire the knowledge, skills, and values needed to become world citizens, people who are able to play an active role in making the world a better place, starting with our local communities.

- Scouts following the SW Award Programme should be members of their oldest Scout Sections as defined by your NSO. Depending on your NSO, they might be Venturers and/or Rovers.
- Non-Scouts must follow the SW Award Programme as defined by their country's NSO. For example if the age range selected by the NSO is 18–22, the non-Scouts also must be within that age range and follow all rules according to the NSO.

It is extremely relevant to open the SW Award Programme – a programme aimed at educating world citizens – to all young people regardless of their ability, race, faith, or location. This was decided by the World Scout Committee with the specific aim of opening up Scouting to all segments of society. Furthermore, global challenges concern everyone. Scouts and non-Scouts must work together. Scouting, as a Movement, must be dynamic and evolve as the world evolves. When Scouting addresses issues related to development, peace, or the environment, it should definitely include and work with non-Scouts in the process, both for its own benefit and for the benefit of the world.

### Educational process

The SW Award Programme is simple and flexible with a clear educational process.

1. First, the young person planning to start their SW Award needs to contact their NSO's SW Award National Coordinator who will help them begin to explore one or more global challenges of today's world. These challenges relate to one or more of the fields for action: development, peace, and/or the environment. This initial phase of exploration – **SW Award Discovery** – lasts for a few days. It will usually be conducted on an SW Award Base or another appropriate site with a team of other young people. At the end of the SW Award Discovery, the young person will have begun to explore the challenges and will have started drafting their project to tackle the issue(s) at stake in their chosen community.
2. After completing the SW Award Discovery, the young person will be given an SW Award passport to keep track of the work they are doing. They will then further plan and run the **SW Award Voluntary Service** they started planning during the SW Award Discovery. Their project may evolve and change over its planning process, so the first draft they made during their Discovery is not binding. This project usually lasts around two weeks (a minimum of 80 working hours).

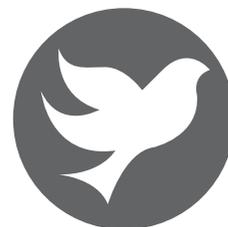
3. Once their project is done, they will first evaluate it alone (or as part of a team) and then with the SW Award Tutor (a member of the SW Award Task Force who has followed their project from the beginning).
4. If their experience fits the criteria set for the SW Award, the SW Award National Coordinator will can let them join the **SW Award Network**. They will need to submit a brief report on their project to the SW Award Network on scout.org
5. Finally, they are now awarded! They will be presented the **SW Award badge** and the SW Award certificate. Ideally they will continue to contribute further to the development of the SW Award Programme and its causes in their NSO.

Three important general notes on implementation:

- The SW Award Programme is a simple and flexible programme that your NSO can adopt. It does not compete with the NSO's existing programmes but complements them with elements of community service and international solidarity. The programme can be customised to be compatible with the structure and framework of any NSO. It should be developed to suit your needs and constraints. However, you are strongly encouraged to adopt the SW Award Programme as an integrated part of your Senior Section Programme rather than as a separate programme or a replacement. The WSB will be pleased to support your NSO in this integration process. If there is no Senior Section (15–26 years old) in your NSO, the SW Award Programme can be proposed as a framework to start running these sections.
- The SW Award Programme operates on a decentralised system, and is entirely managed by the NSOs. The WSB serves a supporting role in assisting NSOs to manage and deliver the SW Award. NSOs have the responsibility of developing and monitoring the programme. You are strongly encouraged to inform and register your intentions to run the WSB of your SW Award Programme activities for communication and support purposes.
- The Programme Guidelines and this Implementation Manual do not constitute directives that must be followed, but are rather helpful guides for you to run the programme. NSOs do not have to follow exactly what is indicated, as long as you follow a similar concept and comply with the minimum SW Award criteria. These minimum criteria are the process stages (SW Award Discovery, SW Award Voluntary Service, and SW Award Network), the minimum working hours (for both an SW Award Discovery and an SW Award Voluntary Service), as well as the basics of the programme (aim, objectives and targeted participants). For example, the content of an SW Award Discovery is flexible and the number of days to achieve the working hours is for the NSOs to judge according to their circumstances.

*Did you know...*

*According to the 2014 WOSM census, the Senior Sections (Venturers and Rovers) together reached a membership of about 5 million young people. Can you imagine what the impact of our Movement could be if only 10% of that membership - 500,000 - would leave Scouting every year with the capacity and the desire to be active and responsible citizens of the world? Every year, a new wave of 500,000 young people would join their elders in promoting development projects in our communities. This new wave would represent 500,000 new ambassadors of international understanding, solidarity, and citizenship. In the years to come, Scouting's credibility as a non-formal educational movement will depend on its capacity to bring forth from its ranks tens of thousands of young men and women with the knowledge, skills, and motivation to play an active role in society. They will bring about change at local, national, and world level in order to create a more open, fair, peaceful, and environmentally sustainable society. This is the vision of the SW Award. And you can be part of it.*





“THE AIM OF DEVELOPMENT IS THE COMPLETE FULFILMENT OF MAN, IN ALL THE RICHNESS OF HIS OR HER PERSONALITY, THE COMPLEXITY OF HIS OR HER FORMS OF EXPRESSION AND HIS OR HER VARIOUS COMMITMENTS - AS INDIVIDUAL, MEMBER OF A FAMILY AND OF A COMMUNITY, CITIZEN AND PRODUCER, INVENTOR OF TECHNIQUES AND CREATIVE DREAMER.”

“LEARNING: THE TREASURE WITHIN”, REPORT TO UNESCO OF THE INTERNATIONAL COMMISSION ON EDUCATION FOR THE TWENTY-FIRST CENTURY, 1996.



## The Scouts of the World Award

The SW Award consists of three components:

1. The SW Award Discovery (Exploring and Responding)
2. The SW Award Voluntary Service (Taking Action)
3. The SW Award Network (Just the Beginning)

The SW Award is granted to individuals who have successfully accomplished an SW Award Discovery, an SW Award Voluntary Service, and joined the SW Award Network.

## The SW Award Discovery

The SW Award Discovery is the first stage in the process of the SW Award Programme. It gives young people an opportunity to explore and discover an issue faced by their community. This issue must be related to a challenge faced globally in one or more areas: development and/or peace and/or the environment. After understanding the challenge, the young person can respond to what they have discovered. They then research and see how it impacts them and the community. Finally, after acquiring the relevant skills during training workshops, they start planning a service project meant to address this challenge. The SW Award Discovery is an adventure lasting a few days (a minimum of 21 working hours).

### Objectives

At the end of an SW Award Discovery, the young people will have:

- Become familiar with the stages of the SW Award Programme (Discovery > Voluntary Service > Network > Award).
- Actively understood the entire context of a local situation where a community is facing issues related to development, peace, and/or the environment.
- Developed a feeling of empathy and personal commitment regarding these issues.
- Set up a personal plan of action in order to play an efficient role in increasing awareness and helping communities facing such issues.
- Started to plan their service project (SW Award Voluntary Service).

### Layout

An SW Award Discovery lasts a few days (a minimum of 21 working hours). It focuses on one or more issues related to development, peace, and/or the environment. There are two major sections of an SW Award Discovery

#### *Exploring*

In the first step of the SW Award Discovery, the young people will explore a specific issue related to development, peace, and/or the environment. The question they will try to answer is: What is this about?

#### *Responding*

In the second step of the SW Award Discovery, the young people will respond to what they have experienced during the exploration phase. The question at stake is now: What does it mean for me?

Even if it is recommended to observe the objectives and the structures of the programme, you as the NSO are free to adapt the programme and the sessions to your own situation. An SW Award Discovery can be longer and vary according to the habits of your NSO, and the objectives it has set.





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## The SW Award Voluntary Service

After completing an SW Award Discovery, the young people now need to do a period of voluntary service in order to contribute to solving a problem related to development, peace, or the environment. An SW Award Voluntary Service is a period of personal commitment to develop along-term community project (80 hours minimum). This voluntary service should be developed in a field of action corresponding to the main theme of the SW Award Discovery which they have followed. While their project will most certainly address a specific local issue, they should bear in mind that they are contributing to tackling a challenged faced globally.

### Objectives

An SW Award Voluntary Service is meant to:

- Transform their commitment into action moving towards active world citizenship.
- Reinforce their project management skills as well as their knowledge of project dynamics.
- Contribute to solving a specific issue related to development, peace, or the environment while increasing the awareness of the local community regarding this issue.
- Create an opportunity for Scouting to reinforce its capacity as a social agent, as well as to develop its partnerships with other organisations and community leaders.

### Layout

Their SW Award Voluntary Service will focus on the project that they have started to plan at the end of their SW Award Discovery (or related to what they have already drafted). If they have changed their mind, it should remain close to the issues they have discovered anyway. It can take place in their home country or abroad. Its duration usually lasts around two weeks (a minimum of 80 working hours). This duration is thought to be the minimum time required for the SW Award Voluntary Service to bear fruit, both in terms of impact on the field and in terms of a learning experience for them. If the young person is short on time or their project doesn't require 80 hours, then it can be discussed with the adult leader accompanying them throughout the SW Award process. At the end of the day, what matters is that it remains a significant project with a significant commitment from the young person.



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## The SW Award Network

Once a young person has finished the SW Award Discovery and the SW Award Voluntary Service, they then need to report on their project on scout.org, so they can join the SW Award Network of awardees. They can therefore be part of a network of young people committed to making a difference in their local, national and international communities. Together, with the three world programmes – Scouts of the World Award, Messengers of Peace, and the World Scout Environment badge – we can make a difference. The SW Award Network will put awardees in touch with hundreds of people sharing the same energy.

### Objectives

Like any other network, the SW Award Network will work if it is useful. Its usefulness remains the key objective. However, to make it clearer, one may say that the objectives of the SW Award Network can be divided into two different categories of focus: an 'SW Award Programme' focus and a 'Better World' focus. This will be discussed in greater detail in a later section of this document.

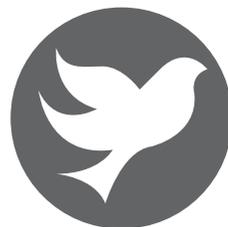
#### *Did you know ...*

*Rovers from Australia travelled to East Timor. They had identified that a local primary school in the capital, Dili, needed a sanitation block. They got in contact with local contractors and won a tender to start building in conjunction with the local Timorese Rovers. Today they continue this project with their support of the 'Dollars for Dili' campaign.*

*In conjunction with the World Wide Fund for Nature – Malaysia (WWF-Malaysia) Rovers from Singapore identified a need to focus on turtle conservation. By visiting the breeding grounds in Terengganu Setiu in Malaysia they were able to give first-hand help and also create awareness of the importance of Wildlife conservation between local and Scouting communities involved. They send Rovers to Malaysia each year to continue this work.*



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“AN INDIVIDUAL HAS NOT STARTED  
LIVING UNTIL HE CAN RISE ABOVE  
THE NARROW CONFINES OF HIS  
INDIVIDUALISTIC CONCERNS TO  
THE BROADER CONCERNS OF ALL  
HUMANITY.”

MARTIN LUTHER KING, JR.



© WSB Inc./ Sherif Shicco, Egypt

## Getting Started

Here are the first few implementation steps that will afterwards allow you to run your NSO's first SW Award Discovery: the first stage of the SW Award educational process. The idea here is to start small before developing the programme for everyone. This is what the last decade of SW Awardees has taught us.

For a non-commercial use of the SW Award, NSOs shall access the Intranet section of [scout.org](http://scout.org) (look for the SW Award service page). From there, you can officially register your intention online of adopting the SW Award Programme. This process takes 5 minutes and it is all you need to actually start implementing the Award. The online registration form indicates who is in charge of the SW Award Programme in your NSO (name, e-mail, address, telephone number). If your SW Award National Coordinator contact information changes, please contact the WSB to ensure that the information is properly updated on [scout.org](http://scout.org)

For commercial use of the SW Award, a licence is required. If you wish to have commercial use of the SW Award, please contact the WSB first at [educationalmethods@scout.org](mailto:educationalmethods@scout.org)

Any NSO wishing to implement the SW Award Programme must:

1. Register with the WSB your intention to run the SW Award programme in your NSO on [scout.org](http://scout.org)
2. Commit to respecting the content and objectives of the SW Award Programme, as well as the criteria set in the Program Guidelines and the NSO Implementation Manual for obtaining the SW Award.
3. Define who will be the SW Award National Coordinator. The coordinator will be responsible initially to find members for the task force.
4. Begin to define the national task force for the programme, together the SW Award National Coordinator and the SW Award Task Force.

5. Aim at integrating the SW Award Programme into the programme of your Scout Sections (as long as its age range fits between 15 and 26), and decide about the specific method of implementation and integration for the participants. Most NSOs set age 15 as the limit between young teenagers (the Explorer Section) on the one hand, and post-teenagers and young adults (the Venturer and Rover Sections) on the other hand. Some organisations only have one age section after age 15 (Rovers), whereas others have two (e.g. Venturers from 15 to 18 and Rovers from 18 to 22). The SW Award Programme is designed for young people over 15 in general, whether or not they are members of the Scout Movement.
6. Commit to regularly evaluating the quality of the SW Award Programme in order to ensure that the programme is implemented properly and to ensure diversity.
7. Direct your participants of the SW Award Programme to report their project to the WSB on scout.org. This way the WSB can track projects, share best practices, develop communication materials, and improve its support.

### *SW Award National Coordinator Position Description*

*After the adoption of the SW Award Programme in any NSO, the appointment of the SW Award Coordinator should come as the second step. This is the person in charge of the SW Award Programme in any NSO. The job description of this position can be done by one person or by a whole team according to the workload. The job description includes:*

- *Take overall responsibility for the SW Award Programme at national level.*
- *Help to find all ways possible to implement the SW Award Programme in an easy and smooth way.*
- *Lead the SW Award task force (which might include some trainers, awarding committee, tutors, SW Award Base managers, voluntary service coordinators, etc.).*
- *Coordinate the delivery of the programme with the SW Award Bases.*
- *Help the SW Award Bases to organise meetings with each other in order to exchange ideas and experiences.*
- *Help in the promotion of the SW Award Programme at national and local levels.*
- *Make sure that enough SW Award Discoveries are delivered according to the NSO needs and facilities.*
- *Look for opportunities for SW Award Voluntary Services to offer.*
- *Coordinate communication with the WSB offices in relation to their NSO.*
- *Organise or help to organise SW Award events, seminars, exhibition, workshops, evaluation, etc., if needed.*
- *Develop partnerships and help SW Award Bases to find partners (including other NSOs) that can help in the development and delivery of the programme.*
- *Grant or delegate the delivery of the SW Award (badge and certificate) to the deserved awardees. This could be extended to people from outside their NSO and/or country.*

*The job description should not be limited to these points only. NSOs can add to this according to their need. This is just a guideline of possibilities.*

*The SW Award National Coordinator could be one of the current commissioners in the national team (e.g. a national youth programme commissioner or a Rover section commissioner can hold the position of SW Award Coordinator), but this is not recommended because it will add to an already heavy workload and it can also decrease the focus on the programme. The ideal situation is to align the SW Award National Coordinator as part of one of the Youth Programme or Age Sections teams. It is up to the NSO to decide how to organise the SW Award work according to their circumstances and needs.*



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## SW Award Programme Task Force

Every NSO willing to adopt the SW Award Programme is invited to set up at its national level an SW Award Task Force formed of people willing to develop expertise in the SW Award Programme. Later, this task force might be constituted by former awardees and members of the SW Award Network. At the head of this task force, an SW Award National Coordinator should be appointed to be, among other managing responsibilities, the WSB contact. The role of the task force is to promote and support the overall implementation of the SW Award. Naturally, since the SW Award is meant to be integrated in the programme of your oldest Scout Section, this task force should be formed by members of the national team in charge of your Senior Section. Somehow, the implementation of the SW Award Programme should therefore also fall under the responsibility of the national commissioner of your Senior Section who could be your SW Award Programme coordinator.

The mission of the SW Award Programme Task Force is to:

- Inform young people about the SW Award Programme and its award using all appropriate means: magazines, websites, videos, social networks, exhibitions, distribution of the information through local, provincial and national Scout headquarters, etc.
- Set SW Award Bases where young people can accomplish an SW Award Discovery and be supported to do their SW Award Voluntary Services.
- Support the preparation and organisation of SW Award Discoveries and SW Award Voluntary Services.
- Ensure the proper delivery of the SW Award either directly from national level or through the SW Award Bases.
- Ensure the participation of the NSO in the SW Award Partnership in order to support youth exchanges and SW Award Voluntary Services in cooperation with other NSOs. (SW Award Partnership: p.49.)
- Support the SW Award Network.

### Human, technical, and financial resources

The SW Award Programme is rather easy to implement for it embraces most existing realities of Senior Scouts who experience service projects. On the other hand, its implementation still requires a few specific human, technical, and financial resources. Here are some implementation details and proposals regarding these resources.

#### Human resources

In addition to trainers, SW Award Discoveries should involve community leaders and/or experts in the issues at stake in terms of development, peace, or the environment. SW Award Discoveries may also require additional support staff to meet the needs of the participants, organisers, and experts. These could include a logistic coordinator to organise such things as a driver, a cook, and general administration.

SW Award Discoveries may involve the following human resources:

- Discovery organiser/director
- Qualified trainers who know the programme and its direction
- Experts with experience to share on topics related to development, peace, or the environment
- Community leaders and guest speakers bringing new perspectives on the issue(s) explored
- Potentially: tutors (former SW Awardees, members of the SW Award Network, etc.)
- Support staff to ensure smooth logistics (cook, driver, administration, etc.)

We recommend your NSO recruits leaders, trainers, and tutors from your Senior Section and training teams. Moreover, to better understand how an SW Award Base is managed and how an SW Award Discovery or an SW Award Voluntary Service is engaged and carried out, we recommend you to send your leaders and trainers to observe or participate in another SW Award Base's activities. You will then be able to use similar methods or modify them to suit your local needs and strengths. At the end of the day, we encourage you to be innovative and to create SW Award Bases unique to your own cultural and environmental milieu, hence enhancing the benefits of exchanges with other bases.

### **Technical resources**

Your NSO should print the provided promotional and informative materials (posters, banners, flyers, etc.) as well as educational material (SW Award passports, Award badges and certificates). Most of this material is already made available to you by the WSB (Educational and Promotional materials: p.55.) As far as training resources are concerned, these will depend on each SW Award Discovery and training team. Do not forget to do your best by smartly embracing technologies, tools, and media relevant to young people.

### **Financial resources**

To establish your provisional budget, take into account the following potential costs:

- Costs of production of SW Award educational materials.
- Costs of production of SW Award promotional materials.
- Costs of managing SW Award Discoveries and other training costs.
- Cost of attending international events (SW Award world and regional seminars, bilateral meetings between NSOs, etc.) related to the SW Award Programme (optional but recommended).
- If possible, costs of financially supporting your SW Award Bases.

Funding must be obtained at the NSO level as the WSB does not provide any financial support for the SW Award. NSOs should actively seek and engage sponsors for the programme. Sponsors may be corporate organisations who share the same ideals as your SW Award Programme and who are willing to support the preparation of young people for world citizenship and help the achievement of the UN post-2015 agenda and SDGs. Established Scouting funds such as Messengers of Peace can be contacted for support. (More complementary resources on the UN post-2015 and the SDGs are available on p.66.)



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## Scouts of the World Award Check List for NSOs

1. *Decide to Adopt the Scout of the World Award in your NSO*
2. *Decide who will be the SW Award National Coordinator*
3. *Inform WSB of your intention to run the SW program in your NSO by registering online at [scout.org](http://scout.org)*
4. *Have the SW Award Coordinator join the SW Award Network on Facebook*
5. *Find people to be part of the SW Award National Task Force*
6. *Define the SW Award National Task Force for the programme*
7. *Discuss the management flow of the SW Award National Task Force*
8. *Decide the age range for SW Award in your NSO*
9. *Decide how the management of the SW Award programme will work with your NSO*
10. *Decide about the ideal method the participants of SW Award will face*
11. *Print the resources you will need for promoting the SW Award*
12. *Identify potential SW Award Bases or find appropriate sites*
13. *Develop a funding strategy for the SW Award in your NSO*
14. *Identify potential partners in your country that have similar interests who could assist with key knowledge in your pilot SW Award Discovery*
15. *Develop the content needed to train the adults that will be supporting the participants*
16. *Further develop the content, specific to your NSO, needed to train the participants. Available on [scout.org](http://scout.org)*
17. *Advertise and promote the award in your NSO aimed at your selected age group*
18. *Plan the content for your pilot SW Award Discovery*
19. *Plan the logistics of your SW Award Discovery*
20. *Advertise and promote the pilot SW Award Discovery*
21. *Run your Pilot SW Discovery*
22. *Gather participants' evaluations of your Pilot SW Discovery*
23. *Self Evaluate your Pilot SW Discovery*
24. *Analyse and evaluate your SW Award Discovery programme and structure*
25. *Assist and guide your pilot SW Volunteer Service*
26. *Evaluate the youth members SW Voluntary Service*
27. *Gather the participants self evaluations of their SW Award Voluntary Service*
28. *Analyse and evaluate your SW Award Voluntary Service programme and structure*
29. *Have participants write a report of their SW Award project to the WSB on [scout.org](http://scout.org)*
30. *Ensure participants are added to the SW Award Network by the SW Award National Coordinator*
31. *Award youth members their badges and certificates at a ceremony*
32. *Congratulate yourselves for having run your SW Award programme*
33. *Enlarge the number of the participants by further promotion of the Award*
34. *Make use of your new SW Awardees for potential Task Force members and tutors*
35. *Consider the potential of twinning your SW Award Base with other SW Award Bases around the world*

## Developing SW Award Bases

SW Award Bases are where discoveries take place. NSOs should feel extremely free when it comes to developing and naming them; they can take a lot of different shapes and should rely on what already exists.

### What do SW Award Bases do?

1. Promote the SW Award Programme and its award.
2. Organise SW Award Discoveries.
3. Offer opportunities for SW Award Voluntary Services.
4. Organise exchanges with other SW Award Bases in order to exchange ideas and experiences.
5. Grant the SW Award.

The SW Award Programme educates young people about world citizenship. Therefore, it is ideal that SW Award Bases develop partnerships and cooperation beyond the borders of their countries. This way, they can offer young people international experiences. Thanks to the international network of SW Award Bases, young people can have the opportunity to attend an SW Award Discovery and do their SW Award Voluntary Service in two different countries or communities.

### Permanent SW Award Bases

In your NSO, there are many Scout centres and campsites. These are invited to become permanent SW Award Bases and play a key role in the development of the programme. Their locations should allow for development, peace, and/or environmental issues to be actively explored. This way, they are able to organise SW Award Discoveries. The main advantage of such permanent SW Award Bases is that they can be well-equipped and accumulate experience. They can also organise exchanges with other permanent bases located in other countries, and therefore contribute to giving the SW Award its international dimension. We recommend the implementation of many small local permanent bases with small discoveries, rather than big national events, which can be tougher to manage, and not necessarily be more efficient. Finally, Scout Centres of Excellence for Nature and Environment (SCENES) are also encouraged to become permanent SW Award Bases.

### Temporary SW Award Bases

Temporary SW Award Bases may also be created during your events targeting young people aged 15 to 26. Senior Scouts involved in local community projects may share their experience with other young people by creating a temporary SW Award Base. Most of the time, 4 or 5 permanent SW Award Bases won't be sufficient to allow a large number of young people to prepare and obtain the SW Award. This is why it is necessary to complement the network of permanent SW Award Bases with temporary SW Award Bases.

The facilities can be very basic. What is important is not the equipment, but the opportunity to explore an issue linked to today's global challenges: development, peace, and the environment (UN post-2015 agenda and SDGs). There are problems related to poverty, violence, and pollution in every country. We only need to open our eyes. Every time Venturers or Rovers are engaged in a community service project, they could look at the possibility of setting up an SW Award Base. SW Award Bases should be created everywhere and open thousands of opportunities for young people to face global challenges and contribute to a better world. This is closely linked to the SW Award Network explained on p.45.

### Establishing and accrediting SW Award Bases

In the medium to long term, NSOs can use both permanent and temporary SW Award Bases simultaneously in a flexible way in order to help as many young people as possible prepare and obtain their SW Award. Start small however, in one specific geographic area, for one specific group of Senior Scouts (and/or non-Scouts). From one success to another, you will then be able to expand the programme to more people and open more bases.



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Every SW Award Base can choose to focus on one or several educational areas: development, peace, and/or the environment. New bases are strongly encouraged to deal with only one focus and then gradually move into another focus once the base is well established. The environment is often the easiest focus to begin with due to the widespread of available resources.

Moreover, note that the SW Award Bases must be recognised and accredited by your NSO, and that information should be sent to the WSB in order to have all the permanent SW Award Bases recorded in a database. The SW Award bas responsibilities are authorized by the NSO (or WOSM body) that the bas belongs to. (Contact: [educationalmethods@scout.org](mailto:educationalmethods@scout.org))

NSOs should identify one or more places in order to establish permanent SW Award Bases:

- For NSOs in large countries or countries that are spread out over many islands, multiple SW Award Bases can be established in order to cater to the interests of all Scouts and non-Scouts. Each base could focus on one or several subject matters (development, peace, and the environment) and promote exchanges between bases.
- For NSOs in smaller countries, your headquarters can serve as the base to facilitate ease of management.

Suggested criteria for identifying and accrediting a permanent SW Award Base could be summarised as follows:

- A place that has appropriate facilities which meet the needs of the participants (e.g. accommodation, session rooms).
- A place that may be close to places of the subject of interest (e.g. near a national park for an environment-focused SW Award Base).
- A place where SW Award Discoveries and SW Award Voluntary Services can be hosted on a regular basis for a significant number of people.
- A place where qualified trainers are used to work with young people aged 15 to 26 (they can be Rovers having obtained the SW Award and members of the SW Award Network).

Temporary SW Award Bases also be encouraged to set up. These could be locations where there are annual or recurrent projects or programmes.



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## Support from the WSB

The SW Award Programme is not top-down managed; it grows from initiatives taken by NSOs. The WSB helps in establishing contacts and reaching agreements inside and outside the Scout Movement.

The World Scout Committee, through its task teams, will ensure the development of the SW Award Programme. The education, research and development departments of the WSB, with the help of young people and experts from the various regions, support the process of implementation around the world. It has the following mission:

- To promote the SW Award Programme both within the Scout Movement and externally.
- To support regional and national SW Award Task Forces.
- To publish educational and training materials to support the implementation of the SW Award Discoveries and SW Award Voluntary Services, and to support the development of the SW Award Network and the SW Award Partnership.

The WSB provides the necessary documentation to launch and implement the SW Award Programme; it is in charge of producing materials, guidelines, manuals, and resources to support the implementation and the development of the SW Award Programme. You will find instructions on how to access this material in the following sections of this Implementation Manual.

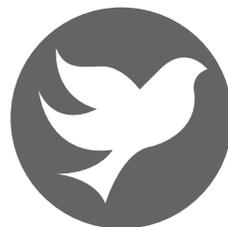
You can contact the WSB office via this e-mail address:  
[educationalmethods@scout.org](mailto:educationalmethods@scout.org)

### *Developing partnerships to benefit all*

*The Arab Scout Region and the Africa Scout Region have strong partnerships with UNICEF and UNAIDS, among others, on the prevention of HIV/AIDS. In these regions, Scouting is considered by these agencies to be a reliable and effective partner. Many NSOs from Europe, Eurasia, or Asia-Pacific Scout Regions could be more active on HIV/AIDS prevention. However, in these regions, UN agencies or specialised NGOs often do not believe that Scouting could accomplish something in this area. Sharing information on projects and partnerships could help the Scout Movement to acquire more credibility all over the world. The SW Award Partnership can help achieve this result.*



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“LIFE IS LIKE A TAXI. THE METER JUST KEEPS TICKING WHETHER YOU ARE GETTING SOMEWHERE OR JUST STANDING STILL.”

LOU ERICKSON



© WSB Inc. / Rodrigo Viera, Uruguay

## Pilot implementation of the SW Award Programme

That's it! Your NSO has registered, you have produced the educational and promotional materials you need, you have found the resources to start, and you have structured the teams necessary to implement the SW Award Programme. You can now run your first SW Award Discoveries. From discoveries to voluntary services, your NSO will soon be able to grant its first SW Awards. Let's go; the world needs citizens to face its challenges!

### Your first SW Award Discoveries

#### Tips when starting

- Start small by recruiting a pioneer batch of interested participants and holding a pilot SW Award Discovery with existing resources. From one success to another, you will be able to expand the programme to more people and open more bases and discoveries.
- If young people approach you and you have not yet adopted the SW Award Programme, these young people, with your NSO's approval, should approach another NSO's SW Award base to endorse and complete their SW Award Discovery. Then, they will either complete their SW Award Voluntary Service with the endorsing SW Award Base, or complete it in your NSO if you have adopted the programme by then.
- The pilot SW Award Discovery can be organised by your SW Award Programme Task Force based on the proposed schedule below. Then, your task force may choose to write down new guidelines for the teams that will be in charge of preparing and running the SW Award Discoveries. Once you have gained more experience with the SW Award Programme, you may choose to ask each region/province in your NSO to identify a permanent or temporary place where an SW Award Base can be set up and SW Award Discoveries organised.

#### **Proposed detailed schedule**

An SW Award Discovery usually lasts a few days (a minimum of 21 hours). It focuses on one or more issues related to development, peace, and/or the environment. Depending on the SW Award Base, a discovery can be held as a workshop over a few days in a continuous stretch, a workshop split over several weekends, a day workshop conducted on several days, or any other suitable alternative.

## **Detailed educational process of every SW Award Discovery**

### **1. Exploring**

In the first step of the SW Award Discovery, the participants explore a specific issue related to development, peace, and/or the environment. The question they are trying to answer is: What is this about? Here are a few examples for them:

- **Development:** The participants could visit a slum, Observe the poor living conditions and interact with the community.
- **Peace:** You could take them to meet a community suffering from prejudices and racism. Discuss with the elders how this affects the community.
- **Environment:** Organise a hike for the youth in a forest threatened by pollution or deforestation with a ranger who can educate you further.

### **2. Responding**

In the second step of the SW Award Discovery, the participants respond to what they have experienced during the exploration phase. They process all the collected information, digest it, debate and understand the causes and the consequences of the issue at stake. Then, the participants will be able to respond and develop their answer(s) based on a feeling of personal commitment towards the issue. The question at stake is: What does it mean for me?

Here are the core elements of an SW Award Discovery presented as a brief example of a Discovery schedule. Do not forget that even if it is recommended to observe the objectives and the structures of the programme, NSOs are free to adapt the programme and the sessions to your own situations. An SW Award Discovery can be longer and vary according to the habits of your NSO as well as to the objectives set for the discovery (a minimum of 21 working hours).



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Day One	EXPLANATIONS
<p>Morning: Arrival</p> <p>14:00&gt;16:00 Welcome &amp; Integration</p> <p>16:30&gt;22:00 Preparation for the Exploration</p>	<p>Welcome, Ice-breakers, Team building activities, Presentation of the SW Award Programme, Introduction to the SW Award Discovery.</p> <p>See 'Exploration' on Day Two.</p>
Day Two	EXPLANATIONS
<p>08:00&gt;18:00 Exploration</p> <p>20:30&gt;22:00 Preparation for the Exhibition</p>	<p>The exploration is an active discovery of a specific situation with the support of experts and/or community leaders. The participants can go to the location of the exploration in the evening and spend the night there to be ready the day after. They can have dinner with experts and community leaders to get a first impression of the place to be explored. Depending on the circumstances, the exploration could last from one to several days.</p> <p>See 'Exhibition' on Day Three.</p>
Day Three	EXPLANATIONS
<p>09:00&gt;10:30 Exhibition</p> <p>11:00&gt;12:30 Skills Workshop</p> <p>14:30&gt;16:00 Skills Workshop</p> <p>16:30&gt;18:00 Skills Workshop</p> <p>20:30&gt;22:00 Festive Evening</p>	<p>Processing the collected information: each team prepares an exhibition with posters, drawings or pictures in order to share the outcomes of the exploration with other teams, and reflect on them.</p> <p>Acquiring skills to be able to set up or carry on a project of personal action. For example: problem-solving techniques, communication skills, organisation and planning skills, mediation and negotiation.</p>
Day Four	EXPLANATIONS
<p>09:00&gt;12:30 Personal Action Plans</p> <p>14:30&gt;16:00 Evaluation &amp; Closing</p> <p>16:30 Departure</p>	<p>Personal action plans: How to start the SW Award Voluntary Service that will tackle the issue(s) discovered. The participants start planning their SW Award Voluntary Service.</p> <p>Both collective and individual evaluations can be done so as to value the discovery experience against pre-discovery expectations and recognise the learning experience that took place during the discovery (acquisition of knowledge, skills, attitudes, motivations and values).</p> <p>At the end of the SW Award Discovery, every participant who has actively participated in the entire discovery and reached its objectives gets an SW Award passport signed by the facilitator of the SW Award Discovery or the SW Award Base. This certifies that the pursuer of the SW Award has followed an SW Award Discovery. It will also be used to validate the completion of an SW Award Voluntary Service later on.</p>



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After providing your NSO with this proposed schedule for your pilot SW Award Discovery, we would like to explain its core elements to you a little further. Every activity proposed is detailed in a hand-out available on scout.org. We strongly encourage you to develop your own activities though and adapt them to your own needs and methods.

## 1. Welcome & Integration

At the end of the introduction, the participants will:

- Be familiar with the stages and the educational process of the SW Award Programme, as well as with the criteria framing for the achievement of the SW Award.
- Understand the objectives of the SW Award Discovery and recognise their expectations regarding it.
- Be sensitised to global challenges in the fields of development, peace, and the environment. They will also have been introduced to the UN post-2015 agenda and SDGs. The issues on which their SW Award Discovery focuses will be emphasised.
- Be able to undertake the 'Exploration' phase.

Proposed breakdown:

Time	Activity (Available on scout.org)
15 minutes	Ice-breaker to get to know one another
15 minutes	Team-building activities
30 minutes	<p>What about global challenges?</p> <p>Activity allowing the participants to express their feelings and ideas regarding the issues addressed in the discovery (development, peace, or the environment)</p> <p>Activity explaining major global challenges regarding development, peace and the environment (mention of the UN MDGs, the post-2015 agenda and the SDGs too)</p>
10 minutes	Coffee/Tea Break
30 minutes	<p>Introduction to the SW Award Programme and the SW Award Discovery:</p> <p>Visual presentation of the SW Award Programme</p> <p>Q &amp; A session</p> <p>Presentation of the objectives and the schedule of the SW Award Discovery</p>
20 minutes	<p>What are your expectations?</p> <p>Session meant to identify the expectations of the participants</p>

## 2. Exploration & Exhibition

At the end of the exploration, the participants will:

- Have undertaken a deep, comprehensive, and active exploration in the vicinity of the SW Award Base. This exploration should allow them to engage with the associated development, peace, or environmental issue(s) in a way that they comprehend their position within a systemic context of causes and consequences.



- Have received sessions with experts and/or community leaders relevant to the challenges explored.
- Be able to develop skills in interpretation and analysis of the issue(s) at stake.

At the end of the exhibition, the participants will have:

- Digested the 'materials' discovered during the exploration phase so as to be able to think about and discuss it in a comprehensive way.
- Developed a feeling of empathy and commitment towards the challenges explored.
- Discovered more brainstorming and sharing methods.

Proposed breakdown:

Time	Activity (Available on scout.org)
3 hours	Planning the exploration: Overview of the locality and the exploration resources (including experts and community leaders) Exploration planning in teams
10 hours	Exploring: Exploration and information gathering Possible undertaking of activities allowing for a greater understanding of the situations at stake
3 hours	Reflecting and reporting (Exhibition): Activity for the participants to reflect on their explorations, to discuss and debate, and to understand the systemic context of the issue(s) at stake Activity to share the information and thoughts of every team through the exhibition, where participants discuss the outcomes



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### 3. Skills Workshops

At the end of the skills workshops, the participants will have:

- Acquired the skills to be able to set up or carry on a community project addressing the issue(s) discovered. This project should be a long-term development project lasting around two weeks (a minimum of 80 working hours). Bear in mind, when drafting your skills workshops, that the SW Award Programme is an educational programme addressed to individuals. (Example of relevant skills: problem-solving techniques, communication skills, organisation and planning skills, mediation and negotiation.)
- Gained more creative ideas on how to engage with their local community issues of concern.
- Identified relevant sources of expertise and useful network contacts for their SW Award Voluntary Services.

Proposed breakdown:

Time	Activity (Available on scout.org)
1.5 hours	The participants choose a skills workshop on Managing Emotions: Activity: Attack & avoid Activity: Facing projections from others Activity: Managing anger
1.5 hours	The participants choose a skills workshop on Challenging Prejudices: Activity: Eurorail
1.5 hours	The participants choose a skills workshop on Conflict Resolution and Mediation: Activity: Mediation in daily conflicts Activity: Negotiating a win-win Activity: The power game on mediation

#### 4. Personal Plans

At the end of the personal plans, the participants will:

- Know the types of projects usually initiated by young people, which are relevant to their projects ideas.
- Have a clear vision of their long-term development projects. They might either start a project or join an existing one carried out by Scouts or another organisation such as UNESCO World Heritage. This project is their SW Award Voluntary Service. The participants of an SW Award Discovery might choose to form teams for these projects but they can also start planning individual projects.
- Have gained skills in project management by developing a planning timeline for their SW Award Voluntary Service.
- Have started the planning of their SW Award Voluntary Service.

Proposed breakdown:

Time	Activity (Available on scout.org)
1.5 hours	Personal vision: Activity: Exercising the mind for active project development that is balanced and inclusive
1.5 hours	Action planning: Activity to develop personal plans for the SW Award Voluntary Services

#### 5. Evaluation & Closing

At the end of the evaluation and closing, the participants will have:

- Valued their experience at the SW Award Discovery against their pre-discovery expectations.
- Recognised the knowledge, skills, attitudes, motivations, and values gained collectively and individually thanks to the SW Award Discovery.
- Discovered more evaluation and valorisation methods.
- Received their individual SW Award passport and assessed their SW Award Discovery. It will be signed by the facilitator of the SW Award Discovery or the SW Award Base. The SW Award passport certifies that the participant has followed an SW Award Discovery. It will also be used to validate the completion of the SW Award Voluntary Service later on.

Proposed breakdown:

Time	Activity (Available on scout.org)
30 minutes	Revision: Activity: Each participant reviews the expectations they expressed at the beginning of the SW Award Discovery Activity: The group evaluates its progress, highlighting how well the participants' expectations have been met throughout the SW Award Discovery
30 minutes	Evaluation form: Every participant fills up an evaluation form assessing the achievement of the SW Award Discovery's objectives as well as the training facilities (qualitative and quantitative)
30 minutes	Closing: A little ceremony may be organised for the participants to receive their SW Award passports that will follow them throughout their SW Award adventure



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## Your first SW Award Voluntary Service

### Criteria for the recognition of an SW Award Voluntary Service

The following criteria can be completed or slightly amended by your NSO to fit your needs. What matters is that the educational, international, and long-term spirit of the SW Award Voluntary Service remains. Moreover, note that the SW Award is meant to be accessible; there is no need to make it too challenging for the young people, especially when launching the programme.

To be recognised as an SW Award Voluntary Service, a service project should respect the following criteria:

#### **A voluntary action commitment**

This implies that the young people have made the decision to run their projects without influence and without receiving any remuneration.

#### **A concrete and individual action**

The passive accompaniment of a team during a project is not a voluntary service. An active and responsible contribution is required. The SW Award Voluntary Service must determine that the young people have shown initiative, taken on responsibilities, and made a regular commitment over a substantial period of time.

#### **A project that fits into the SW Award Programme's educational process**

The project should be in line with the SW Award Programme and these guidelines, aiming at an educational outcome before all. To ensure such an outcome, for instance, the project should tackle the same issue that was addressed during the SW Award Discovery. Participating in an SW Award Discovery focusing on peace matters, and then afterwards, running an SW Award Voluntary Service focusing on a strictly environmental issue is not acceptable. That being said, it is to be noted that there is no maximum time requirement between the beginning of the drafting of the project during the SW Award Discovery and its actual implementation; participants can take the time they need to plan their project and collect and raise the resources they need. However, the SW Award Voluntary Service needs to be completed before their 26th birthday.

### SW AWARD PROJECT-ENVIRONMENT

*The Save Our Shores project was the first Scout of the World Voluntary Service in Malaysia and fully conducted by Rover Scouts from Penang State, Malaysia.*

*The project aimed to plant more mangrove trees to increase and strengthen the existing mangrove forest, to clean out the rubbish trapped inside the forest, and to assist the Penang Inland Fisherman Welfare Association (PIFWA) in collecting data from the activities performed for their studies and analysis. Besides hands-on work, this project also*

*involved young Scouts (Pengakap Muda & Pengakap Ramaja) to expose them to the importance of conserving the mangrove forest and experience tree planting.*

*A total of 1200 mangrove trees were planted through two major planting events and a few smaller ones. Both major planting events were supported by the Penang State Government and iM4U (Malaysia's Leading Youth Volunteer Community) and had full coverage in a local newspaper.*

*In future, the current Save Our Shores team members will cooperate with PIFWA to promote such activities both to the public and to private corporates to get their attention to continue support for mangrove forest conservation.*



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### ***A significant duration***

Usually, an SW Award Voluntary Service would correspond to a period of two fulltime weeks (a minimum of 80 working hours). If this is not possible, this period can be served in one stretch or in several bursts. For example: working fulltime for two weeks or for seven full weekends over a period of two to three months. Depending on the project and the participant's availability, this period of commitment remains flexible. This duration has been chosen because it is considered the minimum duration for a project to be meaningful, both in terms of impact and learning experience.

### ***A real service to the community***

The voluntary service should really be a community service (i.e., an action for the benefit of a community). A period of work motivated by private interests such as being an intern in a company is not recognised as an SW Award Voluntary Service. Moreover, bear in mind that the project should be a long-term and sustainable project. Ensuring some sort of follow up once the young people leave the project is very important. To this extent, follow-up can be done via the SW Award Network, for future awardees looking for an SW Award Voluntary Service, or to work with a partner organisation with whom the project may have been developed.

### ***Make a difference***

The voluntary service should contribute to making a difference in the field of development, peace, or the environment. It should aim at a real positive effect for improving the conditions of life in a community or preventing a threat.

### ***A training experience***

The voluntary service should be an opportunity for developing and implementing personal skills. The evaluation of the voluntary service should show that the young people have acquired a new capacity to serve the community. This may be in terms of knowledge and/or skills and/or attitudes, motivations and values. The SW Award Programme is before all an educational one, not a humanitarian one.

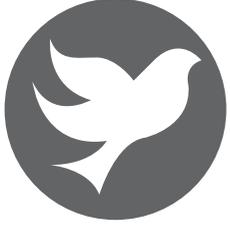
If all these criteria are met, pursuers of the SW Award should get their personal SW Award passports signed at the end of their SW Award Voluntary Service by the SW Award facilitator of the SW Award Bases, where they participated in their respective SW Award Discoveries. To get the SW Award, it is necessary to successfully accomplish an SW Award Discovery and an SW Award Voluntary Service.

### **Examples of SW Award Voluntary Services**

- Scouts from Mexico cleaned up their local waterways.
- Scouts from France travelled to Bolivia to help girls who had suffered sexual abuse.
- Scouts from Singapore each year travel to Malaysia to help protect and conserve sea turtles.
- Scouts from the UK travelled to Uganda to do maintenance work at a local school.
- Scouts from Egypt are working with UNESCO World Heritage to help preserve sites in Old Cairo.
- Scouts from Canada travelled to South Africa working with local Scouts and helping out at Schools.

### ***A few more notes on the implementation of the SW Award Voluntary Services***

- The SW Award Programme is designed to be integrated in the programme of your oldest Scout Section. You will appreciate how well the SW Award Voluntary Service, the second educational stage, actually provides you with a framework that valorises and enhances the quality of your existing community projects.
- It will also develop the quality of your NSO's partnerships. SW Award Bases should encourage participants to actively engage all relevant organisations and institutes to expand their project scopes and decide on what is most ideal for them.



“THE SIGNIFICANT PROBLEMS WE FACE CANNOT BE SOLVED AT THE SAME LEVEL OF THINKING WE WERE AT WHEN WE CREATED THEM.”

ALBERT EINSTEIN



© WSB Inc. / Huang Hung Chia

## Joining the SW Award Network

Once a young person has finished the SW Award Discovery and the SW Award Voluntary Service, they then need to report on their project on scout.org, so they can join the SW Award Network of awardees. Here, they can be part of a network of young people committed to making a difference in their local, national, and international communities. How empowering is that?! Only together can we be the change we want to see in the world. Together with Messengers of Peace and the World Scout Environment badge programmes we can make a difference. The SW Award Network will put them in touch with hundreds of people sharing the same energy.

### Your first SW Awardees

Your NSO's first SW Awardees can be very proud of themselves! You should use their experience to improve your SW Award Programme and communicate it in order to reach more young people. We also recommend that you organise a formal ceremony during which the participants are given their SW Award certificate and badge. It is also a great way to promote the SW Award to others.

### ***Reminder of the objectives and criteria for the SW Award***

Your awardees are capable of:

- Explaining the main challenges of today's world as well as identifying and understanding the economic, social, cultural, and environmental issues affecting their communities.
- Taking part in, initiating, carrying out, and completing innovative projects that have an economic, social, cultural, or environmental impact – particularly in the fields of development, peace and the environment – allowing them to gain more autonomy and leadership.
- Getting involved in associative and political processes so as to influence long-term global changes.
- Recognising what characterises them and their communities in terms of culture and identity. They respect it and they respect others. They can live and take action in an intercultural context.
- Developing positive social relationships in their communities as well as with other communities at national and international levels. They have developed their sense of solidarity and their community spirit.

To grant the SW Award, the task force in charge of evaluating the overall SW experiences of the future awardees shall assess the following aspects:

- A demonstration of personal involvement in the SW Award Discovery and the SW Award Voluntary Service.
- Increased ability to analyse issues of development, peace, or environment, as well as the challenges they represent for the future of society at local, national, and world level.
- Acquisition of knowledge, skills, attitudes and values, as well as increased readiness to continue to work on development, peace, or environmental matters.
- Motivation to make a difference in serving the community and in contributing to making the world a better place.

This final evaluation process leading to the SW Award may be conducted by the SW Award Bases or the SW Award Programme Task Force. It can be based upon the SW Award passports of the participants, the reports they may have written, and/or testimonies from the people who worked with them during the process (trainers, community, and NGO leaders, Scouts, etc.).

#### ***A few more notes on the implementation of the SW Award***

- The SW Award shall remain achievable to any young person aged 15 to 26 as long as they follow its process. (Read the criteria set for each stage in the Programme Guidelines.) Do not make it an elitist programme only meant to acknowledge outstanding and exceptional community projects. You don't have to change the world overnight to be a committed world citizen.
- The decentralised structure of your SW Award Programme should still be followed and monitored at the NSO level so as to have complete information regarding the activities of the SW Award Bases, the SW Award Discoveries, potentially the SW Award Voluntary Services and, of course, the SW Awardees. An annual report on these activities should be sent to the WSB for monitoring, updating, support, and communication purposes. This can be emailed directly to [educationalmethods@scout.org](mailto:educationalmethods@scout.org) or uploaded to [scout.org/node/32250](https://scout.org/node/32250)





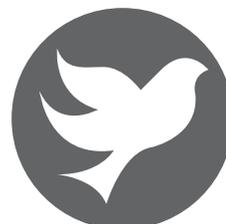
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## Evaluation & Capitalisation

You have registered with the WSB. You have structured the task forces necessary to implement the SW Award Programme. You have produced the educational and promotional materials you need. You have found the resources to start. You have run your first few SW Award Discoveries and the youth have completed their SW Award Voluntary Service. And you have granted your first SW Awards. Congratulations! It is now time to look back and evaluate the state of your SW Award Programme pilot implementation. Not everything was perfect; there must be a little bit of room for improvement. It is also time to capitalise on this fresh experience, valorise it, and carry it to the next level in order to reach more young people. In this process, do not hesitate to ask for support from the WSB if needed.

Here are some steps that should help you in this evaluation and capitalisation process:

1. Obtain feedback from both participants and trainers in order to evaluate the SW Award Discoveries and the SW Award Voluntary Services. Subsequent SW Award Discoveries can then be gradually improved through such evaluation.
2. Through constant evaluation and the pooling of ideas, methodologies, and facilitation skills, each SW Award Discovery will take on its unique identity and improve over time. Eventually, a core set of modules can be established by SW Award Bases that is most suitable. New exercises, games, and/or workshops can be implemented in each SW Award Discovery to promote novelty and keep up with evolving trends. This also allows trainers and organisers to be constantly updated with the latest news concerning the focus of their SW Award Base and to improve their facilitation skills.
3. Regarding SW Award Voluntary Services, evaluation should also allow you to identify the best opportunities to present to the participants during their SW Award Discoveries. Specific partnerships and frameworks can then be developed so that different teams return to the community each time to ensure the continuity of the service. With teams returning to the same site, community, or beneficiary, it will be easier to understand and further improve relationships and communication, which will further benefit the community.
4. You have started small, in one specific geographic area with one specific group of interested participants. You can now expand the opportunities of SW Award Discoveries through permanent and temporary SW Award Bases. Going one step further, you should also focus on developing the SW Award Network and the SW Award Partnership. These structures will allow you to strengthen and sustain the SW Award Programme. In later sections, we include in the Implementation Manual how to develop both the SW Award Network and Partnership. (SW Award Network: p.41; SW Award Partnership: p.49.)





“THE MOST IMPORTANT THING IN LIFE IS NOT TO CAPITALISE ON YOUR SUCCESSES; ANY FOOL CAN DO THAT. THE REALLY IMPORTANT THING IS TO PROFIT FROM YOUR MISTAKES.”

WILLIAM BOLITHO



© WSB Inc. / Jean-Pierre Pouteau

## Building the SW Award Network

This section on the development of the SW Award Network is very similar to the one you will find in the SW Award Programme Guidelines. As a matter of fact, the SW Award Network is in between being part of the educational programme explained in Guidelines, and being a support structure essential to successful, lasting, and strong implementation. It is part of the educational programme because active citizenship involves being connected to people, and continually contributing to solving global challenges.

### Objectives

Once a young person has finished their SW Award Voluntary Service, they can join the SW Award Network of awardees by reporting to the WSB on [scout.org/swareport](http://scout.org/swareport). They can therefore be part of a network of young people committed to making a difference in their local, national, and international communities. Only together can we be the change we want to see in the world. The SW Award Network, based on [scout.org](http://scout.org) and Facebook will put awardees in touch with hundreds of people sharing the same energy. They will further discover the global dimension of the Scout Movement. They will also be invited to discover new challenges such as the Duke of Edinburgh's Award.

Like any other network, the SW Award Network will work if it is useful. Its usefulness remains the key objective. However, to make it clearer, the objectives of the SW Award Network can be divided into two different categories of focus: an 'SW Award Programme' focus and a 'Better World' focus. The potential scope of actions initiated through the network cannot be exhaustively presented in any one document.

### Layout

To become a member of the SW Award Network, young people must have completed an SW Award Discovery and an SW Award Voluntary Service. They can then join the Network by creating an account on [scout.org](http://scout.org) and reporting the details of their project to WOSM on [Scouts.org](http://Scouts.org). After that they can join the SW Award Network (Official Group) Facebook group. The SW Award Programme Coordinator can add young people to this closed Facebook group addressed to awardees only. To aid communication, there is a Facebook page that is open to everyone so tso that they can stay up to date with the programme.

The SW Award Network requires energy to remain alive and active. NSOs are strongly encouraged to incentivise its activities, support partnerships opportunities, and give substance to the awardees by proposing projects ideas for them. The SW Award Network can be mobilised to run long-term development projects or do some follow-up of past SW Award Voluntary Services. In terms of format, the SW Award Network can live through platforms that are different to the global ones proposed earlier. Smaller national Facebook groups can be created if it makes the network more useful to your NSO.

## Criteria

The SW Award Network is open to young people who have obtained the SW Award. While its scope of actions is very large, its contributions should remain closely linked to the SW Award Programme or to issues related to development, peace, and the environment. The objectives presented above might help. Members of the SW Award Network should not consider themselves as an elite, but as agents of development committed to contributing to building a Better World.

## ‘SW Award Programme’ focus

Every member of the SW Award Network has received the SW Award through a process of discovery and voluntary service addressing an issue related to development, peace, and/or the environment. To give back, the SW Award Network is also meant to explicitly strengthen the SW Award Programme. For instance, SW Award Network members can:

- Encourage and support young people willing to prepare for the SW Award.
- Become tutors or trainers in SW Award Discoveries.
- Create or support an SW Award Base in order to run SW Award Discoveries, provide young people with opportunities of SW Award Voluntary Services, build partnerships with other NSOs, and deliver SW Awards.
- Ensure the follow-up of SW Award Voluntary Services once the awardees finish their ‘mission’.

## ‘Better World’ focus

Every member of the SW Award Network has actively been through a programme aimed at educating world citizenship. Being a world citizen does not mean running one single project and that’s it. The SW Award Network is a place where new projects can be initiated; where awardees can continue to be involved. For instance, the SW Award Network can:

- Encourage and run projects in the fields of development, peace, and the environment and support the post-2015 agenda and UN SDG campaigns. These projects might be carried on by Scout organisations or not.
- Build and support partnerships with specialised NGOs in order to increase the expertise of the Scout Movement in the fields of development, peace, and the environment.
- Develop friendship and solidarity among all Scouts and young people around the world while encouraging support between SW Award Network members and other members.





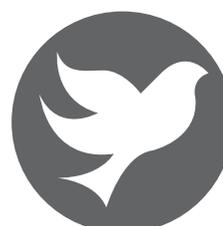
The Scout Movement is commitment to 'creating a better world'. This is literally community involvement through Scouting. So society benefits from the Scout Movement by empowering young people as responsible and committed citizens. Scouting should identify opportunities, both within Scouting itself and externally, for young people and adult volunteers to be active in society.

WOSM has worked for many years on finding possible tools that could enhance possibilities for young people to contribute to the positive development of their communities, including opportunities for volunteering, internships, community service, and partnership projects with other NGOs. At a certain point in Scouting history, it became clear that we needed to work on something more appealing for young people to contribute to community development. It was finally found in the World Scout Programmes: the Scouts of the World Award, the World Scout Environment Programme, and Messengers of Peace.

The purpose of this section is to highlight the link between these programmes to the big idea of creating a better world. The three World Scout Programmes aim to motivate the active citizen inside all young people, Scout or non-Scout, and inspire them to action. This is how World Scout Programmes working together in a general framework to create a better world in a global network of service, just as BP envisioned in the early days of the Movement.

To show how all three programmes are benefit from each other, you could do one single project that jointly recognises one or more of the programmes using the criteria of each programme as a guideline. The World Scout Programmes are like a basket of fruit; you may prefer to eat one favourite kind of fruit, or you may like to eat all different kinds ... it is up to you.

For more information on the other World Scout Programmes and the Better World Framework, please go to [scout.org](http://scout.org).





## SW AWARD PROJECT-DEVELOPMENT

*Rebecca Churchill, a UK Scout, completed her SW Award team project in Bulera, Mityana, Uganda.*

*The aim of the project was to prevent flooding in the local school and improve the classrooms to create a better learning environment for the children, and to enable them attend school all year, and not just when they could access it.*

*Rebecca's team encouraged the local villagers, teachers, and children to help with the project, so they could take pride in what had been achieved and would*

*know how to fix any problems that might arise in the future. Nathan, a local builder with a wide range of building knowledge and who spoke English, helped with all the projects.*

*There were three main classrooms in a block which could not be used due to flooding in the rainy season. They initially had to prepare the rooms for the work they wanted to do by filling in numerous holes in the walls before they could start painting; the building was old and the children had been picking at the wall. They painted solidly for a*

*few days. Then the three classrooms were decorated according to the three themes they had decided on: the nursery rhyme – Hey Diddle Diddle; primary knowledge; and a Scouting theme, as the local Scout Group used the school as their Scout hut on Wednesday afternoons.*



© WSB Inc. / Rebecca Churchill, UK Scout Association

“THERE ARE ONLY TWO WAYS TO LIVE YOUR LIFE. ONE IS AS THOUGH NOTHING IS A MIRACLE. THE OTHER IS AS THOUGH EVERYTHING IS A MIRACLE.”

ALBERT EINSTEIN



## Building the SW Award Partnership

The SW Award Partnership is formed of NSOs that have adopted the SW Award Programme. It is supported by the WSB. The SW Award Partnership is a network of organisations willing to help each other in implementing the SW Award Programme. Each NSO is free to develop partnerships with other NSOs of its choice. The SW Award Partnership is not top-down managed; it grows from initiatives taken by NSOs. The WSB helps in establishing contacts and reaching agreements within and outside the Scout Movement.

### What is the SW Award Partnership?

The SW Award Partnership has the following mission to:

- Facilitate contacts and exchanges of experiences and resources between NSOs engaged in the SW Award Programme.
- Organise cooperation and exchanges between the various SW Award Bases in order to provide young people with a broader range of SW Award Discoveries and SW Award Voluntary Services.
- Support the SW Award Network at international level.

The SW Award Partnership can cover various topics including exchanging ideas and resources on the SW Award Programme, exchanging trainers, twinning SW Award Bases, organising young people exchanges, developing beneficial partnerships with all specialised NGOs and governmental agencies working on the UN post-2015 agenda and SDGs, and helping each other in fundraising.

As a general framework to think about partnerships, we would like to propose three different purposes:

1. Financial support: Corporations, for instance, may have a similar focus or ideals as the SW Award Programme. For example, they might want to assist or fund part of the programme, as a way of contributing to the UN post-2015 agenda and SDG campaigns.
2. Expertise support: Professional or experts in the fields of development, peace, or the environment may be willing to bring a different perspective to the programme. They might be of huge benefit to the participants during their SW Award Discoveries for instance.
3. Facilities support: Sponsors might provide you with facilities, equipment, and any other thing that may assist you in the development or smooth operation of the programme.

## **How to develop Partnerships**

### **Working with other NSOs**

Working with other NSOs is the most important element of the SW Award Partnership. International cooperation for the betterment of the SW Award Programme may include the following initiatives:

#### ***Exchanging ideas and resources***

The WSB already proposes a number of resources on scout.org, which can help organise SW Award Discoveries and SW Award Voluntary Services. However, each NSO has its own needs and experiences in the fields of development, peace, and the environment according to its own natural, cultural, and social environment. Therefore, groups of NSOs can be set up in order to develop more appropriate resources and share them with others. To prepare and run SW Award Discoveries, NSOs need efficient trainers in the fields of development, peace, and environmental education. Trainers should be able to help young people actively discover the problems faced by communities in these fields, develop awareness and commitment, acquire skills and plan SW Award Voluntary Services and projects. Neighbouring NSOs can help one another by creating a pool of trainers prepared to assist in several countries and work together in developing training programmes.

#### ***Twinning SW Award Bases***

When an NSO is developing one or more SW Award Bases, they should look at the possibility of twinning them with other SW Award Bases abroad. We have to recognise that while Scouting is probably the largest network of young people in the world, we have not always been able to use it for educational aims (e.g. to help people discover the reality of interdependence and globalisation). The SW Award Programme should make a difference regarding this issue.

#### ***Helping one another in fundraising***

The success of the SW Award Programme requires financial resources in order to be able to develop and disseminate accurate educational materials, equip SW Award Bases, run SW Award Discoveries, share trainers, organise youth exchanges, etc. We have to help one another to contact potential sponsors and donors and explain to them how the SW Award Programme is essential in helping today's young people face the current and future challenges of the world. Through the SW Award Partnership, NSOs can share their contacts and help one another to carry out successful fundraising campaigns.



### Working with United Nations agencies

The SW Award Programme and Partnership helps NSOs develop partnerships with specialised UN agencies with which WOSM has signed a Memorandum of Understanding. Once you have decided the themes of your SW Award Discoveries, you can consult the list of UN agencies and see which ones deal with these issues. For example, if the main topic of your SW Award Discovery is the environment, the relevant UN agency will be the UN Environment Programme (UNEP).

The document *Scouting and United Nations*, which you can find on [scout.org](http://scout.org), describes the Memorandum of Understanding that WOSM has with these agencies. It will help you to develop partnerships with them. SW Award Discovery Directors can contact the UN agencies' liaison officers, explain their projects, ask for a national contact if the agency has an office in the country, and this way know how the agency can help (provide material, send an expert or an instructor, etc.).

On 3 December 2014, WOSM and UNESCO signed an agreement to promote the World Heritage Education Programme that encourages young people to take part in projects related to heritage conservation and protection.

Through this agreement, WOSM and UNESCO World Heritage recognise projects undertaken by young people through the SW Award Programme at any of the UNESCO World Heritage locations. Scouts and non-scouts who complete their SW Award Voluntary Service in a UNESCO World Heritage site will now receive the Patrimonto-Scout Badg alongside the SW Award.

### Working with NGOs

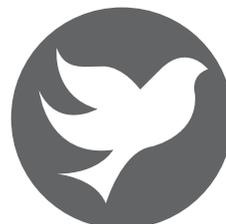
In every country, a number of NGOs and youth organisations are also involved in the UN post-2015 agenda and SDG campaigns. A well-informed NSO can therefore contact these organisations in order to work with them and achieve more impact. These organisations have specific expertise in the fields of development, peace, or the environment. They can help NSOs organise SW Award Discoveries.

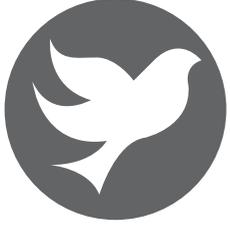
### Working with the World Association of Girl Guides and Girl Scouts

The World Association of Girl Guides and Girl Scouts (WAGGGS) is our partner, in particular when it comes to supporting the UN post-2015 agenda and SDG campaigns. While WAGGGS is not specifically involved in the SW Award Programme, it has developed various valuable resources on development, peace, and the environment. Its youth programmes are very much oriented towards education to world citizenship.

### The Marrakech Charter

For more information and guidance on partnerships in scouting please refer to The Marrakech Charter on [scout.org](http://scout.org) (Reference p.65).





“SCOUTING SEEKS TO BE RELEVANT TO YOUNG PEOPLE IN THE VARIOUS SOCIO-CULTURAL ENVIRONMENTS IN WHICH THEY GROW UP, AND TO CONTINUOUSLY ADJUST TO MEET THE NEEDS OF YOUNG PEOPLE IN A RAPIDLY CHANGING WORLD. AS A MOVEMENT, THIS IS ONE OF OUR GREATEST CHALLENGES: CONTINUOUSLY ADJUSTING SO AS TO BE EVEN MORE RELEVANT TO YOUNG PEOPLE’S ASPIRATIONS AND NEEDS WHILE REMAINING FAITHFUL TO SCOUTING’S PURPOSE, PRINCIPLES AND METHOD.”



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## Communication matters

Obviously, communication matters a lot. You want to reach out to both Scouts and non-Scouts for whom the SW Award Programme is designed. This Implementation Manual is not going to provide you with a full communication strategy. You are in the best position to know what works and what does not work in your NSO. You know your strengths and weaknesses better than anyone else. The communication challenge you may face for other initiatives are similar to the ones you will face with the SW Award Programme. It is a challenge, but it is feasible, provided that a real strategy is developed with specific efforts and resources allocated to it.

### Communicating about the SW Award Programme

The SW Award Programme has a few specificities that might end up being useful when it comes to communicating it:

- Quite a lot of communication material has already been developed for you by the WSB: presentations, posters, flyers, banners, etc. (Educational and Promotional materials: p.57.)
- The decentralised implementation structure of the SW Award Programme puts the SW Award Bases at the heart of the programme. They have a lot of autonomy, responsibilities, and knowledge about the programme. Moreover, they are close to the young people, the local Scout groups, as well as partner NGOs, and local communities and organisations. SW Award Bases should lead the communication strategy of the SW Award Programme. They can make use of the completed SW Award Discoveries and SW Award Voluntary Services to promote the programme and reach even more young people.
- SW Award Discoveries and SW Award Voluntary Services should be documented with photos and videos, which are essential when publicity and outreach materials need to be produced. SW Award Bases should share these resources with their NSOs. Moreover, since the SW Award Programme is being implemented globally, the WSB is looking forward to receiving this material from you in order to publicise the programme through the official and informal WOSM communication channels. Send them to: [educationalmethods@scout.org](mailto:educationalmethods@scout.org)
- The SW Award is meant to be recognised by Scouts and non-Scouts. While being achievable by any young person aged 15 to 26, it should carry a message of commitment and achievement. We encourage you to valorise it throughout your diverse networks. This ‘award dimension’ makes it attractive to young people looking for challenges and recognition. Moreover, it is also valuable to defend it as an international award, acknowledging the individuals success in contributing to the objectives of the UN post-2015 agenda and SDGs.

- The SW Award is the only Scout award open to non-Scouts. This specificity can be a strong asset in giving an opportunity to non-Scouts to discover and potentially join the Scout Movement. Furthermore, it also makes the award relevant for many non-Scout youth organisations, high-schools, universities, and NGOs. Your NSO should approach organisations that work with young people aged 15 to 26: they will certainly value the opportunity you are offering, and communicate it through their own internal and external networks.
- Finally, the SW Award Programme is supported by the SW Award Network of former awardees, and the SW Award Partnerships of involved organisations. Both of these structures are well described later in this Implementation Manual. In any case, they also form valuable communication networks and resources specific to the SW Award Programme. Tap in to what they can offer you, make them useful! (SW Award Network: p.41; SW Award Partnership: p.49.)

### Reaching out to young people

- Make use of your usual communication channels to communicate the SW Award Programme: publish articles in the Senior Section's magazine, disseminate the information through your website(s), send an information kit with a poster to local groups, set up information kiosks during gatherings, etc.
- Be youth friendly! It is time for Scouting to embrace the 'not-so-new' technologies such as social networks, cell phones applications, video-teasers, flash-mobs, happenings, and whatever is to come next. Involve young people in the development of these communication tools. Be open to their ideas no matter how crazy they might be. Promote an SW Award Programme that is up-to-date! Who knows, you might even have e-SW Award Discoveries one day?! Dare to try?

### SW Award message structure

The following is a concrete structure of messages regarding SW Award communication to any audience in general (especially external audience). This was created by specialised group in communication to give the main overall positioning of the SW Award and its three main messages. These three messages are formulated around the SW Award Discovery, the SW Award Voluntary Service and the SW Award Network.

#### SW AWARD PROJECT - PEACE

*Rafael Carvalho Simões, a Portugal Scout, completed a team project called Monitoring of Older People Living Alone for his SW Award.*

*The project aimed to combat social exclusion and loneliness of old age by meeting with the elderly, and helping them in whatever way necessary, for example, cleaning the house or going shopping with them. Along with this, they would attend the Eucharist every Saturday at the Hospital John Chrysostom. There they met with patients (mostly elderly), and also spent time with them, playing music to some, talking and listening to others.*

*During this volunteer activity, they had many experiences that were not always easy. Unfortunately when they were volunteering, two people died in the hospital. This project took time, and they were all busy with their student lives and part-time jobs, but it was worth taking a little time to be with these people who thought themselves alone, with no one to talk to, no one to tell their life stories to share their experience in more complicated times. Rafael intends to continue this project, even though it is over.*

*He had this to say: "During the two years we worked on this project, we all grew as people, as Scouts, and it was and is a spectacular experience. The SW Award not only teaches you how to serve, it also teaches you how to grow."*



© WSB Inc. / Rafael Carvalho Simões, Portugal Scouts



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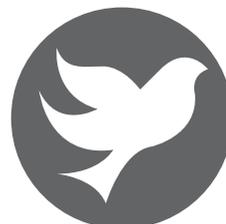
### **Overall positioning**

The Scouts of the World Award challenges all young people, Scouts and non-Scouts, to reflect upon global issues and act upon them at local level. It is the only award for youth provided by World Scouting.

Key Message 1: The SW Award is a learning experience through which young people gain the knowledge, skills, and attitudes to help solve global issues at local level.

Key Message 2: The SW Award is a commitment from young people to make their communities a better place.

Key Message 3: The SW Awardees is a global family providing inspiration to all young people for continuous action.





“THE REAL WAY TO GET HAPPINESS IS BY GIVING OUT HAPPINESS TO OTHER PEOPLE. TRY AND LEAVE THIS WORLD A LITTLE BETTER THAN YOU FOUND IT.”

~ ROBERT BADEN-POWELL,



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## Promotional and educational materials

These SW Award identity guidelines provide information and resources to help NSOs develop promotional and educational materials for the SW Award Programme. They also exist as a separate document. You will find all the visual materials mentioned on the Intranet section of [scout.org](http://scout.org) (look for the SW Award service page).

### The logos, badges, and colours

All NSOs are requested to use the same graphic identity (badges, logos, designs) to support the SW Award Programme. NSOs that are members of the WOSM are authorised and encouraged to use the Scouts of the World logo and the SW Award badge for non-commercial purposes. This document and the information on [scout.org](http://scout.org) do not provide or imply any right for anyone to use these designs for commercial purposes, or the right to change the basic logos and badges in any way. If you wish to have the logos translated into your own language, please send us an e-mail to [educationalmethods@scout.org](mailto:educationalmethods@scout.org) and we will adapt them for you. If you want to use these logos or their elements for any commercial products, a licence is needed. If anybody in your country is using these designs or their main design elements for commercial purposes without authorisation, please let the WSB know and we can discuss what action should be taken.

Please refer to the Intranet section of [scout.org](http://scout.org) to obtain the logos and the badges in full colour. These vibrant, carefully chosen colours are an important part of the SW image. When the logo is reproduced in colour, always use all of the colours specified. Do not, for example, modify them or use only some colours. There are two badges related to the SW Award: a red badge for Awardees and a blue badge to be given to the NSA Coordinator and members of the task force who have had a direct impact (to be decided by the NSA) on the SW Award Programme.

## The SW Award badge and logo description

### SW Award badge

The World Scout Emblem is a symbol of belonging to the WOSM. It consists of a field of royal purple bearing the white fleur-de-lys surrounded by a white rope in a circle and a central reef knot at the bottom. It is an essential element of the brand identity of the Scout Movement. The World Scout Emblem has been included in the design of the SW Award badge because this Award is recognised at world level and endorsed by WOSM. The World Scout Emblem is an international registered trademark and its legal use and reproduction is strictly controlled. The Scouts of the World Award is therefore also subject to the same conditions of non-commercial and commercial use. All enquiries should be addressed to the WSB.

The three red circles that surround the World Scout Emblem represent the three areas of action of the SW Award: development, peace, and the environment. These three fields of action frame the projects run by Scouts and non-Scouts pursuing the SW Award.

**Development** – change, growth, or improvement over a period of time – is represented by the Vesica Pisces. Two equal-sized circles are drawn so that the circumference of each penetrates the centre point of the other. The Vesica Pisces is the almond-shaped area where the two overlap. It is a geometrical description of harmonic proportions and the basis of the flower of life.

**Peace** – a situation in which there is no war between countries or groups – is represented by a dove. A white dove is used in a variety of settings as a symbol of love and peace or as a messenger.

**Environment** – the natural world, including land, water, air, plants, and animals – especially considered as something that is affected by human activity – is represented by a tree branch. It is a universal symbol of the environment and can be recognised and associated with little or no explanation.

**The world map** – as the background of the badge, represents the actions that young people are taking worldwide in the three chosen fields as part of their SW Award. It also represents that this award is world-recognised, the highest award that a Scout can receive.

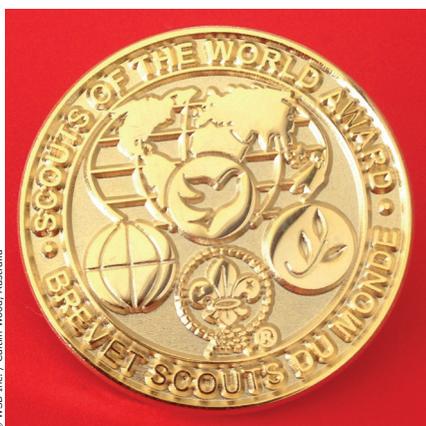
Around the edge of the badge is the additional element of the name of the SW Award Programme in both official languages: English and French. There are other variations of languages that can be applied. Please contact [educationalmethods@scout.org](mailto:educationalmethods@scout.org) to have it adapted to your language.

### SW Award pin

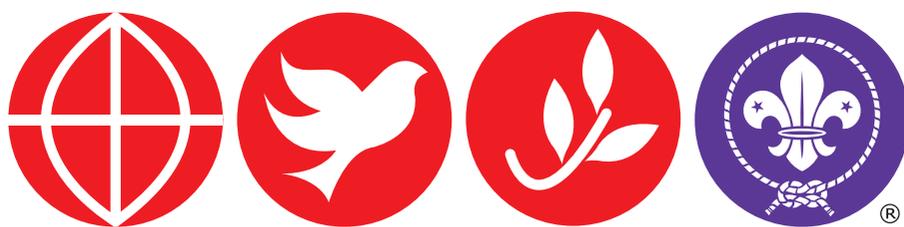
This badge has also been adapted into a gold pin for awardees to wear if they are not a Scout or want to continue wearing the award on a different uniform when they become a leader or move on from Scouting.

### SW Award logo

The logo depicts the three elements of the SW Award – development, peace, and the environment – and the World Scout Emblem equally in one row. Below is the word Scouts with the additional element of the name of the SW Award Programme in both official languages: English and French.



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**scouts**  
of the world - du monde



### SW Award supporter badge

This is the badge given to SW Award Programme Coordinators. Any adult coordinating the implementation of the programme can wear this badge. This badge is the SW Award supporters badge. It is ultimately up members of the SW Award National Team to decide who will wear the supporter badge but WOSM recommends anyone who have a direct and positive impact on the SW Award Programme be allowed to wear it.

### The SW Award colours

Colour	Pantone	RGB	CMYK	Web
Red	Pantone® Red 032 U	R: 253% G: 27% B: 20%	C: 0% M: 90% Y: 86% K: 0%	#FD1B14
Purple	Pantone® 527 U	R: 98% G: 37% B: 153%	C: 79% M: 94% Y: 0% K: 0%	#622599

### Scouting image guidelines for publications

- Publications should show an organisation which is dynamic, active, contemporary, youth oriented: male and female.
- Scouts should be seen to be involved in activities, which illustrate the educational objectives of Scouting. Scouting is not just recreational. It is non-formal education, learning by doing, education for life, service to the community.
- Scouts should be shown to be involved in activities which improve the quality of life in their communities.
- Scouts should not be in paramilitary situations, militaristic images, etc. This is not what Scouting is about and we should discourage those who do it, and avoid showing images which portray it.

### More promotional materials

Remember that all this material is available to NSOs on the Intranet section of scout.org.

- SW Award posters: Four, one-sided posters briefly explaining the SW Award Programme and promoting it meant to be distributed as widely as possible. They can be used for exhibitions.
- SW Award banners: Three, one-sided big banners briefly explaining the SW Award Programme can be used for exhibitions.



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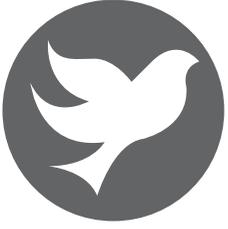
- SW Award flyer: A short document meant to share success stories and communicate the award.
- SW Award PowerPoint presentation: A PowerPoint presentation meant to present the SW Award Programme to young people. It is an editable document that can be translated into your own language and also serve as a template for other SW Award visual presentations.
- SW Award video: A video meant to celebrate the SW Award Programme, promote its achievements, and serve as a promotional teaser addressed to young people aged 15 to 26.

## More educational materials

The SW Award passport, the SW Award badge, and the SW Award certificate are available on the Intranet section of scout.org. Their use should fall under the requirements set in the Programme Guidelines and this Implementation Manual.

As explained earlier in this Implementation Manual, activities and workshop handouts are available on scout.org. They will help you to run your first SW Award Discovery.







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## Frequently asked questions

Q. Why does the Scouts of the World Programme advocate the notion of 'Award'?

A. Adolescents and young adults need society to acknowledge their capabilities and competences. Granting young people the SW Award is a way of showing that they have acquired the knowledge, skills, attitudes, motivations, and values needed to become real 'world citizens'. This should be acknowledged by universities, private companies, social organisations, and public authorities.

Q. Doesn't the notion of 'Award' imply competition or elitism?

A. No. The only competitive aspect of the SW Award is competition with oneself. All young people who join the programme and have experiences which meet the criteria explained in this Implementation Manual will receive the SW Award.

Q. Can an NSO adopt the SW Award Programme to replace its Senior Section Programme?

A. The SW Award Programme cannot replace a Senior Section Programme. It is designed to complement such a programme by adding elements related to development, peace, and the environment, and preparing for world citizenship. The international dimension of the SW Award also makes the Senior Section Programme more attractive to young people.

Q. Are Messengers of Peace and the World Scout Environment Programme competing with the SW Award Programme?

A. They are all linked because they are all world Scout programmes contributing to a Better World through a service dimension but they do not compete with one another. However, the SW Award is unique because it embraces three fields for action (development, peace, and the environment); it has a strong element of world citizenship (discovering global issues and acting locally); it is the only Award proposed by World Scouting for young members of Scouting and non-Scouts (aged 15–26); and, finally, it is particularly strong in educational terms (with a complete project approach encompassing needs identification, project planning, partnerships, project implementation, evaluation, valorisation and networking, acquisition of knowledge, skills and attitudes).

Q. Which benefits can an NSO gain from the SW Award Programme?

A. By offering opportunities for young people to contribute to the development of society, the SW Award Programme provides an NSO with ready-to-use elements to enrich its Senior Section Programme. Moreover, it enables the NSO to set its

programme within a global context and to develop rewarding exchanges with other NGOs, UN bodies, associations, and WOSM bodies. Through the SW Award Partnership, NSOs can share their contacts and help each other to develop projects. Therefore, the SW Award Programme can structure existing volunteering and service activities of Scouts; it brings recognition for the impact of Scouting on society while highlighting the importance of partnerships.

Q. Isn't the SW Award Programme complicated to implement?

A. For young people, the SW Award comprises three elements: active participation in the SW Award Discovery, completion of their projects within the SW Award Voluntary Service framework, and the evaluation process. The normal structure of the Senior Section can easily provide the support needed to complete these elements. The WSB provides all the necessary documentation. Furthermore, NSOs are encouraged to start small with a few Scouts pursuing the SW Award, and doing their SW Award Discovery together in the first permanent SW Award Base. When that works, then another base can be opened, or a second SW Award Discovery can be organised to scale up the programme.

Q. Have NSOs been involved in the process of developing the SW Award or has it been imposed on them from above?

A. The SW Award Programme has been developed by an international network involving several NSOs and representatives from various Scout Regions. Each organisation interested in the SW Award Programme can join the network to contribute to the development and evaluation of the SW Award. The programme is not fixed once and for all, but will evolve gradually and be enriched through everybody's experience and contributions. Furthermore, the 2014 update of these Implementation Manual has been done based on comments made through an qualitative evaluation survey addressed to various SW stakeholders (awardees, SW Award Programme Coordinators, Rovers, etc.).

Q. Since the programme is implemented by each NSO, does it really have an international and global dimension?

A. At world level, the WSB, with the support of young people, is responsible for evaluating the programme on an ongoing basis, based on reports, ideas, comments, and feedback from NSOs and the Regions. They suggest improvements and developments to be presented to the network of partner associations. This evaluation and support system ensures that the programme's international criteria are maintained and developed. In addition, the SW Award Partnership and the SW Award Network encourage and support international cooperation which takes the concrete form of planning SW Award Discoveries and international SW Award Voluntary Service opportunities. The SW Award Programme is also presented at regional and world events such as Jamborees and Moots.

Q. Why is the SW Award reserved for young people aged 15–26?

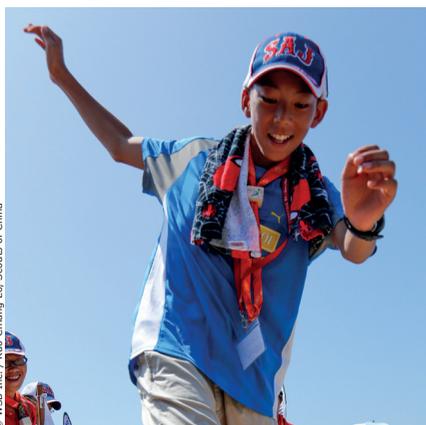
A. Post-teenagers and young adults face the difficult challenge of preparing for their integration into adult life as active, responsible citizens. Nowadays, this means understanding the major international challenges which include fair and sustainable development, peace-building, and smart environmental management. In order to fulfil its mission, Scouting has to help young people to realise the importance of these issues and to identify opportunities open to them.

Q. If a young person starts their SW Award Discovery when they are 26 can they still complete their SW Award Voluntary Service after that and be awarded the SW Award?

A. No. They must have completed all parts of the SW Award before their 26th birthday.

Q. Where on the uniform should the SW Award badge be placed?

A. This decision has to be made by the NSO according to their uniform regulations. What is important is to show the badge uniquely on the uniform. Some wear it on the right pocket or the right arm. It should be the same for the SW Award national team members, to wear the blue badge according to the NSO regulations.



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Q. Can a young person wear the SW Award badge on their Scout uniform after they have turned 26?

A. This is a decision for the NSO to make according to policy. We encourage that there should be exceptions as it is the only award WOSM offers to young people and it is something that they should be proud of.

Q. Does the awardee need to pay for the SW Award badge and certificate?

A. This is a decision for the NSO to make.

Q. How can the SW Award Programme be adapted to the different age section systems used by NSOs?

A. Most NSOs set age 15 as the limit between young teenagers (the Explorer Section) on the one hand, and post-teenagers and young adults (the Venturer and Rover Sections) on the other hand. Some NSOs only have one age section after age 15 (Rovers), whereas others have two (e.g. Venturers from 15 to 18 and Rovers from 18 to 22). The SW Award Programme is designed for young people over 15 in general, whether or not they are members of the Scout Movement.

Q. How can the SW Award Programme be integrated into NSOs' existing Senior Section Programmes?

A. The SW Award Programme is designed in such a way that it does not compete with NSOs' programmes. Its elements (SW Award Discoveries and SW Award Voluntary Services) can easily be integrated into existing programmes to complement the aspect of active citizenship education with the international dimension.

Q. If a young person does their SW Award Discovery in one country and their SW Award Voluntary Service in another, which NSO will they receive their SW Award from?

A. It is up to the NSOs involved and the young person. If both NSOs involved have adopted the SW Award then it would be up to the young person as to whether they have a preference and what the NSOs policy is. Sometimes however only one of the NSOs would have adopted the SW Award and it would then have to be awarded by that NSO.

Q. Doesn't the SW Award Programme focus excessively on the individual dimension at the expense of the collective dimension?

A. In Scouting, there is collective action but personal progression. In fact, as B.P. explicitly stated, there is no real education which is not individual. The SW Award is granted to individuals. This is because the real issue at stake is to increase the Movement's ability to motivate tens of thousands of young people each year and provide them with the necessary competences to meet the key challenges in the world today: community development, lasting peace, and environmental protection. As a result, the Movement should receive greater public recognition for its achievements. The quality of an SW Award Voluntary Service undertaken by a team of young people could be acknowledged by giving it an SW label. Nevertheless, what really counts for an SW Award is the personal contribution made by each young person to achieving this project. Indeed, this cannot be done alone and the help from peers is needed.

Q. Are the criteria for obtaining the SW Award realistic?

A. Currently, around the world, there are young people working on their SW Awards; some are just 15 and others are verging on 26. Experience during the last few years has shown that the SW Award is not only attractive to young people, but also that the quality of the projects they are running is indeed creating a better world. The project that they choose to complete is designed to challenge them and build on their skill level. The SW Award is designed to be adapted for them to reach their full potential not to eliminate them before they even begin.



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## Sources & complementary resources

### Sources

Scouts of the World Award and UNESCO World Heritage

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United Nations website, Information on the MDGs and Beyond 2015 (2014)

[www.un.org/millenniumgoals/bkgd.shtml](http://www.un.org/millenniumgoals/bkgd.shtml)

United Nations website, Sustainable Development Knowledge Platform (2014)

[www.sustainabledevelopment.un.org/?menu=1300](http://www.sustainabledevelopment.un.org/?menu=1300)

High-level Panel on the Post-2015 Development Agenda website (2014)

[www.post2015hlp.org](http://www.post2015hlp.org)

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[www.who.int/features/factfiles/violence/violence\\_facts/en](http://www.who.int/features/factfiles/violence/violence_facts/en)

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[www.data.worldbank.org/topic/climate-change](http://www.data.worldbank.org/topic/climate-change)

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[www.water.org/water-crisis/water-facts/water](http://www.water.org/water-crisis/water-facts/water)

World Scout Bureau, 'Global Youth Trend Report' (June 2014)  
[www.scout.org/node/74641](http://www.scout.org/node/74641)

WOSM - World Scout Bureau, SCENES Guidelines. (2009)  
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(2015)  
[www.scout.org/swa\\_guideline\\_en](http://www.scout.org/swa_guideline_en)



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## Complementary resources

### On development issues:

[www.globalissues.org](http://www.globalissues.org)

[www.undp.org/](http://www.undp.org/)

[Intercultural Learning, European Commission and the Council of Europe, 2000](#)

### On peace issues:

[www.un.org/en/sections/what-we-do/maintain-international-peace-and-security/index.html](http://www.un.org/en/sections/what-we-do/maintain-international-peace-and-security/index.html)

[Social Inclusion, European Commission and the Council of Europe, 2000](#)

[Youth Transforming Conflict, European Commission and the Council of Europe, 2000](#)

[www.haguepeace.org](http://www.haguepeace.org)

[www.unhcr.org/](http://www.unhcr.org/)

### On environmental issues:

[www.unep.org](http://www.unep.org)

[www.onedrop.org](http://www.onedrop.org)

[www.therainforestsites.com](http://www.therainforestsites.com)

[www.rainforest-alliance.org](http://www.rainforest-alliance.org)

### On the UN post-2015 agenda and SDGs:

[UN Post-2015 Agenda](#)

[UN Sustainable Development](#)

### On project management:

[www.managementhelp.org/projectmanagement](http://www.managementhelp.org/projectmanagement)

[Project Management Council of Europe and European Union, 2000](#)

[Organisational Management, Council of Europe and European Union, 2000](#)

### On training:

[www.scout.org/method](http://www.scout.org/method)

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[Training Essentials, Council of Europe and European Union, 2000](#)

### On communication:

[scout.org](http://scout.org) SW Award

FaceBook SW Award

[WOSM Communication Manual](#)









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Creating a Better World

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