



Background information to the building blocks to Draft 1 of the next Strategy for Scouting

Mission & Vision Statement

1. We do not envision to propose changes to Scouting's [Mission Statement](#).
2. We will propose a new Vision Statement (to succeed Vision 2023), but at this stage we want to focus feedback on the proposed Draft 1 "building blocks" for the Strategy for Scouting, as it will inform the final vision statement.
3. A draft for the new Vision Statement will be released in the final quarter of 2023, which we see containing the following elements
 - o A set horizon (three triennia, by 2033)
 - o Reflect our core business ("providing a transformative educational experience")
 - o A growth element, but without a specific target ("for every young person everywhere")
 - o A youth leadership element
 - o Capture in key words the impact we want to have
4. While we are aware there are different schools of thought as to whether a Vision Statement should have a set horizon, based on the feedback received we plan to continue the practice set by Vision 2023:
 - o we have seen many NSOs adopting this practice in their own National strategic plans
 - o we consider overall that it gave momentum, urgency and focus to WOSM and NSO's overall goals and internal triennial planning processes
 - o we consider 9 years a good horizon as it aligns with our triennia (barring global pandemics 😊) and provides a balance with a horizon sufficiently far away, yet graspable enough for long-term planning

A strategy for whom?

1. The next Strategy for Scouting aims to provide a compass, to articulate our dreams and aspirations, for the next decade of Scouting. That means it intends to be applicable and understandable:
 - a. For the **Scout Movement**: the change we aspire for in our programmes and the impact we want to achieve through them
 - b. For **NSOs**: as a framework to develop their own national strategies
 - c. For **WOSM**: to help us develop our own triennial plans, strengthen support structures for NSOs
 - d. For the **partners** at national and international level: to clearly understand what Scouting's focus and impact is

The "building blocks"

1. This Draft 1 proposes 3 layers of "building blocks" that underpin the Vision Statement.
 - a. 3 Impact Statement for the **world around us**, highlighting the change we want to see and contribute to in the world
 - a. 4 Strategic Priorities for the **Scout Movement**, to strengthen the delivery of our educational programme to achieve our impact
 - b. 3 Strategic Priorities for **Scout Organizations**, to strengthen our national, regional and world structures
2. While these "building blocks" will eventually be agreed by the World Scout Conference, it doesn't mean they are set in stone for the full period of the Strategy. If significant change happens, one or more of these could be replaced to respond to change as time progresses.
3. Each "building block" will consist of
 - a. A **core statement** (included in Draft 1), outlining the key ideas and change we want to achieve over the period
 - b. A **background document** (to be developed during the validation phase), which in a couple of paragraphs elaborates in more detail the key ideas, focus areas and where necessary clarifies concepts. This also allows to keep the core statements concise. We aim to draft and validate these background documents by leveraging both internal partner/sectorial expertise and welcome your specific feedback and inputs.

Impact Statements

1. Based on the lessons learned from Vision 2023 and the feedback received, we have introduced impact statements to more clearly articulate Scouting's impact and positioning over the next period of the Strategy, in addition to our internal goals and changes captured in the strategic priorities.
2. To assist NSOs with working with this new layer, we plan to develop for each impact statement a list of objectives "How Scouting will/can contribute", reflecting the diversity of Scouting's approaches which can be taken through our educational programmes across the different age sections, community service projects, national, regional and global initiatives, ...
3. The topics of the impact statements are responding to the key megatrends identified through the [research](#) and where Scouting could have the most meaningful impact
4. It's good to note the following specific choices that were made when developing the Impact Statements
 - a. to **limit the total number of impact statements** to three, even if noting that the "peaceful & inclusive" statement has a broad scope and sustainability a rather narrow one
 - b. to focus the "**sustainability**" impact statement specifically on *environmental sustainability*, considering the explicit request for this in World Scout Conference Resolution 2021-08
5. We plan to specifically solicit expert feedback on these impact statements to ensure they are well articulated and reflect consistent terminology

Strategic Priorities for the Movement

- Digital transformation is not included as a separate strategic priority, but captured as an amplifier of our educational offering, to help bridge the digital divide and develop digital literacy; but recognising the strength of our outdoors nature.
- We envision that cross-cutting focal areas of "**growth**", "**value-driven**" and "**unity**" will be captured in the Vision Statement
- Based on recommendations from a child protection and safeguarding consultant, we decided to stick to **Safeguarding** to highlight the need to focus on protecting children and young people in our organisational structures and focus on their protection. Conscious of some complexity in translation, we still believe that safeguarding reflects best the priority of action in our organisation versus a more advocacy-oriented target with child protection.
- **Wellbeing** has been specifically added to Safeguarding, since the need for greater attention and focus on mental and emotional wellbeing was identified as a growing concern for the next decade, both through the research and the focus groups.

Strategic Priorities for the Organisations

- The importance of greater **financial sustainability** which was identified through the Sfs Workshop has been included as part of the **fit-for-purpose organisation SP**, given that it's a critical prerequisite to achieve our ambition to reach and serve a greater range of local communities and be able to offer Scouting to all
- **An adaptable organisation** was added as a strategic priority in response to a growing need to become more agile and responsive to the needs of the Movement. Including innovation, digital transformation, and a requirement to strengthen our capacity to drive rich data collection and better measure our impact.