



## SCOUTS FOR SDGS IN THE COMMUNITY

SUPPORTING THE YOUTH  
PROGRAMME THROUGH THE BETTER  
WORLD FRAMEWORK



**SCOUTS**<sup>®</sup>  
Creating a Better World

YOUTH PROGRAMME



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YOUTH PROGRAMME  
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# CONTENT

<b>An introduction to the Better World Framework</b>	<b>6</b>
<b>The Youth Programme, Scouts for SDGs, and the Better World Framework</b>	<b>7</b>
The Better World Framework evolution	8
Supporting the mission, vision, and purpose through the Youth Programme	9
<b>The Better World Framework</b>	<b>10</b>
Thematic areas, Better World initiatives and Challenges	12
Ready-made resources enhancing SDGs in the Youth Programme	13
<b>The Impact towards 2030</b>	<b>15</b>
<b>The Better World Framework stakeholders</b>	<b>16</b>
Relationship with partners and donors	17
<b>The Better World Framework in the NSO/NSA</b>	<b>18</b>
Experiences from National Scout Organizations	23
Considerations for implementing Better World Initiatives in the National Youth Programme	26
The role of the adult in the implementation of Better World initiatives	27
<b>Monitoring and evaluation</b>	<b>28</b>
<b>Better World Framework resources</b>	<b>30</b>



# An introduction to the **Better World Framework**

This reference material provides **National Scout Organizations** (NSOs) and **National Scout Associations** (NSAs) with resources, ideas, and best practices to facilitate the implementation of world initiatives at a grassroots level. It supports the National Youth Programme and personal progression and enhances Scouting's contribution and youth-led efforts in developing communities and achieving the 17 Sustainable Development Goals (SDGs).

Part of the Better World Framework, initiatives and challenges are some of the many resources aimed at activating 54 million young people through the Scouts for SDGs mobilisation and addressing the challenges the youth population in the world faces today and will face tomorrow.

This is not a one-size-fits-all formula for NSO/NSAs. Better World initiatives and challenges can find a natural fit alongside or within the current programme, responding to relevant issues affecting youth and local communities in each country.

Initiatives and challenges support the work of National Team members and programme developers to identify the best approach to collaborating with civil society, partners, and donors in supporting the initiatives of young people and the NSO itself.

Scout Group Leaders and young people can find reference material and action kits for specific Better World initiatives and challenges in the **Scouts for SDGs Hub** and **scout.org**



# The Youth Programme, Scouts for SDGs, and the Better World Framework



# 1.1 The Better World Framework evolution



World Scouting developed the Scouts of the World Award (SWA) to initially recognize the voluntary efforts of young people in their contribution to the Millennium Development Goals as they focused on peace, environment and sustainability. In line with the current global challenges, SWA aligns its objectives with the Sustainable Development Goals (SDGs) and seeks to inspire young people to take action to develop their communities under any of the four thematic areas of the Better World Framework

The idea of a framework for collaboration between world initiatives started in 2015 to include the Scouts of the World Award, the World Scout Environmental Programme, and Messengers of Peace. Each of these world programmes started with specific goals in mind: advance the millennium goals and sustainability, promote environmental education, and develop a culture of peace, respectively.

Created in different moments in the history of Scouting, these world initiatives all had common elements which made integrating their efforts a natural solution to amplifying the impact on young people and the local community.

By 2016, the idea of having common principles to consolidate efforts was minted and endorsed by the World Scout Committee and the **Better World Framework** became officially recognised as an integrated concept. Alignment with the 17 SDGs started for existing opportunities developed with partners like HeForShe, Dialogue for Peace, Patrimonto, and others.

The 41st World Scout Conference agreed unanimously to commit WOSM to achieving the 2030 Agenda, followed by the launch of the [Scouts for SDGs mobilisation](#) one year later.

Through the Scouts for SDGs mobilisation, the Movement expressed its commitment to contributing to the achievement of the 17 SDGs in each country through education for sustainable development and community actions at local level. The Better World Framework offers guiding principles, initiatives, and challenges to develop attractive and meaningful learning opportunities for young people at a grassroots level.

In the years leading up to 2030, the Better World Framework aims to facilitate the task of NSOs in their commitment to achieving the purpose of Scouting in addition to developing competencies and awareness of SDGs in youth and contributing to the achievement of the 17 SDGs in their countries



<-> 41st World Scout Conference, Resolution 2017-08, 2030 Agenda for Sustainable Development.

## 1.2. Supporting the mission, vision, and purpose through the Youth Programme

Aligned with the Scout Movement’s mission, the Better World Framework supports the delivery of the Youth Programme by providing learning opportunities developed to address global, regional, and national issues of relevance, in collaboration with partners.

“The Youth Programme in Scouting is the totality of the learning opportunities from which young people can benefit (What), created to achieve the purpose of Scouting (Why), and experienced through the Scout Method (How).”

The Better World initiatives support the purpose of Scouting towards enabling young people to acquire knowledge, develop attitudes, and lead community development efforts with the 17 SDGs in mind, thus contributing to their education.

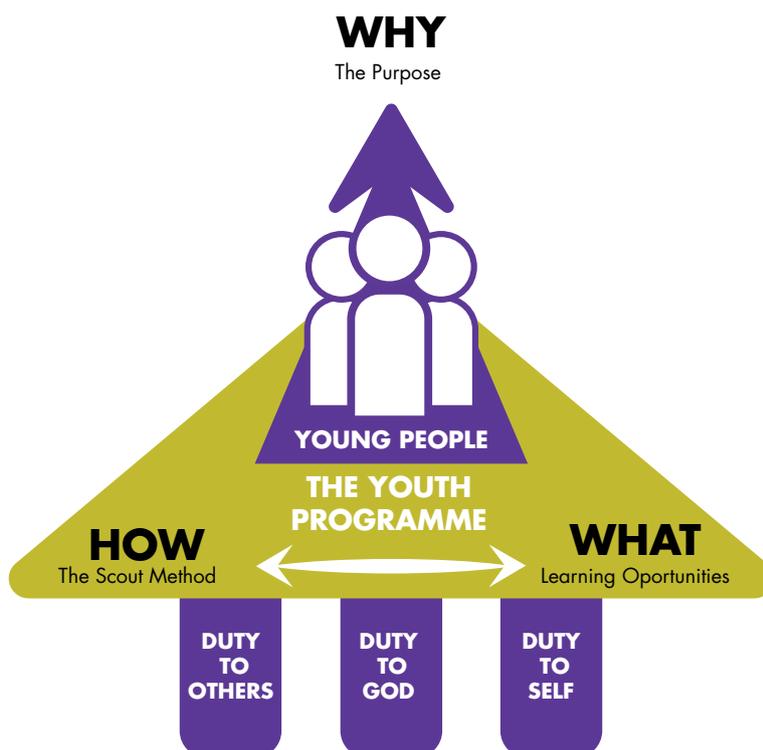
The Youth Programme is the means through which Scouting contributes to:

- the empowerment of autonomous individuals, i.e., Scouts as Empowered Individuals.
- the holistic development of active global citizens for the community, i.e., young people as Active Citizens.

**The Better World Framework’s primary purpose is to enable young people to become active citizens by undertaking development actions in the community. As a result of these actions, local communities develop into more resilient societies through the young people’s activation.**

NSOs develop, design, and deliver Scouting’s Youth Programme based on each country’s specific realities and context in your Educational Proposals. By aligning community development projects with young people’s needs, the purpose of Scouting, and the 17 SDGs, you strengthen the relevance of Scouting as a partner to tackle local issues, offering young people meaningful possibilities to transform their communities.

As part of its commitment to achieving the SDGs, WOSM initiated the **Scouts for SDGs mobilisation** in 2018. The effort leverages Scouting and the Better World Framework to raise awareness among young people (Scouts and non-Scouts) and inspire them to take action for the SDGs in their local communities.



# The Better World Framework

The Better World Framework is a portfolio of world initiatives addressing four thematic areas of education focusing on global issues and trends affecting young people and diverse communities in the next 10 years. Each initiative contains challenges for young people that inspire them to participate in their local communities and become active citizens. The thematic areas of education are as follows:

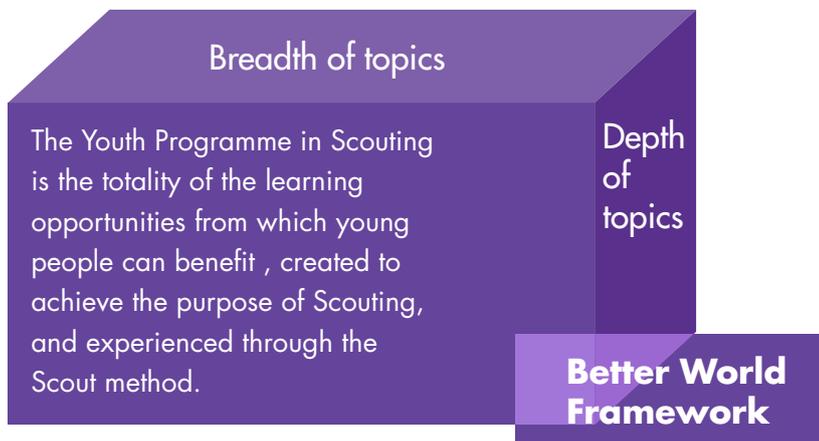
- Environment and Sustainability
- Peace and Community Engagement
- Health and Wellbeing
- Skills for Life

There is one Better World initiative for each thematic area of education. Each initiative offers a set of defined paths and learning objectives relevant to its theme. These learning objectives are the basis for integrating the initiatives and its challenges into your Youth Programme. Each initiative's learning objectives align with the principles of **Education for Sustainable Development (ESD)**, the **World Scout Youth Programme Policy**, and the **Essential Characteristics of Scouting**.



SDGs inform the development of initiatives and challenges

Initiatives and Challenges contribute to the achievement of the SDGs



The Better World Framework complements Scouting's Youth Programme, which offers a breadth of topics, encompassing a holistic approach to young people's personal development. It gives opportunities to dive deeper into specific topics of concern for diverse communities through its initiatives and challenges.

**Better World Challenges** can be global, regional, or national and:

- Offer an opportunity to deepen a young person's knowledge of a specific topic (e.g., nature and biodiversity under the environment initiative).
- Carry a call to action for young people to apply their newly acquired knowledge in contributing to the development of their local community.
- Provide a network of young people (both Scouts and non-Scouts) who exchange ideas and inspire others to action.
- Facilitate partnerships for social impact.
- Scale up efforts and projects started at a grassroots level.
- Contribute to the achievement of one or many of the SDGs.

Each challenge aligns with specific SDGs, and in turn, contributes to the achievement of one (or more) goals. Challenges are often developed and implemented in collaboration with external partners who provide their expert knowledge on the challenge topic.

Better World initiatives and challenges are open to both **Scouts and non-Scouts**, who can find information about our initiatives and develop an interest in supporting environmental efforts. Individuals or institutions can contact the country's NSO, which defines how to support non-Scouts interested in experiencing or using the challenges, and how to involve them in the NSO's activities.

Challenges provide a non-formal learning opportunity for non-Scouts to immerse themselves in, explore the SDGs in action, and collaborate with Scouts and community members. That said, the progressive learning of young people becomes more tangible and observable only when they are fully engaged with a Scout Group or another institution of a similar nature.

NSOs can contact WOSM's partners via its several country offices and teams. They are keen to support you in implementing educational content through shared challenges.

Challenges also offer a way to invite and include new partners in the delivery of Scouting's Youth Programme as guests or experts to enrich Scouting's activities.



*Better World initiatives and challenges are open to both Scouts and non-Scouts, who can find information about our initiatives and develop*

# Thematic areas, Better World initiatives and Challenges

The Better World initiatives are the face of the four thematic areas, covering a variety of topics through Better World challenges.

Thematic Areas	Environment and Sustainability	Peace and Community Engagement	Skills for Life	Health and Wellbeing
<b>Initiative</b>		 Messengers of Peace	Under development in 2021	Development planned for 2022
<b>Supporting the Youth Programme in...</b>	Tackling climate change, promoting sustainable habits towards eco-friendly and healthy lifestyles, connecting with nature, and protecting it towards sustainability	Developing resilient communities and sustainable development through youth participation in decision-making processes and conflict resolution.	Bringing opportunities for young people to prepare for their transition into adulthood and a productive life.	Building safe spaces and resilience, and providing tools for physical, mental, and social wellbeing.
<b>Topics</b>	<ul style="list-style-type: none"> <li>Responsible consumption</li> <li>Nature and biodiversity</li> <li>Clean energy</li> <li>Pollution management</li> </ul>	<ul style="list-style-type: none"> <li>Peacebuilding</li> <li>Diversity and inclusion</li> <li>Culture and heritage</li> <li>Humanitarian action</li> <li>Civic engagement</li> <li>Gender equality</li> </ul>	<ul style="list-style-type: none"> <li>Interpersonal skills</li> <li>Leadership</li> <li>Literacy</li> <li>STEAM (Science, Technology, Engineering, Arts, Math)</li> <li>Entrepreneurship</li> </ul>	<ul style="list-style-type: none"> <li>Healthy lifestyles</li> <li>Personal safety</li> <li>Mental health</li> <li>Sexual and reproductive health</li> <li>Inner peace and spirituality</li> </ul>
<b>Challenges</b>	Developed for specific SDGs in coordination with global, regional and national partners.	Developed for specific SDGs in coordination with global, regional and national partners.	Developed for specific SDGs in coordination with global, regional and national partners.	Developed for specific SDGs in coordination with global, regional and national partners.

With the support of global, regional, and national partners new challenges will keep adding to the learning opportunities offered by Better World initiatives. By addressing one or many of these themes and topics, your NSO can link its programmes with the initiative's SDGs and learning objectives.

# Ready-made resources enhancing SDGs in the Youth Programme

Current world initiatives and challenges respond to global trends and needs identified in consultation with NSOs and other governing bodies in WOSM. These are ready-made resources that your NSO can adopt voluntarily and adapt to be relevant in its national Educational Proposal.

These initiatives are not a compulsory addition but serve to consolidate local and individual efforts of NSOs into one collective contribution towards achieving the SDGs. Within a common framework of action, it becomes easier to demonstrate the broader impact of local actions as shown through the recent achievement of 2 billion hours of community service.

Initiatives offer	Challenge offer
<p><b>Initiatives Manual</b></p> <ul style="list-style-type: none"> <li>• Desired outcomes 2030</li> <li>• Theory of change</li> <li>• Paths and SDG alignment</li> <li>• Sustainable development competencies and learning objectives</li> <li>• Challenges</li> </ul> <p><b>Symbolic Framework</b></p> <ul style="list-style-type: none"> <li>• Inspirational elements</li> <li>• Branding,</li> <li>• Key messaging</li> <li>• Marketing materials</li> </ul> <p><b>Partners and potential funding</b></p> <ul style="list-style-type: none"> <li>• Content experts</li> <li>• Funding</li> </ul> <p><b>Monitoring and evaluation system</b></p> <ul style="list-style-type: none"> <li>• Global, regional, and national key performance indicators (KPIs)</li> </ul> <p><b>Digital Development</b></p> <ul style="list-style-type: none"> <li>• Gamification and resources from the global, regional and national level.</li> </ul>	<p><b>Challenges Manual</b></p> <ul style="list-style-type: none"> <li>• Specific SDGs to work</li> <li>• Symbolic framework</li> <li>• Learning objectives</li> <li>• Recognition badge</li> </ul> <p><b>Challenges Action Kit</b></p> <ul style="list-style-type: none"> <li>• Educational objectives</li> <li>• Activities for young people</li> </ul> <p><b>Challenge Campaigns</b></p> <p><b>Symbolic Framework</b></p> <ul style="list-style-type: none"> <li>• Inspirational elements</li> <li>• Branding,</li> <li>• Key messaging</li> <li>• Marketing materials</li> </ul> <p><b>Partners and potential funding</b></p> <ul style="list-style-type: none"> <li>• Content experts</li> <li>• Funding</li> </ul> <p><b>Monitoring and evaluation system</b></p> <ul style="list-style-type: none"> <li>• Global, regional, and national KPIs</li> </ul> <p><b>Digital Development</b></p> <ul style="list-style-type: none"> <li>• Gamification and resources from the global, regional and national level.</li> </ul>

Your NSO can integrate the initiatives in full or integrate initiatives and some of the challenges gradually, according to its Educational Proposal and capacity.

You may want to remain active in your NSO's commitment and contribution towards achieving the SDGs but decide not to use all the elements offered by Better World initiatives and challenges. In this case, the best way to align efforts is to take the core elements of Better World initiatives as follows:

- Desired outcomes 2030 - define NSO/NSA's desired outcomes according to their national needs and Educational Proposal.
- Theory of change - design the experience for young people in a particular thematic area.
- Paths and SDG alignment - link national challenges with the SDGs.
- Competencies for sustainable development and learning objectives - review, complete, or match with an NSO's curriculum.
- Monitoring and evaluation system - reflect results and impact with established KPIs.
- Digital component - facilitate exchange among young people, advance the initiative, and facilitate monitoring and evaluation.

Better World initiatives and challenges do not replace or substitute well-established programmes developed by NSOs/NSAs, but rather serve to link local initiatives with international frameworks and scale up the impact of local actions.



**The creation of the Conservation (Panda) badge in the 1970s in response to the emerging environmental degradation is an example. In a similar manner, the Scouts of the World Award was created to strengthen the Rover section across regions. Most recently the Scouts for SDGs mobilisation raises awareness about the 17 SDGs.**



# The Impact towards 2030

## Aligning the Better World Framework within the Youth Programme

By implementing the Better World Framework and its initiatives aligned with the Youth Programme, NSOs set the conditions for the long-lasting development of young people and their impact in the community. It is important to start with the end goal in mind. WOSM, in collaboration with community actors, partners, and Scouts at large, could contribute to the following outcomes:

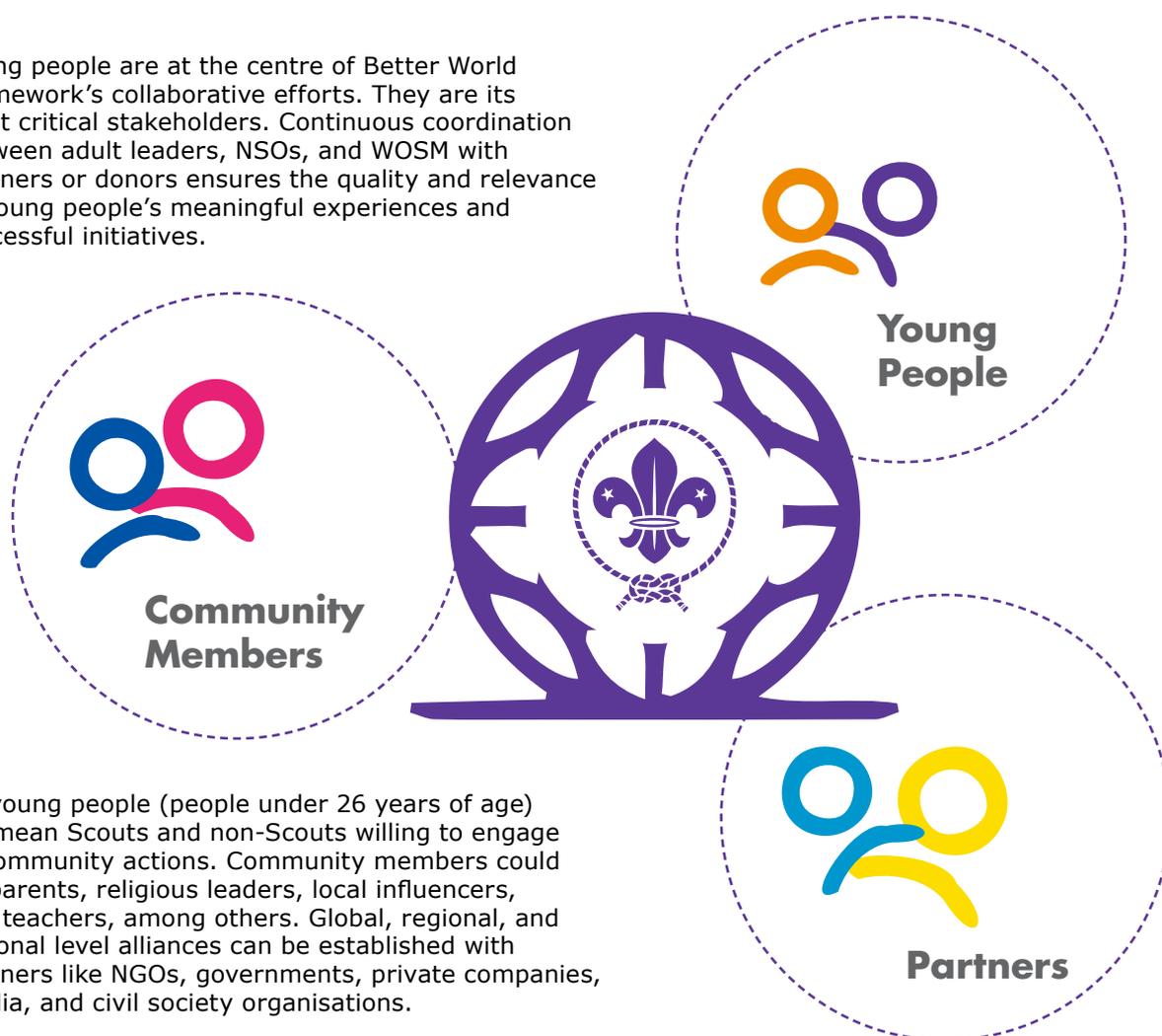
- Young people will have developed skills, knowledge, and attitudes conducive to a sustainable way of living and a sustainable planet.
- Young people will have shared experiences and connected across cultures and across nations improving understanding, appreciation, and respect for other people's identities.
- Young people in local communities will have engaged in protecting their natural surroundings and developed a sense of responsibility towards the environment.
- Young people and local communities will have worked together to achieve healthier lifestyles by adopting sustainable practices in their daily lives.
- Scouting will have contributed to young people being equipped with the necessary life skills to be active citizens, able to develop solutions for local communities.
- Scouting will have become a reference point for action for the SDGs in the areas of environment and sustainability, peace and community, health and wellbeing, and skills for life.
- Scouting will have played a critical role in advocacy efforts in the four thematic areas addressed by the Better World Framework initiatives.
- WOSM will have built sustainable and effective partnerships with different stakeholders addressing global issues affecting young people and communities at large.
- Scouting will have enhanced its image and influence through the success stories of young people, volunteers, and NSOs/NSAs and their impact on community development.
- Scouting will have led the way to building peaceful societies that are inclusive, respectful, and appreciative of the different identities and cultures, and able to solve conflicts through dialogue.
- Better World Framework thematic areas will be valued by members and local communities, and become embedded in Scouting education, services, and actions towards the community.

These statements serve as an inspiration for you, as NSOs, to imagine what your impact and achievements in 2030 and your contribution to the achievement of the 17 SDGs could be.



# The Better World Framework stakeholders

Young people are at the centre of Better World Framework's collaborative efforts. They are its most critical stakeholders. Continuous coordination between adult leaders, NSOs, and WOSM with partners or donors ensures the quality and relevance of young people's meaningful experiences and successful initiatives.



By young people (people under 26 years of age) we mean Scouts and non-Scouts willing to engage in community actions. Community members could be parents, religious leaders, local influencers, and teachers, among others. Global, regional, and national level alliances can be established with partners like NGOs, governments, private companies, media, and civil society organisations.

The engagement of community members starts with assessing their needs and defining the problem and moves to the conception of a solution. Community members and partners get involved in the execution of the plan of action led by young leaders. By involving community members in all stages of the process we ensure the sustainability of the solution and its long-term impact, while partners are interested in the management of resources and the long-term impact of their investment.

# Relationship with partners and donors



Partners are a key stakeholder when it comes to advancing initiatives and challenges. In addition to their topic-specific expertise, partners are expected to invest the following in the collaboration:

- A mutually agreed level of contribution of their staff in the development stage of a local challenge/initiative.
- A commitment (with details agreed in advance) to promote the challenge/initiative in their networks.
- At times (where applicable), technical support for the development of volunteers and staff for the implementation of the challenge/initiative.
- At times (where applicable), financial support for the implementation of the challenge/initiative.

NSOs need to establish a clear agenda when interacting with partners and collaborating on an initiative/challenge, outlining:

- WOSM's principles, educational methods and ethical standards, and rules of engagement with partners, including our Safe From Harm policy.
- NSO's scope of work in the given topic and any limitations/restrictions that may impact the work with the partner.
- NSO's contribution to the collaboration and what is expected in return from the partner.
- NSO's staff/volunteer contribution (including administrative and communications overhead) and expectations of support from their end.
- NSO's financial investment in the challenge/initiative (other than staff time) and expectations from their end.
- WOSM and NSO brand management and others creating a shared brand in developing a challenge.

Relationships with partners need to be carefully managed. Perform due diligence making sure you start any relationship with a clear set of expectations and offerings. Define a clear delegation of responsibilities (in terms of staff/volunteer time, resources, available experts, number of members joining the challenge/initiative, potential for growth, etc.).

## Best practices and partners support



KAICIID Dialogue Centre

In addition to contributing in the development of educational material and regional projects to develop capacity in National Teams, KAICIID supports grassroots Scouts via the Scout Donation Platform for all six regions.



UNEP - United Nations Environmental Programme

UNEP contributes in the management of special grants for NSOs to prevent plastic pollution through the Earth Tribe Initiative and Tide Turners Plastic Challenge in the Asia-Pacific, Africa, and Interamerica regions.



WORLD WILD FUND - WWF

WWF supports WOSM in the development of environmental initiatives and campaigns providing support to NSOs via their country offices to advance Earth Tribe Earth Hour in the Asia-Pacific, Africa, Europe, and Interamerica regions.



Alwaleed Philanthropies

Alwaleed Philanthropies supports the global Scouts for SDGs mobilisation, educational events focused on the SDGs around the world as well as community grass-roots projects of National Scout Organizations

# The Better World Framework in the NSO/NSA

## Benefits of aligning the Better World Framework with the Youth Programme

Implementing a framework that helps incorporate education for sustainable development and supports the national Educational Proposal has positive effects for individuals, the institution, and the community in the short, medium, and long term. It also extends the options to address issues and trends young people are facing in today's globalised and rapidly changing world while staying relevant in the national country as a Movement.



### Benefits for young people

- Develop competencies for sustainable development and personal growth conducive to becoming active citizens.
- Access quality initiatives and challenges as learning opportunities to contribute to sustainable development.
- Participate in campaigns with other NSOs and regions, at global level, and with partners.
- Collaborate with adult leaders and NSOs to use Better World initiatives as a platform to create innovative solutions for local problems.
- Make connections through the Scouts Global Network to exchange ideas, popular practices, and resources to take action.

### Benefits for adult leaders (at a grassroots level)

- Get to know best practices from other NSOs in supporting young people in the completion of initiatives and challenges.
- Receive clear step-by-step bite-size information to introduce the SDGs with interactive and attractive calls for action.
- Contribute to achieving a broader impact developing active citizenship.
- Access comprehensive and straightforward resources.
- Receive information and support from the NSO on how to bring the initiatives and challenges to local Scouts.
- Connect with experts in specific topics to better understand and provide support to young people.



## Benefits for National Team members (province, district) in the NSO

- Tailor the offer from global to local needs so that it does not compete with the existing Youth Programme.
- Encourage NSOs to undertake the programme considering their cultural and regional backgrounds.



## Benefits for NSOs

- Supports the alignment of an NSO's educational objectives related to active global citizenship and community development with practical action tools.
- Provides ready-made resources that complement the existing Youth Programme.
- Provides NSOs with community development initiatives with specific SDGs and competencies for sustainable development.
- Provides a standard monitoring and evaluation system to ensure and report on the totality of Scout's contribution to the achievement of the SDGs.
- Facilitates the integration of topics and the development of new resources by WOSM (national, regional, and global levels).
- Joins the programmes, campaigns, calls to action, partnerships, and events under the Better World Framework.
- Enhances the NSO's image with young people, the local community, and partners (local, regional, or global).



## Benefits for National Youth Programme teams and programme developers

- Provides a well-defined framework for collaboration between NSOs, donors, partners, and the local community.
- Provides long-term goals for the next ten years as a reference for the NSO to identify how it fits the specific needs and context of its country.
- Provides a well-defined planning process for NSOs to integrate Better World initiatives as part of the National Youth Programme.
- Offers thematic areas and learning objectives for NSOs to create more learning opportunities within the Youth Programme addressing issues affecting youth and the community.



## Benefits for the local community

- Enables young people to contribute to achieving the SDGs in specific issues through community development actions.
- Provides opportunities for partners to engage young people around global issues.
- Encourages collaboration with NSOs in the development of initiatives to tackle a relevant issue affecting young people and their community.
- Allows experts to collaborate with young people to develop innovative solutions.

# Assess Youth Programme, SDG issues, and NSO capacities

Undertake the following step-by-step process to assess, map, design, and plan what Better World initiatives better support the enrichment of your National Youth Programme and how to integrate them in the national curriculum.

## 1 Start with



- Exploring issues related to the 17 SDGs affecting your country.
- Specific issues affecting local communities
- issues affecting young people.
- Focusing on issues affecting young people.
- Reviewing your Youth Programme offering and the link it has with SDGs.

## 2 Identify

- Desired areas of intervention and define the potential contribution of Scouting.
- Issues that are relevant in the local community that you can address (already address) with community action.
- The scope of Scouting education and your NSO's capacity to tackle the issues identified.



## 3 Map

- Recognition badges and programmes in your NSO that could contribute to tackling the issues identified.
- National programmes and initiatives contributing to community development that exist in your NSO.
- Gaps between the issues affecting the community, the desired areas of intervention, and existing community development initiatives.
- Better World initiatives and challenges contributing to tackling the issues affecting your country or reinforcing your Youth Programme.

## 4 Choose

- Initiatives and challenges your NSO will integrate/adapt/match within your Youth Programme.
- Learning objectives your NSO will use to improve existing Youth Programmes.

## 5 Align and implement

- Define an action plan to align the Better World Framework to your NSO's needs.
- Request the support of consultants via WOSM services or reach out to the WOSM regional team for feedback on your proposed plan of action before you start.
- Integrate, match, or adapt initiatives and challenges in your Youth Programme according to the established plan. Make sure to involve young people in the process.
- Engage local leaders and young people and communicate with your members. Celebrate their achievements.
- Monitor and evaluate the development of young people, the progress of the implementation, and the impact in your community using the different WOSM platforms.

# Tailoring Better World initiatives with the National Youth Programme

When integrating the Better World initiatives in your National Youth Programme, your NSO does not have to replace or eliminate existing, well-established programmes. Your NSO can do a comprehensive but straightforward exercise to determine what components of an initiative are relevant for the national context and how to capitalise on pre-existing programmes and merit badges. The Guide to Youth Programme in Scouting offers a series of tools designed to support the review of the Youth Programme<sup>4</sup> in this process.

Better World Framework initiatives and challenges complement your NSO's Youth Programme and respond to the needs of young people worldwide. In specific cases challenges respond to the needs of a specific region or a sub-set of NSOs. Your NSO can use the Better World initiatives theory of change and learning objectives as reference models to develop national initiatives and challenges.

## Case 1

### Capitalise on implementing the Earth Tribe Initiative, assessing national needs, and existing resources.

Say your NSO is interested in implementing the Earth Tribe Initiative but is not sure how to start. You need to identify local issues, match your available programmes and products, and define the next steps. This matrix can help you in the process of mapping and deciding the steps to take.

Earth Tribe area learning paths	What environmental issues affect youth and the local community?	What existing national programmes or projects address these issues?	What Earth Tribe challenges match local needs?	Next steps to match local initiatives with Earth Tribe challenges
<b>Better Choices</b>	SUPERMARKETS AND RESTAURANTS GENERATE EXCESS FOOD.	MEMORANDUM OF UNDERSTANDING (MOV) WITH THE NATIONAL ASSOCIATION OF FOOD BANKS	(CHAMPIONS FOR NATURE	DESIGN A FOOD SAVING MERIT BADGE LINKED WITH BETTER CHOICES LEARNING OBJECTIVES.
<b>Nature and Biodiversity</b>	ILLEGAL TRADE OF LOCAL SPECIES.	NATURAL TRAIL BADGE	(CHAMPIONS FOR NATURE	BENCHMARK THE LEARNING OBJECTIVES OF (CHAMPIONS FOR NATURE (CHALLENGE, ADJUST IF REQUIRED, AND ACTIVATE BOTH BADGES SIMULTANEOUSLY.
<b>Clean Energy</b>	FAMILIES LIVING IN SLUMS DO NOT HAVE ELECTRICITY.	NONE	(SCOUTS GO SOLAR	IDENTIFY POTENTIAL LOCAL PARTNERS TO PLAN POSSIBLE INCORPORATION OF SCOUTS GO SOLAR BY THE END OF THE YEAR.
<b>Healthy Planet</b>	<ul style="list-style-type: none"> <li>NOISE POLLUTION DUE TO CONSTRUCTION IN THE CITY.</li> <li>AIR POLLUTION RELATED TO TRAFFIC.</li> <li>PLASTIC WASTE IN PARKS AND ON STREETS.</li> </ul>	NOISE INSPECTOR BADGE	TIDE TURNERS PLASTIC	<ul style="list-style-type: none"> <li>INCORPORATE NOISE INSPECTOR BADGE IN HEALTHY PLANET AND DESIGN THE EDUCATIONAL OBJECTIVES ALIGNED WITH THE SDGS.</li> <li>EXPLORE A POTENTIAL MOV WITH UNEP IN THE COUNTRY.</li> </ul>

<sup>4</sup>The Guide to Youth Programme in Scouting (2020, December 15).

## Case 2

### Benchmarking educational objectives and tailoring the Earth Tribe Initiative to NSOs

Perhaps your NSO wishes to integrate the existing recognition badges on environmental action with recognition for the Earth Tribe challenges. Maybe you want to keep your recognition badges because these are well known and cherished, but want to connect with the international Earth Tribe, too.

One way is to use the educational objectives established for the Earth Tribe ([earthtribe.scout.org](http://earthtribe.scout.org)) as a reference point to compare the educational purposes and activities defined in your NSO's recognition badges for the environment. In the process, you may find that the national recognition covers all the Earth Tribe educational objectives.

You can keep your recognition badges and present the Earth Tribe recognition upon completion of the respective national badge. At the national level, you'll need to prepare relevant orientations to support adult leaders, and inform your members (young people and adult leaders) about the possibilities of obtaining a double recognition linked with the global Earth Tribe Initiative and Challenge X.



**Table 2: Educational Objectives for Better Choices, Earth Tribe Implementation Manual.**

Domain	Ages		
	7 to 10	11 to 14	15 and above
<b>Cognitive</b>	I know what I can do to live healthily and how to reduce my impact on the environment.	I understand connections between my lifestyle and environmental problems, as well as global wealth distribution discrepancies. I understand where my food comes from.	I seek information and inspiration for healthier and more sustainable choices. I learn about environmental problems in other parts of the world and how they are interconnected globally and through individual choices
<b>Socio-emotional</b>	I reduce my personal wants in light of the needs of the natural world, other people and future generations.	I feel responsible for the impacts of my behaviour on the environment and other people. I want to become an active global citizen. I feel empathy towards people who experience hunger and poverty often as a result of climate change and act to support impacted individuals.	I believe I can contribute to sustainability by reducing my environmental footprint. I want to involve other members of my community into implementation of sustainable solutions. I encourage others to adopt eco-friendly practices to reduce food shortages. I encourage other members of my community to take part in the implementation of sustainable solutions.

# Experiences from National Scout Organizations

Different NSOs began implementing world initiatives some years ago and are now aligning efforts with the Scouts for SDGs mobilisation and the Better World Framework. Here are some examples for your reference.



## Country Case - Colombia

### Organic implementation driving peace and SDG awareness.

Colombia began working with the World Program in 2013, launching Messengers of Peace during JamCam. The first Messengers of Peace coordinator was appointed and organised a team of volunteers for the implementation. The task of activating young people started in the same year, though the NSO did not create a registry until 2019.

In 2016, three National Commissioners for Messengers of Peace, the Scouts of the World Award, and the Environmental Programme were active. In 2018, the Better World Framework manual established the requirements to obtain recognition at the national level. By 2019, the NSO had created a single commission to unify the leadership of all global initiatives.

To promote and implement the global initiatives, the NSO uses institutional channels on social networks, holding meetings with regional teams and Better World commissioners in each region, within the country. These regional teams have face-to-face and virtual workshops, territorial animation, and build alliances with partners like WWF - Earth Hour, UNEP - Clean Seas Campaign, and UN Women (due to post-conflict issues, the UN does not apply HeForShe in Colombia). YUNGA also has great acceptance, driving interest among young people.

Colombia launched Earth Tribe and Patrimonto in 2020, with both now in the dissemination and implementation phases.



## Country Case - Singapore

### Evolving world initiatives and tailoring a national Better World Framework

The Singapore Scout Association has been involved in World Programmes since its early days. In 2006, the NSO implemented their first Better World Framework initiative, the Scouts of the World Award. Subsequently, in 2009 and 2012, the remaining two initiatives, the World Scout Environment Programme and Messengers of Peace, were implemented. Then, each initiative was championed by different individuals.

When the Better World Framework was introduced in 2016, these initiatives were subsumed under the charge of one commissioner.

Together with the commissioner, the framework was championed by a strong team of young people, all of whom had previously been involved in the initiatives and were recipients of the Scouts of the World Award. With their passion for and familiarity with the different initiatives, coupled with their specialisation in a variety of fields, the team worked tirelessly to develop this framework.

The team created a series of NSO-specific guidelines that were modified from the WOSM manuals to suit the context of their NSO's and Singapore's practices and culture. Working with the sectional commissioners in the National Programme Council, all the Better World Framework initiatives were then slowly integrated as alternative or complementary components in the NSO's national progress schemes across all the different sections (Cub Scouts, Scouts, Venturers, and Rovers). The guidelines were also aligned with the National Youth Achievement Award (Duke of Edinburgh's Award equivalent) where applicable.

To expand the Better World Framework's outreach and to encourage a ground-up approach, a member of the team developed a website (<http://scout.sg/betterworld>) in 2017 providing consolidated information about all Better World Framework initiatives, along with details of the SDGs. The website has a repository of WOSM manuals, NSO guidelines, and other necessary documents which can be downloaded for easy reference. Social media platforms (Facebook and Instagram) and a blog were also developed to provide highlights of and insights into upcoming events and post-event updates.



## Country Case - Peru

### Benchmarking global and NSO guidelines to define a national implementation model for global initiatives

The Youth Programme's Direction implemented the Better World Framework as a vehicle for developing competencies and educational **objectives** in the Association de Scouts del Perú (ASP). In 2012, the NSO did an evaluation to determine which of the initiatives could be a priority for its implementation in Peru, according to young people's needs and demands. After evaluating the selection narrowed to the Messengers of Peace and the Scouts of the World Award.

After evaluating and understanding the global Messengers of Peace and Scouts of the World Award implementation manuals, Peru's NSO also considered operational manuals tailored in Argentina, Mexico, and France for these programmes.

To develop the operational manual for Peru, the National Team considered the reality of education in Peru, behaviour according to rules, Scouts and adult leaders' experience in project management, and the educational objectives of TASP and the National Youth Programme.

With the operational manual approved, the NSO appointed a national coordinator for the Better World Framework, who established a national coordinator for the Messengers of Peace and the Scouts of the World Award.

Activation of the global initiatives began by training the National Team on the SDG basics, applying the SDGs in projects, and understanding the operational and educational objectives of the Messengers of Peace and the **Scouts of the World Award**.

To promote the Better World Framework among young people, ASP used social networks (Instagram, Facebook, Better World Podcast), combined with volunteer gatherings sharing each initiative's objectives and aims.

Each team (Messengers of Peace, Scouts of the World Award, and Better World Framework) began developing supporting documents to increase youth and adult capacity. These resources include presentations, training sessions, promotional materials, implementation tools, sample project reports, templates for adult

# Considerations for implementing Better World Initiatives in the National Youth Programme

There is no standard way to align or incorporate SDGs or Better World initiatives in your NSO/NSA. Each NSO will identify the preferred tools to design its process, with many of them already suggested in the Guide to Youth Programme in Scouting. Some practical steps or best practices for you to consider are as follows:

- Treat the alignment of the Better World Framework and the implementation of initiatives as a project, assigning a person to oversee the process.
- Integrate a team including members of the National Team, Youth Programme developers, experts in the area of knowledge, partners, and young people and engage them in the different phases of the project.
- Develop an alignment and implementation plan, adjust when needed and monitor its progress continuously with relevant stakeholders.
- Consider the following in your action plan:
  - Review of reference materials and consultation with stakeholders.
  - Adaptation and translation of reference materials related to initiatives and challenges and others related to your NSO's Youth Programme.
  - Production of reference materials, recognition elements and badges, promotional materials, and others to support implementation on the ground.
  - Capacity development of National Teams and adult leaders at a grassroots level.
  - Special events to launch, promote, or advance the initiatives and challenges.
  - Development of monitoring and evaluation tools and resources aligned with WOSM and partner requirements.
  - Communication resources and social media presence.
- Put together a budget to support all actions in your plan and develop a fundraising plan for it. Your NSO can apply for grants from WOSM or partners, or external organisations.
- Identify and work with relevant partners related to WOSM or at a national level.
- Once the initiatives and challenges are implemented, aligned, or matched to your needs, appoint one person and team responsible to support the continuous implementation. This focal point can then join a global network of volunteers working on the same challenge/initiatives coordinated and supported by the World Scout Bureau.
- Celebrate the achievements of the team and of the participants.
- Tell the story to internal and external audiences.
- Invest time in gathering data and make comprehensive reports of the results, outcomes, and impact. Use the different WOSM digital platforms to facilitate the task of monitoring and reporting. For example, NSO data portal, Scouts for SDGs Hub.
- There is no expectation that your NSO will implement all of the Better World initiatives or challenges without finding the proper fit within your Youth Programme. You are free to decide which initiatives and challenges you are going to implement.
- Remember there is a vast network of NSOs/ NSAs, international networks, WOSM consultants, and regional teams keen to help you make a success of your plans and projects. Reach out to any of them to make your process easier.

# The role of the adult in the implementation of Better World initiatives

Adult support is key to creating learning opportunities for young people to turn into meaningful experiences. Particularly, the active exploration and commitment to communities and the wider world, helps young people to develop a greater appreciation and understanding of their society.<sup>5</sup>

The supportive involvement of adults enables youth-led initiatives to establish Scouting’s interconnection within the community fabric from the beginning and throughout the development of the project. The quality of the Youth Programme and the impact that Scouting will have on society depends on the quality of our adults – they make it possible to put our Mission into action.<sup>6</sup>



Adult leader Role	Role in Better World Framework implementation
<b>Adult leader at a Grassroots Level</b>	Promote, activate, and inspire young people and support for them to complete programmes and develop networks to amplify their tools and reach.
<b>Programme Commissioner/ Director</b>	<p>Oversee the incorporation of the SDGs, the ESD, and initiatives supporting the National Youth Programme.</p> <p>Keep up to date with the initiative’s or challenge’s teams, develop information and promotion strategies with the teams, and reach out to grassroots leaders and young people with relevant information.</p> <p>Work together with other areas of the NSO to develop and support training processes for youth and adults.</p>
<b>NSO (Board member / Youth Programme/ Adults in Scouting commissioners)</b>	<p>Together with the team, develop the implementation and integration strategy into the National Youth Programme based on their country’s youth needs and identified local issues.</p> <p>Define a phased approach for implementation from a national to a grassroots level, offering the necessary educational material for adults and young people.</p> <p>Coordinate with other areas of the NSO to expand local networks and institutions for support and alliances.</p> <p>Keep the relevant structures updated and provide support methods to the grassroots leaders that guarantee the correct implementation of the initiatives to support the Youth Programme.</p>

<sup>5</sup>Youth Programme: The World Programme Policy. (2017). Kuala Lumpur: World Scout Bureau.

<sup>6</sup>Adults in Scouting: World Policy. (2011). Kuala Lumpur: World Scout Bureau.

# Monitoring and evaluation

Measuring the development of young people and the impact on the local community after a service project is carried out is an essential practice to be consistent with the purpose of Scouting and to remain accountable to our partners.

Better World initiatives and challenges consider objectives and KPIs at a global, regional, and national level providing a mechanism to measure, monitor, and evaluate their success, and measure the collective contribution towards Scouting's SDG targets in the four thematic areas.

Your NSO is an agent to monitor and register the progress of your members and the reach of Better World initiatives and challenges in your country. This information is useful for NSOs/NSAs to initiate conversations with partners and donors.





## Metrics and KPIs

In general, the monitoring and evaluation of Better World initiatives and challenges measure:

- Awareness among NSOs of Scouting's SDG agenda.
- Awareness and development of competencies for sustainable development.
- Change in the behaviour of young people according to the educational objectives for each SDG.
- Number of service hours and local actions contributed towards Scouts for SDGs targets.
- Number of NSOs involved in each initiative and challenge (captured using the NSO Data Portal).
- Relevance of the partner in the interaction with WOSM or the NSO.
- Impact on society.

Your NSO can use these same indicators to measure other programmes and projects at national level contributing to the achievement of the SDGs. Monitoring and sharing the data with regions and at global level helps in registering the global impact of Scouting's actions.

The NSO Data Portal is where your National Team can report, monitor, and evaluate the progress, reach, and impact of their contribution to the Scouts for SDGs mobilisation and the level of advancement of Better World initiatives.

WOSM is developing various tools to integrate and register NSOs' contributions to facilitate reporting, data collection, measurement of progress, two-way exchange of practices, and recognition of teams, and connect NSOs with regional and global teams for all initiatives and challenges.

# Better World Framework resources

## Better World Framework at WOSM Services

The Better World Framework Service offers a series of resources to facilitate the implementation of initiatives and challenges. It also provides support for aligning pre-existing national projects with the SDGs and with the educational objectives of the initiatives and challenges.

Your NSO can find implementation guidelines, action kits, capacity development resources, brand management ideas, campaign outlines, and dissemination methods among adult leaders. A selection of resources and studies is available for consultation in addition to e-learning materials.

When requesting a service, a consultant will collaborate with your NSO and support your National Team in the alignment process.





# #Scouts4SDGs



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Creating a Better World



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