



SUSTAINABILITY GUIDE FOR THE INTERAMERICAN SCOUT REGION



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I. INTRODUCTION

“The 2030 Agenda is a transforming agenda, which puts the equality and dignity of people at the center and calls for a change in our style of development, while respecting the environment. It is a universal commitment acquired by both developed and developing countries, within the framework of a strengthened global alliance, which considers the means of implementation to carry out the change and the prevention of disasters due to extreme natural events, as well as the mitigation and adaptation to climate change.”¹

This agenda, approved in September 2015 by the United Nations General Assembly, is made up of 17 objectives and 169 goals that reflect the wishes, aspirations, and priorities of the international community for the next 15 years.

This agenda is intended to be a planning tool for the countries, both at the national and local levels, contributing to the generation of public policies and budget, monitoring and evaluation instruments.

For this agenda to be fulfilled, the participation of all sectors of society is required, which, together with the efforts of the State, will allow the fulfillment of the Objectives.

The World Organization of the Scout Movement (WOSM) Vision 2023 states: “By 2023 Scouting will be the world’s leading educational youth movement, enabling 100 million young people to be active citizens creating positive change in their communities and in the world based on shared values.”²

It is possible to frame the WOSM Vision 2023 within the 2030 agenda and the Sustainable Development Goals from two complementary perspectives: on the one hand, to contribute to the education of young people, as established by the WOSM Mission, in this specific case, to the environmental education of children, adolescents and young people; on the other, to generate socio-environmentally responsible institutional management processes .

The Regional Plan 2022-2025 “Reunite, Reconnect, Recover” establishes Sustainability as a strategic priority, defining as an objective: Strengthen the topic of Environmental Sustainability in the Interamerican Region in line with the WOSM strategy that allows contributing to the mitigation of the consequences caused by climate change. This objective is in harmony with the World Triennial Plan 2021-2024 of the World Organization of the Scout Movement, which establishes Sustainability as a key topic for the triennium. This key theme emerged from the analysis of the decisions and results of the 42nd World Scout Conference, and is considered essential to achieve Vision 2023.

In this sense, as a movement we propose to lead by example and help young people develop the necessary skills to act in the fight against climate change. To do this, we need to ensure that the

¹ UNITED NATIONS - ECLAC. 2016. Agenda 2030 and the Sustainable Development Goals An opportunity for Latin America and the Caribbean.

² WORLD SCOUT BUREAU. 2017. Triennial Plan 2017-2020 - World Scout Committee - Growing Together.

environmental content and programmes of Scouting globally are continuously developed and improved with the support of academia and environmental experts.

With reference to the contribution of the Scout Movement to environmental education, more specifically of Education for Sustainability, we must consider: “An education is needed that favors the transition to Sustainability, which implies, among others, contributing to:

- *Consider environmental and development problems as a whole, taking into account their close connection and their repercussions in the short, medium and long term, both for a given community and for humanity and our planet as a whole;*
- *Understand a success that leads to the failure of others is not sustainable, which requires replacing competitiveness with cooperation;*
- *Transform planetary interdependence and globalization into a plural, democratic and supportive project; a project that guides personal and collective activity in a sustainable perspective, that respects and enhances the wealth both biological and cultural diversity represents and favors its enjoyment.”*

Regarding the management of civil society organizations based on a philosophy of sustainability, it is important to point out the perception prevails those responsible for environmental problems are mainly large industries, so that personal or small-scale contributions can contribute little to the mitigation of such problems. However, it is important to consider that even small changes in consumption habits and use of services bring a small benefit to the environment, which when multiplied by the number of people who assume such behaviors, translates into significant savings and transformations.

3

It is for this reason that each instance in the WOSM structure, from the local level (unit and scout group), the zonal, national, regional, and global levels, require adopting responsible consumption measures and sustainable development practices in all their processes. To contribute to this task, in November 2021, the World Scout Bureau establishes its Environmental Sustainability Policy, the purpose of which is to ensure that the sustainability measures of the World Scout Bureau are standardized and implemented in all Support Centres.

The purpose of this Sustainability Guide is to present some guidelines that can serve as a reference for the National Scout Organizations (NSO) of the Interamerican Scout Region to establish strategies, guidelines and good practices for Sustainable Development.

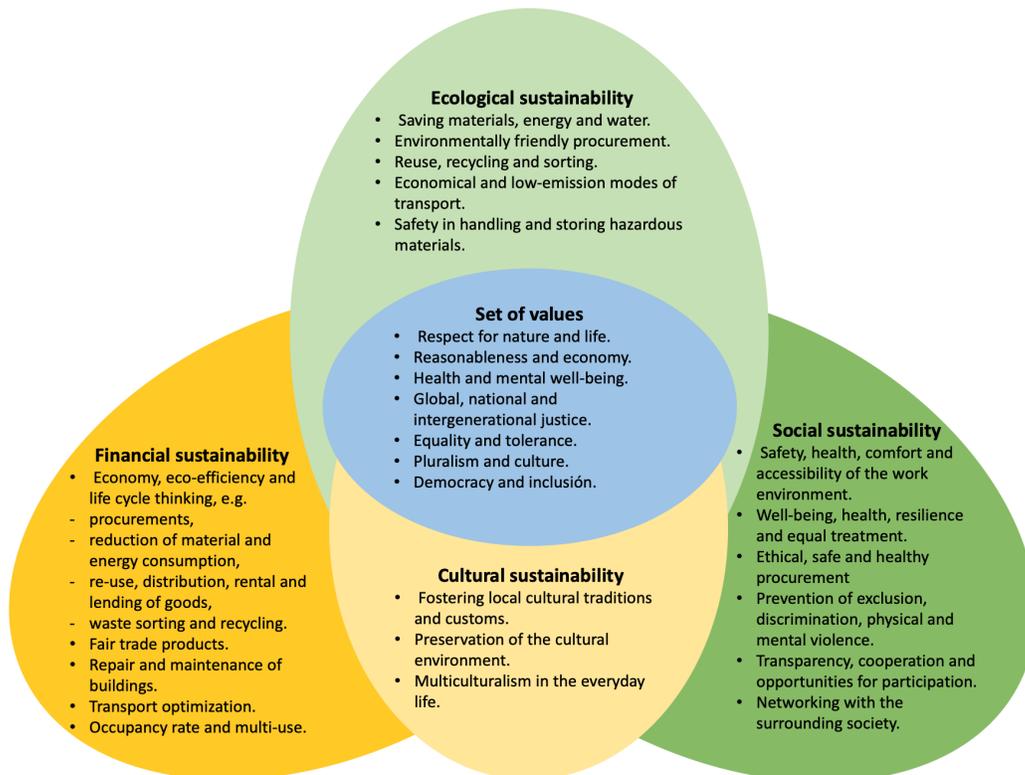
³ Organization of Iberoamerican States. Education for sustainability. www.oei.es/historico/decada/accion.php?accion=2



UNESCO points out that “sustainability is a paradigm for thinking about a future in which environmental, social, and economic considerations are balanced in the search for development and the improvement of the quality of life. These three spheres -society, environment, and economy- are intertwined”. Sustainability is often seen as a long-term goal (e.g. a more sustainable world), while sustainable development refers to the many processes and pathways to achieve it (e.g. sustainable agriculture and forestry, sustainable production and consumption, good governance, research and technology transfer, education and training, etc.)⁵

All sustainable development programmes must take into account the three spheres of sustainability - environment, society and economy - as well as an underlying dimension of culture. Since sustainable development addresses the local contexts of these three spheres, it will take many forms around the world. The ideals and principles underlying sustainability include broad concepts such as intergenerational equity, gender equality, peace, tolerance, poverty reduction, environmental preservation and restoration, natural resource conservation, and social justice.⁶

In the following graph you can see a proposal of the elements that make up each of these spheres -environment, society, economy, and culture- in which the sphere of values is added, since Scouting is an educational movement based on values:⁷



⁵ Unesco. (2012). Education for Sustainable Development - Sourcebook . Paris, France. ISBN 978-92-3-001063-8

⁶ Idem.

⁷ Adapted from: LAININEN, E., Manninen , L., Tenhunen , R. (2006). Näkökulmia kestävään kehitykseen oppilaitoksissa . OKKA- säätiö . Helsinki.

III. DESIGN OF A SUSTAINABILITY STRATEGY FOR NSOs⁸

Designing a sustainability strategy is the first step an NSO needs to take to incorporate sustainable development into its organizational culture. Having a sustainability strategy will allow the NSO to achieve the goals set, seeking to positively impact the spheres of sustainability -environmental, economic, social, and cultural- in harmony with institutional values.

Below is a proposal of steps to design and implement a sustainability strategy in the NSO.

1. IDENTIFY AND UNDERSTAND RISKS AND IMPACTS

In this first step, it is proposed to carry out a diagnosis of the topics, in terms of sustainability, that are most important for the membership and partners of the NSO. It is important to consider all structures and levels of the organization to include as many opinions as possible. For this, it will be necessary to ask, among others, young people, adult educators at the group level, local, zonal, and national structures of all strategic areas, decision-making bodies at all levels, sponsoring organizations, partners, etc.

In order to adequately face this analysis, it is recommended to generate awareness processes for the membership and the actors involved in issues related to the approach to sustainability, such as the recognition of the intrinsic link between humanity and nature, the advantage of negotiating with a win-win mentality, the adoption of a culture of cooperation as opposed to competitiveness, among others.

This first step focuses on asking all those involved for their opinions on the impact -whether positive or negative- that the actions carried out by the organization generate in the spheres of sustainability. Doing this analysis will allow us to define the priorities to be included in the sustainability strategy.

Among the benefits we will obtain when carrying out this participatory diagnosis we can point out:

- Focus the strategy and sustainability objectives of the NSO towards the issues with the greatest impact.
- Establish a dialogue with the membership on the strategic issues of the organization. Generate greater transparency and commitment from both parties.
- Identify the needs of all those involved to reorient the strategy in that direction.
- Identify the best practices that other organizations are doing to serve as a point of reference.

⁸ Prepared based on: <https://susty.org/language/es/6-pasos-para-implementar-una-estrategia-de-sostenibilidad-en-su-empresa/>; <https://susty.org/language/es/how-to-do-an-analysis-of-materiality-in-your-company/>; <https://www.maken.mx/roadmap>

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The steps to carry out the diagnosis of risks and impacts are:

a) Define the interest groups

It is necessary to identify as many interest groups as possible, both inside and outside the NSO. Once the interest groups have been identified, it is necessary to identify the level of importance of each group for the organization. Three or four levels of relevance can be established, for example: high relevance, medium relevance, low relevance, zero relevance.

Table 1. Example of interest groups in an NSO.

Group of Interest	Relevance level*	Observations
LOCAL LEVEL		
Youths		
Adult educators		
Adults in managerial/support roles		
Group Council		
Relatives		
Sponsoring Entity		
Partners		
Suppliers		
Otros...		

INTERMEDIATE LEVEL		
Adults in leadership roles		
Adults in accompaniment functions		
Intermediate level council/zone/region		
Partners		
Suppliers		
Others...		

NACIONAL LEVEL		
Adults in leadership roles		
Adults in technical/operational roles		
National Council		
Other decision-making bodies at the national level		
Suppliers		
Others...		

EXTERNAL ALLIES		
Ministries		
International agencies		
churches		
NGO		
Companies		
Others		

* High relevance, medium relevance, low relevance, zero relevance

b) Prepare consultation tools for each group of interest

These tools can be focus groups, in-depth interviews, or questionnaires, as appropriate.

The consultation should include questions to learn three important aspects:

- i. what we are doing well and must continue to improve,
- ii. what we are doing wrong and we must correct, and
- iii. what we should start doing

c) Carry out consultations and analyze the information

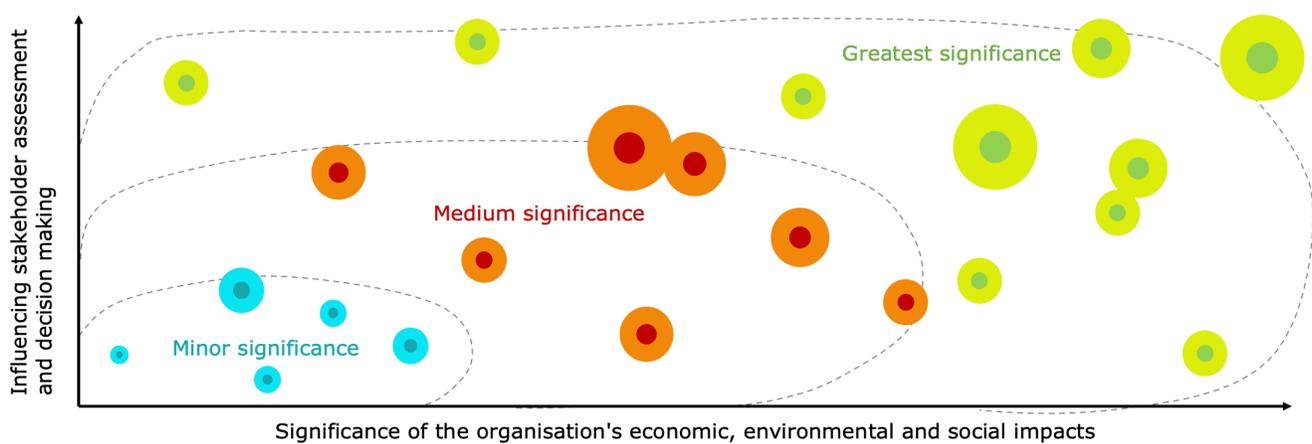
This step will require the allocation of resources to be carried out properly. For this, it is necessary to have a team trained in the application of tools, as well as having equipment and, in some cases, making trips to apply them. This work team will be responsible for preparing the surveys and questionnaires, tabulating the results, and validating the findings.

d) Prioritize and decide the issues that will be incorporated into the sustainability strategy

Various prioritization methodologies can be used in this step. It is recommended to use some methodology that allows presenting the results in graphical way to facilitate analysis and decision making. To select the priorities, it is necessary to consider, on the one hand, the influence of each element in the assessment made by the various interest groups and, on the other, how significant are the impacts of the actions carried out by the organization. The results will be presented to the national leadership in order to select the topics that will be a priority for the organization.

The selection of priorities will require considering their importance and level of urgency in the short, medium and long term. However, this analysis should not only consider the issues that affect the organization, but all those that qualify highly in any of the axes.

Graph 1. Example of a graph for the presentation and prioritization of results⁹



⁹ Taken from <https://susty.org/language/es/como-hacer-un-analisis-de-materialidad-en-su-empresa/>

2. DEFINE STRATEGIC GOALS AND OBJECTIVES

Once the priorities for the strategy have been selected, it will be necessary to define specific objectives and goals for each of them. To do this, we need to establish what actions we must stop doing or correct, what others we will need to start doing, and what we must continue doing or reinforce. Each of these objectives and goals should be specific, measurable, achievable, realistic, and have a set time frame.

3. DEFINE KEY PERFORMANCE INDICATORS

To measure the objectives, it is necessary to establish sustainability indicators, which will help us to determine progress in each priority. Once defined, we must establish the baseline, that is, set its initial value, or starting point, as well as its target value at a certain period of time, normally one year.

Sustainable development indicators attempt to show economic, social, environmental, and cultural dynamics and their interrelationships.

Environmental indicators correspond to those in charge of describing and showing the states and the main environmental dynamics, that is, the status and trend, for example, of: biota and biodiversity, the quantity and quality of water, the quality of breathable air, the polluting load and renewability of the energy supply, the availability and extraction of some natural resources (forests, fishing, agriculture), urban pollution, solid waste production, the use of pesticides, the frequency and intensity of natural disasters, etc.¹⁰

Social indicators are: “analytical instruments that allow us to improve our knowledge of different aspects of social life in which we are interested, or about the changes that are taking place.”¹¹

An economic indicator is a parameter that qualifies an aspect of the economic or financial situation of an organization.

Cultural indicators¹² are management instruments or tools that allow us to make specific measurements about the behavior of certain “cultural” variables that occur in a specific time and context.

¹⁰ https://www.cepal.org/sites/default/files/courses/files/8_manual-61-cepal_formatoserie_color.pdf

¹¹ Taken from: <https://susty.org/language/es/como-elegir-indicadores-de-sostenibilidad-en-las-empresas/>

¹² <https://books.openedition.org/ariadnaediciones/7924?lang=es#:~:text=Los%20indicadores%20culturales%20son%20instrumentos,un%20tiempo%20y%20contexto%20espec%C3%ADficos>

4. IMPLEMENT AN ACTION PLAN

The implementation of the action plan requires:

- Communicate the program to everyone involved,
- Define individual and collective responsibilities in each goal,
- Allocate the necessary resources for its execution, and
- Incorporate the fulfilment of these goals in a performance evaluation programme in which all stakeholders are included so that they feel truly involved and participate in the strateg

5. INTEGRATE AND SYSTEMATIZE SUSTAINABILITY IN THE NSO

In order to integrate sustainability into institutional work, it is considered necessary to establish a sustainability area in the NSO, with a defined person in charge and an established budget. Among the functions of this area can be found: monitoring the sustainability strategy, raising awareness throughout the organization and strategic allies, committing them to carry out concrete actions, reporting progress and deviations, updating information, among others..

6. REPORT AND DO REGULAR MONITORING

A key element is to communicate, both inside and outside the organization, the actions and results of the NSO's sustainability strategy. For this, it is recommended to generate sustainability reports and use some methodology that allows monitoring and evaluating the progress of each indicator.



IV. SUSTAINABILITY GUIDELINES BY STRATEGIC AREA

This section presents a series of proposed guidelines that each strategic area within the NSOs must observe to tend to transform our organization into a model of sustainable practices.

AT THE INSTITUTIONAL LEVEL

- Design policies and institutional mechanisms to promote sustainability based on the determination of priorities and the possibilities of the organization itself.*
- Establish environmental management strategies for the efficient use and saving of resources.*
- Design mechanisms to obtain external resources with national and international organizations, for the execution of actions and projects for sustainable development.*
- Generate dissemination campaigns, presenting the actions and achievements in terms of Sustainable Development of the organization, becoming a source of dissemination and generation of environmental education.*
- Define indicators for the evaluation of the actions carried out by the organization in terms of Sustainable Development.*
- Register and share good practices related to education and environmental management of the organization.*
- Participate actively in the spaces offered to Non-Governmental Organizations to influence environmental issues at the local, regional, national, or international level.*

IN THE YOUTH PROGRAMME

- Include educational skills related to environmental education and sustainability in the Youth Programme.*
- Integrate into the Youth Programme the initiatives established in the Scouts for SDGs .*
- Incorporate sustainability approaches and contents in all the actions carried out by the unit, in order to contribute to the generation of an environmental culture and the construction of a minimum knowledge base in this field.*
- The adaptation of the Youth Programme to the different environments in which it will be applied should consider the local, regional and national socio-environmental priorities.*
- Reinforce the element of the Scout Method “Community Involvement” through service actions that involve the social and environmental dimensions in the execution of community, local and regional projects, linked to sustainable development.*

- Organize activities of a local, zonal, national, or international nature, aimed at generating greater environmental awareness and contributing to education for sustainability.
- Develop and evaluate educational materials that promote education for sustainability.

IN ADULTS IN SCOUTING MANAGEMENT

- Develop Adult Management models with a sustainability perspective.
- Promote adult training processes on Sustainable Development issues, the 2030 Agenda and the SDGs.
- Offer training opportunities that make it possible to understand the socio-environmental demands of the territories in which the NSOs operate, both to adapt the Movement's proposal to those demands, and to minimize and prevent the environmental impacts that they may generate.
- Develop training offers that take advantage of new information technologies and distance education techniques.

IN THE ORGANIZATION OF EVENTS

- Define indicators for the evaluation of the environmental impact of each event.
- Minimize the impact of scout activities, both on the environment and on the communities involved in them.
- Calculate the ecological footprint of events and plan its progressive reduction.
- Carry out actions to mitigate the environmental impact of scouting events.
- Compensate for the negative repercussions of events that cannot be avoided (CO₂ emissions, use of polluting products), through positive actions.

Embrace the possibility
of shaping your own
definition of living a
healthy life.

de créer votre
définition d'un
vie sain.



V. SUSTAINABLE PRACTICES

This section proposes a list of practical actions that NSOs can develop within the scope of their competences in order to tend towards the sustainability of their actions. This list is not exhaustive and much less limiting, it only seeks to be a reference so that each instance can adapt it to its particular conditions.¹³

GESTIÓN EN LA UTILIZACIÓN DE RECURSOS

- Reduce water consumption.
 - Incorporate water saving devices.
- Reduce energy consumption in lighting.
 - Use energy saving light bulbs.
- Reduce energy consumption in heating and cooling.
- Reduce energy consumption in transport.
 - Use public transport.
 - Use the bicycle and/or travel on foot.
 - Organize trips of several people in the same vehicle.
Avoid the plane whenever possible.
- Reduce energy consumption in the use of technology.
 - Completely turn off and unplug electronic devices when not in use.
 - Reduce battery consumption and use rechargeable batteries.
- Reduce the use of paper.
 - Avoid printing documents that can be read on the screen.
 - Write, photocopy, and print double-sided and taking advantage of space.
 - Communicate, call meetings, etc., electronically.
 - To use recycled paper.
- Reduce the use of plastics, cans, objects with batteries.
- Reduce the consumption of products that contain toxic substances.
- Separate waste for selective collection.
- Take all items that can be recycled to recycling centres.
- Recycle batteries, mobile phones, lamps that contain mercury, computers, oil, toxic products.
- Prefer to renewable energy in the office, transport, etc.
- Prefer devices or chargers that work with solar energy: radios, chargers, laptops.
- Use efficient, low-consumption and low-pollution appliances.

¹³ Adapted from: ANUIES. Action Plan for Sustainable Development in Higher Education Institutions.

TECHNOLOGY MANAGEMENT

- Consider the complete life cycle of electronic products.
- Purchasing EPEAT registered and Energy Star products rated .
- Promote practices that reduce energy use in electronics, such as automatic shutdown or sleep modes.
- Turn off infrequently used electronics and computers and printers at night.
- Dispose of electronics responsibly.
- Extend the useful life of technological equipment as long as possible.
- Host virtual meetings whenever possible.
- Minimize the consumption of energy and resources such as paper and food service items.
- Distribute meeting materials electronically.
- Offer healthy eating and times for physical activity.
- Avoid purchasing exotic products.
- Hold meetings in well-connected places.
- Avoid using disposable items.

PROCUREMENT MANAGEMENT

- Promote Fair Trade.
- Prefer buying local products.
- Reject products resulting from predatory practices (uncertified tropical wood, animal skins, unsustainable tourism).
- Avoid the acquisition of goods or products that are obtained with labor without labor rights or child labor.
- Whenever possible, purchase products that are durable, are made from recycled materials, and are energy efficient.

MANAGEMENT OF REGULATIONS RELATED TO SUSTAINABLE DEVELOPMENT

- Respect and enforce the legislation for the protection of the environment and the defence of biodiversity.
- Avoid contributing to noise, light, or visual pollution.
- Report ecological crimes, illegal logging, forest fires, untreated waste deposits, unauthorized construction.

- *Respect and enforce respect for Human Rights.*
- *Denounce any discrimination, ethnic, social and gender.*
- *Support programs to defend the environment, help populations in difficulty, promotion of Human Rights.*
- *Respect and defend cultural diversity.*
- *Respect and defend knowledge, customs, and traditions.*



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