



SCOUTING'S PROFILE PRESENTATION (Thérèse Bermingham)

(Ban Ki Moon Video)

Proud to be a Scout!

For me that is the most potent statement in this message, I too am proud to be a Scout WHY?

I am one of 7million volunteers world wide that are ready to serve and support over 30 million young people, Scouts with a vision to create a better world 7 million volunteers! Did you know that this represents over 728 million man hours every year our volunteers devote to scouting every year? Taking a minimum of about 2 hours a week

Imagine the amount of income generated by an organization such as ours if we were competing in the economic sector.

(Scout Brand Logo to be Shown on Screen)

I am proud to be one of the over 30 Million Scouts who wear the Scout Brand

This was one of the key axes of our work in the management of the Scout Brand.

(Slide showing brand details)

The Committee organized its work on four axes. The first axis pertains to the management of the Scout Brand. NSOs wishing to use the World Scouting brand benefit from individual support which enables them to quickly implement a 'new corporate identity at a cost effective rate. This service is becoming increasingly popular. 49 countries is the number where the World Scouting Brand Logo is at least partially registered. 27 National Scout Organisations who have adopted the Pack 2

(Branding Good practices)

This is a fantastic service offered by the World Scout Bureau, which includes design, consultancy, brand protection, adaptation to included local national insignias, a service which is provided at the best value for money compared to commercial brand development and service firms.

Another exercise in this process, developed in the framework of a consultation that includes NSO's, involves the defining of the cause of Scouting ("The reason why we do something") and this fed into the work of Conference document N° 6 that will better guide and focalise communication activities, advocacy and marketing.

Several operations in regards to third parties misusing the emblems of World Scouting have been carried out with success to preserve the integrity of the Brand. Protection has been strengthened.

(Partnerships)

Resolution 28/08 (Korea) rightfully states that ... "Scouting does not exist in isolation from the wider society"

It is in that spirit that we have actively searched and engaged in partnerships outside of Scouting that bring added value, resources, promote and support Scouting but more importantly partnerships that share in our core values and mission.

The second axis concerns Partnerships (Res. 14/08). Advocacy and external relations have undergone a thorough evaluation based on objective criteria. The first of these criteria is to help promote the cause of Scouting in order to avoid losing energy in partnerships that are often prestigious but without benefit for the Movement (media opportunities, fundraising, legitimacy, credibility). This exercise has yielded a prioritization which saw the Movement being present at the summit on climate change, and positioned in the steering group for the Social Forum of the World Conference of Youth (United Nations), that took place in Mexico in August of 2010.

In 2010 the World Scout Parliamentary Union was effectively revived in Korea reconvening after a few years of silence the World Scout Parliamentary Union General Assembly was held in Seoul, Korea from the 1-4th of November. The election of a new Executive Committee and the promise of the newly elected President of the Committee Hon. Eui Hwa Chung, to steer the new WSPU to become a driving force in Scouting and bring about a new Scouts Renaissance Era

(Haiti Picture)

This leads me to the third Axis regarding the mobilization of financial resources, as you may know last year at around this period on the 12th of January 2010 the World woke up to some devastating news about the earthquake that hit Haiti. Here again Scouting was very fast to react, providing immediate first aid, mounting reconnaissance missions to assess areas in which they could be useful, organizing their efforts especially through the national NSO, Fundraising in order to enable the International Scout Aid to become operational and sustainable we raised over 1.5 million USD towards this endeavor. Thanks to partnerships made at world level with the UN, Redcross and other International Relief Agencies, the National Scout Association of Haiti in close collaboration with Les Scout et Guides de France and the Dominican Scout Association were able to mount convoys with relief material received from Scouts around the World to Haiti.

Finally in this presentation give an overview on how we both professional and volunteers implemented the challenges set for us resulting from the conference resolutions in Korea and coupled with the advances in Technology in the last three years of Communications and social media.

(Computer related Graphic)

Social Media Facts

Did You Know?

- That scout.org is hosting Over 2591 articles and 243 publications?
- That the official WOSM Website also receives over 80'000 unique visitors per month?
- In the past 2 years we have totaled over 3.321.750 visits to the website which averages to about 171K visits per month

As Social Media continues to become a more prominent source and means of communication World Scouting has also increased its profile on the web

Our official :

- WOSM Facebook page has 87,406 members
- Twitter has over 2000 followers
- ISSUU (electronic publishing) 108 documents with over 97000 downloads
- How to tell the story 3114 downloads
- Brand Manual 2917 Downloads
- Scout of the World 2664

In order to increase awareness of the Scout Brand, last year the Scoutings Profile Committee and the World Scout Bureau regional offices organized a series of Regional Communication Fora in the 6 regions a total of 8 Communication fora were held in Surinam, Swaziland, Ukraine, Argentina, Cote d'Ivoire, Bhutan, Kuwait and Greece, for a total of 72 countries reached and over 170 people who are responsible for communication in their Scout Associations. Not only were these representatives introduced to the Scout Brand and the importance of its protection but they were also given tools with which to be effective Spokespersons for the Movement as well as assisting them in concretely visualizing a communication strategy for their associations.

This means that as we speak there are 170 people who have been trained to represent the movement, these same people can replicate the Communication Fora via the material made available to them, the design of the Fora was such that this multiplying factor may be replicated as simply and effortlessly as possible in order to maximize the reach of this message and effectively creating more Brand Ambassadors who in turn will help reinforce and protect the Scouting Brand.

The Fora were so good but we know that everyone could not attend, so we have left you a present in your pigeon holes which will be available at the end of this session.

Conclusion:

And you can see that there has been some considerable amount of work that has been done,

Thanks to team Paolo Fiora, Charles Revkin, Victor Ortega, Brian Okello, Chantal Payot (in Geneva) and Thierry Tournet

I would like to finish with the Creating a Better Image Video which to date has received 3744 hits by far the most viewed video on our Youtube Channel which strangely enough has to do with Scouting's Profile