



World Organization of the Scout Movement  
Organisation Mondiale du Mouvement Scout

**ADDRESS OF DR. EDUARDO MISSONI  
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WORLD ORGANIZATION OF THE SCOUT MOVEMENT**

**European Scout Conference  
Reikjavik, Iceland  
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Dear Scout sisters and brothers,

After only three weeks in office, and having started right away by participating in a World Scout Committee meeting, here I am at my first Regional Conference. It is both an honour and a privilege to be here with you as the new Secretary General of our organization and to have the opportunity to share some thoughts about how I understand this new commitment.

Let me start by emphasizing the fantastic atmosphere of friendship and support that I felt from the first moment after my appointment by the World Committee in October last year, and especially the help of my predecessor, Jacques Moreillon, who has been a real older Scout brother to me during these months.

As you may know, and as Marie Louise has already recalled, my appointment was the result of a highly transparent selection process which involved an active search by an independent global executive search company.

At the end of June last year I received an email from a gentleman who, after introducing himself as a past top manager in important multinational companies, asked if I would be interested in becoming Secretary General of WOSM. I nearly deleted this “spam” mail on the spot, if the word “Scout” hadn’t caught my attention, and so I sent in my CV. After that, everything proceeded in an unexpected, though exceptionally smooth way: a clear sign from Above.

My goal in life (which may be similar to yours’...) is “to leave this world a little better than I found it”. By “better” I mean: peaceful, inclusive, characterized by social justice and full respect of human rights, environmentally friendly and sustainable, caring for the life of future generations...

...a world where fundamentalism, selfishness and private interests are surmounted through an indefatigable effort for dialogue and cooperation, openness and tolerance, prioritarian interest in the common good and solidarity.

The Scout Promise (the same promise that we all share, together with the Scout Law) that I pronounced in 1965 has deeply influenced my entire life and my professional choices: to dedicate myself to the needy and the poor as a medical doctor, first as a volunteer in Nicaragua, with the privilege of experiencing exciting times of hope and commitment for a society based on equity and social justice; later with UNICEF in Mexico, and thereafter, for 16 years in charge of health and social development programmes in Latin America and Sub-Saharan Africa with the Italian Development Cooperation; and finally as a professor at the Bocconi University School of Management in Milan, where I thought I would stay for a long time, but...

Now, my new task: to serve the Scout Movement and its mission, through “one” solid, efficient, effective, dynamic, modern organization, capable of reacting to the rapidly and ever-changing scenario of a globalizing world, but deeply rooted in the tradition and the values that make Scouting unique.

To this task I’ll dedicate all my energy, my enthusiasm, my professionalism, as a real volunteer... in other words I’ll “do my best”:

**continued**

- To give a growing number of young people the opportunity to live the unique experience of excellent Scouting. To that end, the World Scout Bureau will dedicate all possible means to serve you – in the front line – to help every single Scout to become a self-reliant, supportive, responsible, committed “citizen of the world” – as BP anticipated almost 100 years ago – an agent of change, a builder of peace... more and more a “global citizen” who, at the same time, is fully involved and actively participates at local level in the life of her/his community.

- To listen, understand and interpret the needs of young people, in order to offer them appropriate, value-based, unforgettable, educational experiences.

- To regain momentum, especially in Europe, to present Scouting as an appealing, trendy, unique opportunity.

We know that Scouting has made a difference in our lives. We have the moral duty to offer this opportunity to every girl and boy, in every part of the world; breaking down cultural, social and economic barriers.

As the patrol marches at the pace of its younger Scouts, so richer, privileged regions and their associations have the additional responsibility to care for Scouting in poorer areas of the world. Solidarity must drive our policy and our action.

We must optimize our resources, both human and financial. I’ll work for “one” highly integrated organization, capable at the same time of taking maximum advantage of its unique decentralized nature.

According to our principles and values, we will be in the front line in exploring and adopting open, universally accessible and appropriate technologies, whose full potential we will exploit for networking and extensive interregional collaboration.

We will ensure maximum transparency in the management of resources, clearly linking budgeting to strategy, objectives, results and activities.

Too often, the image of Scouting does not correspond to the fantastic work we are doing. We all realize that top priority must be given to improving the profile of Scouting. An adequate communication strategy is therefore essential. By exploiting the potential and the creativity of Scouts everywhere, we will make a difference. The media should literally have no choice but to acknowledge the positive role of Scouting in society.

But to change the world we cannot work alone. We need partners, but carefully chosen partners, the filter being our values, our ethical framework. External financial support must be dependent on severe ethical conditions from our side.

With this clear framework in mind we will look for partnership with academia, management schools, public administrations, the corporate sector, but especially with the United Nations system and those movements and organizations in civil society that share a common vision.

Together with our sister organization WAGGGS, we form the first, and without any doubt the most widely organized, independent global youth movement; we share a promise and a law: together we will make a difference.

Somebody has said that “another world is possible”. The “chain reaction” has already started.

B-P told us that “The real way to get happiness is by giving out happiness to other people”. So let’s say:

“Change the world, make it better, be a Scout”.

**end**