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Creating a Better World

World Organization of the Scout Movement
Organisation Mondiale du Mouvement Scout
Всемирная Организация Скаутского Движения
Organización Mundial del Movimiento Scout
المنظمة العالمية للحركة الكشفية

19th European Guide and Scout Conference

Update from the Secretary General

Dr Eduardo Missoni

Monday 6 May 2007

Dear sisters and brothers in Scouting,

When we first met at the European Scout Conference in Reikjavik in 2004 I was your "new" Secretary General having only joined the office three weeks earlier. Today, it is just over three years since I took office and I'd like to share the exciting times we have been living at the World Scout Bureau.

In 2004 we were looking towards 2007 as a fundamental milestone in the history of Scouting, with one theme in mind: "One World, One promise".

The vision I proposed to the World Scout Committee and to this Conference was therefore one of "One" Organization serving "One" Movement, sharing that Promise.

As Therese reported, the World Scout Committee has worked as a united team, and unity of the Movement was identified by the World Scout Conference as the main focus of the Governance review.

Unity has been the focus as well in the strategical reorganisation of the World Scout Bureau.

Central and regional structures have been aligned in terms of functions and responsibilities, looking for synergy and an optimisation of resources. The WSB's Board of Directors ensures strategical and programmatic coordination, as well as progressive corporate integration.

Following the recommendation of the World Scout Conference, the average age of executive staff has been lowered by more than 10 years. Younger executives are progressively empowered and steps forward are being made in terms of gender and geo-cultural balance, however never sacrificing professional competence. However, no organisational arrangement will ensure unity, unless aspects such as goals, plans, methods and resources are fully shared.

This year, for the first time in the history of the WSB, the activities of all offices (central and regional) are based on an integrated **Yearly Operational Plan** developed according to a single **Triennial Global Plan**. For the time being, this could only be produced by compiling the pre-existing regional plans, but we expect to be able to generate the next Triennial Plan as an integrated output of regional and global inputs to the World Scout Conference.

Good planning can only be the result of evaluation and lessons learned. Therefore, the WSB engaged itself in an overall **evaluation** of the work done since April 2004. The exercise involved all the staff in all offices of the WSB and results will obviously contribute to future planning.

In another historical step, we are now standardising the format of all offices' periodical reporting to feed integrated Quarterly Management Reports to the WSC. And I am sure you'll be happy to know that a strategically oriented **Annual Report of the Secretary General**, will now be distributed to key stakeholders at the end of each fiscal year.

Unity is also fostered through a strong visual corporate identity. As anticipated, there is a special session on the branding and communication strategy, but I would like to highlight the achievements made in this area. "**One Scout.org**" represents a historical turning point, and **Regional Communications Fora** have supported NSOs to discover and use the full potential of the new brand.

The first "**World Scouting Report**", focussed on "Youth, a social force", was launched globally in cooperation with representatives of the UN in Geneva, and conveys an important message to the international community as part of our focussed external relations strategy for the repositioning of World Scouting.

To consolidate and grow, the Scout Movement needs more resources. Taking advantage both of the advances in the area of communications and of the adoption of a new approach to projects, partnerships have been established with the private sector that correspond both with the appropriate ethical and social responsibility standards, and with our priorities and plans in order to avoid that our activities become "donor driven".

Notwithstanding the enormous effort to modernise the organisation, our "core business" is education. Here, again, we are doing our best to integrate efforts and avoid duplication in the production of tools. This is the area that will benefit most greatly from new resources, including those channelled through Special Projects focussed on our educational priorities. These include ongoing projects such as the Amahoro Amani project for peace education in the Great Lakes Region in Africa, Open Minds for the development of new leaders, the "Rebirth of the Phoenix" in Lebanon, the Environmental education project and the Jacobs Leadership Project. Many of these are being undertaken in partnership with WAGGGS.

Finally, as you can well imagine, we are putting an enormous effort into making this centennial year a real success for the growth and development of Scouting in our second century, and we are working hard to support programmes and activities at all levels, including the hundreds of inspirational Gifts for Peace, Scouting's Sunrise on 1 August 2007, Join-in-Centenary, the World Congress and our centennial World Scout Jamboree.

There is much more to come, but let me conclude by wholeheartedly thanking all of the staff of the WSB and the wide network of volunteers that are contributing to this exciting adventure, with admirable dedication and Scout spirit.