



3rd Eurasian Scout Conference Report from the Secretary General

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Dear sisters and brothers in Scouting,

When we first met at the Eurasian Scout Conference in Baku in 2004 I was your “new” Secretary General having only joined the office a few months earlier. Today, it is about three and a half years since I took office and I’d like to share the exciting times we have been living at the World Scout Bureau and the challenges we have before us.

I also bring you special greetings from the Chairman of the World Scout Committee Herman Hui, he is disappointed he cannot address you in person, and as none of my colleagues of the World Scout Committee are here, I am happy to start giving you some information about work done at level.

In 2005 the World Scout Committee started its mandate under Herman Hui’s chairmanship by affirming some key points:

- Work as a united and well-coordinated team with shared responsibilities, and keep stakeholders well informed in a timely manner
- Focus on the follow up of the world conference resolutions in particular, Governance, Growth and development, relationship with WAGGGS, educational programme.
- Work on global issues such as world peace and reinforce the spirit of world brotherhood among National Scout Organizations
- Build a sound foundation and plan for further development of the Movement in its next century
- Importance of financial planning, fee system, our own new world headquarters
- Look for better financial support from the corporate sector

To support these challenges, the Committee has adapted its working methods, requesting the support of specialised task forces composed of experienced volunteers, World Scout Committee members and staff from the Bureau.

Youth participation is the key for ensuring the right mix of representation within the Movement. In this triennium Youth Advisers have been associated to the work the World Scout Committee, allowing a refreshing and constructive contribution to our debates. The Youth Advisors are at present in the planning stage of the next World Scout Youth Forum in Korea, we need your National Scout Organizations to support in sending the best representatives to this event.

But the most important innovation from Tunisia has been the set up a **Task Force to conduct a review of the governance of WOSM**. Key questions are now is the process of revision by the Task Force and you have received a call for contributions. If you have not yet done so I warmly invite you to respond to that request.

The questions are about legitimacy, the unity of the Movement, accountability and transparency, integrity and democracy. And I invite you to inspire the work of your conference with these five key questions.

Among others an important challenge is also faced by the **Membership Development Task Force** that acquired momentum under Wayne Perry’s chairmanship. Studying and evaluating parameters of growth and development are among the objectives of the Task Force that intends to prepare a specific tool and appropriate recommendations in time for the next World Scout Conference in 2008.

In accordance with the decisions made at the time of the appointment of the Secretary General, and at the beginning of the triennium, an **evaluation of the SG** was performed, this was the first time such a

evaluation had been carried out in line with of WOSM's policies on the management of adult resources. The first step of that exercise was the assessment of the performance of the Secretary General. I was obviously honoured to hear the members of the World Scout Committee reaffirming their unanimous trust, and expressing appreciation and support to the work of all the staff of the Bureau and results achieved to date.

A mid-way **evaluation will take place within the Committee itself** at its coming meeting. We believe that regular performance reviews should be, and are now, a normal part of governance and should take place at all levels of WOSM.

To reinforce the unity of the Movement we also need to foster the dialogue with the regional committees. We have thus created the **Regional support team** to liaise with the regional Chairmen and encourage a harmonious governance.

To conclude the update of the Committee's ways of working, two new members have joined the team: Wayne Perry has replaced Steve Fossett who resigned, and Maurice Machenbaum has been appointed as World Treasurer.

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Dear sisters and brothers, as you may know from world news Steve Fossett recently disappeared while flying over deserts of Nevada, search is going on since now more than a week and we are all accompanying his family and closest friends with our thoughts and prayers.

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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 shared with you was therefore one of **"One" Organization serving "One" Movement**, sharing that Promise.

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.

Promoting the unity of the Movement is the first constitutional purpose of the World Organisation and therefore of all its members, at all levels.

Unity has been the focus as well in the strategical reorganisation of the World Scout Bureau, aiming at better supporting and promoting Scouting worldwide.

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, which includes all Regional 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: professional competence has oriented the restructuring process of the WSB at Central and Regional levels.

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 implemented by all offices (central and regional) were 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**, integrating outcome information from all Regions, will now be distributed to all National Scout Organizations and key stakeholders at the end of each fiscal year; the first to be published in the coming month of October.

Unity is also fostered through a strong visual corporate identity.

Impressive changes have been made thanks to the adoption of the Brand Communication Strategy at the last World Scout Conference. The World Scout Committee approved the investment plan for our new brand, which includes worldwide legal protection and a long-term project which enhances the consistency of the three areas of Scouting's Profile: Communications, Partnerships and Resources.

Let me highlight the achievements made in this area. "**One Scout.org**" represents a historical turning point, and **Regional Communications Fora** have supported National Scout Organizations to discover and use the full potential of the adoption and the coordinated use 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 external donors, including and increasingly from the private sector. Partners must both demonstrate appropriate **ethical and social responsibility** standards, and coincide with our priorities and plans in order to avoid that our activities become "donor driven". This is a challenging and growing area of work and support to Scouting in Eurasia is of special concern. The support from the Indesit company to the publication of educational material, is a small but effective example of the existing potential in this area.

While new sources still need to become effective, we must here thank the continuous support given by the BSA and individual American scouters for the development of Scouting in Eurasia, including to strengthen the capacity of the regional office of the WSB and the Scout Center of Krasnokamenka.

Notwithstanding the enormous effort to modernise the organisation, in line with Strategic priorities 6 and 7, our "**core business**" is education. On the long run this is how we make a difference. "Creating a better world" expresses our vision and the Strategy toward that goal is the education of young people through Scouting. The Strategy adopted by the World Scout Conference since 2002, however, cannot be effective without the convinced and strong commitment of all National Scout Organizations to its implementation. The five identified educational Strategic Priorities, i.e. **Youth involvement**, special attention to the **adolescents**, the full engagement of an increasing number of **volunteers, reaching out** to those most in need and ensuring full and fair participation in Scouting to both **girls and boys, women and men**, must be streamlined across the Scout programme and orient actions and organizational arrangements National Scout Organizations put in place to implement it.

From the perspective of Educational Methods, the Educational Methods Committee clearly affirmed that Youth Programme is the key challenge. Supporting the youth programme will help meet the real needs of young people and overcome the membership decline, reversing this cycle and move towards growth and development.

It is therefore fundamental to understand where we are with the implementation of the Strategy in all its aspects and priorities, and the way forward. Your contribution with information from the situation in your National Scout Organizations is very valuable and will be highly appreciated.

As you can well imagine, a lot has been invested into making this **centennial year** a real success. Thanks to the effort we made in putting in place the Communication and branding strategy we were prepared to harvest the opportunity offered by the centenary, and we started the new century of Scouting with renewed enthusiasm and commitment. Hundreds of inspirational **Gifts for Peace** were presented at the **Scouting's Sunrise** on 1 August.

Also the centennial **World Scout Jamboree** helped to reaffirm the unique role Scouting may play in today's society. With 40.000 participants from all the 155 countries where there are recognised National Scout Organizations the Jamboree surely achieved the objective of reaffirming Scouting's world brotherhood. The **World Congress** to be held in Geneva in November, the last world event of the centennial celebrations, will confront top researchers with the Scouting experience and offer an additional evidence of the contribution of hundred years of Scouting to non-formal education and to Society at large.

There is much more to come. I'll be happy to share more information with you and look forward to your comments and suggestions.

Finally I wholeheartedly thank all of the staff of the WSB and the wide network of volunteers that are contributing worldwide to this exciting adventure, often making the impossible possible, thanks to their admirable dedication and Scout spirit.