

# Report to the European Scout Committee

## EMBRACING CHANGE Working Group

**Thanks to fulfill progress according to your fixed plans.**

**Delays should be explained.**

**When activities are foreseen for later on, please let it blank**

### 1. Introduction

This report deals with 'Strategic Objective 3 – Embracing Change' as outlined in the Regional Scout Plan 2010-2013. It should be read in conjunction with the Regional Scout Plan 2010-2013, which can be accessed at [www.scout.org/europe](http://www.scout.org/europe).

A grant of EUR 14'000 was approved by the European Youth Foundation for organising a 4 days training on diversity in Slovakia. The event will take place in Bratislava from 5 until 10 June 2013 and be prepared and run by the WOSM European Resource Pool expert(s) and the Embracing Change Working Group.

### 2. Progress in implementing Objectives, Actions and achieving KPIs

*Since the last meeting of the European Scout Committee*

#### OB 3.1 Encourage the monitoring of membership composition and comparison with population data - **IN PROGRESS**

- **AC 3.1.1 – IN PROGRESS**

*Support NSOs/NSAs with the collection and analysis of dynamic membership data in order to inform strategic development*

**Progress:**

- The Questionnaire including info on membership systems, new media and strategy is distributed and promoted

- **AC 3.1.2 – IN PROGRESS**

*Support NSOs/NSAs in establishing and improving the quality of membership data collection and management of membership management systems*

**Progress:**

- Participation at the ICT Roundtable in November 2012 in Belgium

- **AC 3.1.3 – IN PROGRESS**

*Collate dynamic data from NSOs / NSAs and provide a European analysis on membership evolution, emerging trends and forecasts*

**Progress:**

- As a result of the ICT Roundtable, a concept of shared common data format will be presented

- **AC 3.1.4 - IN PROGRESS**

*Assist NSOs/NSAs in their efforts to develop Scouting in areas of the country, where previously the presence and impact of Scouting has been weak*

**Progress:**

- Assisting in defining the information needed in membership database management to support strategic decisions with special reference to geo-location data done during the ICT Roundtable in November 2012

#### OB 3.2 Develop approaches to include young people and adult volunteers from different backgrounds - **IN PROGRESS**

*KPI – 15 NSOs / NSAs document and share their approaches*

**Progress:**

- The succession planning module jointly developed by WOSM and WAGGGS and tested during the Academy 2012 is finalised

This objective also is covered through Consultancy Services to NSOs/NSAs

**OB 3.3 Explore the impact and potential of communications technologies in Scouting - IN PROGRESS**

*KPIs - 25 NSOs/NSAs exploring the issue and sharing best practices*

- **AC 3.3.1 - IN PROGRESS**  
*With the growth of communications technologies, identify how NSOs/NSAs are using them to become leaner, more flexible and more responsive*

**Progress:**

- Discussions and information collection done during the ICT Roundtable in November 2012

- **AC 3.3.2 - IN PROGRESS**  
*Identify how NSOs/NSAs are using communications technologies strategically to communicate and engage directly with young people and engage directly with young people and adult volunteers*

**Progress:**

- Discussions and information collection done during the ICT Roundtable in November 2012

- **AC 3.3.3 - IN PROGRESS**  
*Initiate a discussion between NSOs/NSAs on the use of communications technologies for management, 'customer' relationships and decision-making*

**Progress:**

- Discussions and information collection done during the ICT Roundtable in November 2012

- **AC 3.3.4 - IN PROGRESS**  
*Support NSOs/NSAs seeking guidance on how to identify communications technologies solutions that are relevant for their needs*

**Progress:**

- Done through Consultancy Services provision in SEE countries particularly

**OB 3.4 Encourage the acquisition, consolidation and protection of adequate resources - IN PROGRESS**

*KPI 30 NSOs / NSAs taking action to acquire, consolidate and protect*

**OB 3.5 Promote the development and implementation of equality and diversity policies**

- **AC 3.5.1 - IN PROGRESS**  
*Support NSOs/NSAs with the review, development and implementation of their equality and diversity policies*

**Progress:**

- Preparation of a strategic planning tool with steps "Social Inclusion: step by step"

### 3. Next steps in implementing Objectives, Actions and achieving KPIs

*Until next meeting of the European Scout Committee*

- **AC 3.1.1**

*Support NSOs/NSAs with the collection and analysis of dynamic membership data in order to inform strategic*

**Next Steps**

- Collect and analyse the answers to the questionnaire on membership systems, new media and strategy
- Prepare a study linking membership data with strategic development

- **AC 3.1.2**

*Support NSOs/NSAs in establishing and improving the quality of membership data collection and management of membership management systems*

**Next Steps**

- Disseminate the evaluation and feedback on ICT Roundtable and Membership systems

- **AC 3.2.1; AC 3.2.2 and AC 3.2.3**

**Next steps**

- Prepare a couple of articles about diversity, trends and environment, best practices

- **AC 3.2.1**

*Monitor European data about general trends relating to young people and adults from different backgrounds and summarise the findings for NSOs/NSAs*

**Next Steps**

- Report on analysis and trends available for NSOs/NSAs
- Provide example on how changes in society have impact on scouting through Overture Network follow-up

- **AC 3.3.1**

*With the growth of communications technologies, identify how NSOs/NSAs are using them to become leaner, more flexible and more responsive*

**Next Steps**

- Prepare a report including case studies and publish on EuroScoutInfo

- **AC 3.3.2**

*Identify how NSOs/NSAs are using communications technologies strategically to communicate and engage directly with young people and adult volunteers*

**Next Steps**

- Follow-up on the Roundtable on ICT and Membership systems

- **AC 3.3.4**

*Support NSOs/NSAs seeking guidance on how to identify communications technologies solutions that are relevant for their needs*

**Next steps**

- Provide Consultancy Services in SEE countries

- **AC 3.5.1**

*Support NSOs/NSAs with the review, development and implementation of their equality and diversity policies*

**Next Steps:**

- Active cooperation with Overture Network to achieve the joint Objectives of the Embracing Change Working Group

- Finish the mapping NSOs / NSAs having equality and diversity policies
  - Provide Consultancy Services
  - Distribute the Questionnaire about diversity and equality to NSO/NSA
- **AC 3.5.2**  
*Initiate an exchange of best practices on how to mainstream equality and diversity in the day-to-day operations of NSOs/NSAs*  
  
**Next Steps:**
    - Preparation of the Diversity Event in Slovakia (June 2013)
    - Preparation and dissemination of a strategic planning tool with steps "Social Inclusion: step by step"
    -
  - **AC 3.5.3**  
*Identify barriers that impede the review, development and implementation of equality and diversity policies and provide guidance to NSOs / NSAs*  
  
**Next Steps:**
    - To finalise the SWOT analysis from collected information

#### 4. **Successes**

ICT Roundtable

#### 5. **Challenges**

The preparation of the strategic planning tool "Social Inclusion: Step by step" on how to identify the main group(s) to attract; develop specific lines to be adapted and applied at local level to make Scouting closer to the group(s).

#### 6. **Issues for the consideration of the European Scout Committee**

None

19 February 2013