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European Scout Region Regional Scout Plan 2013-2016



SCOUTS[®]
Creating a Better World

Developing Scouting. Supporting Growth.

Introduction

Dear Friends,

We live in a time of accelerated and intense worldwide change, where what happens in one part of the world impacts people on the other side of the world. Migration flows around Europe have intensified and the economic crisis has left almost no country within Europe without impact. Our societies have become more diverse, mobile but also more volatile than ever before with the youth population being impacted severely.

New technology has revolutionised many existing patterns of communication and relations, encouraging particularly young people to seek new forms of participation.

We have also to cite again the long economic crisis and its knock-on effect on society and politics, which is giving rise to the rapid emergence of new and existing ways of addressing the present and the future, both from the perspective of social and economic stability and from the perspective of the promotion of common values.

In these and in other aspects, education is one of the priorities on which focused collective action and strategies are required, given that these are the most effective tools for reinventing ourselves as a society and preparing for these challenges. In the light of this, we believe that Scouting continues to play an important role. The Scout Movement's ability to adapt the most diverse historical, cultural and social contexts has guaranteed its presence all around the world.

Scouting - as an educational movement - is ready to tackle today's challenges.

We are working to intensify our impact, improve our recognition and become the benchmark in areas that are specific to us, like valuing non-formal education.

This is how Scouting in Europe wishes to make its mark when it comes to social transformation and building our nations, while assuming responsibility for leadership in thinking and action in areas related to our expertise.

How do these processes of social leadership come about? What makes Scouting a good candidate for joining this leadership for change? What makes this good

leadership possible? What's the best strategy for European Scouting to achieve these goals?

The answer to these questions is a priority for both our National Scout Organisations / National Scout Associations and for the European Scout Region in the Triennium 2013-2016.

We are confident that, through our Regional Scout Plan 2013-2016 we will find good answers, we will address the real challenges and we will embrace the good opportunities!

Through the implementation of the Regional Scout Plan we are confident that the European Scout Region will contribute actively to the growth of Scouting; through effective support (so called "Global Support") delivered directly to our National Scout Organisations / National Scout Associations, as well as encouraging them to collaborate effectively with other NSOs/NSAs within but also beyond our European borders.

Also during this triennium, the Objectives, Actions and Activities described in the Regional Scout Plan have been developed according to the needs of our NSOs / NSAs.

Continuing the good practice of the previous Triennium, our intention is to regularly report on progress. We will rely on your continued assistance and support to respond to the Region's requests for information, feedback on the impact of the Regional work on your NSO/NSA.

Having two thematic strategic areas of focus, Diversity & Inclusion and Youth Empowerment underpinned by the three core services of Educational Methods, Organisational Development and External Relations and Funding, it is our hope that you will fully embrace this Regional Scout Plan, and support its implementation as a result of your active involvement.

We are looking forward to 'Developing Scouting. Supporting Growth'.
Be prepared!



Dr Andrea Demarmels
Chairperson
European Scout Committee



David McKee
Regional Director
WSB - European Regional Office

Executive summary

The thematic strategic areas and the core services areas of focus are summarised below, with a high level overview of what we will work on during the triennium.

Strengthening our ways of working

Like in the previous triennium in order to implement the Regional Scout Plan we have reviewed our ways of working and are making improvements to ensure that it is implemented effectively and efficiently:

- Our Project and Core Groups will operate in a coordinated way and with mutual contribution
- Our contribution to our Partnership Work with WAGGGS is being redefined and focused
- Our internal reporting is being improved
- Our volunteers will be better supported
- Our focus on Organisational Development is being strengthened
- Our communications strategy is being overhauled
- Our synergy and collaboration with the WOSM world level is being improved
- Our use of technology for management of information and communication is being enhanced
- Our approach to the provision of Global Support is being updated, strengthened and coordinated with the world level

Measuring performance and impact

KEY PERFORMANCE INDICATORS

Each thematic strategic area of focus, as well as the core service areas have Objectives, Actions and Activities.

Key Performance Indicators have been established for each of the Objectives.

The European Scout Committee, with the support of the Project Groups and Core Groups as well as the World Scout Bureau – European Regional Office, will measure its performance towards the implementation of the Objectives.

As in the previous Triennium and in order to measure the impact of our performance, we will require feedback from NSOs/NSAs, as this is where we hope our impact is being realised.

THE NEED FOR A CONTINUOUS NSO/NSA ENGAGEMENT

In many cases obtaining feedback from NSOs/NSAs can be difficult, although there is evidence that where the process is straightforward then the responses are more likely, as evidenced in the different WOSM Satisfaction Surveys.

Therefore, during the lifetime of the triennium, we are hoping that we can count on the feedback of NSOs/NSAs. We will endeavour to keep the process as simple as possible, to avoid overburdening NSOs/NSAs with information requests.

It is believed that the gathering of such information will prove helpful in the short term when deciding on short run actions which are taken to overcome challenges and in the long term when considering the focal points for 2016-2019 and beyond.



Preamble

The European Scout Committee is pleased to present you the Regional Scout Plan 2013-2016.

This Regional Scout Plan (RSP) has been prepared on the basis of:

- The inputs received during and after the 5th European Scout Symposium in Dublin, Ireland;
- The decisions made at the 21st European Scout Conference in Berlin, Germany;
- The inputs received between September and December 2013 from the European Regional Office members and the Coordinators of the Project and Core Groups.

Following the requests to have a longer horizon, the vision statement that has been developed presents a view towards 2019.

Mission, Vision and Values

The Mission and the title for the Regional Scout Plan is: **Developing Scouting. Supporting Growth.**

Strategic Objectives

The two themes of **Diversity and Inclusion** and **Youth Empowerment** are the Strategic Objectives for the RSP.

The two Strategic Objective are underpinned by our three core service areas; **Educational Methods, Organisational Development** and **External Relations and Funding**, which ensure the continuity and permanence of the support to National Scout Organisations (NSOs) and National Scout Associations (NSAs) over successive triennia.

Other transversal elements

Collaboration with our close partners, including the Europe Region WAGGGS, Kandersteg International Scout Centre (KISC) and others as well as all five other Regions of WOSM is seen as being important in enriching our work. These partnerships need to go beyond institutional relations so that they deliver meaningful support to NSOs and NSAs across Europe.

In parallel to the implementation of this Regional Scout Plan 2013-2016, the Region will be looking into the longer-term future of Scouting in the light of scenarios about the development of society and young people in Europe. This forward-looking exercise will provide an input for future Regional Plans.

There will be a continued emphasis on growth in all that we do so that by 30 September 2016 we will, through the actions of the Committee and its Strategic Objectives and Core Groups:

- Provided support to NSOs and NSAs for actively working towards quantitative membership growth in the Region.
- Strengthened the organisational capacity in NSOs and NSAs in order to grow and reach more young people in Europe.
- Seen an increase of total membership number in the Region over the coming triennium seen as a whole.



Mission, Vision and Values

Mission

The Mission of the European Scout Committee as it seeks to implement the Regional Scout Plan is:

Developing Scouting. Supporting Growth.

Vision

Our vision for the European Scout Region in 2019 is that we should be:

Youth led, with increasingly diverse and growing memberships.

We see the European Scout Region as...

- Reflecting and valuing the societies in which we operate by becoming more accessible and open to all
- Empowering youth members to take an increasing role in our, and their own development and growth
- Collaborating with partners in the world around us
- Increasingly interconnected with improved opportunities for networking

Values

In the European Scout Region we value...

Transparency, Collaboration, Networking, Flexibility, Responsiveness and Creativity

Strategic Objectives

Diversity and Inclusion

By 30 September 2016, we will have:

- Provided opportunities to network together on specific issues of importance to NSOs and NSAs including our fundamental principles, understanding of spiritual development and relationships with established faiths.
- Learned from the other youth organisations, which have diversified their memberships.
- Developed and implemented action plans to ensure that membership better reflects social trends and the composition of the communities in which we live, and developed ways to measure progress.
- Provided support to ensure that the leadership of NSOs and NSAs have the skills and confidence to recognise the value of diversity and how it is intrinsic to Scouting's mission.
- Engaged and worked with community leaders to demonstrate that Scouting is open to all.
- Improved gender balance in youth membership, adult volunteer leadership roles and in the governance of Scouting at all levels.
- Ensured that Scouting is accessible to all, regardless of socio-economic background.
- Reached 'difficult to reach' communities in both rural and urban settings.

Youth Empowerment

By 30 September 2016, we will have:

- Provided increasing numbers of youth members with the skills and opportunities to contribute to effective empowerment inside Scouting and in their wider communities, through effective implementation of the 'Scout Method'.
- Reviewed and adapted training for adult volunteers to ensure that youth empowerment is sustained as a reality and not as a concept.

- Ensured that intergenerational dialogue is seen as important to Scouting becoming increasingly youth led.
- Encouraged youth programme renewal to better support youth empowerment.
- Involved young people in the design and development of youth programme.
- Revolutionised how the management and business of Scouting is conducted, making it more accessible to young people to engage, contribute and take responsibility.
- Made better use of technology, including social media, as a means to engage and empower young people in Scouting and in matters that affect young people more generally.
- Demonstrated that young people, with support and encouragement, can and should continue to be empowered to contribute their knowledge and skills, inside and outside of Scouting.
- Promoted the role of young people in shaping society.

Core Services

Our Core Services will continue to underpin the work done in Europe. Where appropriate we intend to work in partnership with others to achieve specific objectives. Importantly, we see our work with the other five regions of WOSM as becoming increasingly meaningful by seeking out opportunities to collaborate together in the fields of Educational Methods, Organisational Development as well as External Relations and Funding.

Educational Methods

By 30 September 2016, we will have:

- Supported an integrated approach to the recruitment, training, support, personal development, recognition and management of volunteers.
- Improved our co-educational youth programme provision to ensure that it meets the needs of girls and boys, young women and young men.
- Continued to analyse membership and other demographic data to identify specific issues of concern to all age sections.

Organisational Development

By 30 September 2016, we will have:

- Improved structures and relevant processes to support effective delivery of Scouting.
- Continued to contribute to and benefit from Global Support by providing consultancy.
- Continued to innovate in how we make better use of our internal communications in NSOs and NSAs and across the Region.
- Ensured that better opportunities for leadership and management training are provided and improved, both for volunteers and professionals in Scouting.
- Shape an effective partnership with the WAGGGS Europe Region that contributes to the achievement of strategic results for both NSOs and the Region.

External Relations and Funding

By 30 September 2016, we will have:

- Developed and contributed to advocacy actions designed to ensure that the rights of young people and the needs of Scouting in particular are well understood by European institutions and other partners when formulating public policies.
- Collaborated effectively and benefitted from close relations with European Institutions, partners (internal and external) and other youth organisations.
- Contributed to an improved image of Scouting amongst external stakeholders and interested parties.
- Actively sought to engage with the private sector to promote Scouting as an effective pathway to delivering on Corporate Social Responsibility commitments.
- Supported NSOs and NSAs to strengthen their external funding capacities.



scout.org and Europak.

Diversity and Inclusion Strategic Priority													
		2014				2015				2016			
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Objective 1	Provide opportunities to network on specific issues of importance to NSOs/NSAs including our fundamental principles, understanding of spiritual development and relationships with established faiths												
KPI	10 NSOs/NSAs have improved their Scout programme by strengthening the spiritual development aspect												
AC. 1.1	Understand the need for and strengthen spiritual development in the programme of European NSOs/NSAs												
Activities	Prepare guidelines on spiritual development in Scout programmes taking into account also the overall significance for the youth programme												
Activities	Prepare guidelines on spiritual development in Scout events												
Activities	Deliver workshops/trainings on subject related to spiritual development												
AC. 1.2	Assist NSOs/NSAs on how to promote scouting to different faiths												
Activities	Gather best practices on how to promote Scouting to different faiths												
Activities	Make use of the consultant database/pool in order to match NSOs/NSAs with needs related to the area of spiritual development with NSOs/NSAs that have knowledge and can support												
AC. 1.3	Exchange ideas and best practices on issues related to spiritual development and build a spirit of cooperation and mutual respect of ideas and beliefs												
Activities:	Prepare an interreligious and spirituality workshop to exchange ideas and best practices												

[illegible]

[illegible]

[illegible]

[illegible]

Objective 4	Actively sought to engage with the private sector to promote Scouting as an effective pathway to delivering on Corporate Social Responsibility commitments															
KPI	8 NSOs/NSAs engaged in projects of Corporate Social Responsibility supported by the Region															
AC. 4.1	Support NSOs/NSAs in targeting their fundraising strategies towards Corporate Social Responsibility and private sector donors															
Activities	Develop a strategy towards Corporate Social Responsibility															
Activities	Training/networking activities for NSOs/NSAs on Corporate Social Responsibility with the participation of private sector representatives															
AC. 4.2	Support NSOs/NSAs in promoting already developed tools for recognition of skills acquired through Scouting at National level and can be used within the private sector															
Activities	Collect and map tools for recognition of skills acquired through Scouting at National level and can be used within the private sector															
Activities	Promote tools for recognition of skills among NSOs/NSAs															
Objective 5	Support NSOs and NSAs to strengthen their external funding capacities															
KPI	20 NSOs/NSAs supported in funding opportunities/applications															
AC. 5.1	Advocate for removing of administrative and bureaucratic burdens to Scouting and to other voluntary activities															
Activities	Distribute information on Erasmus + through a simple and accessible Programme Guide and additional information to make other programmes more accessible.															
AC. 5.2	Encourage and support NSOs/NSAs to apply for other European funding programmes and/or funding from sources outside Erasmus +															
Activities	Promote the existing programmes to NSOs/NSAs and facilitate their participation through organising working meeting where applications are studied and completed															





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