



Messengers of Peace

GUIDELINES FOR APPLICANTS

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Creating a Better World

Scouting Development



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Management
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Messengers of Peace

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What is the Messengers of Peace (MoP) Initiative?

MoP is a World Scouting Initiative, which encourages Scouts to do community service and tell the story of their experience in order to inspire others to action. The Initiative has three components: Programme, Network and the Support Fund. These elements are connected: The Network enables inspiration for project ideas, the programme provides guidance on how to implement project ideas, and the Support Fund gives the necessary means for National Scout Organisation's projects.

The Messengers of Peace Support Fund was established for financially supporting Scouts worldwide in implementing MoP projects that fall into one of the following categories:

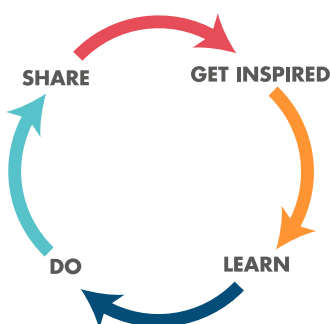
- *Strengthening capacity (e.g. projects for renewing an NSO's youth programme, or providing training for Adults in Scouting)*
- *Inspiring Messengers of Peace (e.g. projects related to spreading the MoP network)*
- *Special projects (including, but not limited to):*
- *Support to youth in (post-)conflict zones (e.g. projects related to supporting refugees)*
- *Disaster response (e.g. projects related to providing immediate support to disaster-affected communities, or projects related to preparing Scouts for disaster response)*
- *Environment (e.g. projects related to reforestation, or cleaning up a river bed)*
- *Peace and culture of dialogue (e.g. projects related to providing training to young people about peace and dialogue).*

DID YOU KNOW?

Since the MoP Initiative started in 2010, there have been over 1.6 million direct beneficiaries of MoP projects reached (and this is only the figure for funded projects!).



From inspiration to action



There are four simple steps every Scout can take to become a Messenger of Peace:

1. Get inspired to action, by identifying challenges in local community.
2. Learn about the challenge and identify best solutions.
3. Implement the solution.
4. Share the story of success with others, and inspire them to action.

These steps should be the guiding principle for all applicants to the MoP Support Grant. The MoP application and report forms are structured in a way that will enable you to follow these steps and document them – take a look further below.

How to prepare an MoP project?

The questions on the MoP application form are meant to guide you to the process of preparing your project. We will now go through them, along with an example of a project titled “Supporting a healthy lifestyle in our community” from Scouts from Tunisia.

Get inspired and learn

A good project idea always comes from a good knowledge of the needs of your local community or National Scout Organisation (NSO). In order to develop your idea, you first need to analyse the current situation and learn about it:

- *What are the needs in your community/NSO?*
- *What has been done so far to address them? Has it been successful? (Why yes or no?)*
- *Does your idea answer the needs of your community/NSO?*

The purpose of this question is to show the impact your project will achieve in your NSO/community. Through answering the question, you give an overview of the current situation and explain the goal of your project. Let's take a look at an example from the application form:

Question: Please briefly explain what is the current situation and what change you are trying to achieve in your NSO/community and why?

DID YOU KNOW?

There have been more than 700 million service hours counted through MoP projects.

Response example: Our country has been facing an increase in drug abuse among young people aged between 15 and 25 in the last five years. The Ministry of Health has been promoting a healthy lifestyle as an alternative, however, they have not managed to reach out to young people in a direct and effective way. We as Scouts have noticed this, and we know we can help make a difference. With this project, we would like to create a network of peer-to-peer educators (our venture and rover Scouts), trained to deliver a persuading message to young people that drugs are bad for them. We strongly believe that Scouts can be much more effective in delivering the message to young people, by using their own language, and through diverse channels of communication. Through the project we also aim at increasing the visibility of our venture and rover Scouts programmes in local communities throughout our country, and attracting more members in these age categories.

After answering these questions, take a step back and also reflect on your own capabilities:

- Will we have the human and financial resources to complete this project?
- How much effort and time are we willing to invest in it?
- Do we have the knowledge needed to implement the project? Will we need help from the outside (potential partners)?

These questions will help you when planning your project activities. Take a look at the next step!

Do

Planning a project is much more than just listing the activities you will complete. In an MoP project application, we also ask you to identify the impact you think your project will have, as well as the measures you will use to track your progress.

When planning your project activities, make sure to always check if they are in line with your overall goal. If not, revise them, and think if they are really necessary!

Below is an example of a description of project activities:

Project Plan

Activity	Description of activity	Task No	Task description	
Activity 1: Conducting training for peer-to-peer mentors	In order to expand a network of peer-to-peer educators, we first need to train a core group of mentors. These mentors will organise trainings for the educators in 15 local communities in our country. Each of them will be responsible for the training and follow-up work with 10 peer-to-peer educators.	1	Assemble group of mentors through open call in NSO	
		2	Prepare training content for training in partnership with Ministry of Health	
		3	Deliver training	
Activity 2: Conducting trainings for peer-to-peer educators	The mentors will conduct local trainings in their communities for 10 educators. In addition, they will help the educators develop their action plans, and follow up regularly on their activities.	1	Organise open call for educators in 15 municipalities and recruit 10 in each	
		2	Organise local trainings for peer-to-peer educators	
		3	Prepare action plans with educators	
Activity 3: Local activities	Each local team will receive a small amount of seed funding for their activities. They will also be encouraged to raise their own funds through different fundraising activities. At the end of the project, all educators and mentors will attend a one-day celebration event, where the best teams will be acknowledged, and all peer-to-peer educators will receive a certificate.	1	Organising local activities	
		2	Final celebration of all peer-to-peer educators	

[illegible]

Note: You will fill this information in the excel sheet, which is the second component of your application material, in addition to the application form (in a Word document) and the budget (also an excel sheet).



Measuring progress

When planning the activities of your project, it is also important to consider the ways in which you will measure your progress. First, start with the number of project participants and beneficiaries you will have.

A project participant is someone who actively takes part in the project activities, and contributes to fulfilling the project goals (in our example, these would be the Scouts who attend the training for becoming peer-to-peer educators).

A project beneficiary is someone who benefits from the results of the project or services provided through the project (in our example, these would be the young people who will benefit from the activities the peer-to-peer educators will organize, since they will learn more about healthy living and saying no to drugs). Note that project beneficiaries can also be adults, not only young people.

DID YOU KNOW?

For each funded MoP project, there have been more than 850 grassroots (unfunded) projects.

You are also asked to show accurately your **NSO's membership figures**, as well as the number of new members you would like to recruit as a result of the project. Keep in mind that not all projects necessarily directly impact the growth of an organisation – some of them do so indirectly (e.g. by providing more trained leaders, or reviewing the accessibility of programme activities for youth with disabilities). It may seem that some projects don't even indirectly influence the growth of an NSO, and this is also fine, as long as you are clear with your project goals, and expectations. Nevertheless, note that NSOs are encouraged to ensure that projects contribute to achieving growth.

In addition to these, the application form has a list of options for Key Performance Indicators (KPIs). These can be your potential targets – you should select two from the list offered, or add your own. When choosing the most appropriate KPIs for your project, consider the following questions:

- Can we measure this indicator?
- Will this indicator give us the answers we are looking for?
- Will it help us improve our project performance?
- Will it show the impact of our project?

Let's take a look at an example of indicators selected for the project in Tunisia:

Applicable to your project	Key Performance Indicator (KPI)	What is your target?
<input checked="" type="checkbox"/>	Number of NSO members who will provide community service.	150
<input type="checkbox"/>	Number of participants who will apply the knowledge/skills gained through the project in school/other setting.	
<input checked="" type="checkbox"/>	Number of volunteer hours that will be done through the project.	15'000
<input type="checkbox"/>	Number of GSAT dimensions of best practice the NSO will significantly improve.	
<input type="checkbox"/>	Number of policies and procedures the NSO will successfully implement.	
<input type="checkbox"/>	Additional indicator:	
<input type="checkbox"/>	Additional indicator:	

A quick explanation for why we selected precisely these KPIs:

- The first KPI enables us to track the work of the peer-to-peer educators in terms of quality. We will be able to measure it through the self-reporting of the educators themselves after each activity they do. The overall aim is that each of the 150 educators conducts community service through reaching out to young people in their communities and promoting a healthy lifestyle.
- The second KPI gives us a good indication of the quantity of work done by the peer-to-peer educators: They are each expected to provide 100 hours of service through local activities. We will measure this indicator through the activity logs each local team will keep and report monthly.
- Note: Service hours are the number of volunteer hours your Scouts and Adults in Scouting invest in accomplishing the goals of the project.

About GSAT (see Frequently Asked Questions for more information)

If your NSO is applying for an MoP project in the category of "Strengthening capacity" and has already been through a GSAT audit, it is recommended that you indicate how many dimensions of best practice you will be addressing in the project through the indicator "Number of GSAT dimensions of best practice the NSO will significantly improve".

For example, if your GSAT audit has shown that your NSO scored low on the dimensions "Strategic framework" and "Communication, advocacy and public image", it is expected that your MoP capacity strengthening project would address them and try to improve your NSO's work in these areas of work.



Planning sustainable projects

When planning your project, take some time to think how its results will be visible in the future. Think about the impact it will achieve in your local community/NSO and how that impact can be sustained.

The application has a question about it – let's look at our example of the project in Tunisia:

Question: How will this change be visible two years?

Response example: The trainings we will provide to peer-to-peer educators will not only be a positive influence for them, but also for their communities (their families, friends, school colleagues). These young people will be trained to promote positive and healthy attitudes in life. Two years from now, they will have still preserved those attitudes, and will be capable of promoting the values they have developed among others. The investment made in their education will be a ripple effect – they will educate those around them about the negative effects of drug abuse.

In addition, Scouting in our country will have a pool of 150 trained young people, who will have the skills necessary for picking up a similar campaign in the future.

Finally, we will as an organisation gain more confidence in reaching out to the public, and we will create a better image of Scouting in our communities, by demonstrating our contribution to their health and wellbeing.

Planning your budget

When preparing the budget for your application, keep in mind the following requirements:

- Do not charge more than 20% of the total budget cost for administrative costs.
- Human resources can be budgeted for if absolutely necessary for the success of the project. Note that an additional justification for this cost line is expected.
- No construction or infrastructure costs will be covered through the MoP Support Fund.
- Be as precise as possible in the description of project lines – for example, if the line is transport, please describe exactly what kind of transport are you funding, for how many people.



Let's take a look at a budget example for our project in Tunisia:

ACTIVITY 1	Budget		
	Conducting training for peer-to-peer mentors		
ITEM	UNIT COST	NUMBER OF UNITS	TOTAL COST USD
1. Transportation within country for 15 participants	20	15	300
2. Lodging or Accommodation for two nights for 15 participants	30	15	450
3. Meals for 15 participants for 2 days	10	90	900
4. Education Materials – guidelines for 15 participants	5	15	75
5. Equipment – T-shirts for mentors (2 per person)	7	30	210
Activity Expenses:			1'935

ACTIVITY 2	Budget		
	Conducting trainings for peer-to-peer educators		
ITEM	UNIT COST	NUMBER OF UNITS	TOTAL COST USD
1. Local transportation (within community) for 165 peer-to-peer educators and mentors for local trainings	7	165	1'155
2. 4 meals per participant (2-day training)	7	660	4'620
3. Education Materials (printouts)	3	150	450
Activity Expenses:			6'225

ACTIVITY 3	Budget		
	Local activities		
ITEM	UNIT COST	NUMBER OF UNITS	TOTAL COST USD
1. Transportation within country for 165 participants	20	165	3'300
2. Accommodation for 165 participants for one night	15	165	2'475
3. 3 meals for 165 participants	7	495	3'465
4. Other Costs:	200	15	3'000
<ul style="list-style-type: none"> Seed money for local activities Certificates for peer to peer educators 	2	150	300
Activity Expenses:			12'540

Total activities expenses	20'700
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Support Expenses: these are expenses related to the administration and management of your Project. They usually represent small additional costs that you incur as a result of the Activities of your Project and that are not directly needed in the Activity.

ITEM	UNIT COST	NUMBER OF UNITS	TOTAL COST USD
Administration / Human Resources (describe):			
Project manager salary (part time)	160	13	2'080
Materials (describe):			
Promotional material (flyers)			
Other Costs (describe):	0.2	15'000	3'000
Total Support Expenses:			5'080
Total			25'780
MoP Grant Requested			20'000
Total Co-Funding			5'780

Share

Once you have implemented your project, it is time to share the story of your success. The report form for MoP projects can help you create a meaningful account of what you have done.

For a start, you will have to report on how many of your beneficiaries and participants you have reached to date. If you have reached less than the targeted number, provide a short explanation as to why this is the case in the comment section.

The next step is reporting on your key performance indicators. Remember how you used them in the application to set the targets for your project? In this part of the report you are expected to report honestly on your KPIs. Even if they were not achieved in full, it is still important to document their status. It is also important that you provide explanations for why they have not

DID YOU KNOW?

Over 15 million USD have been invested so far in more than 200 projects.

Applicable to your project	Key Performance Indicator (KPI)	What did you plan to achieve?	What have you achieved by now?
(Obligatory)	Number of new members in NSO.	500	600
✓	Number of NSO members who will provide community service.	150	145
<input type="checkbox"/>	Number of participants who will apply the knowledge/skills gained through the project in school/other setting.		
✓	Number of service hours that will be done through the project.	15'000	14'500
<input type="checkbox"/>	Number of GSAT dimensions of best practice the NSO will significantly improve.		
<input type="checkbox"/>	Number of policies and procedures the NSO will successfully implement.		
<input type="checkbox"/>	Additional indicator:		
<input type="checkbox"/>	Additional indicator:		



It is possible that during the implementation of your project you have modified some of your activities. This is permitted as long as it is within the scope of your project and its goal, and does not exceed the planned budget.

If this is the case, you should also consider if the KPIs you have selected at the beginning still correspond to your current situation. If not, and you have changed them, explain why you have done this in the next question in the report form.

Show whether or not your project will be sustainable. The application form asked you to look two years into the future, and describe how the results of your project will still be visible upon its completion. In your report (interim or final) reflect on your original plans, and note if the planned impact will still be there. It is possible that you notice a different kind of impact by the end of your project, one that you had not expected at the beginning of your project. On an example:

Question: At this stage of your project, do you think the results outlined in your application will be visible in 2 years? Why?

Response example: We have managed to train 144 out of the 150 targeted peer-to-peer educators. All 144 are committed to continuing work in the organisation, and have already expressed a wish to pursue more similar campaigns related to healthy living.

One interesting outcome is that we also managed to recruit 200 new members in the rover section, from those who participated in the activities organized through the project.

When sharing your project idea, it is also important for those who might like to replicate it to see what challenges you had faced, so that they can aim at avoiding them.

In the next question in the report form you are asked to respond by indicating how much effort each of the different aspects took. Let's take a look at an example:

Response example:

Using the scale below, please grade how easy or difficult it was to complete the tasks below:

1 – Very difficult 2 – Difficult 3 – Easy 4 – Very easy

Task	Grade
Decision-making within project team	3
Keeping the project activities within the planned budget	3
Timely follow up on project activities	4
Accounting	2
Evaluating the project	3
Collaborating with partners	3
Motivating the project team (and/or NSO leadership) for implementing the project	4
Keeping track of progress made towards achieving KPIs	3
Coordinating support received from the Regional Support Centre	4

In your report, you may want to explain why you have given a certain grade – in our example, it would be especially interesting to see a comment for the task graded with "2" (Difficult):

Response example:

Since we had many small activities that were financed through the seed money given to each local team of peer-to-peer coordinators, we had to have very strict systems in place for accounting. Following up on these took a lot of effort, since our local teams did not have previous training in accounting for projects. It has been a learning experience for all, and with a lot of effort, we have managed to develop a reliable accounting system among our units.

Sharing best practices from your project will enable others to learn from your experience and try to replicate it in their own projects, while adapting it to their national contexts. An example of a good practice could be:

Response example:

This was the first time in the history of our organisation that the two Rover sections (female and male) collaborated and implemented a joint project. It was a great success, and it opened up doors to further exploring opportunities for more collaboration between the sections.

Finally, reporting on your project finishes with providing testimonies from project participants or beneficiaries. Here you should choose testimonies that can support your statements about the impact achieved. For example:

Response example:

Testimony 1: A new Rover Scout member

"After participating in an activity organised at my high school by the Scouts, I got interested in their work, and decided I would like to see for myself how it looks. The peer to peer educators invited me to one of their regular Scout meetings, and I was very impressed with what I saw! I immediately decided to join, and have been helping on this project as well, even though I hadn't gone through the official training."

Testimony 2: A parent from one of the beneficiaries

"I noticed my son had been spending time with a suspicious group of young men, and I was very worried he might have been consuming hashish. Then I heard of the activities the Scouts were doing, and I recommended him to join. He did, and he met some very interesting young people there, and made friends with them. He distanced himself from the old crowd, and has now even joined the Scouts. I know he's in a much safer environment now."

Don't forget to register your project on scout.org! This way you will let Scouts worldwide read about your story, and inspire them to action!



Frequently Asked Questions

Who can apply for MoP funding?

National Scout Associations¹ and Organisations, World Scout Bureau (WSB) Regional Support Centres and Global Support Centres can submit applications. Local Scout groups must go through their NSOs to submit project applications.

Preference is always given to NSOs, especially those in countries facing economic difficulties.

Are there any conditions for NSOs that can apply?

NSOs applying must be a member of WOSM and be in good standing, meaning that they should have no arrears on their membership fee, and are not under provisional suspension. If an NSO becomes provisionally suspended during the implementation of a project, any further disbursements will be halted until the matter is resolved.

Who do we send our application to?

All applications should be submitted to the World Scout Bureau Regional Support Centre of your respective region. For a list of contact details, please consult the following link: <https://www.scout.org/wsb>.

¹ Note: For clarity purposes, these guidelines will only refer to NSOs, however, the funding is open for National Scout Associations (NSAs) as well.



Who judges the applications?

The applications for all projects requesting under 25'000 USD and coming from NSOs will be reviewed by Regional Decision Committees. These committees are formed of volunteers (often members of Regional Scout Committees) and professionals (WSB Regional Support Centres' staff).

Applications for projects requesting above 25'000 USD and/or coming from Regional Support Centres will be endorsed by the RDC and reviewed by the Joint Executive Committee (JEC). The JEC is formed of one representative of the donor, the WOSM Secretary General and the Director of the World Scout Foundation.

What languages can we apply in?

The application form, budget form and bank details must be submitted in English or French for all projects.

The description of project activities for projects under 25'000 USD coming from NSOs can be submitted in English, French, Spanish, Russian and Arabic, depending on the working languages of your WSB Regional Support Centre.

The full application (with all elements) for all projects above 25'000 USD must be submitted entirely in English or French.

When should we apply?

All project applications can be submitted any time. The final decision for projects under 25'000 USD will be given to the applicant within one month, from the moment the final application is submitted (after any eventual changes or responses to requests for clarifications are made).

Grant applications for projects over 25'000 USD will be reviewed on a quarterly basis. The months in which the applications will be reviewed are: February, May, August and November. The decision on these projects will be given to the applicants in March, June, September and December (respective to the upper deadlines for submitting applications).



If our application is approved, how will the funds be transferred?

A schedule of disbursements will be arranged through the Contract for Success for each project.

In most cases, 50% of the grant awarded will be transferred to your organisation's bank account immediately upon the final approval of your application and signing of the Contract for Success. You will receive another 40% of the grant mid-way through the project. The remaining 10% will be sent once the Regional Decision Committee has received and approved a complete Final Report of the project, including a financial report. Please note that your Regional Support Centre may determine that a different schedule for disbursements and reporting is required for your project depending on the nature of the activities, the length of the project, or the size of the budget.

Who can be part of our project team?

When planning your project, and assembling the team that will lead it, keep in mind that you will need to have a clear system of checks-and-balances in place. This means that your NSO board/council should not be involved in the management of the project, as it is usually the body that is supposed to monitor and check progress on national projects. A clear division of roles is therefore necessary:

- *Members of your project team implement the project, and can be volunteers or professionals working for your NSO,*
- *Members of the NSO board/council (or equivalent) maintain a distance from the implementation process itself, are not part of your project team, and are in charge of monitoring the progress your team is making, as well as reviewing the project accounts.*

With this division of roles, you are creating a stronger accountability of your team towards the NSO, as well as increasing transparency in your work.

What will the application evaluators look for?

The evaluators of your project application will be looking for the following three characteristics in all your answers:

- **Clarity.** *Make sure you present your ideas in a clear language. Avoid long sentences and complicated phrases. Answer exactly what is asked, and avoid adding unnecessary text.*
- **Consistency.** *Show a clear link between the needs you have identified in your NSO/local community and the way your project will help address them. Similarly, make sure you propose key performance indicators that are consistent with your project (E.g.: We cannot measure the impact of a project that works on promoting a healthy lifestyle among youth by counting the number of elderly who commended your efforts).*
- **Objectivity.** *Take great care of making your project as realistic and objective as possible. Remember, it is good to be ambitious in your project, however, it is also important to always keep in mind your existing human and financial resources when planning activities.*

How will we report on our project?

Reporting on projects will be done through the standard reporting form for all projects. Depending on your regional support centre, you may be requested to provide several **interim reports**. These interim reports will be in the same standard format. Projects above 25'000 USD will be requested to deliver a more detailed report of their activities to their respective Regional Support Centre, as well as the Global Support Centre.

What will the report evaluators look for?

When evaluating your project report, evaluators will be looking at:

- **Accuracy.** *Report honestly on the results of your projects. It is ok if you have not achieved all you set out to do, as long as you provide a valid justification for this.*
- *Note if you consider that your project has potential for replication (either in a national context similar to yours, or adaptable to different contexts).*
- *The matching of your planned and actual spending: If your final report has an under or over spending, make sure to provide reasons in the report for this.*



What is a Contract for Success and why do we have to sign it?

A Contract for Success is a formal document that confirms that the project application you have submitted is approved and will get funded. It is a legally binding document between you – the project manager, the representative of your NSO and a representative of WOSM (depending on the size of the project the Regional Director or the Secretary General) that outlines the key elements of the approved project:

- *The start and end dates of the project;*
- *The funding schedule listing when and under what conditions funds will be transferred to your NSOs bank account;*
- *Your key responsibilities as a project manager.*

Is it necessary to have a co-funder for my project or will MoP fund 100% of all costs?

It is not formally required to have a co-funder for your project, as we understand that in many circumstances it is extremely hard to find a suitable donor who will share the same idea about your project and will be able to help you financially or in kind. However, it is always a very good sign if co-funders are available as it makes the project more financially savvy and easier to run.

How long does it take to process my application?

It is very hard for us to give an exact timeline for application processing as it depends largely on the extensiveness of the project and the quality of the first draft that the Regional Support Centre will receive. As a general rule we advise to submit the application at least six months prior to the start of the project to allow for sufficient time for review and fund disbursement. We strongly discourage to apply less than six weeks prior the start of the project as all administrative steps needed to review the application and disburse the money take at least 4-6 weeks.

Will our project's finances be audited?

The World Scout Bureau (Global and Regional Support Centres) reserves the right to audit the finances of MoP sponsored projects as a method of quality control. Your project may be selected for an audit at random, therefore we strongly recommend that you keep good track of your spending.

Who will cover the bank transaction charges?

Any bank charges (including intermediary banks) will be covered from the total grant amount you received from the MoP Support Fund. In case your NSO faces difficulties in receiving funding from abroad, arrangements will be sought with the regional support centres.

Will the MoP Support Fund give support to disaster-affected countries? Is there a faster procedure to obtain emergency funding?

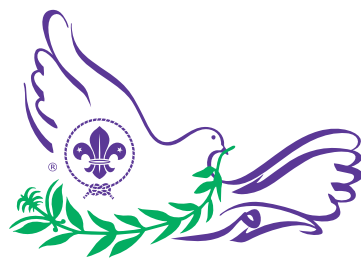
The MoP Support Fund will give emergency funding to disaster-affected countries. NSOs facing the disaster should contact their respective regional support centre, which will provide them with an emergency application form. These applications will be given priority in processing.

What is the Global Support Assessment Tool(GSAT)?

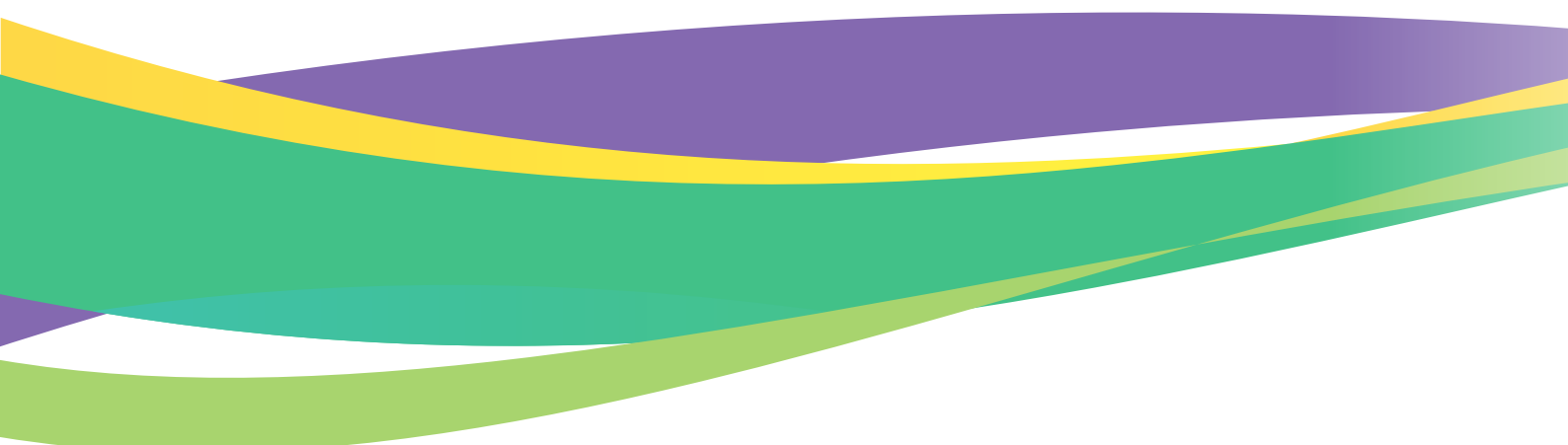
The Global Support Assessment Tool is a Quality Standard owned by the World Organization of the Scout Movement (WOSM) that assesses compliance of a National Scout Organization (NSO) towards international best practices in Good Governance and Quality Scouting. This Standard was developed in collaboration with SGS ([Société Générale de Surveillance](#)), the world's leading inspection, verification, testing and certification company with a well-proven track record in NGO audits. It is based on a consolidation of requirements that are specific to the Scout Movement, and on Best Management Good Governance Best Practices captured from the [SGS NGO Benchmarking Standard](#). (*The NGO Benchmarking Standard is itself a reasoned consolidation of some 25 International Codes and Standards established by public or private grantors.*) The purpose of the GSAT Standard is to serve as a reference of Best Practices for NSOs, and its application will enable NSOs to assess their strengths and weaknesses and, as an outcome, to improve their accountability to stakeholders. For more information, please visit: scout.org/gsat.

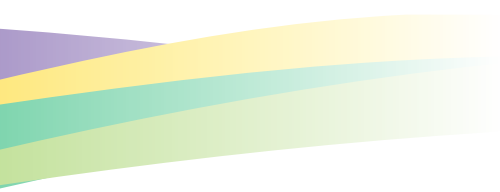
Where can we find more information about MoP?

For more information on the MoP Initiative, including the programme and network components, as well as the latest version of MoP Support Fund application and report forms, please visit: <https://www.scout.org/messengersofpeace>.



Messengers of Peace





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Scouting Development
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