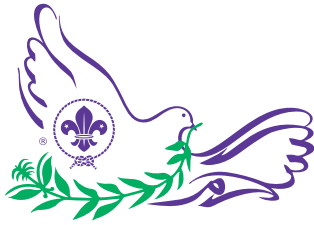




## The Future of Messengers of Peace





**Messengers of Peace**



*“Our goal is to promote and reinvigorate social development in order to build a strong and productive society. We will strengthen our families, provide the education that builds our children’s fundamental characters and establish empowering health and social care systems.”*

*HRH Mohammad bin Salman Al Saud*

*Deputy Crown Prince*





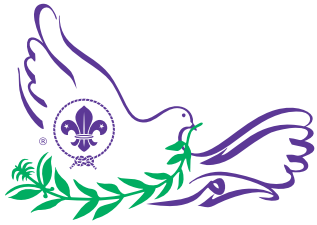
*“In 2007, when I joined The Custodian of the Two Holy Mosques, His Majesty King Salman bin Abdulaziz al Saud at the opening of the Messengers of Peace Photo Exhibition – which traveled to all continents promoting the idea that young people could, in fact, change their world - I never thought that this project would be such a great success!*

*Since its official launch in 2012, the [www.scout.org](http://www.scout.org) platform and its social media links have been buzzing with activity reported from all corners of the world!*

*Unbelievably, Messengers of Peace has inspired 23.5 million Scouts, to run 6 million projects amounting to an incredible 712 million hours of local community service.*

*Scouts have always been active citizens who are changing the world. Thanks to Messengers of Peace, and the support of His Majesty King Salman, their impact has been greater than ever! I look forward to the next ten years of Messengers of Peace and being surprised once again!”*

*His Majesty King Carl XVI Gustav of Sweden*



**Messengers of Peace**



**The next 10 years of Messengers of Peace**

## **Background**

Messengers of Peace (MoP) is simply the most successful programme in the 109 year history of Scouting. Originally, MoP aimed to reach 20 million young men and women over ten years, inspiring them to take action. Instead, in just five years, MoP has reached 23.5 million young people.

A Syrian Scout distributing relief goods to elderly neighbours in the streets of Homs, or a Nepali Scout digging through rubble with his bare hands after an earthquake - Scouts, as Messengers of Peace, see themselves changing the world.

And while this is not new for Scouts to take leadership and make a difference in their community - the global impact they have been able to achieve is, in fact new. Thanks to MoP, their actions are now more focused, their ideas can be replicated globally, and rather than working in 1.5 million separate local groups, Scouts now see themselves as a cohesive global movement – capable of tackling any challenge!

Messengers of Peace focuses on three simple goals:

### **1. Inspiring Scouts the world over to be Messengers of Peace**

Whilst Scouts have always done community service, inspired by a common set of values, MoP has boosted this work many fold by uniting everyone behind a single cause that can be adopted regardless of culture, faith or geography. Through its internet platform and associated social media, MoP has also provided a global

forum enabling young men and women to not only showcase their actions but by doing so, inspire their peers in other regions to do the same. Through this network, the proven Scout concept of “Peer Education” went global!

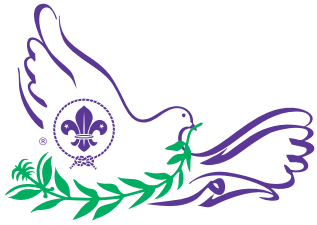
And Messengers of Peace has capitalized on the traditional Scout gatherings – Jamborees, Rover Moots and exchanges – as well as the conferences, educational congresses, youth forums and training courses to inspire the “multipliers” in Scouting – the high achieving young (and older) leaders – to disseminate the ideas back home.

In just five years, MoP has surpassed its 10 year goals, reaching 23.5 million Messengers of Peace (we had planned 20 million in ten years). And the measurement tool – reaching a verifiable 712 million service hours, and rising – has outpaced even the most optimistic predictions.

In the coming ten years, we aim to keep these forums up to date, harnessing the most modern trends and inspiring even more young people to do amazing things – as Messengers of Peace!

### **2. Supporting special projects**

The true impact of MoP can be seen in local communities worldwide. Over six million local projects have been carried out by Scouts who have been inspired to action through MoP. They have sourced the funds locally and have given their time as volunteers. The global network of MoP, supported by social media and skilled leaders will help this to continue. However, we have found that in some



**Messengers of Peace**



**The next 10 years of Messengers of Peace**

communities and for some problems, local resources have not been enough. And some issues are simply too important to leave to chance.

So MoP has helped to fund key projects – serving Syrian refugees in Lebanon, Jordan, Turkey or Greece, enhancing dialogue between Hutu and Tutsi communities in Rwanda, helping Scouts as community educators in Ebola ridden Liberia, or combating xenophobia in Belgium – when Scouts have needed extra resources, MoP has been there to boost local resources with much needed funds and expertise.

The learning from these funded projects, as well as the knowledge gained from the locally funded projects is constantly being fed into the global scout network, helping to respond to challenges faced in other areas of the global network. In the coming ten years, this work will continue, more successful models being replicated and promoted globally.

### 3. **Strengthened local NGO (Scout) capacity**

Scouting works because it is a loose network of over 1.5 million local groups, with 10 million adult volunteers inspiring its over 40 million youth members to take leadership, solve problems and make a difference in their local communities. The key unit of Scouting is the local community group. This is not a top down hierarchy, led from some global hub, or even a national centre. Nor is it a “McDonalds-like” franchise, where every bun is the same – Scouting is the original virtual global network. Each of its 1.5 million local groups must be autonomous and self managing - that’s the system!

To help this network function, National Scout Organisations (NSOs) in each of the 164 countries must operate to a global standard of excellence – training local

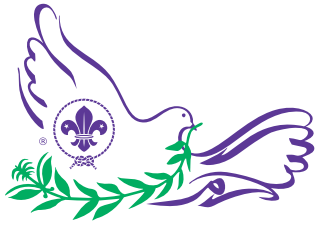
adult volunteers who work as facilitators of their youth members, reaching out to communities throughout their territory to inspire new groups and maintain existing ones, and to inspire their youth members in culturally adapted ways, to use the values and methods of Scouting to make a difference.

MoP has helped World Scouting to engage with world class professionals to adapt a global benchmark for NGOs to the specific needs of National Scout Organisations. This global benchmark, once applied to national organisations, identifies areas of strength and areas needing development. Thus a national capacity strengthening plan can then be implemented. The result – more young people who are inspired as Messengers of Peace.

57 of the 164 national organisations have been audited using this global standard. Over 20 have been supported in raising their standards. More work will continue to reach the greatest number of organisations possible. Similar to the challenge set by HM King Salman in Vision 2030, Scouting is keen to ensure its 164 national organisations function well in terms of operational effectiveness, good governance and maximizing impact.

*“MoP has helped Scouts globally to do what they have always done, do more of it and do it better!”*

HM The King of Sweden



**Messengers of Peace**



**Goal 1 - Inspiring Messengers of Peace**



From 2017 to 2026, over 100 million Scouts will be inspired to act as Messengers of Peace.

This will be achieved by building on the successful systems put in place in the first phase of MoP, and enhancing, modernizing and doing even more:

a. Virtual Network Expansion - The heart of MoP online is at the global platform [www.scout.org](http://www.scout.org). This is the hub for the social media networks, and has become the “go to” place for Scouts when they want to inspire others and look for new ideas. Like any commercial network the Scout network needs to keep pace with technological and “fashion” trends, or risk losing members. While much of the traffic is generated by the “social media leaders” – volunteer Scouts trained in each region of the world – the architecture and backroom technologies need constant updates. This requires significant ongoing investment.

Also as online connectivity becomes more mobile, we will keep up with this trend by launching a mobile app for smartphones, and expanding our reach using sms technologies. This will enable Scouts to share their projects and images as they are happening, rather than waiting to upload them, and also link to social media which will act as a gateway for non-Scouts to see and get involved in Scouting actions as well.

Imagine a Scout in Greece sharing their [www.scout.org](http://www.scout.org) story of working with refugee children on Facebook. All of their family and friends (Scouts and non-Scouts) will see the post and will be inspired to get engaged, either through liking it, commenting on it or even taking action themselves. Now expand that to the over 40 million members of Scouting, all potential Messengers of Peace. The global reach goes way beyond the over 40 million Scouts worldwide, and even beyond the 500 million Scout alumni.

The power of MoP has the potential to reach every community and every household globally.

b. Connecting Scouts face to face – Scouts traditionally come together and share ideas, experiences and stories around a campfire. Over 100 years have passed since this tradition began and it still exists today, on a much larger scale. The inspiration that is being shared now is Messengers of Peace!

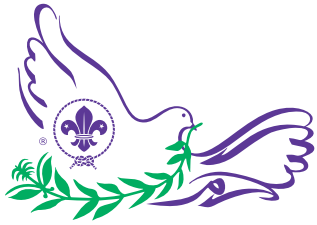
The value of this peer-to-peer education, from one Scout to another, particularly when it involves the brightest and most motivated Scouts and leaders has proven highly effective in spreading the message of MoP globally. In the next phase, this will continue:

i. World Jamborees: Every four years 35,000 Scouts from 164 countries participate in the World Jamboree. In 2019, the Jamboree will be hosted in the USA at a site designed specifically for learning. The Boy Scouts of America already have MoP as a focus for the event. The result will be 35,000 inspired Scouts.

ii. Regional Jamborees: Each region hosts its own Jamboree, tailored to the needs of the cultures and Scouts who will be attending. Over the next 10 years there will be 10 of these camps, providing a place for peer-to-peer inspiration for 200,000 Scouts.

iii. Peace Camps: Many Scout Organisations, including the Saudi Arabian Scouts, host Peace camps which bring Scouts from around the world to share ideas and knowledge specifically on the theme of peace and dialogue.

iv. Rover Moots, Youth Forums, World Scout Conference, World Scout Educational Congress - each of these events have been used to promote MoP and will continue to do so in the coming years.



**Messengers of Peace**



**Goal 2 - Supporting Special Projects**

Aside from the 6 million locally funded Scout projects, which have been generated by the MoP Network, the centrally funded projects, described earlier – in areas of crisis, particular vulnerability and need - will continue and be expanded in the next phase.

These ‘special projects’ fitting into three strategic areas will be:

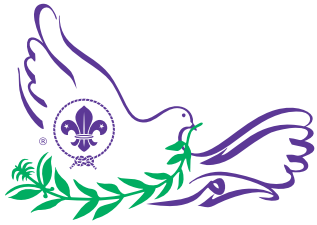
i. Dialogue Training: In our experience, these projects have been most successful when they have included a significant element of training and education for young people or adult volunteers – for example in Germany, when the project in support of Syrian refugees involved adult volunteers being trained in cultural sensitivity and prevention of xenophobia, and young people had the opportunity, through games and role play, to understand the needs and strengths of the “new Germans” arriving at their local train stations. Catholic and Protestant Scouts in Ireland used dialogue training to open up programmes in key communities in Belfast, and Turkish Scouts used dialogue training to help them recruit both youth members (30,000) and adult volunteers (7,000) as Scouts from the Syrian refugee populations in Turkey.

This dialogue training will be continued and expanded, with different models of inter-faith and intercultural dialogue disseminated through the global network, with particular emphasis on countries at risk of conflict.

ii. Disaster Management: So far, Scouts in 25 of the most disaster prone countries of the world have been supported in disaster response programmes by MoP. A number have also benefited from support in Disaster Prevention,

Preparedness and Mitigation programmes. When Syrian refugees first landed on the Island of Kos, they landed on the shoreline of the local Scout campsite. Scouts were among the first organised group to meet them, pull them ashore and provide water and dry clothing. Scouts in Lebanon, Jordan, Germany, Austria, Sweden, Denmark, Hungary, Slovakia, Serbia, Croatia, France and Ireland have done amazing things in their communities to welcome refugees from the Syrian conflict. And Scouts in Sudan, Thailand, Mexico and many other countries help with other refugee or displaced person flows – as the volunteer force behind the relief efforts. Following a World Scout Workshop held in Riyadh in September 2016, which linked also to the King Salman Humanitarian Relief Centre, this programme will receive greater emphasis in the coming phase of MoP, emphasizing the role of Scouts as a reliable, well educated and disciplined force of local volunteers who can support local, national and international actors throughout the disaster management cycle.

iii. Environment, Health and Social: Scouts have proven the impact they can achieve through tree planting, environmental cleanups, safe water programmes, health programmes involving crises like an Ebola outbreak, or low level problems like outreach for vaccination initiatives. This work will continue and be prioritised in the coming years.



**Messengers of Peace**



**Goal 3 - Strengthening Local Capacity**

Just as Vision 2030 aims to increase the involvement of the citizens of the Kingdom of Saudi Arabia by increasing the number and effectiveness of NGOs and Civil Society Organisations, the global Scout Network has been enhanced in recent years by strengthening the capacity of its National Scout Organisations.

By engaging SGS, the global standards company, it brought in the Global NGO Benchmark, which was adapted to become the World Scout Standard. This sets out the characteristics of a well functioning national organisation, which, through a number of steps has been honed to the needs of Scout Organisations over the past five years. Now, with 57 organisations having gone through an audit based on these standards, World Scout leaders are confident that this model applies globally. Standards like operational effectiveness, social impact, good governance and strategies for growth and outreach, will challenge every organisation, regardless of culture, geographic region or their point in development can make a real difference in the communities it serves.

Following up on capacity strengthening support is then more straightforward – milestones for development become measurable and people throughout the organization become involved in reaching these milestones. The strengths of each organisation assessed are used in a peer-to-peer support network developed within Scouting. From global CEOs to local experts, globally recognised management gurus to experts who can be brought in to deal with one specific culture, World Scouting's network is flexible and available to all its members – most of these experts are coming as volunteers!

Objectives within this goal for the next 10 years include completing an

assessment in each of the 164 national organisations using the global standard; strengthening the pool of assessors, coaches and internal consultants which help this network to function, and maintaining the standards by constantly updating and improving the knowledge level of the global network providing high quality, long term support to 20 to 30 National Scout Organisations a year.

Countries where impact can be most needed and where the NSO is willing to progress will be given priority.

In the Africa region for example the next NSOs to receive support or further support from MoP phase 2 are:

- Guinea
- Sierra Leone
- Liberia
- Cote d'Ivoire
- Nigeria
- Angola
- Kenya
- Ethiopia
- Sudan
- Togo



*“None of us imagined what a great success Messengers of Peace would turn out to be. We knew it was the right thing to do, but we never imagined that we could reach our ten year target in just six years. This has surprised us all.*

*Our work is not finished.*

*It needs to continue.*

*More than ever before, the world needs Messengers of Peace!”*

His Majesty King Carl XVI Gustav of Sweden



## In Conclusion

The Scout Messengers of Peace global programme has helped to build confidence among young leaders in communities the world over, confidence that their contribution really counts for something. MoP has also transformed the global Scout Network into a confident partner for governments, NGOs, international organisations and the UN family. Thanks to MoP, young people are being taken seriously where it matters.

The first years of MoP have seen many successes, but also raised many expectations. As His Majesty the King of Sweden said recently in Riyadh, “We knew MoP was good, but we never expected it to be such a great success”.

This success has raised other expectations, though. Scouts in poorer countries can, for the first time, now see the impact of their work. They want to do more. The External assessors have helped them plot a future for their organisation to make it even more effective ... and we need now to help them achieve their dream!

So, the proposal in your hands is bigger and bolder and more urgent than the plan we launched in 2010. You can trust Scouts to deliver, both in the Kingdom of Saudi Arabia and globally. When the Custodian of the Two Holy Mosques, His Majesty King Salman bin Abdulaziz al Saud sat together with His Majesty the King of Sweden, discussing the future of MoP, the eyes of 40 million Scouts worldwide were fixed on these two World Leaders.

These Scouts are ready for the challenge they heard the two Kings give.

They won't let you down! They are ready to be Messengers of Peace!