



Objectives of the Regional Plan 2022-2025

The following objectives presented in this document are the result of the work carried out during the Extraordinary Meeting of the Interamerican Networks of: Youth, Youth Programme, Adults in Scouting, Communications, and Institutional Development. Subsequently, the proposed objectives were reviewed and complemented by the Working Group for the Strategic Plan 2022-2025 and by the professional team of the World Scout Bureau, Interamerican Support Centre.

The starting point in drafting of these objectives was the diagnosis made through different tools, with the contributions received by members of the National Scout Organizations of the Interamerican Region in an open and participatory process.

Objectives have been drafted for each of the 11 strategic priorities identified. In addition, several lines of action have been added, which determine relevant aspects to consider in the achievement of these objectives during the 2022-2025 triennium.

Strategic Priority: Youth Programme

Regional Objective

Increase the quality of the Youth Programme in the National Scout Organizations of the Interamerican Region.

Lines of action

- Maintain an updated Youth Programme that responds to the interests and needs of youth and their communities.
- Include in the Youth Programme educational competencies in the areas of resilience, mental health, well-being, leadership, sustainability, and active citizenship.
- Diversify the use of technology while delivering of the Youth Programme.
- Monitor and evaluate the Youth Programme regarding the impact of Scouting on individuals, communities, and institutions.
- Strengthen the implementation of the Better World Framework and the Scouts for the SDGs initiative in the NSOs of the Region.

Related World Strategy Objectives

2.3 Support NSOs to be innovative in designing and implementing their Youth Programme to ensure Scouting's relevance and ability to respond to the key needs of young people today, whilst building competencies for the future.

2.5 Promote and provide guidance to NSOs to foster the resilience, well-being and mental health of their youth members and Adults in Scouting.

2.6 Support NSOs to equip young people with the necessary competencies and attitudes to be active citizens in increasingly polarised societies, manage misinformation and foster democratic values and tolerance.

2.7 Support NSOs to implement the Scout Method in delivering the youth programme across different settings and contexts including: community-based, school-based, virtual (Scouting at Home) and hybrid Scouting (virtual/in-person).

2.8 Continue the expansion and development of technological opportunities available to young people, Adults in Scouting and NSOs to experience Scouting in new ways, including through digital engagement.

Strategic Priority: Diversity and Inclusion

Regional Objective

Strengthen Diversity and Inclusion in Scouting considering the economic, cultural, disability, migration, and gender aspects, among others.

Lines of action

- Increase the number of NSOs that have a national Diversity and Inclusion policy.
- Develop and implement transversal models for the management of Diversity and Inclusion in the NSOs of the Region integrating topics as economic, cultural, disability, migration, and gender diversity.
- Develop new partnerships that allow increasing Diversity and Inclusion actions in the Region.

Related World Strategy Objectives

3.2 Significantly increase support to NSOs to actively reach out to and include communities that do not have equal access to or which we currently do not engage through Scouting.

3.4 Actively seek the involvement of adult volunteers reflecting the composition of their local communities and ensure the necessary intercultural training to be able and confident to provide an inclusive Youth Programme reflective of the diversity of the local community.

3.5 Mainstream gender equality throughout all levels and structures of the Scout Movement, including by progressively implementing co-education.

3.6 Mainstream diversity and inclusion as a transversal focus across the Scout Movement, ensuring more inclusive policies and structures to embrace diversity as key to the unity of the Scout Movement.

3.7 Include disabilities, psychological disorders and mental health as important components of diversity and inclusion, and work to reduce systematic barriers for accessibility and participation.

Strategic Priority: Humanitarian Action

Regional Objective

Strengthen the Humanitarian Action area in National Scout Organizations to collaborate responsibly during emergency situations.

Lines of action

- Develop action plans that allow NSOs to act appropriately in emergency situations in coordination with governments and other organizations.
- Develop partnerships that allow strengthening the Humanitarian Action capacity of the NSOs.

Related World Strategy Objectives

4.2 Support NSOs to become responsible actors in humanitarian action, mitigating the impact of disasters on young people.

Strategic Priority: Sustainability

Regional Objective

Strengthen the theme of environmental sustainability in the Region in line with WOSM's strategy allowing contribution to the mitigation of the consequences caused by climate change.

Lines of action

- Encourage the creation of action plans that contribute to sustainability in the NSOs of the Region

- Contribute to the WOSM global system to monitor the environmental impact
- Establish new strategic alliances that allow increasing the knowledge and action of the NSOs on Sustainable Development issues

Related World Strategy Objectives

1. Further strengthen efforts made around sustainability, through the development of a WOSM 's climate impact strategy during the next triennium. Including clear and shared action plans and measurable goals that aim to significantly strengthen environmental sustainability practices to achieve climate neutrality of WOSM operations by the 46th World Scout Conference in 2033.

2. Create a system to monitor the environmental impact of World Scout Movement operations and ensure that a reporting mechanism is designed to provide Member Organizations with strategic information to actively participate in global decision-making.

3. Support NSOs to become responsible actors and lead local action to mitigate the consequences of climate change and actively participate in natural disasters and to ensure that environmental sustainability is mainstreamed throughout Scouting through

- strengthen existing framework and mechanisms and create new resources
- ensure that the content and environmental programs of the World Scout Movement are continually promoted, implemented, and updated
- examine the possibility of developing a WOSM service focused on environmental sustainability

Strategic Priority: Youth Engagement

Regional Objective

Increase the quality of Youth Engagement in the National Scout Organizations of the Interamerican Region.

Lines of action

- Update the normative frameworks of NSOs to eliminate obstacles that limit equal opportunities in decision-making processes at all levels (local, zonal, national, regional) and in all areas of youth engagement (unit, institutional, community)
- Increase the level of youth engagement in the unit, institution, and community areas (outside the Movement), as a result of the updating of the normative frameworks of the NSOs of the Region.

- Strengthen and permanently update youth engagement platforms (Youth Forum, Youth Advisors, Training for capacity building, etc.) in the NSOs of the Region.

Related World Strategy Objectives

1.1 Reinforce Scouting as a leading provider of non-formal education, equipping young people with competencies to contribute to the resolution of issues in their local and global communities.

1.2 Ensure that youth participation and engagement is structurally and effectively embedded in decision-making processes at all levels.

1.3 Evaluate the effectiveness of the World Scout Youth Involvement Policy and update it based on the findings.

1.4 Support Regions and NSOs to develop and implement youth engagement programmes and youth leadership trainings that strengthen the capacity of young people, both Scouts and beneficiaries, to become active citizens.

1.5 Ensure that all young people, regardless of their gender, age, race, ethnicity, religious beliefs, socio-economic background, disabilities, sexual orientation, gender expression or any other basis of discrimination have equal opportunities to participate in decision-making in Scouting.

Strategic Priority: Adults in Scouting

Regional Objective

Increase the quality of Adult Management in the National Scout Organizations of the Interamerican Region.

Lines of action

- Promote the implementation of the Adult Management Model in the NSOs focusing it on improving the Youth Programme and generational renewal.
- Promote innovation in volunteer models with focus on the satisfaction, well-being and recognition of adults and establishing partnerships with other volunteer organizations.
- Accompany the NSOs in the continuous improvement of their processes based on the results of the quality measurement of Adult Management

Related World Strategy Objectives

2.1 Support NSOs to adopt an integrated approach when implementing the Youth Programme, Adults in Scouting lifecycle and other areas of educational methods, focusing its importance for sustainable growth.

2.9 Support NSOs in strengthening the implementation of Adults in Scouting policies with a key focus on recruitment, retention and succession strategies.

2.10 Support NSOs in exploring and implementing innovative and flexible forms of volunteering.

Strategic Priority: Safe from Harm

Regional Objective

Increase the level of implementation of the Safe from Harm policy in all areas and levels of the NSOs with paramount focus on the rights approach.

Lines of action

- Increase the number of NSOs that have a national Safe from Harm policy
- Develop support material for the implementation of the Safe from Harm policy
- Evaluate the level of implementation of Safe from Harm mechanisms in the NSOs
- Develop partnerships to increase knowledge and actions to implement the protection of children and young people who participate in Scouting.

Related World Strategy Objectives

2.11 Support NSOs to strengthen the implementation of the World Safe from Harm policy through its educational framework and strengthening compliance mechanisms

2.12 Ensure the safety of participants in all World and Regional Scout events by creating safe environments and putting in place Safe from Harm procedures.

Strategic Priority: Communications

Regional Objective

Increase the quality of Communications to position the Scout Movement as the leading non-formal education youth organization in the Interamerican Region

Lines of action

- Increase the scope of external communications both by NSOs and regional bodies.
- Increase the quality of internal communications within NSOs
- Strengthen the proper use of the Scout brand at the regional and national level.
- Promote spaces for the exchange of materials, tools, and trainings in the communications area.

Related World Strategy Objectives

5.1 Review and refresh WOSM's branding and messaging to position itself as the leading educational youth movement through a refreshed visual brand, messaging and adaptation for digital use.

5.2 Strengthen the capacity of NSOs in external communications by providing stronger support in branding, storytelling, media relations, crisis communications and reputation management.

5.3 Increase the recognition, support, and impact of Scouting by strengthening the advocacy capacity of the Scout Movement, and leverage youth representatives across the Scout Movement to support advocacy.

5.6 Evolve the internal communications strategy for World Scouting using impact-driven communications that reflect the unity and diversity of the Scout Movement, and which embrace digital transformation in our work.

5.7 Significantly improve the usage and accessibility of existing resources by ensuring they are understandable for NSOs and available in multiple languages.

Strategic Priority: Partnerships

Regional Objective

Encourage the creation and maintenance of partnerships in the Interamerican Region to offer support to each of the strategic areas in the National Scout Organizations.

Lines of action

- Disseminate and increase the scope of current partnerships at the national and regional levels, emphasizing those that support the Better World Framework.
- Strengthen the capacity of NSOs to manage new partnerships that allow them to obtain support for strategic areas through resources or cooperation actions.
- Strengthen the capacity of NSOs to manage projects supported through the funds that WOSM has enabled (MoP, Global Youth Mobilization, Re-energizing, FSI, etc.)

Related World Strategy Objectives

5.4 Disseminate and activate WOSM's strategic partnerships for the benefit of the Scout Movement by operationalising new and existing partnerships and supporting NSOs to develop and manage partnerships.

5.5 Review and implement a resource mobilisation strategy to increase and diversify World Scouting's resources with a focus on institutional, philanthropic, and private sector partnerships.

Strategic Priority: Governance

Regional Objective

Increase the quality of Institutional Development to have National Scout Organizations that effectively support Scouting to achieve its continuity.

Lines of action

- Strengthen the regional strategy of GSAT, focusing on the action plans of the NSOs of the Region
- Implement continuous improvement processes in the governing bodies and executive teams of the NSOs, focusing on good governance, strategic planning, financial management, risk management and compliance.

Related Global Strategy Goals

6.1. Support NSOs to strengthen their capacities by increasing and improving specific support in all priority areas of WOSM services.

6.2. Support NSOs to develop their organizational capacity and implement action plans through an edited WOSM capacity building cycle.

6.3. Ensure the sustainability of NSOs by supporting them to diversify their sources of income, increase their financial stability and improve the management of financed projects.

6.4. Ensure that NSOs can thrive in changing realities, supporting organizational resilience through innovation and strong change, crisis and risk management.

6.5. Ensure more sustainable growth by building a better understanding among NSOs about the impact and importance of taking a long-term, strategic and holistic growth approach that includes all strategic priorities.

Strategic Priority: Growth

Regional Objective

Achieve holistic and sustainable growth of NSOs resulting from a good and comprehensive management.

Lines of action

- Promote the creation of growth strategies in NSOs that respond to the new normal, through the WOSM Service Model.
- Implement strategies to reduce under-registration and win back lost members.
- Generate new partnerships that allow reaching out new sectors of the population

Related Global Strategy Goals

Support NSOs in their (post) COVID-19 pandemic recovery efforts by creating recovery plans specific to NSOs with a key focus on:

- member retention, recruitment and growth

Adapt the Youth Program to post-COVID-19 realities, including:

- innovative design to ensure the relevance and ability of Scouting to respond to the key needs of today's youth:
- develop competencies for the future
- aspects such as mental health, well-being and resilience
- increase financial resilience and fundraising capacity
- emergency response to local communities