



SCOUTS[®]
Creating a Better World

World Organization of the Scout Movement
Organisation Mondiale du Mouvement Scout
Всемирная Организация Скаутского Движения
Organización Mundial del Movimiento Scout
المنظمة العالمية للحركة الكشفية

**World Scout Bureau, Asia-Pacific Regional Office
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To: Chief Commissioners
International Commissioners
Chief Scout Executives

18 October 2013

New scout.org

Dear Colleagues,

Greetings from Manila!


The new scout.org has been launched on 15 October that will greatly influence World Scouting's interactivity, transparency and responsiveness through this new face of our website.

Your intervention to promote our new website will help reach out to our millions of young members across the region. As announced by our WOSM Secretary General Scott Teare, this new website "aims to bring together all the Scouts around the world in a permanent jamboree". It marks a fundamental mind-shift in our communications and will contribute to change the way we are doing business in World Scouting."

Attached is the WOSM press release that you can send to your local media and press networks. We encourage everyone to disseminate these to all our Scouting members and be part of the every hour and everyday Jamboree!

Happy Scouting to everyone.

With best regards,



J. RIZAL C. PANGILINAN
Regional Director



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PRESS RELEASE

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40 MILLION SCOUTS UNITE IN FIRST-EVER "PERMANENT DIGITAL JAMBOREE"

World Scouting builds global network for action

16th October 2013, Geneva, Switzerland – Today, the World Organization of the Scout Movement announced the launch of their new user-driven website (scout.org) which will allow all Scouts worldwide to learn, exchange and share their experiences in what could be dubbed a "Permanent Digital Jamboree". While a typical international Jamboree - a gathering of Scouts - will have around 40,000 people attending, this new platform will enable over 40 million Scouts worldwide to virtually meet and share project ideas at any time of the day, regardless of geography or culture.

The new scout.org will bear resemblance to a social network and be driven by the users themselves who will contribute to shape the site by sharing their stories and experiences. The openness of the platform reflects the values shared by the Scout Movement.

Scott Teare, Secretary General of the World Scout Bureau said: *"This new engagement platform is another element which showcases how relevant and vibrant Scouting is today. Scouts have entered the digital age and any Scout can now connect seamlessly with another Scout at the other side of the globe."*

The social platform also integrates another flagship initiative of the Scout Movement called "Messengers of Peace", a Global Network of Scouts serving their local communities in projects dealing with street gangs in San Salvador, teaching leadership skills to street kids in Manila or building schools and houses for people in poor areas. Since its inception in 2011, "Messengers of Peace" has so far provided over 20 million service hours from Scouts around the world towards 35,000 local community projects.

Teare concluded: *"As a global Movement, Scouting is making a real contribution to communities around the world. Scouting not only brings young people together, regardless of socio-economic status and religious beliefs, but it also provides them with life-long education, values and behaviours to develop their full potential and help create a better world."*

For more information, please visit www.scout.org or contact Göran Hägerdal, Global Director, Scouting's Development (ghagerdal@scout.org); Telephone: +41791250233).

About Scouting

Scouting, founded by Lord Robert Baden-Powell in 1907, is a grassroots level educational youth movement that is truly bottoms-up in its structure and approach in engaging young people from all over the world. World Scouting today is a confederation of 162 National Scout Organizations in a network of over 40 million members in more than 1 million local Scout Groups. Some 7 million volunteer adults support local activities, resulting in a huge multiplier effect. Through peer-to-peer leadership, supported by adults, each local Scout Group embraces the same set of values illustrated in the Scout Promise and Scout Law. Each of the 1 million local Scout Groups follows a similar system of non-formal education suited to the unique aspects of their local community. The World Organization of the Scout Movement (WOSM) is an independent, worldwide, non-profit and non-partisan organisation which serves the Scout Movement. Its purpose is to promote unity and

the understanding of Scouting's purpose and principles, while facilitating its expansion and development. The organs of the World Organization are the World Scout Conference, the World Scout Committee and the World Scout Bureau.