

# DOCUMENT NUMBER 21



**28<sup>th</sup> Asia-Pacific  
Scout Conference**

**TAIWAN · 2025**

**Reports from  
Breakout  
Sessions  
(APR Strategy  
2025-2028)**



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# Innovate Education

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## KEY INSIGHTS

Of Innovate Education



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## Innovate Education

- Broad support for all KPIs and objectives
  - Query: 4 NSOs vs 6 NSOs (19%) innovated their youth programmes by 2028
- Discussions:
  - Interpretation of innovation in context of education
  - Action Steps
  - Language, accessibility and translation

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## Recommended Actions

Of Innovate Education



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## Educational Programmes

*6 NSOs (19%) innovated their Youth Programmes by 2028*

### Capacity building:

- Contextualisation and youth culture
- Innovating youth programme
- Specific topics (as needed – e.g. steps/phases of GPS)

### Storytelling

- Sharing of best practices

### Tools

- Impact measurement
- Monitoring and evaluation
- WOSM Services & Consultants

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## Peace Education

*10 NSOs (30%) have integrated-Peace Education initiatives in their Youth Programme by 2028*

### Workshops

- Regional level x 2 (online, in person)
- Scouts4SDGs Initiative / Challenge Specific
- Integration / application with existing youth programmes

### Storytelling

- NSO sharing
- Toolkits
- Case studies

### Personnel

- Expanded remit on Coordinator network
- External Partnerships

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## Environmental Sustainability

*10 NSOs (30%) have integrated Earth Tribe (or other climate change education initiative) into their Youth Programme by 2028*

### Capacity building

- Train the Trainers for specific initiatives / Challenges
- Integration / application with existing youth programmes

### Storytelling

- Recognition of climate champions – “Earth Tribe Warriors”
- Advocacy campaigns – global days, local initiatives, young changemakers

### Tools

- Impact measurement in events
- WOSM Services & Consultants

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## Youth Leadership

*12 NSOs (38%) have engaged young people in the different decision-making bodies at National and Local levels of their NSO with clear operational frameworks*

### Capacity building

- Intergenerational workshops
- Training Guide implementation
- Opportunities through events, summits, workshops

### Tools

- Baseline measurement exercise
- Measurement tool for external impact
- Resources targeted at Scout Groups/Units
- Mentoring

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# Big Idea or Reflection

## Of Innovate Education



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# Innovate Education

- Increased awareness and access of WOSM Services
- Coordinator Network
- Capacity building – young leaders, NSO leaders
- Young people involved at all Regional Leadership events



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## Strengthen Diversity and Inclusion



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# KEY INSIGHTS

## Of Strengthen Diversity and Inclusion



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### 2a The Scout Movement has identified and actively reduced barriers to allow more young people and adults to experience Scouting and participate at all levels

Objective and KPI supported.

There is a variety of effective D&I programmes and practices occurring across the region. Many of these are targeted to a specific population or need in a community area. Greater communication about these could assist other NSOs implement new programmes.

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2b The Scout Movement will be more flexible and inclusive, reaching all communities, everywhere.

The objective is supported, however the word 'underserved' in the KPI is not understood and should be replaced or a strong definition be provided.

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## Recommended Actions

Of Strengthen Diversity and Inclusion



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1. Develop a resource to assist NSOs to identify and reduce barriers related to Diversity and Inclusion.
2. Design checklists and toolkits to support results gained from this resource.
3. Widely promote successful practices in all areas of D&I and share across the region.

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## Big Idea or Reflection

Of Strengthen Diversity and Inclusion



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A resource should be developed to assist any NSO at all levels to identify barriers to enable young people and adults to participate in Scouting.

- Each NSO should be encouraged to use this package to support growth.
- Results of information or data gathered should be incorporated into future plans for growth for each NSO.
- Membership growth should be widely promoted.

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# Guarantee Safeguarding and Well-being

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## KEY INSIGHTS

Of Guarantee Safeguarding and Well-being



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## KEY INSIGHTS

1. Each NSO should try to align its SfH policy with the national child protection laws applicable in its country.
2. Challenges of SfH implementation  
localization of the resources – guideline, learning material to fit in their context (consideration of local languages, ethics, norm or even the laws and acts themselves)
3. Opportunities
  1. Support from other NSOs
  2. WOSM and APR



## Recommended Actions

Of Guarantee Safeguarding and Well-being



## Recommended Actions

1. 33 NSOs (100%) are compliant with the WOSM Safe from Harm requirements (focal person, SfH Policy, Procedures, and Self-Assessment completed) by ~~2033~~ **2028**

**Reason:** 2033 is too long for the Safe from Harm action and we need to act now to create the safe space of the scout movement.

2. APR committee and APR support center should proactively support the NSOs to help each NSO to develop its own SfH policy that is consistent with both their local legal frameworks and WOSM's SfH World Policy.



## Big Idea or Reflection

Of Guarantee Safeguarding and Well-being



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## Big Idea or Reflection

“We should consider each NSO’s cultural diversity and national policies during the development of and implementation of SfH policy”

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# Value Volunteering

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## KEY INSIGHTS

Of Valuing Adult Volunteers



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## Key Insights TP4a: Valued Volunteering

Comfortable with the 7% metric **provided all volunteers pass background checks at a minimum**

Help ensure the 7% are **quality** volunteers  
Bring a diversity of thought and experience

6 NSOs a **minimum** as a region

Aiming to exceed this as the great APR

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## Recommended Actions

To enhance and value volunteering



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## Recommended Action – Value Volunteers

Background checks as a minimum for all adult members

Non-negotiable

Clear need to approach recruitment and retention of volunteers contextually – Scouting context (community vs school)

WOSM Support: Sharing of further case studies and Value Volunteering toolkit with translation support

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## Big Idea or Reflection

Strengthening and valuing Volunteering



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# Value Volunteering Big Idea™

Diversity in decision making:

All the voices are in the room **and** contributing to the decision making

Our youth members and programmes are strengthened by different perspectives and experiences

Intergenerational      Gender      Abilities      Young people      Beliefs

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# A Fit for Purpose Organisation

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## KEY INSIGHTS

A Fit for Purpose Organisation



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## Key Insights

1. Strengthening **governance and accountability** requires alignment with GSAT 3.0, emphasizing transparency and youth leadership in decision-making.
2. **Financial sustainability** depends on diversified and ethical income streams and support for NSOs to maximize existing resources.
3. The **impact of climate change** must be addressed through both mitigation and adaptation strategies integrated into NSO operations.
4. **Youth participation** in decision-making is still low; need for systemic inclusion of youth at all levels.
5. **Organizational transformation** and technology leverage are essential for efficiency and relevance.

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## Recommended Actions

A Fit for Purpose Organisation



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Current KPI	Suggested KPI	Rationale/Comment
23 (70%) NSOs assessed with GSAT 3.0 and score more than 70% across dimensions of governance by 2033.	23 (70%) NSOs assessed with GSAT 3.0 ( <b>and further editions</b> ) and score more than 70% across dimensions of governance, <b>without recording any major non-</b>	APR RSC encourage and support the entire NSOs to accept the GSAT framework.  Focus on major non-confirmity

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**TP 5a**

Current KPI	Suggested KPI	Rationale/Comment	Suggested Actions
8 NSOs (24%) has transformed its governance structures, organisation models, and decision-making process to enable greater efficiency and effectiveness	8 NSOs (24%) <b>have</b> transformed its governance structures, organisation models, and decision-making process to enable greater efficiency and effectiveness	Grammatical issue	<ol style="list-style-type: none"> <li>1. Support NSOs to conduct self assesment to identify NSOs requiring support in D2 of GSAT 3.0</li> <li>2. Support NSOs in conducting organizational design, leadership development and leveraging technology.</li> <li>3. Monitor and evaluate</li> </ol>

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**TP 5b**

Current KPI	Suggested KPI	Rationale/ Comment	Suggested Actions
6 NSOs (19%) have successfully established and operationalised at least one new and diversified income stream during the Triennium, aligned with their national financial sustainability plan		Acknowledging for some NSOs that have existing income streams, it might not be feasible to adopt a new one.	To include supporting NSOs with existing diversified income streams to strengthen or maximize their current income streams.

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**TP 5c**

Current KPI	Suggested KPI	Rationale/ Comment	Suggested Actions
17 NSOs (50%) have integrated a Climate Sustainability Action Plan (CSAP) into their national strategy and implemented at least two operational actions.		Some countries require climate mitigation efforts while others require climate adaptaion efforts.	To include both climate mitigation and climate adaptation strategies.

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**TP 5e**

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Current KPI	Suggested KPI	Rationale/ Comment	Suggested Actions
<b>10 NSOs (30%) have reviewed its by-laws/rules to have 30% young people, below the age of 30, with full rights in the decision-making bodies.</b>	<b>17 NSOs (50%)</b> have reviewed its by-laws/rules to have 30% young people, below the age of 30, with full rights in the decision-making bodies.	30% is quite less in the terms of young people in decision-making process.	<ol style="list-style-type: none"> <li>1. Support the localization and implementation of Youth Leadership in Decision Making Framework in NSOs to build the capacity of young people so that they can effectively contribute in the decision-making bodies.</li> <li>2. To assess and include young people in decision-making processes at grassroots level as well.</li> </ol>

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## Big Idea or Reflection

### A Fit for Purpose Organisation



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## Big Idea or Reflection

**“A Fit for Purpose Organisation is not only defined by its structure, but by its adaptability — blending transparency, sustainability, and youth-driven leadership to keep Scouting relevant and resilient in a changing world.”**

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The collage features a group photo of approximately 15 individuals, many in Scout uniforms, posing in a conference hall. To the right is a graphic with a stylized map of Taiwan, incorporating symbols like the Eiffel Tower, a hand, a fleur-de-lis, and a pagoda. Below the map, the text reads "28<sup>th</sup> Asia-Pacific Scout Conference" and "TAIWAN · 2025". The background consists of horizontal stripes in orange, green, and blue, with a vertical orange bar on the right side containing yellow circles.

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# AN ADAPTIVE ORGANIZATION

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# KEY INSIGHTS

AN ADAPTIVE ORGANIZATION  
GROUP DISCUSSION SUMMARY



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# Recommended Actions

AN ADAPTIVE ORGANIZATION

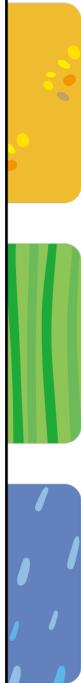


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# KEY RECOMMENDATIONS



- 1. Data collection and research**
  - to access the current state of our NSOs
  - to look at areas that can be improved
  - to come up with a benchmark or framework to guide NSOs

in data measurement qualitatively and quantitatively

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2. a **timeline** to ensure that our plan falls in line.

3. **share best practices and reach out to WOSM** to ensure that we are on the right path

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# Reflection

AN ADAPTIVE ORGANIZATION



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We believe that **there is a need** to build on our existing system and network and improve them further as well as reach out to all NSOs to **build our capacity in digital transformation and impact measurement**

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# Influential Organisation

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## KEY INSIGHTS

Of Influential Organisation



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## Proposed KPI Amendment (Strategy for Scouting Asia-Pacific 2025-2033)

KPIs Strategy for Scouting Asia-Pacific 2025-2033	Amended KPIs Strategy for Scouting Asia-Pacific 2025-2033
10 (30%) NSOs and/or major stakeholders (governments, parents, member institutions, and partners) recognise Scouting and WOSM as leaders of non-formal education.	Scouting and WOSM are recognised by <del>10 (30%) NSOs</del> and/or major stakeholders (governments, parents, member institutions, and partners) recognise <del>Scouting and WOSM</del> as leaders of non-formal education in 15 (45%) NSOs.

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## Proposed KPI Amendment (APR Triennial Plan 2025-2028)

APR Triennial Plan KPIs 2025-2028	Amended APR Triennial Plan KPIs 2025-2028
18 NSOs (54%) implementing national advocacy campaigns aligned with WOSM’s global priorities (e.g. climate action, mental health, gender equality, peacebuilding), with active youth participation	18 NSOs (54%) implementing national advocacy campaigns aligned with WOSM’s global priorities (e.g. climate action, mental health, gender equality, peacebuilding), with active youth <del>participation</del> engagement.

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## Key Issues

- Visibility and public perception
- Limited partnerships and collaborations
- Communicating Scouting's relevance to larger societies
- Lack of unified advocacy and messaging strategies

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## Recommended Actions

Of Influential Organisation



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## Proposed Solutions

- Public perception survey to provide a benchmark across the APR region on the external perception of Scouting, to measure the progress of external visibility
- Develop a holistic toolkit that is adaptable to NSO requirements, containing a long-term framework on advocacy and messaging strategies, methods of implementation, evaluation and assessment
- Encourage NSO's to develop partnerships with other Youth Organisations to create and implement a common advocacy agenda

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## Big Idea or Reflection

Of Influential Organisation



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## Big Idea

- Influence
  - What influence do we already have? What influence can we have?
  - How do we ensure that NSOs are influential in their countries?
  - Who can we influence others in a common advocacy agenda?

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## Safe from Harm Breakout Group

With Special Thank you for the contributions from the whole room

Scouts from: Australia, Mongolia, Japan, Hong Kong, Taiwan, Sri Lanka, Malaysia, Vietnam, Korea, Maldives, Singapore, Bangladesh, Macau, Papua New Guinea, Brunei, Thailand

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## Session Highlights

- Talked through WOSM Membership requirements
- Explored several challenges for the region regarding the important areas highlighted in the SFH Self Assessment
- Talked about how SFH can be integrated into School Based Scouting



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### SAFEGUARDING POLICY

## Recommendations

- Create a clear suggestion for what SFH Coordinator does
- Create a virtual SFH Coordinator Network
- Make SFH Policy Accessible
  - Using the local language of your country
  - Keep it Simple and understandable
- Support to translate Policy and procedures into local level processes
- Support on developing a Positive SFH Culture
- Share the SFH Capacity Building Modules
- New Subcommittee to proactively share best practice and offer support

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# Thank you!

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## WOSM BRANDING

### Breakout Group Discussion Summary and Recommendations

#### OVERVIEW

The breakout group discussions collectively explored how National Scout Organizations (NSOs) across the Asia-Pacific Region can strengthen their communication strategies, diversify media outreach and ensure consistent application of the Scouting brand identity. Participants shared best practices, identified key challenges, and proposed recommendations for regional support mechanisms and future collaboration.

The discussions emphasized that communication and branding are not only about visibility but also about **projecting Scouting's relevance, unity and impact in today's rapidly changing social and digital landscape.**

#### Key Findings

##### 1. Need for Unified and Accessible Branding Tools

Many NSOs highlighted the importance of having consistent and accessible branding resources to ensure proper application of the global Scouting identity. While some countries, such as Japan, have implemented unified image strategies, and Malaysia has recently refreshed logos and uniforms, others noted gaps in access to design materials and guidance.

Participants called for:

- A **centralized digital repository on brand.scout.org** featuring all official visual identity elements (logos, symbols, shapes, color palettes and typography such as Scouts GT) in a **single, downloadable package.**
- **Practical toolkits and templates** for designers and communication officers to maintain visual consistency across campaigns, uniforms, and publications.
- **Simplified brand guidance and e-learning** materials to help local leaders cascade branding knowledge to grassroots levels.

##### 2. Media Diversification and Youth Engagement

A strong consensus emerged that Scouting's communication approach must evolve to reflect how young people consume and create content today. NSOs agreed that the movement should **diversify media use** by integrating new digital platforms with traditional channels to ensure inclusivity, accessibility and reach.

Participants noted that in some contexts, particularly where public communication is restricted, Scouts can strengthen their visibility through **community-based initiatives** addressing youth-relevant issues such as nutrition, health, hygiene, and overall wellbeing. Such programs not only improve community perception but also reinforce Scouting's role as a **non-political, youth-serving movement.**

The need for **authentic and credible online presence** was also highlighted. Recommendations included:

- Compiling a **consolidated list of official NSO social media accounts and website links** to help the public and partners identify verified information.
- Exploring collaboration with platforms such as **Meta** to support verification of official NSO accounts and prevent misuse of the Scouting name or logo online.



Additionally, creative, locally relevant storytelling was encouraged, including producing short videos, infographics, and other online content that reflect culture, community projects, and impact stories.

### 3. Rebranding Efforts and Regional Identity

Across the region, many NSOs are undergoing or planning rebranding processes. While positive, these efforts often face challenges of **consistency, delayed approvals, and limited technical capacity**. Participants suggested that a stronger regional framework can help unify brand implementation while allowing flexibility for national identity.

Recommendations included:

- Further disseminating the **APR Emblem Guideline** to NSOs and grassroots levels to ensure consistent use of the regional brand.
- Providing **infographics and simple explanations** to clarify proper logo use in both commercial and non-commercial settings, protecting intellectual property and public trust.
- Drawing inspiration from successful regional models, such as the **European Scout Region**, to enhance visibility, storytelling, and youth connection in social media.

### 4. Strengthening Capacity and Coordination

Branding and communication require specialized skills, which may not be fully developed within all NSOs. Recommendations included:

- **Regional and sub-regional workshops** on branding, digital media, and storytelling to enhance NSO technical capacity.
- Encouraging NSOs to appoint **Public Relations Coordinators**, similar to Messengers of Peace (MoP) or Safe from Harm Coordinators, to ensure consistent messaging.
- Facilitating **peer learning and mentorship**, allowing NSOs with established systems (e.g., Japan, Malaysia) to guide others in developing national brand strategies.

### 5. Innovation and Digital Transformation

The discussions highlighted the need for **digital innovation** as part of Scouting's communication evolution. Participants proposed developing a **Regional APR Mobile App** as a hub for connectivity, visibility, and resource sharing. Proposed features include:

- Access to **branding and communication resources**.
- **Interactive training modules and toolkits** on brand management and media engagement.
- A platform for youth storytelling and collaboration, enabling Scouts to share their initiatives directly across the regional network.
- Revisiting existing apps, such as **ScoutPass**, to ensure full utilization and integration with regional communication strategies.

## Moving Forward: Regional Action Priorities

### 1. Establish a Regional Communication and Branding Support Framework

Coordinate communication, branding and media support for NSOs.

Develop standardized tools, templates, and a centralized digital resource hub.



## 2. Enhance Capacity-Building and Mentorship

Conduct regional and sub-regional workshops.

Facilitate peer mentorship among NSOs to share knowledge and best practices.

## 3. Promote Media Diversification and Youth Participation

Encourage balanced use of digital and traditional media.

Support youth-led initiatives on health, sustainability, and community service.

## 4. Strengthen Collaboration and Consistency

Foster inter-NSO collaboration on joint campaigns and regional narratives. Ensure consistent brand application across all levels of Scouting.

## 5. Leverage Technology and Innovation

Revisit Scouting App such as ScoutPass to ensure efficiency.

## Conclusion

The breakout discussions reaffirmed that effective communication and a unified brand identity are vital to Scouting's growth and credibility. By strengthening tools, building capacities, diversifying media, and embracing digital innovation, the Asia-Pacific Region can project a **cohesive, modern, and youth-relevant image of Scouting** that resonates with today's youth and reflects the movement's enduring values of peace, leadership, and community service. The collective insights represent a shared vision for **a stronger, more connected, and more visible Scouting movement** across the Asia-Pacific Region.

# Scouting

Integrated Versatility

