

BOY SCOUTS OF THE PHILIPPINES
NATIONAL OFFICE
MANILA

13 March 2014

NATIONAL OFFICE MEMORANDUM
No. 23 Series of 2014

TO : **Regional Scout Directors, Council Scout Executives
and Officers-In-Charge**

SUBJECT : **MESSENGERS OF PEACE INITIATIVES, SERVICE HOURS
AND SERVICE PROJECTS**

1. The **Messengers of Peace (MoP) Initiative** is a call to action, inspiring and sharing the message of peace with more than 20 million Scouts and young people in over a million local communities in over 160 countries to help **"Create a Better World"**.
2. With the support of **His Majesty King Abdullah of Saudi Arabia** and **His Majesty King Carl XVI Gustaf of Sweden**, the idea was conceived in 2010 and launched in 2011. This initiative is the flagship programme of the World Organization of the Scout Movement, calling its member NSOs to support the programme through Service Projects and Community Service at the grassroots level.
3. The MoP initiative caters to **Five (5) Areas of Service** specifically on (1) Training on Dialogue, (2) Capacity Building, (3) Peace Projects, (4) Support to Children and Young People in "Hot Conflict" situations and (5) Globalizing the Messengers of Peace Network.
4. The **MoP Network** is an online platform at www.scout.org where Scouts and Leaders can create their profile and share their videos, pictures and stories about their service projects. This is an avenue where Scouts from all across the globe can share and exchange best practices on service activities, tools, resources on projects which can be replicated and/or further develop by other NSOs.
5. In the **WOSM's Network Report** for the month of **February 2014**, the **Boy Scouts of the Philippines ranks 1ST in the Asia-Pacific Region** in terms of **Network Membership** and **Service Hours**, with more than **3,000 members** online and more than **500 Million Service Hours**, respectively. Overall, we ranked **Second** at the World Level after Saudi Arabia.
6. The **MoP "Service Hours"** refers to the number of **Scouts** and **Leaders** doing **"voluntary service"** during **"service projects"** to include but are not limited to community development projects, tree planting, coastal clean-up, earth hour, outreach and feeding programs, leadership activities, training courses, seminar-workshops, jamborees, moots, camps, dialogue and youth forum among others.
7. By the end of **2014**, our NSO target is to reach at least **10,000 Scouts** and **Leaders** from BSP to take part in this world initiative. This would be possible by increasing our members, service hours and service projects uploaded and shared to the WOSM's Messengers of Peace platform.
8. In support to this initiative, the Boy Scouts of the Philippines is enjoining all Local Councils and Regions to help promote **"Messengers of Peace"** by conducting **MoP Workshops and Modules** during your council and regional Scouting events and observances with the help of the Council and Regional MoP Coordinators duly trained for the purpose.
9. For more information, attached herewith are the list of **Regional and Council MoP Coordinators and Leaders, MoP Brochure** and **WOSM Circular No. 29/2012 on MoP Identity Guide**, should you decide to include the **Messengers of Peace Logo** in your future Council and Regional Scouting events and activities.
10. Queries and after action reports relative to any "Messengers of Peace" projects and initiatives containing photos and stories shall be forwarded to **MR. YASSER F. SARONA**, BSP National MoP Coordinator and PARD Executive, through yaz.sarona@scouts.org.ph and fod@scouts.org.ph or 527-5112 loc. 524.
11. For your information, guidance and wide dissemination.


WENDEL E. AVISADO
SVP & Acting Secretary General 

MESSENGERS OF PEACE (MOP) COUNCIL AND REGIONAL LEADERS

ILOCOS REGION

- | | |
|-----------------------------|---|
| 1. NEILBRIEN A. PAMO | – Pangasinan San Carlos City Council, BSP |
| 2. FRANCIS EIRICK A. TAMAYO | – Dagupan City Council, BSP |
| 3. ART LORENZ F. FRANCISCO | – Eastern Pangasinan Council, BSP |
| 4. JERWIN O. VALENCIA | – Ilocos Norte, Laoag City Council, BSP |
| 5. ARTHUR M. LLAGUNO | – Ilocos Norte, Laoag City Council, BSP |

NORTH EASTERN LUZON REGION

- | | |
|--------------------------------|----------------------------------|
| 1. IAN CHRISTOPHER MANGAOANG | – Baguio City Council, BSP |
| 2. ROMMEL B. PERICO | – Nueva Vizcaya Council, BSP |
| 3. MICHAEL ANGELO V. BIGAO | – Nueva Vizcaya Council, BSP |
| 4. EMMANUEL ARTHUR G. GREGORIO | – Cagayan Tug. City Council, BSP |

CENTRAL LUZON REGION

- | | |
|---------------------------|--------------------------------|
| 1. ARIEL E. MANALO | – Bulacan Council, BSP |
| 2. PAOLO REGALADO CRUZ | – Bulacan Council, BSP |
| 3. NOLASCO C. SAN MIGUEL | – Bulacan Council, BSP |
| 4. DIANA SJ ABARGOS | – Bulacan Council, BSP |
| 5. JAN RAINIER C. BALARIA | – Cabanatuan City Council, BSP |
| 6. ELIZABETH LIM | – Cabanatuan City Council, BSP |
| 7. FLOYD S. DIZON | – Angeles City Council, BSP |
| 8. ERWIN C. VILLANUEVA | – Tarlac Council, BSP |
| 9. RHEYMART PEDROCHE | – Tarlac Council, BSP |
| 10. RAUL MENDOZA | – Tarlac Council, BSP |
| 11. REYNALDO MENDOZA | – Tarlac Council, BSP |

NATIONAL CAPITAL REGION

- | | |
|------------------------------|------------------------------------|
| 1. IAN REGENAL G. OLIVARES | – Parañaque City Council, BSP |
| 2. BERNANDO G. DE LEON | – Manila Council, BSP |
| 3. GERONIMO D. TOLOSA | – Manila Council, BSP |
| 4. EISNER E. SABERON | – Manila Council, BSP |
| 5. JOHN PIERCE T. TUBAY | – Manila Council, BSP |
| 6. CHARLES STEPVEN S. LIN | – Manila Council, BSP |
| 7. RAMON J. DE PAZ | – Manila Council, BSP |
| 8. MICHAEL F. APAITAN | – Manila Council, BSP |
| 9. MARKELL DANIEL E. PADUA | – Manila Council, BSP |
| 10. JOHEMIE L. QUIÑONES | – Manila Council, BSP |
| 11. ROY CHRISTIAN A. INCIONG | – Manila Council, BSP |
| 12. DEXTER C. VILLA | – Manila Council, BSP |
| 13. CARL JEFF ANDREW ANGELES | – Manila Council, BSP |
| 14. ZION CRISENSIO | – Quezon City Council, BSP |
| 15. JOHN PAUL VILLALOBOS | – Quezon City Council, BSP |
| 16. DANIEL DARIUZ P. REGINO | – City of Mandaluyong Council, BSP |
| 17. DARYL ALFRED Y. TADIQUE | – Makati City Council, BSP |
| 18. DERICK GONZALES | – Makati City Council, BSP |
| 19. KARL LYEL B. LIM | – Metro Manila East Council, BSP |
| 20. RYAN LLENADO | – Valenzuela City Council, BSP |

SOUTHERN LUZON REGION

- | | |
|------------------------------|-------------------------------|
| 1. IAN GABRIEL P. CRUCILLO | – Laguna Council, BSP |
| 2. CHARLES EBBIE E. MARTINEZ | – Rizal Council, BSP |
| 3. PAULO ANDRES ALON | – Sta. Rosa City Council, BSP |
| 4. CHICKLET DIAZ | – Antipolo City Council, BSP |
| 5. ENRICO LANZANAS III | – Calamba City Council, BSP |

BICOL REGION

- | | |
|---------------------------|------------------------------|
| 1. RAYMARK G. BARREDO | – Iriga City Council, BSP |
| 2. CARL LOUISE A. POLO | – Legazpi City Council, BSP |
| 3. NORIEL DLS. GALICIA | – Camarines Sur Council, BSP |
| 4. JOHN PAUL LOUIE L. ABE | – Naga City Council, BSP |

WESTERN VISAYAS REGION

- | | |
|-------------------------------|----------------------------------|
| 1. KYZEL E. DAGDAG | – Iloilo Council, BSP |
| 2. RINAN JAN D. DASMARIÑAS | – Iloilo Council, BSP |
| 3. LOUIE B. RANER | – Bacolod City Council, BSP |
| 4. PAOLO AUGUSTINE A. MABUGAT | – Bacolod City Council, BSP |
| 5. GLECERIO S. MAGBANUA | – Negros Occidental Council, BSP |

EASTERN VISAYAS REGION

1. JOSHUA EMMANUEL H. PAGULONG

2. RAINER JOSHUA P. RESERVA

3. JOSMOND JUDE C. GORECHO

4. JOSIAH KEVIN V. REYES

5. MICHAEL JOSHUA C. LORA

– Bohol Council, BSP

– Bohol Council, BSP

– Cebu Council, BSP

– Cebu Council, BSP

– Tacloban City Council, BSP

WESTERN MINDANAO REGION

1. ROMLAN P. ESPINOSA

2. KIM LAWRENCE P. ERQUITA

3. RIO B. PAGLINAWAN

4. JERICO C. ORTEGA

– Lanao del Norte Council, BSP

– ZANDIDAP Council, BSP

– Zambo Sur – Pagadian City Council, BSP

– Zamboanga City Council, BSP

EASTERN MINDANAO REGION

1. REZEILE ANTHONY V. DONGA

2. MARCELINO J. QUILARIO, JR.

3. PAOLO C. CANSINO

4. AIKA GUINO-O

5. MARCIANO A. CRUZ

6. JASON OCCIDENTAL

7. ANGELO WALAG

8. GLENN ANORA

– Davao City Council, BSP

– Tagum City Council, BSP

– Davao City Council, BSP

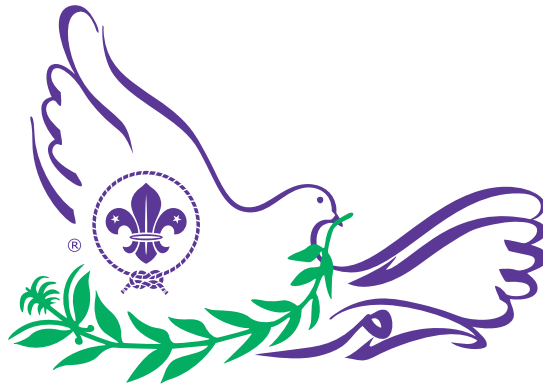
– Davao City Council, BSP

– Davao City Council, BSP

– Davao City Council, BSP

– Misamis Oriental Council, BSP

– Misamis Oriental Council, BSP



Messengers of Peace



SCOUTS[®]
Creating a Better World

The Messengers of Peace initiative

is a call to action made in a whisper and inspiring millions to action!

Sharing the message of peace with 20 million young people in over a million local communities in over 160 countries...

to create a better world!





*By 2020, the Messengers of Peace
initiative has the potential and
the objective to reach 20 million Scouts
all around the world.*

scoutmessengers.com



Between 2002 and 2007, the initial "Gifts of Peace" initiative resulted in over 10 million Scouts undertaking local projects averaging 10 hours of community service each. That's 100,000,000 hours of service in the world with an investment of just \$1.2 million – a return on investment of a hundred fold!

Our Story

Conceived in 2010 with the support of His Majesty King Abdullah of Saudi Arabia and His Majesty King Carl XVI Gustaf of Sweden, Messengers of Peace is an initiative within World Scouting to inspire millions of young people to do amazing things in their local communities.

We build upon the foundation of Scouting established by Lord Baden-Powell in 1907, a grassroots educational Movement that is truly bottom-up in its structure and approach in engaging local members.

World Scouting today is a confederation of over 160 national organizations in a network of over 30 million members in 1 million local community Scout Groups. Over 3 million volunteer adults support local activities, resulting in a huge multiplier effect.

Through peer-to-peer leadership, and inspiration, each local Scout Group embraces the same set of values: the Scout Promise of duty to God, duty to others, and duty to self, and the Scout Law. Each of our 1 million local Scout Groups follows a similar system of non-formal education suited to the cultural and unique aspects of their local community.



HH Prince Faisal bin Abdullah bin Mohammed Al-Saud presents a letter from His Majesty King Abdullah of Saudi Arabia to His Majesty King Carl XVI Gustaf of Sweden, announcing the 10 years grant.



Messengers of Peace: Best In Class Design

World Scouting has taken concrete steps to build ownership among key stakeholders. Principle discussions resulted in a governance structure overseen by the Board of Trustees of the World Scout Foundation and the World Scout Committee. Daily operations are carried out by the World and Regional staff of the World Scout Bureau. A “best in class” project management system is utilized to ensure, verify and communicate impacts.

OUR APPROACH TO PERFORMANCE:

WRITE WHAT WE WILL DO,
DO WHAT WE HAVE WRITTEN,
AND BE ABLE TO PROVE IT!





scout.org

scoutmessengers.com



msgsofpeace



scoutsmessengers



@scoutsmessengers



scoutsmessengers

Messengers of Peace Network

A key innovation is our worldwide online Global Network to engage youth. A tailor-made platform uses existing social media to reach youth where they already meet. Over 1000 skilled volunteers guided by peers trained in social media leadership manage the Network, thereby ensuring safety and local ownership.

The Global Network allows youth to showcase their service projects and meet online to share ideas, tell stories and work together to build peace in their communities. Scouts connect across national boundaries in a way that was once only possible at World Scout Jamborees. Through greater access to ideas, training and support, these connections strengthen all of Scouting.



Messengers of Peace Support Fund

The Support Fund provides financial resources for service projects and Scouting initiatives, enabling Scouts in poorer countries to implement the types of vital projects that can change communities. It also supports capacity building for our National Scout Organizations and Regional Offices.



OUR OBJECTIVE IS TO INSPIRE
20 MILLION YOUNG PEOPLE AROUND THE WORLD
TO DO **AMAZING THINGS**

Five Areas of Service

1



HARNESSING THE NETWORK

With an existing global membership experienced in running local, regional and global activities for over 100 years, we leverage the many Scout Conferences, Jamborees and other gatherings to reach our youth audience. Our central Network platform, linked to existing Facebook, Google+ and other alternative online communities of Scouts, is the avenue through which we reach and inspire the millions of others to act. We currently oversee six working languages: Arabic, Spanish, French, English, Bahasa and Russian. Other language groups are self-creating already. We also highlight individual service projects on a World Map, and offer a variety of engaging and high-value education, training and skills development modules in our “Learning Zone”.



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© WSB Inc. / © Jean-Pierre Poudeau



2

CAPACITY BUILDING

National Scout Organizations that possess key staff, training programmes, and methods for supporting local Scout Groups produce greater local impacts. Accordingly, Messengers of Peace invests in systems, structures and leadership development for National Scout Organizations to become operationally effective and offer quality programmes for youth. We work with global certification bodies to benchmark and raise the level of performance.



3

DIALOGUE

From experience, we know that Scouts work effectively if they carry out community assessments and engage in meaningful dialogue with different people in the community. In conflict situations, our most effective programmes are based where Scouts are trained in conflict management, peace education and dialogue skills. Dialogue allows us to match the needs that exist in communities with the skills of the Scouts who live there.

We invest heavily to develop the skills of effective dialogue among youth at major centers globally on inter-cultural, inter-religious and inter-generational dialogue, among others. We run Peace and Dialogue Camps for Scouts and bring together youth from different, divergent and disparate backgrounds.



PEACE PROJECTS

Embracing a broad definition of peace that includes a personal, local and global dimension, Messengers of Peace supports a vast array of grassroots projects. We leverage the immense value of volunteers in Scouting and report on project impacts and expenditures. Messengers of Peace provides funding for projects that deliver better Scouting at the local level and that have a clear link to peace, harmony and conflict resolution in local communities.



HOT CONFLICT

The most challenging of all programmes for Scouts is in areas of imminent danger and conflict. Scouts have joined together in the aftermath of the Rwanda-Burundi genocide; Catholic and Protestant Scouts are collaborating in Northern Ireland; and in Israel and Palestine, in India and Pakistan, and in post-conflict Sri Lanka, Messengers of Peace is supporting Scouts who face real conflict and seek to cultivate peace.

Amahoro Amani: Great Lakes Region, Africa

Beginning in 2005, Scouts in the Great Lakes Region of Central Africa joined together to establish lasting peace and sustainable social development. This remarkable effort resulted in the creation of hundreds of Peace Clubs led by youth mediators. Known as “Amahoro Amani” - Amahoro means ‘peace’ in Kirundi and Kinyarwanda, and Amani means ‘peace’ in Swahili - this programme works to strengthen the capacity of community mediators and Scouts in their efforts to promote a peaceful coexistence and acceptance of differences.

Breaking Down Borders Between Indian and Pakistani Scouts

In November 2011, Scouts and Guides from India and Pakistan gathered in a self-styled “integration camp”. Scouts participated in a series of activities designed to teach each other about the other’s culture. The camp has helped to foster long-lasting tolerance and cross-border understanding. 314 Scouts formed a unique bond based on mutual trust and established a strong foundation for lasting friendships.

The Significance of this Gift



Messengers of Peace

MESENTERS OF PEACE IS AN UNPRECEDENTED
INITIATIVE IN THE HISTORY OF WORLD SCOUTING,
BUILDING PEACE GLOBALLY BY ACTING LOCALLY

**Help us to inspire our
young people to that cause**



SCOUTS®
Creating a Better World

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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, Central Office
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Web scout.org

Circular N° 29/2012

To: International Commissioners

August 2012

Messengers of Peace

Dear Colleagues,

As we approach the International Day of Peace on September 21, 2012, I wish to provide you with this update on our Messengers of Peace initiative, which continues to be an unprecedented opportunity to provide resources to National Scout Organizations to undertake core Scout activities related to peace.

International Day of Peace Challenge

For 21 September 2012, we are issuing a special Peace Challenge to get 10,000 Scouts to "like" our Peace Challenge. Please help us by asking every Scout in *Facebook* to "like" our World Peace Day Page. Scouts are invited to tell in their own language: "The world I want", and, "Why I am a Messenger of Peace." Please post this message and following link on your NSO websites and in your newsletter: <https://www.facebook.com/ScoutChallenge2012MessengersofPeace>

Global Network

Cynthia Marquez, a life-long Scout and leader from El Salvador has joined the World Scout Bureau Central Office team to oversee the development of the Global Network. Cynthia takes over from Patrik Hedlung who returns to Sweden at the end of his 1-year term. We are currently training older Scouts to be managers and leaders of this new online community. We are asking that NSOs identify and recommend Scouts for this role, and to support the regional and national teams of community leaders in their important role of ensuring the quality and the safety of our online Global Network. NSOs are asked to promote the Network, which will be accessible from <http://scoutmessengers.org>, and start sharing local Scout stories about individual service projects. All Scouts can register their service project online and claim the status of a "Messenger of Peace".

New Web Platform

The new Messengers of Peace Web Platform will be available to explore from 21 September, the International Day of Peace. Our platform is a truly innovative web-based resource and tool. Scouts from around the world will be able to come there and post individual service projects, share ideas, and inspire other Scouts to take action. The platform includes a Learning Zone that provides educational modules and instructional videos on the design and management of Messengers of Peace projects. It will also be possible for Scouts to take courses to develop skills in subject areas as diverse as knots and leadership. We do need your help and will be seeking feedback from NSOs on the value and relevance of this material for your Scout programs and training needs. Do visit our new platform <http://scoutmessengers.org>

Messengers of Peace Identity Guide

The Messengers of Peace Identity Guide, included with this circular, provides important information and resources to help member organizations to develop their promotional materials in support of the Messengers of Peace initiative. The Messengers of Peace Logo, including its stylised dove and olive branch elements, is a registered trademark of World Scout Bureau Inc. By virtue of their membership of WOSM, National Scout Organizations, and by extension National Scout Associations, are entitled to use the Messengers of Peace design for non-commercial purposes. NSOs and NSAs are required to use the official graphic elements issued by the World Scout Bureau in support of the Messengers of Peace initiative. The Identity Guide promotes consistent use and presentation of the Messengers of Peace design. National Scout Organizations only may request the adoption of a recognized translation of the title "Messengers of Peace" in an additional language for their country by contacting the World Scout Bureau Central Office.



Messengers of Peace

World Messengers of Peace Ring Badge

I am pleased to announce the launch of the official World Messenger of Peace Ring Badge, which has been designed to encircle the World Scout Emblem Badge, as worn by millions of Scouts worldwide. The ring badge may be worn by Scouts and Scout Leaders who participate in Messengers of Peace projects, at the discretion of their member organization. The World Messengers of Peace ring badge will shortly be available to NSOs/NSAs for purchase from the Official World Scout Shop. Just like the World Scout Emblem Badge, the new ring badge is a commercial item which may only be reproduced locally by NSOs which have been granted a commercial licence in advance for that purpose.



Support Fund

The Messengers of Peace Support Fund is proving very effective. As of July 2012, over 40 projects with funding totalling USD 1,771,784 have been started or completed across all our regions. This represents an amazing achievement given how new the initiative is and the additional management and reporting requirements involved. Member organizations, especially those in financial need, are encouraged to consider creating projects to develop the capacity of their leadership to improve the delivery of quality Scouting activities related to peace. Please contact your Regional Office Coordinator for Messengers of Peace:

Africa:	Jacques Sandrizi Ubukandi	<jsandrizi@scout.org>
Arab:	Dr. Atif Abdelmageed Abdelrahman	<arab@scout.org> & cc: <atif@scout.org>
Asia-Pacific:	Prassanna Shrivastava	<prassanna@scout.org>
Eurasia:	Tetiana Smykovska	<tsmykovska@scout.org>
Europe:	Rose-Marie Henny	<rmhenny@scout.org>
Interamerica:	José Gabriel Criollo	<jgcriollo@scout.org>

For more information on Messengers of Peace, please contact Peter Illig <pillig@scout.org>, Director, Global Projects.

Thank you for your continuing support for this initiative.

Luc Panissod
Secretary General, WOSM

Encl. Messengers of Peace Identity Guide



Messengers of Peace

Messengers of Peace

Messengers of Peace is a 10-year global initiative for all member countries of the World Organization of the Scout Movement to involve individual Scouts as well as National Scout Organizations in all WOSM's regions in peace-building activities.

This Messengers of Peace Identity Guide provides information and resources to help National Scout Organizations and Associations (NSOs/NSAs) develop their promotional materials in support of the Messengers of Peace initiative.

The Messengers of Peace Logo, including its stylised dove and olive branch elements, is a registered trademark of World Scout Bureau Inc.

By virtue of their membership of WOSM, National Scout Organizations, and by extension National Scout Associations, are entitled to use the Messengers of Peace design for non-commercial purposes, as outlined in

the general terms for non-commercial use on page 4

NSOs and NSAs are required to use the official graphic elements issued by the World Scout Bureau in support of the Messengers of Peace initiative.

This Identity Guide promotes consistent use and presentation of the Messengers of Peace design. Original graphic files are available in a variety of formats from the World Scout Bureau Central Office.

NSAs/NSOs that join the Messengers of Peace initiative are able to download the artwork from World Scouting's website: <http://scout.org>



Protection and promotion of WOSM's designs

WOSM encourages and supports the adoption and use of its graphic designs by its member organizations. We have introduced the unified concept of what is considered commercial or non-commercial use of any WOSM brand or logo on any item, based on the intent "to offer it for sale" or not, in order to simplify authorised use of our designs by our member organizations. These conditions are described in more detail on page 4.

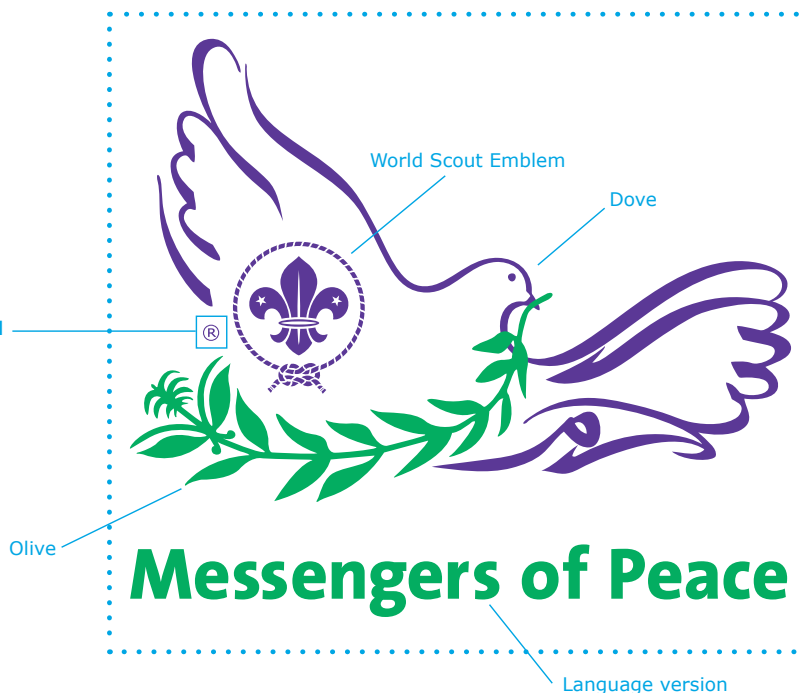
Our member organizations have access to professional graphic support, whether to produce a localised language version or to assist with a specific implementation. The underlying goal in providing these types of services at no charge to our member organizations is to ensure that the integrity of our original designs, whether in terms of proportions or colours, are respected without introducing complications around compliance as a barrier to their proper adoption and use.

The underlying objective of our licensing scheme is to define obligations and to promote and protect our members' collective rights in relation to the use of WOSM's designs. In particular, it is improper that some individuals may profit dishonestly by trading in WOSM's designs without obtaining a commercial license and contributing royalties, a practise which directly disadvantages all our members. We believe that our licensing arrangements present a fair and reasonable approach, while avoiding obligations that are either too onerous to fulfil or too complicated to be respected by all parties, including our member organizations, partners and any commercial interests.

Logo Full Colour

About the ® (rights reserved) symbol

The World Scout Emblem is a registered trademark and its reproduction is strictly controlled.



About the Logo

The Messengers of Peace dove portrays a special symbolism in its flight: in addition to the olive branch it carries as a universally recognizable token of peace, the outline of the right wing is created by using a stylized representation of the Arabic translation of "Messengers of Peace".

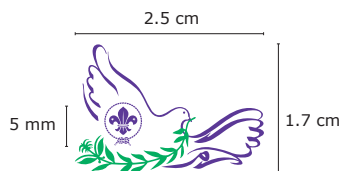
Integrity of the design

This colour version of the logo may only be used against a white background. No other background colour is acceptable.

The Messengers of Peace Colours

CMYK	Pantone®	RGB
 C79 M94 Y0 K0	PMS 527 C	R98 G37 B153
 C87 M0 Y86 K0	PMS 7482 C	R0 G157 B78
 C100 M73 Y0 K2	PMS Reflex Blue C	R0 G76 B153

World Scout Emblem has minimum height 5 mm



Minimum Size:

Taking as a reference the artwork without the fonts, the logo should not be reproduced in a size less than 2.5 cm in width. The aim is to make sure that the size and method of reproduction allows for a reasonable quality image of the World Scout Emblem.

Single colour reproduction

A single colour version may be used in reproductions in which the full colour version of the logo is difficult to reproduce.

Positive version



Messengers of Peace



Messengers of Peace

Negative version



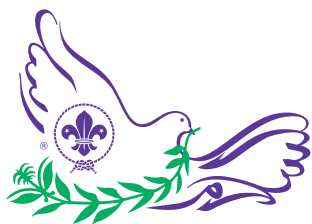
Messengers of Peace



Messengers of Peace

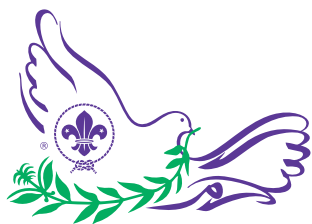
It is possible to use the logo in negative version (white) on a black or other dark contrast background. On the right it is illustrated using the green of the full colour logo.

Logo French version



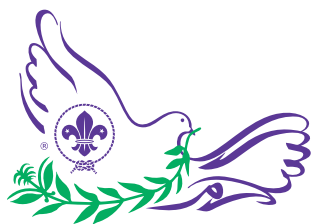
Messagers de la Paix

Logo Arabic version



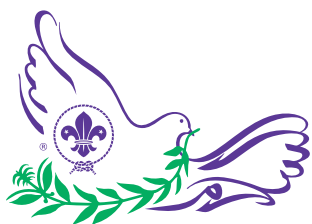
رسل السلام

Logo English version



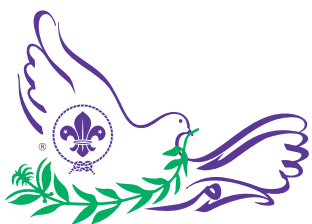
Messengers of Peace

Logo Spanish version



Mensajeros de la Paz

Logo Russian version



Посланники Мира

Language Versions

Additional language versions of the Messengers of Peace Logo and Badges

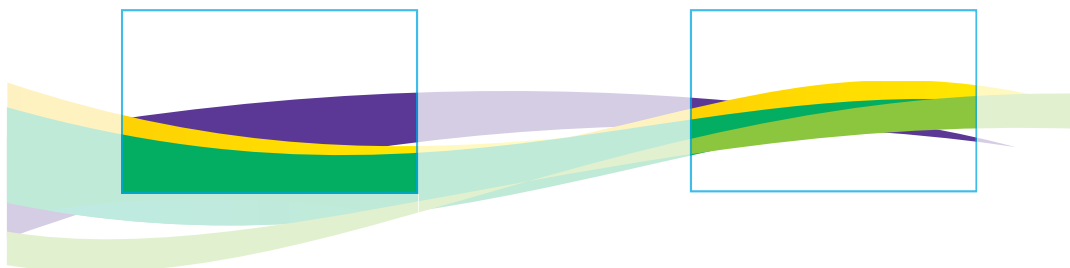
National Scout Organizations only may request the adoption of a recognized translation of the title "Messengers of Peace" in an additional language for their country by contacting the World Scout Bureau Central Office.

The World Scout Bureau may consult additional member countries that share the same language in order to achieve a consensus for the final translation.

In order to retain consistency and quality, the World Scout Bureau produces and issues the final artwork of all approved language versions of the Messengers of Peace Logo and badges. There is no charge made to the NSOs for providing this service. All language versions are subject to the same general license terms for non-commercial or commercial use, as described on page 4.

In detail

In detail



Secondary design element

The secondary element, the colour WAVES and SWIRLS symbolises the interwoven connections which exist between Peace and Scouting.

It is a dynamic graphic interpretation which represents involvement, excitement and engagement. It conveys a sense of movement and thus represents our Movement.

World Messengers of Peace

ring badge

The World Messenger of Peace ring badge has been designed to encircle the World Scout Emblem Badge, as worn by millions of Scouts worldwide.

The ring badge may be worn by Scouts and Scout Leaders who participate in Messengers of Peace projects, at the discretion of their member organization.

The World Messengers of Peace ring badge is only available to NSOs/ NSAs for purchase from the Official World Scout Shop. Just like the World Scout Emblem Badge, the new ring badge is a commercial item which may only be reproduced locally by NSOs which have been granted a commercial licence in advance for that purpose.



World Scouting's general licence terms

Use of logos and other graphic elements associated with projects or programmes promoted by WOSM are subject to general licence terms for non-commercial and commercial use as outlined below. The World Scout Emblem features in all official WOSM logos and the general licence terms for its use must therefore be respected, as defined in the *World Scouting Brand Manual*.

A clear, unequivocal distinction is made between the terms "non-commercial use" and "commercial use" in relation to all of WOSM's designs.

Non-commercial use - general license terms

Non-commercial use of WOSM's designs covers those cases where the items on which our designs appear are not offered for sale.

Provided that the items are not being offered for sale, examples of non-commercial use of our brands includes reproduction on educational material, training material, general NSO management materials, Scout publications or other promotional material. Such applications will not usually require a member organization of WOSM to acquire a non-commercial license.

However, a product specific non-commercial license must be obtained in advance before any WOSM design can be displayed on any of the following categories of items¹:

- clothing, badges, leather goods, metal pin badges
- flags, tents, rucksacks, camping, outdoor and adventure equipment
- computer hardware and software

even when the items are not going to be offered for sale.

Applications for non-commercial licences must be submitted to the World Scout Bureau Central Office:

World Scout Bureau

Rue du Pré-Jérôme 5
P.O. Box 91
1211 Genève 4 Plainpalais
SWITZERLAND

email worldbureau@scout.org
phone (+41 22) 705 10 10
fax (+41 22) 705 10 20
web scout.org

¹ defined as Nice Classifications of goods and services: 14, 18, 24, 25, 26, 42

Commercial use - general license terms

Commercial use of WOSM's graphic designs covers those cases where the items on which our designs appear are offered for sale. Irrespective of whether the selling price is established with the intention to generate a profit or only to cover production and distribution costs, it is the act of "offering for sale" that defines this as a commercial use for the purposes of the licensing scheme.

The reproduction of our brands or logos on any item being offered for sale is subject to obtaining a unique product specific commercial license for each item. We do not issue single commercial licenses covering multiple products. Quality of products and ethical standards of production must be assured in every case before a commercial license can be issued.

Royalties of 5% calculated on sales value will be collected on all items bearing WOSM's brands or logos.

In implementing the relevant World Scout Conference resolutions and decisions of the World Scout Committee, the production and sale of any item featuring the World Scout Emblem (collectively termed the official World Scout items), including World Scout Emblem Badges, World Scout Flags and World Scout pin badges, is exclusively reserved to the Official World Scout Shop, except in specific cases where a commercial license has been issued.

The Official World Scout Shop manages commercial licensing arrangements, on behalf of the World Scout Bureau.

Applications for commercial licences must be submitted directly to the Official World Scout Shop, at least three months prior to production:

World Scout Shop Ltd.

75 Marlborough Road
Lancing Business Park
Lancing
West Sussex BN15 8UG
UNITED KINGDOM

email enquiries@worldscoutshops.com
phone (+44 1903) 766921
fax (+44 1903) 750359
web worldscoutshops.com

Official World Scout Shop

worldscoutshops.com



World Scout Shop Ltd.

is currently developing a range of merchandise to support the Messengers of Peace initiative including ring and pin badges in five languages and a number of attractive garments and souvenirs.

Initial ranges are due for introduction by the end of September and will be featured on the website www.worldscoutshops.com once available. Enquires for bulk purchases may be made via the 'contact us' link on our website <http://www.worldscoutshops.com> or by email to enquiries@worldscoutshops.com

The official World Scout Shop offers a wide range of World Scout branded products encompassing training insignia, clothing, equipment, souvenirs and gifts. Please do not hesitate to contact World Scout Shop Ltd who will be pleased to supply your needs including bespoke designs to meet National Scout Organisation requirements.