



Boy Scouts of the Philippines

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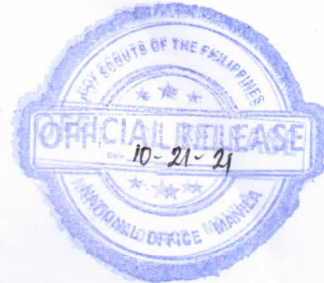
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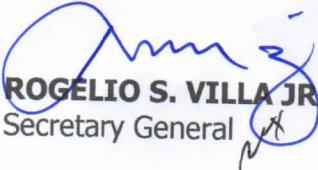
TO : National Office Directors
Regional Scout Directors
Council Scout Executives
Officers-in-charge

SUBJECT : BSP'S "PROMISE TO THE PLANET" CAMPAIGN SOCIAL MEDIA
ENGAGEMENT PLATFORMS

1. As part of the Boy Scouts of the Philippines' continuing pro-environment campaigns, we are launching the official "Promise to the Planet Campaign" Pages -- two different social media engagement platforms where Scouts can share their environment-related activities and participation efforts.
2. It will also be a venue where Scouts can express their thoughts, ideas, or views about the significance of taking part in the preservation of the planet and the BSP's response to the World Organization of the Scout Movement's initiative to rally the Scouting Movement behind the Promise to the Planet initiative.
3. This Page is exclusively for environment campaign-related posts and shall be maintained by a team of administrators from the BSP-National Office. The administrators shall have the right to moderate and filter posts for the BSP's protection.
4. The **Promise to the Planet Campaign** is a part of an effort to mobilize Scouts around the world to render community service towards Sustainable Development Goals of the United Nations. It was co-created by young people and volunteers from 20 countries who worked with the World Organization of the Scout Movement, The Scout Association in the UK, World Wide Fund for Nature and Together for Our Planet. The program, together with other World Scouting initiatives, such as the Earth Tribe, is aimed at developing the skills and competencies of Scouts to become eco-warriors and environmental leaders.
5. According to Bear Grylls, Chief Ambassador of World Scouting: "Promise to the Planet is an incredible, youth-led, global campaign against climate change. It's our moment to say **enough is enough**. We're uniting 54 million Scouts around the world to take action and use their voice in the fight for our planet's future." The BSP agreed with him that we should work together to achieve that goal.
6. At the United Nations Climate Change Conference (CoP26) to be held later this year in Scotland, a courageous group of Scouts will bring Scout's actions and voices to decision

makers to show the world that Scouts are committed to the planet and ready to work together for a better world.

7. All Regions and Local Councils are, therefore, requested to post environmental activities, especially those related to the Promise to the Planet Campaign. Please refer to memorandum Nos. 51 & 57, series 2021 issued by the National Office. You are also required to post this memorandum, including the poster to your official Region or Local Council's Facebook account or Page.
8. Please spread the news to your Scouts and inform them of the "Promise to the Planet" initiative.
9. Follow the official **Promise to the Planet PH** Campaign Pages on:
 - i. **Facebook:** <https://www.facebook.com/PTTPph>
 - ii. **Twitter:** <https://twitter.com/PTTPph>
10. The official campaign is open for contributions of the following but not limited to photographs, video, articles, literature, and visual arts. Interested contributors may send a message to the above-mentioned accounts or post it on social media publicly using the hashtags #PromiseToThePlanetPH #ScoutsPH.
11. For strict compliance and dissemination.


ROGELIO S. VILLA JR.
Secretary General