



Champions for Nature Challenge

Earth Tribe's recognition for the Better Choices
and Nature and Biodiversity learning paths



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World Scout Bureau
Global Support Centre
Kuala Lumpur

Suite 3, Level 17
Menara Sentral Vista
150 Jalan Sultan Abdul Samad
Brickfields
50470 Kuala Lumpur, MALAYSIA

Tel.: + 60 3 2276 9000
Fax: + 60 3 2276 9089

worldbureau@scout.org
scout.org

This document is primarily for National Scout Organizations (NSOs), National Scout Associations (NSAs) and educational institutions in general.

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The World Wide Fund for Nature (WWF) is one of the largest environmental organisations in the world. For almost 60 years, WWF has worked to help people and nature thrive. As the world's leading conservation organization, WWF works in more than 100 countries. At every level, they collaborate with people around the world to develop and deliver innovative solutions that protect communities, wildlife, and the places where they live.

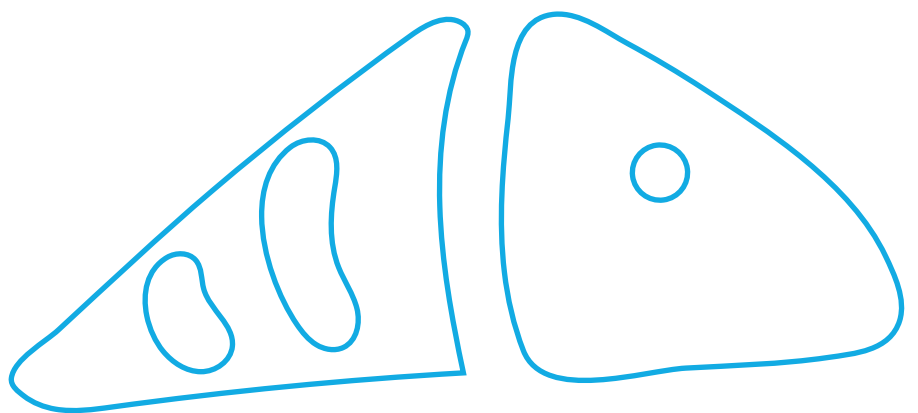
WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.



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Introduction

Nature, Biodiversity, and Better Choices

Nature is very relevant and attractive for young people all over the world for leisure, a learning space, cultural exploration and spiritual development. Currently, each individual shares this planet with 30 million other species.

The Champions for Nature Challenge takes young people on a journey to discover and recognise the importance of biodiversity for all living beings, helping youth to connect with nature while engaging in projects to protect and improve our relationship with the natural world.

Why is the Champions for Nature Challenge important?

The Champions for Nature Challenge will help young people to understand how to make an impact on the environment through responsible consumption, and how to make better choices and develop sustainable habits and behaviours. The Champions for Nature Challenge is connected with the Earth Tribe learning paths of Better Choices, and Nature and Biodiversity.

Sustainable habits towards an eco-friendly and healthy lifestyle (Better Choices)

Everyone has their own lifestyle that mainly thrives on social and financial needs. The way we treat ourselves from the very beginning, we tend to stick to the same lifestyle without knowing its consequences. The good and the bad are overlooked and what is sought after is only luxury. This irresponsible way of living leads to an unhealthy life which over a period could hamper the physical and mental health of the person, and pose a greater risk to the environment as well.

The main concern here is the maximum consumption of the natural resources to meet the needs of the people, which further leads to over-exploitation and impacts the regeneration of the natural environment. This imbalance creates pressure on resources to fulfil the requirements at every stage of human life. Hence, one should adopt a lifestyle that gives priority to both the needs of the people, and enhances the environment, which can lead to sustainable living.

Sneha Chavan, Green Clean Guide¹

Nature and Biodiversity

All species are interconnected. They depend on one another. Forests provide homes for animals. Animals eat plants. The plants need healthy soil to grow. Fungi help decompose organisms to fertilise the soil. Bees and other insects carry pollen from one plant to another, which enables the plants to reproduce. With less biodiversity, these connections weaken and sometimes break, harming all the species in the ecosystem...

Biodiversity is important to people in many ways. Plants, for instance, help humans by giving off oxygen. They also provide food, shade, construction material, medicines, and fiber for clothing and paper. The root system of plants helps prevent flooding. Plants, fungi, and animals such as worms keep soil fertile and water clean. As biodiversity decreases, these systems break down.

Global Biodiversity, National Geographic Resource Library²

Partnership with WWF



This Challenge is represented by a very well known and charismatic black and white animal - the Panda - that was classified as an endangered species for a long time and a symbol of the WWF since its formation in 1961. In 2016, the Panda was reclassified as a vulnerable species and continues to be a world symbol when it comes to species conservation.

Through the partnership with WWF, WOSM has reviewed its approach to environmental education; Scouts have engaged in worldwide campaigns such as the global celebration of Earth Hour; some National Scout Organisations have established local collaboration with WWF to educate young people about environment; and the Scouts Movement has received expert advice in developing the Earth Tribe Initiative and the Champions for Nature Challenge.

1. Sneha Chavan, Guest author at [Green Clean Guide](#)
2. [National Geographic, Global Biodiversity, Biology, Ecology](#)



Champions for Nature Challenge

What is the Champions for Nature Challenge?

The Champions for Nature Challenge is a learning opportunity developed under the Better World Framework and Scouts for SDGs mobilisation in partnership with WWF. The Challenge encourages young people to discover more about nature, biodiversity, and sustainable lifestyles, enabling youth to take concrete actions for our planet. It also empowers young people to be active global citizens.

The Champions for Nature Challenge supports the development of a specific set of competencies in young people to adopt responsible behaviour towards the environment connected to the Earth Tribe learning paths of Better Choices, and Nature and Biodiversity. This set of competencies is complementary to many others that Scouting recognises, as well as other recognized by other institutions aligned with Education for Sustainable Development Goals.

By taking up the Champions for Nature Challenge, young people develop their knowledge, skills, and attitudes essential for achieving Sustainable Development Goals (SDGs) be part of a global youth movement for environmental action

Who is the Challenge for?

This Challenge is designed for all young people from seven years and above, eager to discover new ways to advocate and contribute to the protection of nature, and develop new consumption habits that actively contribute to protecting our natural resources. The Champions for Nature Challenge offers meaningful content and activities for each age range and capacities.

Champions for Nature Challenge objectives

Young people can be ambassadors for positive environmental change and action. The Champions for Nature Challenge aims to:

1. **Encourage young people to have the knowledge, skills and attitude** to assess and lower the impact of individual behaviour on the environment, and to foster the protection of nature.
2. **Promote understanding** about the interconnectedness between sustainable development, poverty as a result of environmental issues, biodiversity loss and individual actions.
3. **Recognise and promote the contribution of young people** towards a balanced, sustainable life and biodiversity.
4. **Take part in the Earth Tribe global community** of young people as a member of a National Scout Organizations or member of another organization who are actively aware and involved in environmental education specifically around Better Choices, and Nature and Biodiversity; collaborating with community, partners and key stakeholders; and taking responsibility for improving our planet.

Together we are aiming to active young people, adults, institutions and civil society in a movement inspiring concrete and sustainable transformation in our way of living.



The Champions for Nature Challenge focuses on two learning paths of the Earth Tribe. When completing the Challenge requirements, young people become:

Advocate for Better Choices

Young people will develop sustainable habits towards an eco-friendly and healthy lifestyle. They will discover the impact of their everyday actions in their immediate surroundings. They can design new ways to improve their consumption habits to adopt a more sustainable lifestyle.



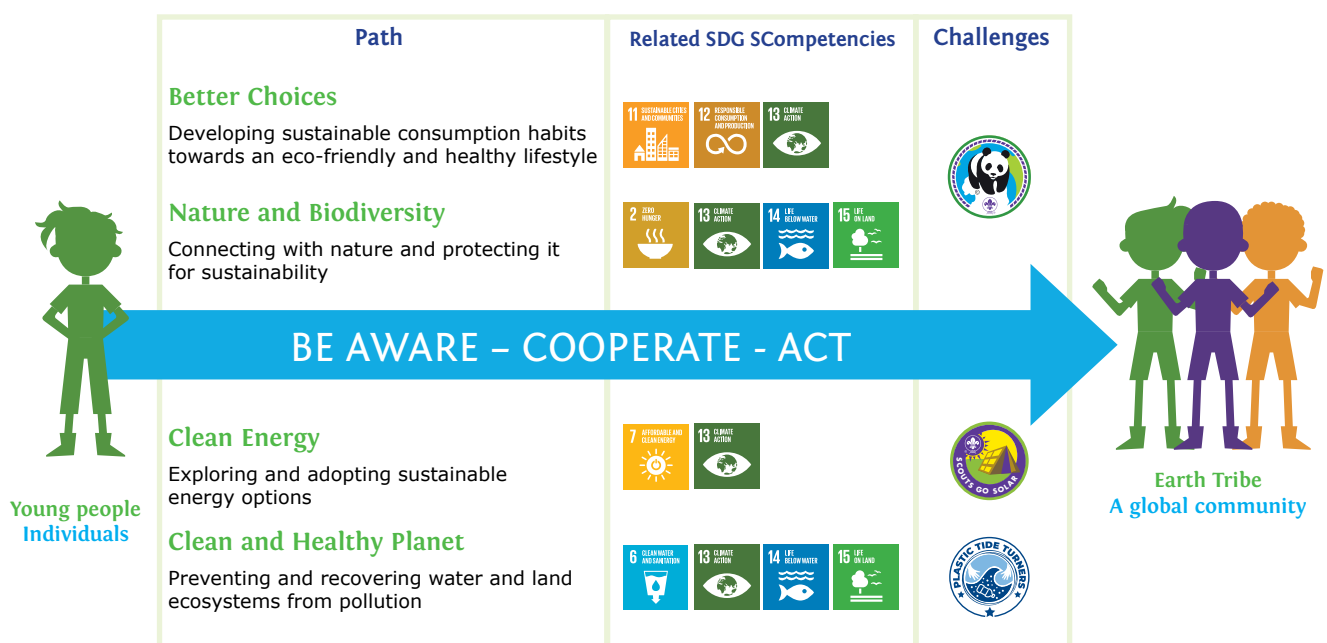
Or

Champions of Nature and Biodiversity

Young people will be connecting with nature by understanding the interconnectedness and relationship between humans and nature, and how ecosystems work.



By completing the Champions for Nature Challenge, young people will have explored one of several learning paths to become a recognised member of the Earth Tribe, and to become a member of a global community working to preserve and protect our planet.



Champions for Nature Challenge progression

Young people can obtain the Champions for Nature Challenge recognition badge according to the development and age of each individual. For each age, there is specific knowledge, actions and attitudes to develop through activities and community projects.



From 7 to 10



11 to 14



15 and above

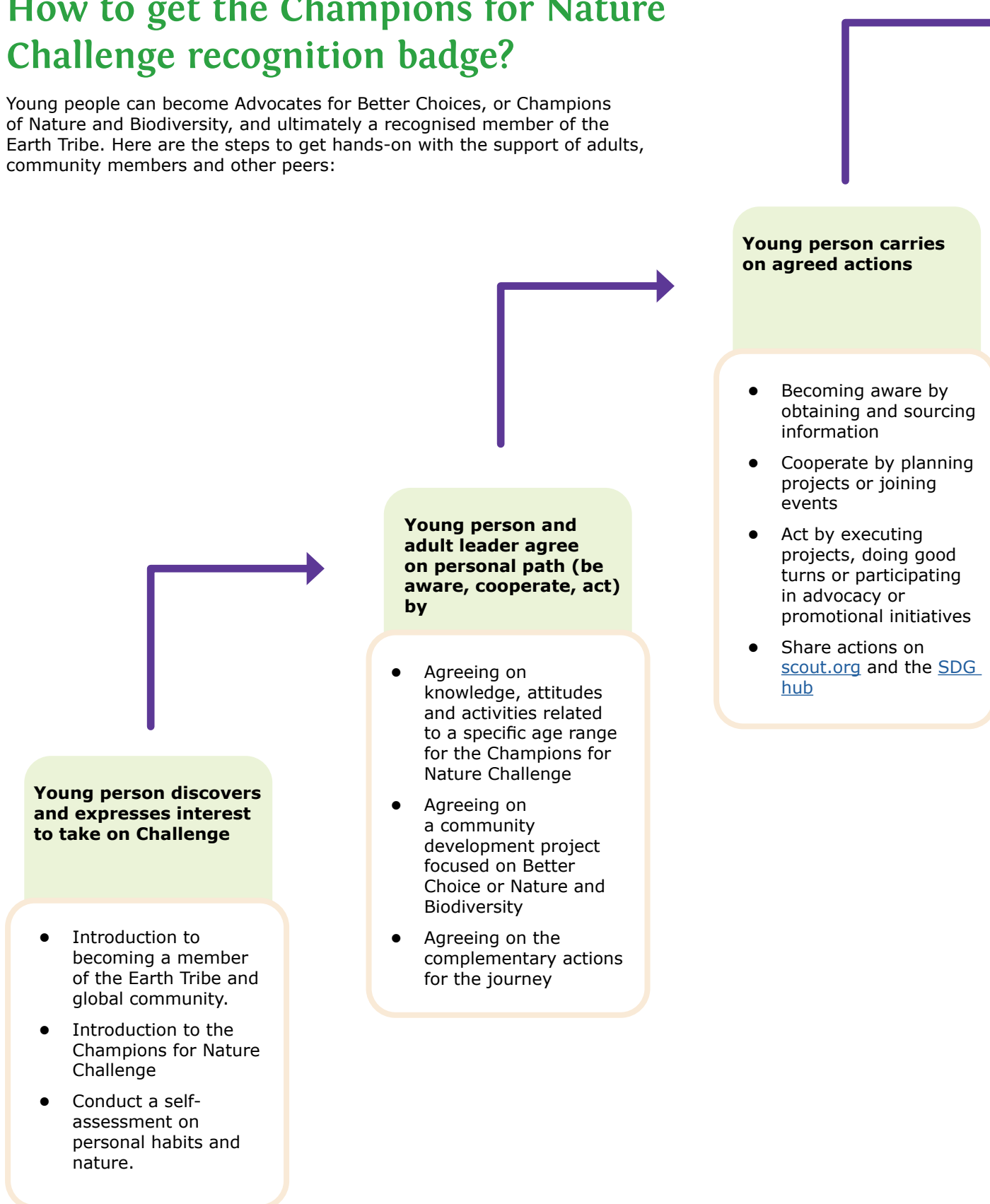
The Champions for Nature Challenge is one of many ways that young people can contribute to the [Scouts for SDGs](#) mobilization to achieve the 17 Sustainable Development Goals.

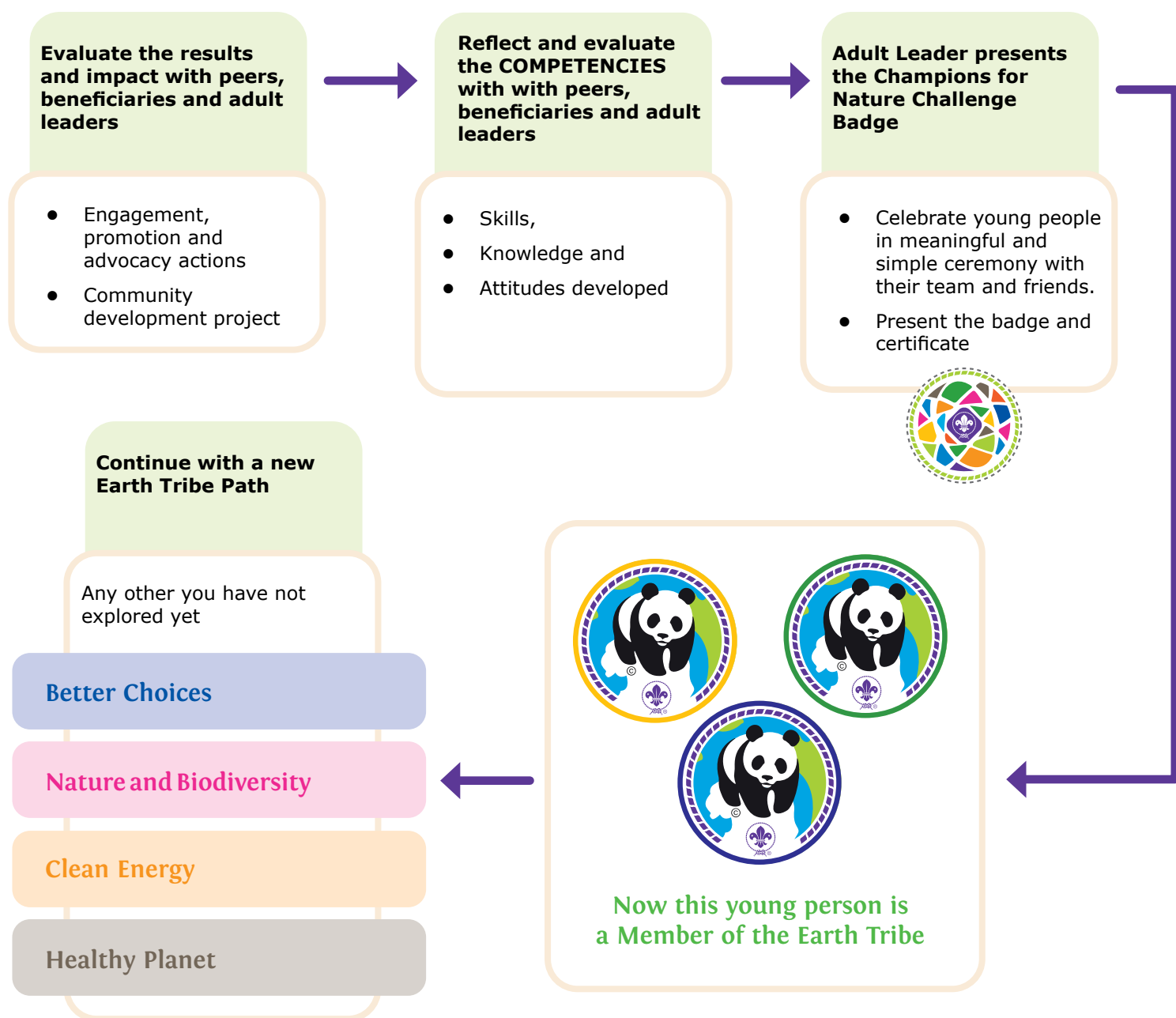
SCOUTS for SDGs

From now to 2030, we are calling all Scouts and young people to take action by inviting community members, partners and experts in designing sustainable solutions for the issues affecting their local communities.

How to get the Champions for Nature Challenge recognition badge?

Young people can become Advocates for Better Choices, or Champions of Nature and Biodiversity, and ultimately a recognised member of the Earth Tribe. Here are the steps to get hands-on with the support of adults, community members and other peers:





CONGRATULATIONS!

This person has become an **Advocate for Better Choice** or a **Champion of Nature and Biodiversity**.

The young person is now a member of the global Earth Tribe and can continue their journey by completing other Challenges to contribute more towards the SDGs.

Young people and adults can agree on many other possible combinations that are suitable to each individual interest, based on other environmental initiatives already developed within the NSO.

Champions for Nature Challenge learning process

The Scouts for SDGs mobilisation aims to inspire, enable and deliver on a commitment to develop active global citizens and sustainable communities. The learning process of the Earth Tribe enables young people to explore and define their educational journey in three stages:



- **Be aware** of the world around you and key environmental concerns.
- **Cooperate** with others to find solutions to protect ecosystems, biodiversity and outdoor spaces.
- **Act** to develop and implement actions that can make a difference.

The Champions for Nature Challenge contributes to the development of young people with a specific set of actions related to the learning paths of Better Choices, and Nature and Biodiversity. Young people, with the support of adults, use the same process in each age section, selecting a different set of activities accordingly.

Champions for Nature Challenge: Be aware

What are the learning processes to help young people be aware?

Adults or peers support young people to:

- Explore and understand different environmental issues related to and as a result of consumption habits.
- Explore their community and surroundings to identify issues present in their local community.

How does the learning process work?

Adults or peers support young people to:

- **Complete a self-assessment** of their knowledge and understanding of the relationship between humans, nature and biodiversity.
- **Decide** which learning path would individuals like to work on - **Better Choices or Nature and Biodiversity**.
- **Attempt activities** according to the age sections (two activities for 7-10 years of age, and three activities for 11 and above) included in any of the **Better Choices or Nature and Biodiversity** learning paths. Encourage people to conduct and attempt their own activities if they match competencies suggested for the age sections.
- **Decide** on the issue young people will address with the development of a community service project.

Champions for Nature Challenge: Cooperate

What are the learning processes to help young people cooperate?

Adults or peers support young people to:

- Being able to identify the environmental needs and challenges in your community, and work with others to create sustainable solutions.

How does the learning process work?

Adults or peers support young people to:

- **Identify environmental issues or needs** in the local community with friends or scout groups, community and partners.
- **Explore possible solutions with others** and decide which one to work on as a project.
 - Brainstorm different options with community members.
 - Check the feasibility of the projects and long-term sustainability..
 - Present results to the group and beneficiaries of the project.
 - Agree on actionable solutions.
- **Design an action plan** to execute the community project, including necessary promotional and fundraising efforts as well.
 - Set up one SMART goal: Specific - Measurable - Achievable - Realistic - Time-based
 - Apply sustainability principles in your plans and be mindful of the use of resources.

Champions for Nature Challenge: Act

What are the learning processes to help young people take action?

Adults or peers support young people to:

- Identify actions to contribute in addressing a specific issue related to Better Choices or Nature and Biodiversity while working with the key stakeholders: community, your group, or partners.
- Integrate teams to carry on the specific actions agreed for their personal challenge journey.

How does the learning process work?

Adults or peers support young people to:

- **Execute** the agreed plans for the service project.
 - Execute plans in collaboration with community members and partners
 - Monitor the plans and progress of actions
- **Evaluate** goals, impact, individual collective evaluations, etc.
- **Report and share** on Scout.org
- **Celebrate** and recognise efforts with peers, beneficiaries and partners.

Developing your competencies through the Champions for Nature Challenge



Young people's actions to complete the Champions for Nature Challenge contribute to achieve the following SDGs:

Better Choices



Biodiversity and Nature



The Champions for Nature Challenge enables young people to develop key competencies conducive to adopting better choices and understanding nature through the following learning objectives.

Advocate for Better Choices

Learning Objectives for sustainable development ³



7 to 10	11 to 14	15 and above
I know what I can do to live healthily and how to reduce my impact on the environment.	I understand connections between my lifestyle and environmental problems, as well as global wealth distribution discrepancies. I understand where my food comes from.	I seek information and inspiration for healthier and more sustainable choices. I learn about environmental problems in other parts of the world and how they are interconnected globally and through individual choices
I reduce my personal wants in light of the needs of the natural world, other people and future generations.	I feel responsible for the impacts of my behaviour on the environment and other people. I want to become an active global citizen. I feel empathy towards people who experience hunger and poverty often as a result of climate change and act to support impacted individuals.	I believe I can contribute to sustainability by reducing my environmental footprint. I want to involve other members of my community into implementation of sustainable solutions. I encourage others to adopt eco-friendly practices to reduce food shortages. I encourage other members of my community to take part in the implementation of sustainable solutions.
I use every opportunity for pro-environmental behaviour.	I challenge myself and my friends to reduce our impact on the environment.	I evaluate my habits and modify them continuously to make them more sustainable and help others to do so. I take steps to contribute to helping people suffering from poverty and hunger a result of environmental issues. I help to change institutions and communities towards changing their practices to become more sustainable.

3. Adaptation from Education for Sustainable Development Goals: learning objectives



Champion of Nature and Biodiversity

Learning objectives for sustainable development⁴

7 to 10	11 to 14	15 and above
I know my countryside and learn about local habitats and species.	I understand the laws of nature and I am able to see how they manifest in my environment. I understand the impact of society on biodiversity.	I understand the roots of biodiversity loss at both the local and global levels. I can identify different standpoints in environmental conflicts and form my own opinion based on personal values.
I feel good and enjoy the outdoors and appreciate nature.	I commit to engage in actions in reducing biodiversity loss and encourage others to make a commitment with me.	I reflect on how to live my life in harmony with nature and how to help my society to become more sustainable.
I respect other living organisms while spending time in nature and I know how to behave to avoid impacting them.	I take part in events that help to protect and restore nature in our region.	In my everyday life, I take into account and measure the impact of my actions on nature and inspire others to do so as well.

4. Adaptation from Education for Sustainable Development Goals: learning objectives

Champions for Nature Challenge educational activities related to the development of competencies

A range of sample educational activities that young people and adults can use as part of the Challenge are available in the **Champions for Nature Challenge Action Kit**. These activities are optional to use, and other activities can be incorporated as long as they contribute the Learning objectives mentioned above.

Better Choices Activities			
	7 to 10	11 to 14	15 and above
Impact of habits on biodiversity	Topic: Ecological footprint Activity: Footprint checklist	Topic: Environmental issues ecological footprint Activity: Walking with your food glasses on!	Topic: Environmental issues, good governance, ecological footprint Activity: What is your stand on...
Consumption habits	Topic: Responsible consumption Activity: Your eco-friendly life	Topic: Recycling, Circular economy Activity: Recycling and Reducing	Topic: Sustainable production Activity: Four corners
Healthy lifestyle and sustainability	Topic: Good health and well-being Activity: Green or red	Topic: Resource management Activity: My waste monitoring	Topic: Sustainability through a healthy lifestyle Activity: Food pyramid



Nature and Biodiversity Activities			
	7 to 10	11 to 14	15 and above
Understanding biodiversity	Topic: Knowledge about local biodiversity, habitats, and species Activity 1: What's at risk?	Topic: Local ecosystem functions Activity 1: Web of Life	Topic: Global ecosystem functions Activity 1: S.E.E the links
	Activity 2: Discovering Nature with Seek App by INaturalist	Activity 2: Discovering Nature with INaturalist	
Nature and community co-existence	Topic: Natural areas in the local community Activity: BioBlitz - Natural area exploration	Topic: Local biodiversity loss Activity: One Planet	Topic: Global biodiversity loss
Restoring biodiversity	Topic: Minimum impact on nature Activity: Minimum impact on nature	Topic: Restoration of biodiversity Activity: Learning about tree planting	Topic: Informed advocacy action for biodiversity Activity: Storytelling - Pixar Pitch



Explore the Champions for Nature Challenge Action Kit and get started! Complete your Challenge and become a member of the Earth Tribe.

Who is supporting Champions for Nature Challenge?



WWF

World Wide Fund for Nature (WWF) is one of the largest environmental organisations in the world with and for almost 60 years of existence, WWF has worked to help people and nature thrive. As the world's leading conservation organization, WWF works in more than 100 countries. At every level, they collaborate with people around the world to develop and deliver innovative solutions that protect communities, wildlife, and the places where they live.



National Scout Organizations

NSOs are encouraged to incorporate capacity development experiences, promotional events and training for young people and adults. We recognize many NSOs have programmes and recognitions related to environmental education or developed with the support of partners. NSOs can incorporate these programmes and recognitions into one of the four paths of the national integration of the Earth Tribe. The NSO can request support for this process from WSB via the WOSM services platform.



SCENES Centres

Accredited SCENES Centres in different countries can offer support and training with the possibility of experiencing natural settings and surroundings. Explore SCENES Centres around the world at www.scout.org/scenes

Additional resources

WWF has developed tools for young people to discover nature. The following resources can be used as activities to develop knowledge and awareness about nature, species, environmental threats, and how to get involved in taking action for the environment.

Earth Hour

Earth Hour is the world's largest grassroots movement for the environment. It's an opportunity for young people to start changing the planet for the better, and for all of us to work together to protect and restore nature.

Nature matters to every one of us. It provides the things we need to live, from the air we breathe to the water we drink. But the more and more we take from nature, the more we need to give back to it. We can't have a prosperous future on a depleted planet, and that's why we're taking action on Earth Hour. On the last Saturday of March from 8:30 p.m. in your local time zone, it's time to switch off and connect to nature. Learn more at earthhour.org.

iNaturalist

One of the world's most popular nature apps, iNaturalist helps you identify plants and animals around you. The app and website connects users with a community of over 750,000 scientists and naturalists who can help identify observations and provide insight into their significance. Observations uploaded to iNaturalist contribute to a database of research quality open source biodiversity data that scientists can draw upon to better understand and protect nature.

There are different types of projects, and guidance on iNaturalist's website to help you identify the type that is right for you. www.inaturalist.org/pages/managing-projects

A wealth of further guidance and advice on using iNaturalist for biodiversity surveys, including advice for teachers, can be found on the iNaturalist website:

www.inaturalist.org/pages/getting+started

Our Planet

The Our Planet series on Netflix and the free videos on ourplanet.com allows us to witness the earth's rarest natural wonders, and to see how the decisions we all make everyday are affecting crucial ecosystems across our world. But how much do we really know about the wildlife that surrounds us?

WWF's Living Planet Report 2018 revealed that wildlife populations have dropped on average by 60% within the past 50 years. We think of a few rare and iconic species being at risk of extinction, but the report shows that the whole natural world is feeling the impact of human activity.

This guide will support you in setting up a youth-led LAB project that enables young people to play an active role in monitoring and protecting their local biodiversity.

ANNEXES



Self-assessment

Champions for Nature Challenge

Great work on taking on the Champions for Nature Challenge! Before forging ahead, please take this self-assessment. This will help you to better understand your knowledge and awareness in the areas of Better Choices and Nature and Biodiversity.

- Choose the sheet of your age section
- Tick the boxes next to each point in the two areas of Better Choices & Nature and Biodiversity, based on your personal knowledge, skills, and attitude.
- Write down some notes in the section of “My Personal Goals” and “My Activities” to kickstart your challenge journey..

Note:

If you are below 15 years old, please use the assistance of your leader to fill the form.

Self-assessment

Champions for Nature Challenge

Mark with √ or X in what level do you see yourself for each of these learning objectives.

Discover - I am at the beginning of my exploration.

Exploring - I am on my exploration.

Aware - I have finished my exploration.

Name:

Age section (7-10)	I am at the beginning of my exploration.	I am on my exploration.	I have finished my exploration.	My Personal Goals I can choose an issue I want to work on through positive actions(assisted by an adult)	My Activities Define an activity or project (personal or with my team/ patrol)
	(√ or X)			Write notes to start your Champions for Nature Challenge journey	

Better Choices

1	I know what I can do to live healthily and how to reduce my impact on the environment.					
2	I reduce my personal wants in light of the needs of the natural world, other people and future generations.					
3	I use every opportunity for pro-environmental behaviour.					

Nature and Biodiversity

1	I know my countryside and learn about local habitats and species.					
2	I feel good and enjoy the outdoors and appreciate nature.					
3	I respect other living organisms while spending time in nature and I know how to behave to avoid impacting them					

Name:

Age section (11-14)	I am at the beginning of my path and I need to learn more about the issues	I am on my path and I started a project or activity	I understand the issues, participate in activities and projects and promote the solution to the issues	My personal GOALS I can choose an issue I want to impact with positive actions	My Activities Define an activity or project (personal or with my team/patrol)
	(√ or X)			Write notes to start your Champions for Nature Challenge journey	

Better Choices

1	I understand connections between my lifestyle and environmental problems, as well as global wealth distribution discrepancies.					
2	I understand where my food comes from.					
3	I feel responsible for the impacts of my behaviour on the environment and other people.					
4	I feel empathy towards people who experience hunger and poverty often as a result of climate change and act to support impacted individuals.					
5	I challenge myself and my friends to reduce our impact on the environment					

Nature and Biodiversity

1	I know my countryside and learn about local habitats and species.					
2	I feel good and enjoy the outdoors and appreciate nature.					
3	I respect other living organisms while spending time in nature and I know how to behave to avoid impacting them					
4	I take part in events that help to protect and restore nature in our region.					

Name:

Age section (15+)		I am at the beginning of my journey	I am on my path and I started a project or activity	I understand the issues, participate in activities and projects and promote the solution to the issues	My personal GOALS I can choose an issue I want to impact with positive actions	My Activities Define an activity or project (personal or with my team/patrol)
		(✓ or X)			Write notes to start your Champions for Nature Challenge journey	
Better Choices						
1	I understand connections between my lifestyle and environmental problems, as well as global wealth distribution discrepancies.					
2	I understand where my food comes from.					
3	I feel responsible for the impacts of my behaviour on the environment and other people.					
4	I feel empathy towards people who experience hunger and poverty often as a result of climate change and act to support impacted individuals.					
5	I challenge myself and my friends to reduce our impact on the environment					
6	I evaluate my habits and modify them continuously to make them more sustainable and help others to do so.					
7	I take steps to contribute to helping people suffering from poverty and hunger a result of environmental issues.					
8	I help to change institutions and communities towards changing their practices to become more sustainable.					

Age section (15+)	I am at the beginning of my journey	I am on my path and I started a project or activity	I understand the issues, participate in activities and projects and promote the solution to the issues	My personal GOALS I can choose an issue I want to impact with positive actions	My Activities Define an activity or project (personal or with my team/patrol)
	(✓ or X)			Write notes to start your Champions for Nature Challenge journey	

Nature and Biodiversity						
1	I understand the roots of biodiversity loss at both the local and global levels.					
2	I can identify different standpoints in environmental conflicts and form my own opinion based on personal values.					
3	I reflect on how to live my life in harmony with nature and how to help my society to become more sustainable.					
4	In my everyday life, I take into account and measure the impact of my actions on nature and inspire others to do so as well.					

Champions for Nature Challenge Visual Identity

Champion for Nature
Main Visual Identity



	WEB		RGB		CMYK
	#622599	R6	G66	B130	C 97 M94 Y0 K0
	#000000	R0	G0	B0	C 0 M0 Y0 K100
	#3399FF	R0	G165	B227	C 100 M0 Y0 K5
	#3D8E33	R61	G142	B51	C 80 M15 Y100 K5
	#99CC33	R153	G204	B51	C 40 M0 Y100 K0

The Champion for Nature Challenge Visuals provide information and resources to help National Scout Associations/Organizations (NSAs/NSOs) develop promotional materials when adopting the Earth Tribe initiative into their national Youth Programme.

NSAs/NSOs that adopt the Champion for Nature Challenge, can access all of the artwork at: earthtribe.scout.org.

WOSM encourages and supports the adoption and use of its graphics by its member organizations and partners. 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 of the Earth Tribe Identity Guide.**

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World Scout Bureau
Global Support Centre
Kuala Lumpur

Suite 3, Level 17
Menara Sentral Vista
150 Jalan Sultan Abdul Samad
Brickfields
50470 Kuala Lumpur, MALAYSIA

Tel.: + 60 3 2276 9000
Fax: + 60 3 2276 9089

worldbureau@scout.org
scout.org



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