

October 2008

To: All Provincial Commissioners
CC National Commissioners Cub and Scout Programmes

Project: *Race for the Environment* (Volvo Ocean Race 2008-2009)

The Volvo Ocean Race which covers 39 000 nautical miles starts in Alicante, Spain on 4 October 2008 and will stop over in 11 Cities around the world including Cape Town. Cape Town will be the first stop in this 9 month endurance race.

With global warming being one of the main challenges of our times, Scouting has a great opportunity to make a difference to save our environment. It is time to engage our members to take action!

With the help of Volvo Ocean Race 2008 – 2009, the world's most challenging yacht race, UNITED NATIONS ENVIRONMENTAL PROGRAMME, THE WORLD ORGANISATION OF THE SCOUT MOVEMENT has been given a unique chance to launch an environmental project.

We were approached by the Scouts and Guide Associations of Sweden to consider being part of this project. Scouts in all the other ports have also been invited to participate and with an estimated 3, 5 million visitors in the race villages and 2 billion television viewers world wide, Scouts can reach out to a wide audience. This is an opportunity for us to showcase SA Scouting and to raise our profile.

While this is a national project we will not be able to do this without the support of all scout members in the Western Cape. This letter therefore serves as an invitation to your Pack and Troop to join us in this project. We have been allocated a SCOUT DAY – Saturday 8 November. On this day we will be able to exhibit scouting as well as organise some environmental activities in which the Scouts and other visitors could participate.

Background

The project *Race for the Environment* was initiated by members of the World Scout Foundation together with Volvo and Scouts in Sweden in 2007. The aim with the cooperation was to give Scouting an opportunity to be the official NGO of the 2008-2009 Volvo Ocean Race. WOSM, Scouts in Sweden and World Scout Foundation created a concept on what the co-operation would focus on. One shared value found both in Scouting and Volvo is environment, and therefore the idea of Race for the Environment was created.

The project result

The overall result of *Race for the Environment* project is for the scouts all over the world to have taken action for the environment. We want to document and gather all these small actions by many people and show the world what impact our actions have made for the environment. Our plan is to show our actions when United Nations are hosting the Copenhagen Climate Conference in November 2009.

Aims and objectives

The aims of the project are;

- Highlight the partnership between Volvo and the World Scout Movement and the partners' shared values in leadership, teamwork and environment during Volvo Ocean Race 2008-09.
- Demonstrate that Scouting is a world-wide youth movement with expertise in leadership and teamwork, and a youth movement committed to the environment.
- Encourage young people to take action for the environment in their daily life



The objectives of the project are;

- During the period of 9 months mobilize scouts and young people world-wide to take actions for the environment, online and in Race Villages
- To gather and document actions taken by young people throughout the project and present them as an initiative taken by the scout movement at the Copenhagen Climate Conference in November 2009
- Engage and facilitate National Scout Associations in carrying out good quality scout activities in Race Villages in 8 countries
- To market scouting with key messages leadership, team work and environment on VOR and Volvo websites, in printed publications as well as in Race Villages throughout the Race
- To get attention in VOR associated media
- To get attention in local and national media in the ports where VOR visits
- Inform a group of people not previously well informed about scouting
- To carry out two successful fundraising events in connection to the Race.

Partners

The partners of the project are;

- WOSM- World Organisation of the Scout Movement,
- UNEP- United Nations Environment Programme and
- Volvo Ocean Race.
- Participating partners in the project are also National Scout Organisations in Spain, South Africa, India, Singapore, Brazil, USA, Ireland and Sweden.

Project Plan

The activities below will be carried out within the project. The main focus for scouts is to be seen in Volvo Ocean Race media, such as television, printed publications, radio, web etc.

A website, www.environmentrace.org will be created for the project. This website will be a platform that aims to encourage young people to take action for the environment. The website will be an interactive and fun place for young people where examples of actions can be found. WOSM's environment programme can be found on the website. There will also be good examples of scout environment projects all over the world. The website will be launched during the spring of 2008. In addition to visibility in Volvo Ocean Race media, scouts are offered to participate in activities in the Race Villages in the ports where Volvo Ocean Race visits. The activities should have an environment theme.

SASA's Plan**During the 9 months of the Race**

- All Scout Groups/Districts/Provinces participate in an environmental project.
- Use the opportunity to raise the profile of scouting in your community by involving the community and getting press coverage
- Document the actions taken by scouts – with photographs and short reports
- Forward these to the National Office – marked "Race for the Environment"
- We will forward a National Report to the organisers

Scout Day - 8 November 2008

Scout Associations in all 11 countries where the race will stop over have been asked to arrange a SCOUT DAY where they will promote scouting in their country as well as Scouts commitment to protecting the environment. Our Scout day is 8 November 2008 when all the yachts will be in Cape Town. Scouts from the Western Cape will gather in the Race Village at the Waterfront where they will participate in an Environmental Programme and visit the Two Oceans Aquarium. The programme will be designed to involve young people and other visitors in the Environment Race. The Cubs and Scouts visiting the Race Village will also have an opportunity to view the participating yachts.

This project cannot succeed without your support so I look forward to your co-operation and the results of your good work.

Yours faithfully

Brian February
SASA Project Leader

