

Bringing Sustainability Awareness to the Scouting Movement

Staying true to the Scout motto of always being prepared, a new worldwide program promoting environmental sustainability awareness will ensure the Scouts of today are prepared for the environmental challenges of the future.

A joint effort of Alcoa Foundation and the World Organization of the Scout Movement, the program is funded by a two-year US\$205,000 grant from the Foundation. It builds on earlier contacts and programs between the two organizations, most notably World Youth Days that were held in Germany in 2005

“In everything they do, it’s very clear that Scouts have a deep understanding and respect for our environment,” said Rudi Huber, Alcoa president European region. “We’re very happy that we can contribute, through the support of Alcoa Foundation, in helping these girls and boys be the leaders of tomorrow by taking the next step to a more sustainable society.”

Dr. Eduardo Missoni, secretary general of World Scouting, stated: “This joint program is an excellent opportunity to learn from each other and to put best practices in place in some of our largest Scout communities in Europe. We are very glad to benefit from Alcoa Foundation’s knowledge and network.”

Laying the Sustainability Foundation

For the past few years, the European Alcoa Foundation Lead Team has allocated a specific yearly budget for regional programs focused on conservation and sustainability. In 2006—with contacts fresh from World Youth Days—the team decided to explore opportunities to further develop a relationship with the leaders of the future. Discussions and long-range planning sessions with the Scouts soon uncovered a common goal.

The synergies were obvious early on. A Foundation-funded environmental sustainability awareness program could support the work of the World Scout’s Environment Education Task Team, which was developing a series of initiatives to enhance its environmental education program throughout the world.

The new environmental sustainability awareness program will consist of various educational tools, such as a comprehensive sustainability toolkit for local Scout troops that will be tested at

various venues. Another important component is the creation of an environmental merit badge to be earned in various age groups. Alcoa Foundation's funding will also support further development of the Scout Centers of Excellence in Environment and Nature.

In July 2007, key features of the program were presented at workshops during the 21st World Scout Jamboree in Chelmsford, United Kingdom—an event attended by more than 40,000 young people. During the course of the Jamboree, more than 1,500 attendees participated in the workshops. Topics included covered climate change, disaster preparedness, renewable energy, and green living. In addition, several information sessions and demonstrations made visitors aware of their ecological footprint at the jamboree.

The new program's educational tools will be further developed through the remainder of 2007 in close cooperation with local and national Scouting associations, Alcoa Foundation representatives in some of the main European countries, and the European and global Scouting/Alcoa Foundation working group.

European Rollout

The national Scouting organizations, in close cooperation with local Alcoa facilities, will test and roll out the program in a number of European countries. The complete global package will then be launched at the 2008 World Scout Conference in Korea.

“The goal is not only to perform activities on a European level, but also to support national initiatives in countries where Alcoa has a presence and leverage local community investments in line with the European project,” said Claudio Munforti, Alcoa's sustainability coordinator for the European region. “National Alcoa Foundation coordinators will identify other potential partners in the field of sustainability to be connected to this project and considered for local grants and ACTION and Bravo! projects going forward.”

For More Information

To learn more, visit [Alcoa Foundation](#) or the [Foundation in Europe](#) communities on MyAlcoa.

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About World Scouting

The Scout movement is a non-partisan movement of 28 million active volunteers in a world network of local groups that belong to national Scout organizations in 155 countries. The World Organization of the Scout Movement is an independent, non-profit organization at the service of the Scout movement, composed of its national organizations. It has had consultative status with the United Nations Economic and Social Council since 1947, is recognized by the majority of UN agencies and governments, and collaborates with organizations on education and societal issues.

Scouting is an educational social force that takes action on the environment at local and international levels. It is a leading global movement for advocacy in the following fields:

- Promotion of the United Nations Millennium Development Goals;
- Sustainable development; and
- Protection of the environment.

For more information, visit www.scout.org.