



**23rd World Scout Jamboree
Communications Pack
28 July – 8 August 2015
Kiara – hama, Japan**

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Why communications matter

Positive communications helps us showcase Scouting as a modern and relevant organisation. By reaching out into the media as well as to other members and parents we can help build our profile.

Scouting's media work seeks to influence the UK population so that they think and speak positively about us. The aim is to encourage individuals, companies and trusts to feel willing to donate resources or to volunteer their time. Because advertising is costly, Scouting cannot afford to use this tactic at strategic level. Focused and sustained media work is therefore the best and most practical way to bring about this influence. If we get our media coverage right we can help move the organisation forward and encourage non-members to:

- speak up on our behalf
- donate resources to support our activity or
- encourage them to join us as a volunteer.

Communications to members and parents helps to strengthen the understanding of Scouting as well as knowledge sharing and developing the organisation, and wider to the parents of our young people.

All this activity underpins our aim for Scouting to be a more Youth Led, Diverse, Growing and community based Movement by 2018. The World Scout Jamboree is the very best showcase for this.

Background

What is a World Scout Jamboree?

- Every four years, tens of thousands of Scouts, from almost every country in the world gather in a tented city for two weeks of activities and adventure! Over 30, 000 Scouts live and learn together.
- The World Scout Jamboree is an amazing first-hand experience of multiculturalism in action, an opportunity to interact and participate with others from different cultures and to build solidarity and understanding across cultural and geographical boundaries.

Why do we have World Scout Jamborees?

- In 1907, inspired by his book *Scouting for Boys*, Baden-Powell held his experimental Scout Camp for 22 young people on Brownsea Island and Scouting was born.
- It was the loss of half of the Brownsea Island Scouts during the Great War that inspired Baden-Powell to bring Scouts from across the world together to promote a message of peace, tolerance, mutual understanding and respect, in the framework of activities and fun that underline Scouting.
- This idea became reality in the first World Scout Jamboree in London in 1920. Since then Jamborees have become a four-yearly event attended by an ever increasing number of Scouts from ever increasing number of countries that now includes nearly every country and territory in the World

Where will the Jamboree be held?

- The World Scout Jamboree will be held in Kirara-hama near Yamaguchi City in Southern Japan.
- The Jamboree is going to be held on a reclaimed plot of land next to the sea.

When will the World Scout Jamboree be held?

- The Jamboree itself will run between 28 July 2015 and 8 August 2015. However, the UK Jamboree experience will be much bigger than that. It began as soon as a young person was selected. Units of 36 Participants and 4 Leaders are well into their preparations.
- There are 75 Units in the UK Contingent which also contains an additional 1000 adult volunteers who will spend their summer holidays working for free on the Jamboree International Service Team.

What is the Jamboree Experience?

- UK Units will leave home on either the 24 or 25 July 2015. Before they arrive in Japan they will either go straight to a Japanese home to experience a unique Home Hospitality experience or visit Tokyo City to take part in a range of cultural and sightseeing adventures. When the Jamboree is over those who took part in Home Hospitality before the Jamboree will take part in the Tokyo Experience.
- The Tokyo Experience – All Units will spend 2 nights in Tokyo in an experience which includes them having some activities organised by the UK Contingent team but also lots of their own time to explore the city. The organised activities include excursions to the Skytree, an earthquake centre and Joyopolis (an indoor computer games centre and theme park). The final night will see all Units attend an event organised by the UK Contingent, Tokyo Live.
- Home Hospitality – This unique experience will see all Jamboree participants staying in traditional Japanese homes with local families. Unit Members will visit locations across Japan from the Tropical Pacific Island of Okinawa to the northern prefectures of Hokkaido close to the Russian Boarder

What are the themes of this Jamboree?

Spirit of Unity – Wa

- The World Scout Jamboree will encourage meetings between those from different cultures, religions, countries and contingents. Participants will get to know those who live outside of their own local community and find that strangers can become friends. Meetings will take place everywhere, from module activities to sub camp life, up to huge arena events. All aspects of the camp will encourage meetings: the schedule, the programme and even the site design!!

Solidarity

- The World Scout Jamboree in Japan will encourage solidarity between Scouts of all ages, and promote the unity between Scouts from around the world. It will also help us see that we share a common responsibility to our world and to each other. The Jamboree will promote respect for other people, emphasising equal rights and peace and at the Jamboree itself, all are equal, independent of any personal characteristics or background.
- In a very real sense Solidarity is also a hugely important element of the UK Contingent's Jamboree vision. In particular, the Contingent will be furthering the Association's partnerships with Scouts from around the world by supporting Scouts from Bhutan, Botswana and Euraisa at the Jamboree.

What's the programme?

- Sub camps are the homes for participants at the World Scout Jamboree. This is where most of the everyday camp life takes place; sleeping, cooking, cleaning etc. At the World Scout Jamboree, participants will have the tools to create their own home and plenty of time for sub

camp life.

- The close environment of a sub camp makes it easier for new friendships to be forged between participants from other countries and to build a genuine understanding of each other.
- At the 23rd World Scout Jamboree, every sub camp will have areas for socialising, including a small café, campfire circle and activity spaces. Sub camp life makes it possible for each participant to influence and create his or her own Jamboree experience.
- Hundreds of stimulating, fun, inclusive, modern, quality activities will focus on discovering new cultures, the environment, sustainable development, global development issues, and respect for oneself and for others, health, community development, peace and much more! These activities aim to give participants the knowledge and tools relevant to the needs of young people in the world today. Here, National Scout Organisations, non-governmental organisations and others, pool their expertise to organise fun, educational and challenging activities.
- Everything outside the sub camps and scheduled activity areas are 'Common Areas', shared areas for everyone at the Jamboree. Common Areas are designed to facilitate meetings, so will include for example: cafés, unscheduled activity areas, exhibitions and specific spaces for faiths and beliefs.
- Incredible events have been planned for participants to play an interactive role in the programme. There will be three big arena events: the Opening Ceremony, a cultural event in the middle of the Jamboree and the Closing Ceremony.

Key Messages

Key messaging for the World Scout Jamboree will fit around The Scout Association's existing "Everyday Adventure" brand. With nearly 1,500 adults from across the UK attending the event it is a great opportunity for us to profile unexpected adventurous volunteering opportunities and demonstrate why it's great to be a volunteer in Scouting.

- Adult volunteers get as much as our young members through their involvement in Scouting.
- Scouting is all about adventure and changing young people and leaders lives. The Jamboree is an opportunity of a lifetime for those involved.
- This Jamboree offers the opportunity for all of the adults selected to learn new skills that they can use in other aspects of their life.
- Scouting is flexible and has evolved to make it easy for adults to fit voluntary work into whatever spare time adults can offer. It has responded to changes.

The Jamboree in numbers

- **30,000** Scouts will attend the World Scout Jamboree
- **4,000** Young people and adults are in the UK Contingent
- **6,000** Adults from nearly every county in the world will support the vent
- **1,000** Adults are attending from the UK
- **17** airlines are being used to get to Japan (and counting)
- **9** UK departure points in the UK
- **6** Arrival locations in Japan
- **295** take off's and landings (and counting..)
- The largest number of Jamboree participants on a plane will be 160 on Etihad flight EY 16 on the 25 July
- First unit to arrive in Japan is Unit 66 from Scotland
- First unit to arrive back in the UK is Unit 66 again

The Programme

Date	Activity
24 – 25 July	UK Participants Depart UK
25 – 27 July	Ho Ho or Tokyo experience
28 July	Units arrive on site starts
	Units arrive on site - ends
29 July	Opening ceremony (evening)
30 July	Programme starts
31 July	Programme
1 August	Programme
2 August	Cultural and festival day
3 August	Programme
4 August	Programme
5 August	Programme
6 August	Hiroshima Day
7 August	Closing Ceremony
8 August	Depart for Ho Ho or Tokyo experience
9 August	Ho Ho or Tokyo experience
10 August	Ho Ho or Tokyo experience
11 August	Units Depart Japan
12 August	Units arrive Home

Peace Programme

Every Jamboree participant will visit Hiroshima and will provide opportunity for all the participants to learn from the events of 1945. Participants will visit Hiroshima Peace Memorial Park including the museum.

As 2015 is the 70th anniversary of the atomic bombing of cities in Japan, one Scout from each NSOs will attend the Peace Memorial Ceremony in Hiroshima and one Scout from each NSO will attend a ceremony in Nagasaki.

Global Development Village(GDV)

GDV will be an on-site module programme, which tries to raise awareness of global issues such as peace, the environment, development, human rights and health among participants. As the 23WSJ will be held in Japan, GDV will focus on disaster mitigation. We will ask for active involvement of the UN agencies, NGOs and NPOs. GDV programme will be distributed to the world for pre-event materials, as well as being part of the Join-in-Jamboree programme.

Exploring Nature

A full day module programme that will foster better understanding of the surrounding nature will also bring appreciation to the environment. This programme will be held in Yamaguchi City where the Kirara-hama is.

Cross Road of Culture (CRC)

CRC will be an activity to promote the exchange of cultures, and learn respect for the cultures amongst participants.

Also in the CRC programme, we will try to have a programme aimed at deepening the cultural understanding of Japan from traditional culture to pop culture among the participants.

City of Science (COS)

COS, which will be one-day programme in Kirara-hama, will deepen the understanding of advances in science and technology and the benefits and problems associated with science. This programme provides a venue for learning about the development of fuel cells and other energy sources for the future, ecological problems, and robotics and automotive technologies.

Community Services

There will be a day for community services. Participants can compare their own community to another community. This programme includes practical implementation of the "Reaching Out" strategy in the local community. Participants will be able to experience the real Japan by working with local people.

Water Activities

Water activities such as sailing, wind surfing, snorkeling, rafting and fishing will be carried out at lakes, rivers or the nearby coast.

Press Release Templates

Please find a selection of pre, during and after event releases at the end of this pack.

Quotes

Quotes are integral to all forms of media work so spend some time working with your spokespeople. Crafting their words will allow you to deliver your messages through the mouth of those experiencing the event.

Please find below some quotes that you may wish to use to support your media work.

Bear Grylls – Chief Scout

Pre Event

Chief Scout, Bear Grylls said: *“While lots of people know that Scouting is all about adventure, they often don’t realise that adult volunteers get to do just as much as our young members through their involvement. The World Scout Jamboree is a great example of this. Over the course of the Jamboree Scouts will be able to meet people from around the world, take part in amazing adventures and experiences and be challenged to think about global issues in a new light. That is why Scouting is one of the greatest youth movement on earth and why I am so proud to be part of it.”*

“At the Jamboree, Scouts will meet people from around the world, take part in amazing adventures and experience new things with 30,000 other Scouts from around the world. That is a lot of folk who love adventure!”

During Event

Chief Scout, Bear Grylls said: *“While lots of people know that Scouting is all about adventure, they often don’t realise that adult volunteers get to do just as much as our young members through their involvement. The World Scout Jamboree is a great example of this. Nearly 4,000 Scouts from across the UK are meeting 30,000 others from around the world and taking part in amazing adventures. That is why I love Scouting so much!”*

Comms Camp

From 27 July – 8 August the UK Communications Unit will be holding a Comms Camp at Gilwell Park. Throughout this period you will have the opportunity to work with the team to:

- Package your Jamboree Unit based stories
- Pitch your Jamboree Unit based stories
- Support others in developing regional stories
- Repurpose Jamboree Unit stories for member and parent channels

You can attend the event for a day, a week or even longer. We guarantee lots of fun and some great “on the job training”. Each day you will receive an up to date brief on events in Japan. There will also be access to phone lines, the Internet and an ISDN line to help you with your own local communications work.

You can camp for free but you will need to transport and feed yourself. Please send your bookings, including the dates you wish to attend to andrew.thorp@scout.org.uk or justin.mullender@scouts.org.uk

What’s Possible?

The World Scout Jamboree is a great opportunity to be creative with your communications work. The UK Communications Unit has a team on site in Japan to make resources available and deliver on opportunities that you arrange with media outlets so all sorts of things are possible. Here are some examples of what’s possible.

A local radio station doing a live interview with a member of the IST from the Jamboree site.

A piece in your local paper around 3 generations of a family attending the event in different capacities.

A TV piece from a local summer camp with a linkup to the Jamboree.

A video edit update delivered via a County social media account

Live and recorded broadcasts are possible from the Jamboree site, for bookings please contact the UK Media Office.

Stills and Video

Every day a set of images of the day will be made available online.

An image of every UK Unit will also be taken during departure or early in the event and these can be accessed from the Communications Unit in the UK.

Every 48 hours a new video package will be available for broadcasters. If you get a request for TV work please contact the UK Media Office.

We also hope to broadcast live via the internet from the Jamboree site at least three times during the event.

Contacts

Andrew Thorp 07957 793707 andrew.thorp@scouts.org.uk

Chris Foster 07889 804726 chris.foster@scouts.org.uk

Justin Mullender 020 8498 5482 justin.mullender@scouts.org.uk

Communication Champions

Each Unit has an Assistant Leader dedicated as a communications champion who is tasked with generating content around their Jamboree experience. They have undertaken a weekend training in content gathering and storytelling and they will be supported in this work in Japan by the onsite team. You should work out before the Unit departs for Japan how to work with them to use the content they produce in the UK while they are in Japan

Your plan

During the latter part of June and the early part of July you should pull together a basic plan for what you want to achieve from the Jamboree. You should aim to organise your time so you are able to generate at least the following amount of on brand coverage.

Departure stories – (Print, Radio, Social media)

On event stories – (Radio – Breakfast or drive, Print, Social media)

Post event Stories – (Print, Social media, Scout Newsletters, Scout eNewsletters)

Work with your Unit Communication Champion to obtain images of your Unit for use during the event, e.g. some head and shoulders shots or images of the Unit on training events, also arrange for images of the Unit departing for the Jamboree by bus or at the airport. These images will be invaluable during the Jamboree and a picture will often make the difference between the story running and it not running.

Communications to members and parents

The World Scout Jamboree isn't just a story that will generate local media coverage but is an inspiring story for your local members and parents via Scout communication channels. Work with the volunteers that lead your local websites, newsletters, email systems and social media to share local participant stories directly with the local Scout community. External press releases can easily be adapted for an internal audience.

Reuse all of the content collected (video, stills and words) in as many creative ways as possible across all the local Scout platforms

If you have any questions about communicating the World Scout Jamboree to members or parents please email justin.mullender@scouts.org.uk

In just [x] days Scouts from [insert town/city] will be heading for the World Scout Jamboree in Japan

- Countdown nears its end for Scouts from [insert town/city] heading to The World Scout Jamboree

Across the planet Scouts, from nearly every country and territory are busy preparing for their trip to the 23rd World Scout Jamboree. Amongst them are 36 Scouts from [county] who have spent over 12 months [or other time period] planning, raising funds and training to take part in the greatest adventure of their lifetime, the World Scout Jamboree which takes place this summer in Japan.

With now just a few [days/weeks] to go the excitement is building. Scout leader [Name] from [Insert name of Unit] said “Preparing for this World Scout Jamboree has been a true journey. There has been a lot planning and hard work. We have had several training camps [Insert other activities as appropriate] where the young people from all over the county have joined together to become a comprehensive team. Already they have discovered new friends and have shared new experiences. The anticipation is growing and when we get to Japan I just know it will be 100 times better. I’ve done some pretty fantastic things with Scouts since I became a volunteer but this tops the lot.”

Chief Scout, Bear Grylls said: *“While lots of people know that Scouting is all about adventure, they often don’t realise that adult volunteers get to do just as much as our young members through their involvement. The World Scout Jamboree is a great example of this. Over the course of the Jamboree Scouts will be able to meet people from around the world, take part in amazing adventures and experiences and be challenged to think about global issues in a new light. That is why Scouting is one of the greatest youth movement on earth and why I am so proud to be part of it.”*

Between the opening and closing ceremonies, participants will have the opportunity to take part in literally hundreds of activities focused on discovering new cultures, the environment, sustainable development and global development issues.

Taking a break from the vibrant main Jamboree site with its 30,000 participants the [county] group will also take part in a moving visit to the Peace Park in the Centre of Hiroshima. This part of the Jamboree programme will take Scouts in mixed groups from almost every nation on earth to experience the solemn and reflective atmosphere created in the Peace Park.

Explorer Scout [Name, aged] from [village/town/city] said “This is a real opportunity for me to meet other young people from all over the world, to discover things about their culture and traditions and have fun with them. I just can’t wait to get there.”

The World Scout Jamboree runs until 8th August. The Scouts from [county/town/city] are then visiting the homes of other Scouts in [insert Ho Ho venue] before returning to the UK.

ENDS

For more information please contact [insert details]

Notes to Editors

- The 23rd World Scout Jamboree Japan 2015 will take place from 28 July 2015 to 8th August 2015.
- The Jamboree will be held at Kirara-hama, Yamaguchi City, Yamaguchi Prefecture, Japan
- For more information about the World Scout Jamboree Japan 2014 please visit <http://www.23wsj.jp>
- For more information about the UK Team please visit www.scouts.org.uk/wsj
- Key Numbers
 - Total money raised to attend the World Scout Jamboree – **more than £14m**
 - Total number of hours spent fundraising – **2.3 million hours**
 - 8 Sub camps will be the home to the jamboree participants
 - **4,000** Scouts from the UK will join with **150,000** Japanese Scouts to celebrate the event
 - Over **50,000** young people have taken part in the Japan in a Box UK based programme activity
 - **36** Scouts from Antigua, Armenia, Bermuda, Belarus, Botswana, Bhutan, British Virgin Islands, Georgia, Gibraltar, Moldavia, The Solomon Islands, St Kitts, Tonga, Tuvalu, Ukraine and Vanuatu supported by and travelling with the UK Contingent to Japan
 - **48,000** days of pre event training undertaken by the UK Contingent

About Scouting

- The Scout Association was founded on 1st August 1907.
- Adventure is at the core of Scouting, and the Association passionately believes in helping their members fulfil their full physical, intellectual social and spiritual potentials by working in teams, learning by doing and thinking for themselves.
- Over 200 activities are offered by Scouting around the UK, made possible by the efforts of 105,000 voluntary adult leaders. This has helped make Scouting the largest co-educational youth Movement in the country.
- One of the challenges that the Scout Movement faces is finding more volunteers to plug the current gap. At present there are more than 40,000 young people on waiting lists as more and more young people want to experience the adventure of Scouting. **[Insert your county waiting list numbers]**
- Adults working in Scouting contribute in excess of 364 million hours of voluntary work each year to their local communities.
- The number of volunteers working for Scouting is bigger than the combined workforces of the BBC (20,000) and McDonalds (67,000) put together.
- Worldwide Scouting has 40 million members both male and female and operates in nearly every country in the world.

Scout Jamboree excitement builds as specialised kit for Japan is released

Across the planet Scouts, from nearly every country and territory are busy preparing for their trip to the 23rd World Scout Jamboree. Amongst them are 36 Scouts from [county] who have spent over 18 months [or other time period] planning, raising funds and training to take part in the greatest adventure of their lifetime, the World Scout Jamboree which takes place this summer in Japan.

After 18 months of preparation and learning about Japan, [insert unit member/s] [is/are] finally starting to see the reality of going to the 23rd World Scout Jamboree in Japan unfold. With less than 100 days to go until they fly to Japan [Insert Name/s] have received their specially designed kit to take to the event.

The kit that has been designed for the event will ensure that all of the 4,000 young people and adults that are attending the 23rd World Scout Jamboree as part of the UK Contingent will be comfortable in the Japanese summer climate. Summer in Japan is known to be very humid and have sustained temperatures in the high 20 degrees.

For the event [Insert Name] will be supplied with dry wicking clothing specially designed for the humid climate and have a tent which has been designed just for the event to ensure a high level of airflow. The tent also has a design that will make them stand out amongst the thousands of other tents from countries around the world. Other key pieces of kit include a hat, neck towel and water bottle to ensure that [Insert Name] remains hydrated and healthy while at the event.

The biggest challenge for [Insert Name] will be finding their bag at the airport amongst the hundreds or even thousands of bags that are all identical! Every member of the UK Contingent has a rucksack and an 80 litre wheel assisted bag to carry 3 weeks of kit. To ensure that [Insert Name] can easily find their bag at the airport they have [Insert what the young person has done to their bag to personalise it.].

The Jamboree requires this specialised kit as the event is based in Yamaguchi prefecture in the south of Japan. The Jamboree site will hold around 30,000 people from over 100 countries all over the world and include space from activities which include science, global development, nature and water sports. Over the course of 12 days at the Jamboree, [Insert Name] and their unit, which is made up of 36 young people and 4 adults, will not only learn through the structured programme but also by working with and interacting with hundreds of other cultures from across the world.

[Insert quote from young person (Name, age, from)]

Chief Scout, Bear Grylls said: "While lots of people know that Scouting is all about adventure, they often don't realise that adult volunteers get to do just as much as our young members through their involvement. The World Scout Jamboree is a great example of this. Over the course of the Jamboree Scouts will be able to meet people from around the world, take part in amazing adventures and experiences and be challenged to think about global issues in a new light. That is why Scouting is one of the greatest youth movement on earth and why I am so proud to be part of it."

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Unit Travel

Scouts from [County] Jet Off for a cultural Adventure of a Lifetime

[Number] from [County] have arrived at [Regional Airport] to fly off to the World Scout Jamboree in Japan. The Scouts from [County] will join 4,000 other Scouts from across the UK and 30,000 others from nearly every country in the world for two weeks of activities, fun and making new friends in the most truly international event on the planet.

The UK Scouts are flying to Tokyo for three days in which the capital will be taken over by the Scouts getting to know each other, seeing the sights and taking part in traditional cultural activities, before they travel to the Jamboree site near Yamaguchi City in the South of Japan by Bullet Train.

As well as being a fantastic opportunity for young people, the event is an amazing chance for adult volunteers to take part in activities and learn new skills that they can use in other aspects of their life.

The World Scout Jamboree will include seven days of activities, with modules based around Global development, Peace programme (based at Hiroshima), Exploring nature, Crossroads of Culture and City of Science (COS) The COS programme, will deepen the understanding of advances in science and technology and the benefits and problems associated with science. This programme provides a venue for learning about the development of fuel cells and other energy sources for the future, ecological problems, and robotics and automotive technologies.

[name, age, from] said *"I can't believe we are actually here about to go! I have been counting down the days until we leave and finished packing two weeks ago. The people I am going with have become my closest friends and I can't wait to make friends with Scouts from all over the world!"*

[name, age, from] added *"I can't wait to try all the activities they have got planned. I'm most looking forward to meeting new friends from across the world. I've never met anyone from [insert country] before, I'm going to try and make 100 new friends, because if not at the World Scout Jamboree, then when?"*

Chief Scout, Bear Grylls said: *"While lots of people know that Scouting is all about adventure, they often don't realise that adult volunteers get to do just as much as our young*

members through their involvement. The World Scout Jamboree is a great example of this. Over the course of the Jamboree Scouts will be able to meet people from around the world, take part in amazing adventures and experiences and be challenged to think about global issues in a new light. That is why Scouting is one of the greatest youth movement on earth and why I am so proud to be part of it.”

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Opening Ceremony

30,000 Scouts, 200+ countries, Special Guests = 1 amazing celebration!

Today 30,000 Scouts from nearly every country in the world joined together with **XXXXXX** to celebrate the Opening Ceremony of the 23rd World Scout Jamboree in Japan.

After months of planning, preparation and anticipation, Scouts from over 200 countries arrived in Kirara-hama Japan to experience a trip of a lifetime, with a spectacular Opening Ceremony starting the adventure. From the main stage, a sea of young people making new friends, laughing and celebrating could be seen. A rainbow of flags from the UK to Brazil, USA to Pakistan, and Indonesia to Kenya could be seen being waved proudly in peace and harmony.

Throughout the coming weeks, in an event which will involve almost as many young people as the Olympics Games, 30,000 Scouts will be camping, living and working together in Japan. It will be an unforgettable experience of celebration on an international scale.

[Name, age, from] added *"I can't wait to try all the activities they have got planned. I'm most looking forward to taking part in the obstacle courses and physical activities, like climbing. I've never done caving before, but I am going to give it a go, because if not a Jamboree, then when?"*

Chief Scout Bear Grylls said *While lots of people know that Scouting is all about adventure, they often don't realise that adult volunteers get to do just as much as our young members through their involvement. The World Scout Jamboree is a great example of this. Nearly 4,000 Scouts from across the UK are meeting 26,000 others from around the world and taking part in amazing adventures. That is why I love Scouting so much!"*

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Peace day

Scouts from [insert town/city] experience Moving visit to Hiroshima Peace park as part of the World Scout Jamboree experience

Scouts from [village/town/city] who are currently representing [county] at the 23rd World Scout Jamboree in Japan today were given a unique opportunity to visit the Peace Park at Hiroshima the site at which the first atomic bomb was dropped almost exactly 70 years ago this week.

Taking a break from the vibrant main Jamboree site with its 30,000 participants the [county] group have been taking part in a moving visit to the Peace Park in the Centre of Hiroshima. This part of the Jamboree programme takes Scouts in mixed groups from almost every nation on earth to experience the solemn and reflective atmosphere created in the Peace Park.

Scout leader [Name] from [Insert name of Unit] said *“The main Jamboree has been really awesome but this experience will give each and every one of our participating Scouts a chance to reflect upon the need to understand and respect cultural and religious differences and to take practical action to build a more peaceful and tolerant world. The first step in this work is to building long-lasting friendships around experiences like this. Since joining the movement as a leader I have had some fantastic experiences but this turning out to be the most thought provoking and moving experience of my life.”*

The World Scout Jamboree has given scouts from [town/city] Explorer Scout [name] aged [XX] spoke from the ‘Hiroshima Peace Park’, *“This has been very moving experience, as a young person I have a duty to make sure that things like this must never happened gain. A good way of making that a reality is to learn to respect and understand others cultures, religions and customs. When you have lived and worked together for two weeks and shared food and drink it’s really helps understand where people are coming from. That’s why this Jamboree is such an important experience”*

The World Scout Jamboree runs until 8th August, the Unit from [town/city] are then visiting the homes of other Scouts in [insert Ho Ho venue] before returning to the UK.

ENDS

For more information please contact [insert details]

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IST On Event

[Insert name] from [insert town/city] has Scouting Adventure of a Lifetime

[Name] from [village/town/city] is currently representing the UK at the 23rd World Scout Jamboree which is taking place in Japan. For all participants at The World Scout Jamboree it's an incredible once in a lifetime opportunity. Over the course of two weeks [Name] will be meeting people from all over the globe, taking part in amazing adventures and experiences and be challenged to think about global issues in a new light. [Name] has joined the International Service Team (IST) who are the driving force behind the Jamboree.

The IST is a multinational collection of adults who volunteer to spend their summer holiday in the engine room of the Jamboree. They number 6,000 in total with nearly 1,000 coming from right across the UK.

Their job is to make the Jamboree happen and the IST make every day a little easier, without always getting noticed. Some of them, in fact, may well be instructors planning and running activities for the 30,000 Jamboree participants. Others will be doctors, caterers or I.T. consultants. [Name] has been allocated a role in XXXXX [insert role] he/she said *[Insert quote from IST member, this quote should talk about their motivation for going - enjoyment of role and how only Scouting can provide such opportunities. Describe any unique events that have happened to them]*

Chief Scout, Bear Grylls said: *"While lots of people know that Scouting is all about adventure, they often don't realise that adult volunteers get to do just as much as our young members through their involvement. The World Scout Jamboree is a great example of this. Over the course of the Jamboree Scouts will be able to meet people from around the world, take part in amazing adventures and experiences and be challenged to think about global issues in a new light. That is why Scouting is one of the greatest youth movement on earth and why I am so proud to be part of it."*

Nature is a key theme for the Jamboree programme using the natural environment as a learning tool, demonstrating both its vulnerability and what individuals can do to better protect the world we live in. *[Name] insert quote from IST member [Could cover - Living in a tented city in Japan. - making international friends, learning from other cultures and beliefs, sharing own knowledge and experience – swapping cultural experiences etc]*

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Unit Leader on Event

[Insert name] from [insert town/city] leads Scouting Adventure to Japan

[Name] from [village/town/city] is one of the 7,000 volunteers making the adventure happen for 30,000 participants at the World Scout Jamboree which is currently underway in Japan. At the event running from the 28th July – 8th August [Name] will get to meet 30,000 Scouts from nearly every country in the world - and share their knowledge and experiences whilst working towards greater international understanding.

As well as being a fantastic opportunity for young people, the event is an amazing chance for adult volunteers to take part in activities and learn skills. The Jamboree offers both young people and volunteers the chance to learn new skills that they can use in other aspects of their life.

[Use this paragraph to create juxtaposition against what they do and why they wanted to come to the event]

The World Scout Jamboree is the culmination of XX years of hard work for the leaders, which has involved XX camps preparing the young people for living on a humid coastal site in southern Japan amongst Scouts from nearly every country in the world.

“It is amazing to see how the hard work has paid off” said [Name] “We are camped next to Scouts from [three exotic countries] and it is great to see the Scouts that I have brought sharing the cultures of all the other Scouts. [Some specific event or activity where this is has happened, dinner with XX scouts or on such an activity in teams with Scouts where we learned something unexpected]. “We are XX days through the Jamboree, my highlight has been taking part in [activity zone], because [I had done something I have never done before, I’ve learnt something, I’ll use this with my Scouts at home].”

[Name of young person, age, from] *“We are really lucky to have [name] as one of our Leaders. They have [motivated to do, supported me in doing, inspired me to do], I’ll never forget the Jamboree and I’ll never forget [name] for helping me get here and have the time of my life.”*

Chief Scout, Bear Grylls said: *“While lots of people know that Scouting is all about adventure, they often don’t realise that adult volunteers get to do just as much as our young members through their involvement. The World Scout Jamboree is a great example of this.*

Around 3,000 Scouts from across the UK are meeting 30,000 others from around the world and taking part in amazing adventures. That is why I love Scouting so much!"

ENDS

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Why we have World Scout Jamborees

**At a time of War, Scouts from across
The World comes together in peace**

Nearly 4,000 Scouts and adult volunteers from across the UK will be part of 30,000 from across the world coming together at the World Scout Jamboree in Japan. For two weeks they will take part in activities, challenge themselves and learn new things from Scouts from almost every country in the world.

The UK Scouts will be joined at the Jamboree by Scouts from countries ravaged by current and previous conflicts including those from Libya, Angola, Congo, Sierra Leone and Lebanon. The Libyan, Afghan and Iraqi Scouts will not have had an easy preparation for the Jamboree; those in the East of the Country have been involved in the defence of Benghazi including digging graves for those whom have fallen.

The founder of Scouting, Lord Baden-Powell, said “If the countries of the world were run by children, then war would be a thing of the past”.

Baden-Powell knew something of war having become a national hero for the relief of Mafeking in 1900, which inspired him to write *Scouting for Boys* and hold his experimental Scout Camp for 22 young people in 1907 on Brownsea Island. It was the loss of half of the Brownsea Island Scouts during the Great War that inspired Baden-Powell to bring Scouts from across the world together to promote a message of peace, tolerance, mutual understanding and respect, in the framework of activities and fun that underline Scouting. This idea became reality in the first World Scout Jamboree in London in 1920. Since then Jamborees have become a four-yearly event attended by an ever increasing number of Scouts from ever increasing number of countries that now includes nearly every country and territory in the World.

The Jamboree will mix Scouts from across the world in small groups to tackle activities whilst having fun and making friends. UK Chief Scout and Adventurer, Bear Grylls explains: “*At the Jamboree, Scouts will meet people from around the world, take part in amazing adventures and experience new things with 30,000 other Scouts from around the world. That is a lot of folk who love adventure!*”

(Insert Name, Age, Unit, Place from) “The chance to visit the Hiroshima Peace Park with other Scouts from almost every nation on earth made me realise that there are more things in the world that bind us together than keep us apart. I feel a responsibility to reach out and value others cultures and traditions as much as I do my own. If you do this we will build a more peaceful and tolerant world. I think the best thing about the Jamboree is learning that

there is no reason to be concerned about others with different cultures and traditions. When it comes to it we all smile and laugh in the same way.”

“I’m so glad I get the chance to watch the young people change as they have been planning for the event” said XXX, Scout Leader, “they have started to realise how fortunate they are. Making a difference to the lives of young people is why I volunteer with Scouting.”

ENDS

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Closing Ceremony

Scouts from across the world celebrate friendships made and experiences shared at the close of the World Scout Jamboree

The World Scout Jamboree Closing Ceremony marked the end of twelve days of adventure and international friendship. After two weeks of non-stop excitement at the World Scout Jamboree, 30,000 Scouts came together to celebrate the exciting activities they took part in, the new places visited and the multitude of new friends made.

After months of planning, preparation and anticipation Scouts from over 150 countries reflected on what has been the experience a trip of a lifetime in Japan, whilst enjoying a spectacular fireworks extravaganza.

It has been an exciting and exhausting experience for all involved and many did not want it to come to an end. *XXXXXX said "Quote from a Scout explaining how much they enjoyed their experiences, things they've learnt and how they feel about the WSJ coming to an end"*

The World Scout Jamboree experience did not end there as all of the Scouts took their experiences with them to keep the adventure of World Scouting alive. Chief Scout Bear Grylls has said, *"While lots of people know that Scouting is all about adventure, they often don't realise that adult volunteers get to do just as much as our young members through their involvement. The World Scout Jamboree is a great example of this. Nearly 4,000 Scouts from across the UK are meeting 30,000 others from around the world and taking part in amazing adventures. That is why I love Scouting so much!"*

After the ceremony the Scouts from [town/city] boarded coaches bound for their next adventure visiting the homes of scouts in [insert Ho Ho venue] before returning to the UK.

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Jamboree Families

Scouting out Generations of Adventure

This summer 30,000 Scouts and adult volunteers from nearly every country in the world will be sharing the experiences of a lifetime in Japan at the 23rd World Scout Jamboree.

Every participant will have a once in a lifetime experience many miles away from their family members back home but for others that may not be the case as they will be sharing the experience with their loved ones. As Scouting offers adventure for all age ranges, it is not unusual to find brothers and sisters, parents or even grandparents all to be involved, and the World Scout Jamboree is no exception.

[Insert details of relationships and roles at the Jamboree here]

[Insert quote from family member 1 here]

[Insert quote from family member 2 here]

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