

22ND WORLD SCOUT JAMBOREE SWEDEN 2011
UNITED KINGDOM



Media Pack

27 July – 7 August 2011

Rinkaby, Sweden



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Why Media Work matters

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. All this activity underpins our aim for Scouting to be a more Youth Led, Diverse, Relevant, Focused, Sound and Growing Movement by 2012. The World Scout Jamboree is the very best showcase for this.

If we get our media coverage right we can encourage non Members to:

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

It is these three contributions to our work that help us move the organisation forward.

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! 38,000 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 Rinkaby near the town of Kristianstad in Southern Sweden.
- The Jamboree is going to be held on a green grassy field, with old stone walls and groves of trees. Not far away are large tracts of unspoiled nature, and the beach is only a few minutes away by bus.

When will the World Scout Jamboree be held?

- The Jamboree itself will run between 27th July 2011 and 7th August 2011. 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 89 Units in the UK Contingent which also contains an additional 800 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 24th or 25th July 2011. Before they arrive in Sweden they will visit the Danish Capital, Copenhagen where they will enjoy two days of top secret activities to get the Jamboree started with a bang.
- After Copenhagen, Units will travel across the Øresund Bridge into Sweden where they will join with the rest of the world at the Jamboree site.
- Finally, when the Jamboree ends on 7th August, the 3200 UK Participants will stay with families spread across 18 different European countries, from Iceland to Portugal, Finland to Bulgaria.

What are the themes of this Jamboree?

Meetings and Gatherings

- 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 subcamp life, from small camp fires to huge arena events. All aspects of the camp will encourage meetings: the schedule, the programme and even the site design!!

Nature

- The World Scout Jamboree will be close to nature. Participants will live in the middle of a massive natural landscape for the duration of the event surrounded by trees and woodlands. The Jamboree Programme will use the natural environment as a learning tool, demonstrating both its vulnerability and what individuals can do to better protect the world we live in.

Solidarity

- The World Scout Jamboree in Sweden 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 Papua New Guinea, Armenia and Sierra Leone to attend the Jamboree.

What's the programme?

- Subcamps 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 subcamp life.

- The close environment of a subcamp 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 22nd World Scout Jamboree, every subcamp will have areas for socialising, including a small café, campfire circle and activity spaces. Subcamp 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, respect for oneself and for others, health, community development, peace and much 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 subcamps 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 massive 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. 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

- **38,000** Scouts will attend the World Scout Jamboree
- **31,000** Young people attending from around the world
- **3,204** Young people are in the UK Contingent
- **7,000** Adults from nearly every county in the world
- **1,100** Adults are attending from the UK

The Programme

The programme will be based on the Jamboree concept – “Simply Scouting”, and will consist of several modules.



Date	Activity
24 – 26 July	UK Participants in Copenhagen
27 July	Participants main arrival day
28 July	Sub camp programme (daytime)
	Opening ceremony (evening)
29 July	Programme starts
30 July	Programme
31 July	Programme
1 August	Programme
2 August	Programme
3 August	Programme
4 August	Festival Day
5 August	Programme
6 August	Closing Day

Quest

This group based challenge is based upon 4 different worlds. The participants will be challenged in the areas of teamwork, problem-solving and leadership.

The four worlds are:

- **Conquest world** Physical challenges and obstacle course
- **Cave world** Explore the underworld and solve brain teasing puzzles
- **Viking world**
- **Medieval world**

Global Development Village

Stand up and be counted! In the **Global Development Village**, participants will find their voice, gather tools and meet other Scouts from all parts of the globe with whom they can make a real difference. They will have the opportunity to participate in workshops and activities where you can learn more about

- **Entrepreneurship**
- **Environment and sustainability**
- **Health Peace**
- **Human rights**
- **Information and Communication**
- **Technology**

People

Through, crafts, mime, drama and theatre, participants will celebrate their own cultures and find out more about their hopes, dreams and aspirations.

Dream

On a unique inner journey through the forest participants will to reflect on their relationship with nature, to the external world, to others and themselves.

Participants will be challenged to think about their abilities and how they feel about themselves and to see themselves from many different perspectives. They will have the opportunity to experience what it might feel like to be old or to be a small child.

Participants will have to make many choices and try out many possible realities. Most importantly they will reflect on what it means to be themselves. In Dream, everything is not always as it seems or is it?

Earth

Participants will discover the magic in the soil, the power of water and why the wind is more than just the movement of air. They will take part in practical experiments and activities with an educational objective of teaching about environmental issues. They will discover how their actions make a difference and how they affect their surroundings.

Camp in Camp

An essential part of Swedish culture is the right of the public access to nature, which gives every Swede the right to access the natural environment, whether land is privately owned or not. The Jamboree aims to make sure that every participant gets to experience the Swedish outdoors, and Camp in Camp will provide this opportunity.

Groups of 100-200 participants will take part in a smaller overnight camp outside the main Jamboree. The camp site will be situated in the forest, along a river or close to a sea. This "Camp within the

Camp” will also provide all participants a chance to experience nature, the Swedish culture and traditions on a smaller scale.

The smaller camp will offer different possibilities from those of the main Jamboree. Long-lasting friendships can be made around a quiet campfire. An early morning walk in the forest, still wet with dew, can offer time for reflection. These smaller camps will be hosted by Scout Units from Sweden and the neighboring Nordic countries.

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 38,000 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 5,000 Scouts from across the UK are meeting 33,000 others from around the world and taking part in amazing adventures. That is why I love Scouting so much!”*

The Mayor of London Boris Johnson

The Mayor of London Boris Johnson said: *“Uniformed groups like the Scouts are a fantastic way for youngsters to have fun, make friends and learn new skills. The wonderful people who give up their time to become leaders are the backbone of these groups and provide an invaluable community service.”*

“ I hope that the thousands of Scouts who will be travelling to the Jamboree will be inspired by this brilliant opportunity and will come back ready to help their cities tackle some of the big issues that they face.”

David Attenborough

David Attenborough said *“Hello to the UK Contingent, you are off on a journey to your Jamboree; I went to a Jamboree in 1934. I reckon you are going to have a great time.” He added “Make sure you do!”*

Richard Hammond

Richard Hammond said *“In Kristianstad there is going to be 30,000 maybe even more, Scouts and Guides from 160 different countries and that sounds like a recipe for a whole lot of fun!”*

MDM Camp

From 25th July – 5th August the UK Media Relations Team will be holding an MDM Camp at Gilwell Park. Throughout this period you will have the opportunity to work with the UK based media team to:

- Package your Jamboree Unit based stories
- Pitch your Jamboree Unit based stories
- Support others in pulling together regional Stories

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 Sweden. There will also be access to phone lines, the Internet and an ISDN line to help you with your own local media 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 simon.carter@scouts.org.uk

What’s Possible?

The World Scout Jamboree is a great opportunity to be creative with your media work. The UK Media Relations Team has a team on site in Sweden 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.

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 at www.tsa.thirdlight.com . An image of every UK Unit will also be taken early in the event and these can be accessed from the Media Relations Team in the UK. If you have a special image request for local media work please email the UK Media Office and we will do our best to satisfy it. Please note that these requests should be for media work only and not for family albums.

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.

Contacts

On Site

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In the UK

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

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)

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

Post event Stories – (Print)

Make sure you obtain some images of your Unit for use during the event, e.g. some head and shoulders shots or images of the Unit on training events (Unit leaders will many that they can let you have). 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.

Internal Communications

The Jamboree isn't just a story that will generate local media coverage but is an inspiring story for your local internal communication channels. Stay in touch with the people that lead your local websites, newsletters, email systems and social media and share local participant stories directly with the local Scouting community. External press releases can easily be adapted for an internal audience and communications to an internal audience will also benefit from photos and relevant quotes that you may collect during external media work.

The trick is to use as much of the content you have (video, stills and words) in as many creative ways as possible across all the platforms your County uses to communicate externally (TV, radio and Print) or internally (web, Twitter, Facebook, email)

If you have any questions about communicating the Jamboree to an internal audience please email justin.mullender@scouts.org.uk

Press Release Templates

Pre-Event

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 22nd 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 Kristianstad, Sweden.

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 Sweden I just know it will be 100 times better. I’ve done some pretty fantastic things with Scouts since I became a leader 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. 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 7th 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

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- The Jamboree will be held on the fields of Rinkaby, not far from the town of Kristianstad, in the province of Skåne, in the south of Sweden.
- For more information about the World Scout Jamboree Sweden 2011 please visit <http://www.worldscoutjamboree.se/>
- For more information about the UK Team please visit <http://www.ukcontingent.org.uk/>

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 90,000 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 33,000 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 (24,000) and McDonalds (67,000) put together.
- Worldwide Scouting has 28 million members both male and female and operates in nearly every country in the world.

Unit Travel

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

[Number] from [County] have arrived at [Regional Airport] to fly off to the World Scout Jamboree in Sweden. The Scouts from [County] will join 4,000 other Scouts from across the UK and 34,000 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 Denmark for three days in which the capital, Copenhagen, will be taken over by the Scouts getting to know each other, seeing the sights and taking part in activities, before they travel to the Jamboree site in the South of Sweden by [train/coach/bus](#).

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, quests, people and the environment. One of the key elements of the programme will be 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, 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 friend 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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General World Scout Jamboree Attendance

Simply Scouting awaits UK Scouts in Sweden

Over 4,000 Scouts and adult volunteers from across the UK are joining 34,000 others from nearly every country in the world at the 22nd World Scout Jamboree which begins in Sweden on 27th July.

World Scout Jamborees take place every four years and rotate around the world, to attend the event and meet young people from nearly every country in the world is a dream come true for all scouts. Participants must be aged 14-18 meaning that this is the first Jamboree for every Scout taking part and there only opportunity to be part of the World Scout Jamboree experience.

The Jamboree in Kristianstad, Southern Sweden, offers the experience of a lifetime for young people and its concept, 'Simply Scouting', aims to encourage solidarity between Scouts from all around the globe, promoting respect for other people whilst emphasising equal rights and peace.

The chosen site, in an immense field surrounded by trees and woodlands, will encourage appreciation of the natural world, another of the 'Simply Scouting' aims, with participants able to get really close to nature whilst living in wild Scandinavian grassland. In fact the site has been deliberately designed to bring together strangers from around the planet who can become friends. With a fantastic programme of activities from fun challenges to environmental projects and from small camp fires to huge arena events participants will get to join with and interact with a truly worldwide family.

Bear Grylls Chief scout 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."

One participant: [Name] from [village/town/city] said; *"I feel so lucky and privileged to be chosen to attend the largest gathering of the youth of the world. I'm going to learn so much about other cultures and countries in such a short time I could not have done it anywhere else but with through Scouting."*

An adult volunteer, Scout Leader [Name] from [village/town/city] said, “Volunteering to be a [IST Role] for two weeks is not everyone’s idea of a summer holiday but I know throughout the jamboree whether working as a [IST Role] of participating in events I will be having a ball, sharing experiences with peoples from all over the world and that in some small way will contribute to a greater international understanding.”

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- For more information about the UK Team please visit <http://www.ukcontingent.org.uk/>
- Youngest member of the IST: Explorer Scout from Hertfordshire County, they will be 18 just 5 days before the Jamboree starts

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Opening Ceremony

38,000 Scouts, 200+ countries, 1 amazing celebration!

Today 38,000 Scouts from nearly every country in the world joined together to celebrate the Opening Ceremony of the 22nd World Scout Jamboree in Sweden.

After months of planning, preparation and anticipation, Scouts from over 200 countries arrived in Kristianstad, Sweden 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 more young people than the Olympics Games, 38,000 Scouts will be camping, living and working together in Sweden. 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 caving. I've never done caving before, but I am going to give it a go, because if not a Jamboree, then when?"*

The World Scout Jamboree will be the first time the UK's Chief Scout Bear Grylls will have attended such a large gathering of Scout from across the world, he 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 5,000 Scouts from across the UK are meeting 33,000 others from around the world and taking part in amazing adventures. That is why I love Scouting so much!"*

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Camp in Camp

Scouts from [insert town/city] experience 'Camp in a Camp' at The World Scout Jamboree

Scouts from [village/town/city] who are currently representing [county] at the 22nd World Scout Jamboree in Sweden, have been given a unique opportunity to experience the adventure of Swedish culture and traditions on a micro scale.

Taking a break from the vibrant main Jamboree site with its 38,000 participants the [county] group have been taking part in the so called 'Camp within the Camp'. At a special satellite campsite situated [in the forest, - along a river or close to a sea] they have been really getting to know the Swedish environment guided by their host Scouts from Sweden [or Nordic country if applicable]. This part of the Jamboree is helping Scouts from across the world to experience and understand Scandinavian Scouting first hand.

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 truly appreciate the Swedish outdoors. Some have been taking time out for reflection whilst on an early morning walks in the forest, others have started building long-lasting friendships around a quiet evening campfire. Since volunteering to be a leader in [state year] I have had some fantastic experiences but this turning out to be the best."*

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."*

The World Scout Jamboree has been an opportunity of a lifetime for scouts from [town/city] Explorer Scout [name] aged [XX] spoke from the 'Camp in a Camp', *"This has been totally cool, and I really feel relaxed in this peaceful environment here. I so appreciate the natural surroundings and can both appreciate its vulnerability and what individuals can do to better to protect the world we live in."*

The World Scout Jamboree runs until 7th 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

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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 22nd World Scout Jamboree which is taking place in Sweden. 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 in 7,000 in total with over 700 coming from right across the UK.

Their theme is "Contribute, Develop, Inspire" and like the bin men of Britain, 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 31,000 young people participating. 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 wild Scandinavian grassland surrounded by trees and woodlands. - making international friends, learning from other cultures and beliefs, sharing own knowledge and experience - living in beautiful Sweden]*

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- Youngest member of the IST: Explorer Scout from Hertfordshire County, they will be 18 just 5 days before the Jamboree starts
- Oldest Member: Somerset, will be 74 a week after the Jamboree
- Average Age: 29yrs and 5 months

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Unit Leader on Event

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

[Name] from [village/town/city] is one of the 7,000 volunteers making the adventure happen for 31,000 participants at the World Scout Jamboree which is currently underway in Sweden. At the event running from the 28th July – 7th August [Name] will get to meet 38,000 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 in wild Scandinavian grassland 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. Nearly 5,000 Scouts from across the UK are meeting 33,000 others from around the world and taking part in amazing adventures. That is why I love Scouting so much!”*

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Why we have World Scout Jamborees

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

Nearly 5,000 Scouts and adult volunteers from across the UK will be part of 38,000 from across the world coming together at the World Scout Jamboree in Sweden. 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 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 38,000 other Scouts from around the world. That is a lot of folk who love adventure!*”

Anne an Explorer Scout aged 15, from Dorset said *"We have 9 Scouts from Sierra Leone joining our Unit for the Jamboree. We have been fundraising hard to raise the money for them to come to Jamboree with us and have the opportunity to take part in a life-changing event. As part of our preparations we have been learning about what life is like there and their culture so we can make them feel at home when they are camping and living with us. I think the best thing about the Jamboree will be learning about the differences between Scouts in different countries and I know there will be so much that unites us."*

"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."*

After the Jamboree, UK Scouts will travel across Scandinavia and Europe to spend a few days with Scouts and their families to find out more about what life is like in foreign countries.

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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, 38,000 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 200 countries reflected on what has been the experience a trip of a lifetime in Sweden, 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. *XXXXX 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 5,000 Scouts from across the UK are meeting 33,000 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 38,000 Scouts and adult volunteers from nearly every country in the world will be sharing the experiences of a lifetime in Kristianstad, Sweden at the 22nd 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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