



WORLD ASSOCIATION
OF GIRL GUIDES
AND GIRL SCOUTS

World Thinking Day 2024



Our World Our **Thriving** Future



The environment and global poverty



Communications

Toolkit





WHAT IS WORLD THINKING DAY?

World Thinking Day has been a day of international friendship since 1926. Every year on **22nd February** Girl Guides and Girl Scouts from different parts of the world come together to connect, learn and celebrate the global Movement.

ABOUT THE WORLD THINKING DAY FUND.

In 1932, six years after World Thinking Day first began, fundraising for our international Movement became a part of World Thinking Day. At the 7th World Conference, a Belgian delegate pointed out that a birthday usually involves gifts, and today we continue to honour this tradition of giving a gift each year so that even more girls around the world have a chance to participate in Girl Guiding and Girl Scouting.

The **World Thinking Day fund** offers girls and Member Organisations life-changing opportunities to transform their communities and world through events like the Juliette Low Seminar.





A THREE-PART JOURNEY

Since 2022, World Thinking Day has embarked on an exciting learning journey to explore environmental issues through the lens of gender equality, peace, and poverty in the triennial theme 'Our World, Our Future.' This World Thinking Day we will celebrate the final part of our three-year journey for Girl Guides and Girl Scouts to become environmentally conscious leaders.

KEY MESSAGES

1 Complete the World Thinking Day Pack to earn the badge

In this year's pack we revisit the story of Miku, our main character from 2023 and the Changemakers from 2022, who will guide your group through several discussion, active, and arts-based activities.



By completing the activity pack your group will:

- Develop their environmental knowledge and skills
- Examine their individual impact on the environment
- Have fun!

[Click here to download the Activity Pack](#)

2 Buy the World Thinking Day badge & pin

The World Thinking Day badge and pin is in stock and selling fast - Get it before it's gone! If you're completing the World Thinking Day badge with your group, don't forget to order the badge.

Why not buy the World Thinking Day pin for a special Girl Guiding and Girl Scouting friend?

[Click here to shop the World Thinking Day badge and pin](#)





3 Donate to the World Thinking Day Fund

The World Thinking Day Fund supports many areas of WAGGGS work and provides different international opportunities and experiences for Girl Guides and Girl Scouts globally. From funding young women to take part in leadership training like the Juliette Low and Helen Storrow Seminars, to providing funded volunteer placements at our five World Centres.

By donating or raising money for the fund, you can give more young women opportunities like these.

[Click here to learn more](#)

4 Share your World Thinking Day celebrations with us

We would love to see your World Thinking Day celebrations leading up to and on the day! Share your experience and join the global celebration.

Tag us @wagggsworld using the #WTD2024

Send your photos to wtd@wagggsworld.org



5 The environment and global poverty

For the 'Our World, Our Future' finale we will consider how we can work together to create a more prosperous future where all girls can thrive in an environmentally sustainable world free of poverty.

Over the last thirty years the world has made great progress towards eradicating poverty which is now within our reach. In 1990, 36% of the world's population lived in poverty, which is defined by the World Bank as people living on less than \$1.90 a day. Today, just 10% of people in the world live in poverty and with some hard work and hope we will achieve the global goal to eradicate all extreme poverty by the year 2030.

6 Celebrate with the World Centres

Follow the World Centres on Social Media to stay up to date with their World Thinking day plans and celebrations:

- Sangam World Centre - @sangamworldcentre
- Our Chalet - @our_chalet
- Pax lodge - @paxlodge
- Nuestra Cabana - @nuestracabanamx
- Kusafiri - @kusafiri






USE THE WORLD THINKING DAY DIGITAL ASSETS



Each year we have a different themes and design for World Thinking Day. When creating your World Thinking Day Communications use logos, hashtags and design assets in line with the 2023 World Thinking Day theme. Download our digital assets and join in the celebrations of this special day .

[Click here to download the World Thinking Day digital assets](#)

SOCIAL MEDIA SUGGESTED TEXT

Below you'll find suggested text that you can use to support your World Thinking Day content. You are welcome to edit this and use your own text to suit your audience.

- #WTD2024 is soon approaching! On this day we come together as a Movement to celebrate our amazing global community! Tag a friend in the comments that you met at a national or international Girl Guiding and Girl Scouting event.
 - Dive into the World Thinking Day Pack, support your group to become environmentally conscious leaders and equip them with the knowledge and skills they need to contribute towards a sustainable future. #WTD2024 Link to the pack - <https://campfire.waggs.org/topic/world-thinking-day-2024-activity-pack>
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- What are your plans for #WTD2024? Let us know in the comments below.
 - What's your favourite activity from the #WTD2024 activity pack? Tell us in the comments and explore the pack. Link to the pack - <https://campfire.waggs.org/topic/world-thinking-day-2024-activity-pack>
 - What actions do you think are 'helpful and harmful' for our future planet? - Dive into this topic more by completing the 'Harmful or Helpful?' activity from the World Thinking Day Activity Pack #WTD2024 - <https://campfire.waggs.org/topic/world-thinking-day-2024-activity-pack>
 - Do you think it is fair that some people use more energy than others? - Tell us in the comments. Dive into this topic more by completing the 'A Day in the life of' activity from the World Thinking Day Activity Pack #WTD2024 - <https://campfire.waggs.org/topic/world-thinking-day-2024-activity-pack>
 - How does it make you feel when you hear about environmental issues in the news? - Tell us in the comments. Dive into this topic more by completing the 'Mindful toolbox' activity from the World Thinking day Activity Pack #WTD2024 - <https://campfire.waggs.org/topic/world-thinking-day-2024-activity-pack>
 - Did you know we fundraise every year for World Thinking Day? - Learn more about how you can support girls and young women to access opportunities. Link to World Thinking Day fund #WTD2024- <https://www.waggs.org/en/what-we-do/world-thinking-day/world-thinking-day-fund/>
 - The WAGGGS World Centres supports girls to develop their confidence and leadership qualities to return to their own communities and make a continued impact in the world. By donating or raising money for the World Thinking Day fund, you can give more young women opportunities like this. #WTD2024 - <https://www.waggs.org/en/what-we-do/world-thinking-day/world-thinking-day-fund/>
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