

# GUIDING AND SCOUTING FOR EVERYONE

## ENABLING EVERYONE TO DEVELOP THEIR FULLEST POTENTIAL



### WHY GENDER AND DIVERSITY?

Stereotypes are embedded in our society and restrictive norms of gender and diversity are transmitted into our activities and structures, no matter if our setting is single sex or co-educational. Too often membership of Guiding and Scouting associations represents only a section of the population, while gender imbalances still affect our movement. We can change this by embracing difference and welcoming everyone who shares our values. This will grow and strengthen our movement.

#### OUR VISION:

All girls and young women are valued and take action to change the world

#### OUR MISSION:

To enable girls and young women to develop their fullest potential as responsible citizens of the world

### WHY WORK ON GENDER AND DIVERSITY IN GUIDING AND SCOUTING?

- It is a part of reaching our vision and mission
- It expresses inclusive values and a desire to break down stereotypes
- It opens us up to attracting more members who will stay for a longer time
- It improves our image in society and helps access new funding and partnerships
- It will cascade through our members into the future and make a real difference

### RECOGNIZING OUR DIVERSITY

It is not about "somebody else", we are all different with equal worth.  
When you look at someone, what is visible and not? How fast do you put people into boxes?

**WHAT DO YOU SEE  
WHEN YOU MEET  
ANOTHER PERSON  
FOR THE FIRST TIME?**

Age  
Ability  
Colour  
Gender  
Body

**WHAT DON'T YOU SEE?**

Health  
Identity  
Values  
Sexual Orientation  
Ability  
Family  
Culture  
Gender  
Religion  
Economic status  
Guiding and Scouting background

# LET'S TAKE ACTION!

## TIME TO REFLECT

The following five questions make it easier for you to ensure your future activities include as many people as possible. You can use them in any planning process.

### #1 WHO DO WE REACH?

Is our external and internal communication (unconsciously) tailored to certain stereotypes? Is there for example only "adventurous boys" or "cute girls" in our brochures?

### #2 WHO JOINS US?

Is it possible for everyone to join the activities that we are planning? When you "step in through the door" to Scouting and Guiding, are you comfortable? Can you be yourself?

### #3 WHO STAYS?

Is everyone having fun in the programme that we are doing together? If not, what can we do about it? Do the activities/programme take into account the strengths, skills and activities of everyone participating?

### #4 WHO HAS INFLUENCE?

Who has a voice and who is being listened to at different levels? Who are making decisions? Are there unequal or discriminatory roles in determining tasks, responsibilities and decision-making? Are strategies used to encourage and empower the participation of the less influential voices?

### #5 WHO LEAVES?

Who quits and why? person leave Guiding and Scouting for another activity, or because they didn't feel welcomed and comfortable? As a leader, could I have done something different to help people feel they can stay?

## TIME TO CHANGE

We welcome diversity when we actively nurture the values of participation, inclusion, accountability, transparency and equality in all Guiding and Scouting structures at all levels.

### ARE YOU CONSIDERING GENDER AND DIVERSITY IN YOUR...?

TRAINING      PROGRAM      EDUCATIONAL PROGRAM  
CAMPS      STRATEGY  
COMMUNICATION      BUDGETS      MEMBERSHIP WORK

### FIND OUT MORE AND ACT FOR CHANGE:

link to: <http://www.waggs.org/en/gender-mainstreaming-europe>  
<http://www.waggs.org/en/gender-video-europe>

#fullestpotential

