



WORLD ASSOCIATION
OF GIRL GUIDES
AND GIRL SCOUTS



World Thinking Day Activity Pack – Graphic Design Brief



What is World Thinking Day?

It has been a day of international friendship since 1926. Every year on the 22nd of February, Girl Guides and Girl Scouts join together to celebrate the Movement by connecting with each other, having fun, learning about issues that impact them, and raising funds for the 10 million Girl Guides and Girl Scouts around the world.

Audience: Girl Guide and Girl Scout Leaders from across our Membership in 152 countries.

Contract: 3 months (July-September) with opportunity to develop longer term partnership

Key Deliverables: (1) The graphic design of WAGGGs flagship activity pack (estimated 50 pages of layout in four languages) (2) Additional artwork and assets to promote the day.

WORLD THINKING DAY 2024: DESIGN BRIEF

Theme: From 2022-2024 the theme for World Thinking Day is Our World = Our Future. Over this period the activity pack has supported Girl Guides and Girl Scouts to become environmentally conscious leaders, practise leadership in their everyday lives and develop the skills they need to make change. Each year has built on this environmental theme and explored the links between the environment and other global concerns.

Educational Objectives:

This final year will help build a sense that together we can create a more prosperous future where all girls thrive in a sustainable world free of poverty. To achieve this we will develop a range of active, discussion and arts-based activities through which girls can....

- Learn about progress in alleviating climate change through inspiring stories and new technology which benefit all women and girls.
- Develop environmental life skills so that we are prepared for the challenges and opportunities of the future.
- Explore how we can positively contribute to the natural world in our lives.

Structure, Symbolism and Design of the Pack – Miku and the Changemakers

In this final year we will build on artwork and themes from the previous two years. In 2022, the pack was structured around six 'change makers' from around the world. In 2023, the pack followed the story of Miku's quest with each chapter leading to new activities to choose from and Miku embarking on a '[Walk the World](#)' challenge. Thousands of Girl Guides and Girl Scouts joined from February – April 2023 and cumulatively walked 167 million steps together! In 2024 we will revisit Miku's character and the changemakers with Miku meeting many of them on her travels and directing participants to new activities depending on their interests.

After an introduction with information about World Thinking Day and a final instalment of Miku's quest (short story) there will be a matrix of two sections and activity types to choose from followed by a final activity for all to complete:

Content	Activity Type		
	Discussion Based	Active	Arts
Knowledge			
Skills			
Service	Final Activity		

As the activity pack and finale is focused on 'Our World, Our Future' we think that an exciting theme for the pack could be 'utopia' with Miku travelling in a future luscious and 'thriving' world.

Deliverables:

- Creation of artwork based on 2024 theme and educational framework aligned with look and feel of previous two years packs - [2022](#) and [2023](#).
- Editorial design and layout of text into a (estimated 40 page A4 activity pack (InDesign and PDF format) Note that the layout needs to be simple and easily editable so it can be translated into multiple languages.
- Proofreading of content ensuring the correct original text is embedded.
- Creation of 'print friendly' black and white version of the activity pack.
- Creation of three additional packs in French, Spanish and Arabic (translated text will be sent to you separately)

WORLD THINKING DAY 2024: DESIGN BRIEF

PROJECT TIMELINE

	June 2023				July				August				Sept			
Expression of interest	x	x														
Terms and delivery agreed			x	x												
Development of artwork, and layout					x	x	x	x	x	x						
Design of English Version									x	x	x	x				
Design of Spanish /French /Arabic													x	x		
Creation of additional assets*														x	x	
Launch of World Thinking Day																x

List of assets:

- Activity pack (blank) InDesign
- Activity pack editable PDF
- Activity pack (with Arabic text)
- Activity pack (with English text)
- Activity pack (with French text)
- Activity pack (with Spanish text)
- Woven Badge
- Pin badge
- A set of estimated 20 individual artworks .png files for use in social media
- Twitter banner header*
- Facebook banner header*
- Linked In banner header*
- Email footer*
- Facebook profile frame*
- Fundraising thank you certificate x 3*
- Happy World Thinking Day e-card *

APPLICATION PROCESS

Please submit a visual ideas board, estimated quote for the creation of this project and examples of similar work produced by Friday the 16th of June 2023. We will confirm our supplier by the 23rd of June with contract and terms agreed and ready for work to begin by 1st July.

CONTACT

Please send enquiries and applications to:

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