



earthtribe®

Environmental education for a global  
community to protect the planet





**SCOUTS**<sup>®</sup>  
Creating a Better World

© World Scout Bureau Inc.  
SCOUTING DEVELOPMENT  
June 2020

World Scout Bureau  
Global Support Centre  
Kuala Lumpur

Suite 3, Level 17  
Menara Sentral Vista  
150 Jalan Sultan Abdul Samad  
Brickfields  
50470 Kuala Lumpur, MALAYSIA

Tel.: + 60 3 2276 9000  
Fax: + 60 3 2276 9089

worldbureau@scout.org  
scout.org

This document is primarily for National Scout Organizations (NSOs), National Scout Associations (NSAs) and educational institutions in general.

The production of this document was made possible thanks to cooperation with the UN Environment Programme, World Wide Fund for Nature, and the work of the World Scout Environment Programme Review subunit from the Better World Framework unit of the Educational Methods Work Stream which operated during the 2017-2020 triennium. Their contribution to the development of this content is deeply appreciated. Reproduction is authorised for NSOs and NSAs, which are members of the World Organization of the Scout Movement.

Credit for the source must be given in the format of:  
© 2020. World Organization of the Scout Movement.  
Reprinted with permission.





earthtribe®

Environmental education for a global  
community to protect the planet

**IMPLEMENTATION MANUAL**



earthtribe®

# CONTENT

<b>Background</b>	<b>6</b>
<b>Earth Tribe</b>	<b>8</b>
<b>Earth Tribe and personal progression</b>	<b>12</b>
<b>How to explore the Earth Tribe</b>	<b>14</b>
<b>Earth Tribe learning process</b>	<b>16</b>
Advocate for Better Choices	18
Champion of Nature and Biodiversity	19
Innovator of Clean Energy	20
Healer for a Healthy Planet	21
<b>Who is supporting the implementation of Earth Tribe</b>	<b>23</b>
<b>Monitoring and evaluation system</b>	<b>25</b>
<b>How do we build a collaborative network for the environment?</b>	<b>26</b>
<b>How institutions can implement the Earth Tribe and its Challenges</b>	<b>27</b>
<b>Earth Tribe Visual Identity</b>	<b>29</b>



## Background

World Scouting's collaboration with the World Wildlife Fund for Nature (WWF) can be traced back to the 1970s when the first World Scout Conservation Badge was created to recognise Scouting's work towards protecting the environment during a rising trend in climate change and global warming.

In 2008, the World Scout Environment Programme (WSEP) was conceptualised to provide an updated framework for environmental education. By 2016, the World Scout Committee agreed to the consolidation of the World Programmes: Messengers of Peace (MoP), World Scout Environment Programme (WSEP), and the Scouts of the World Award (SWA) under the Better World Framework (BWF) to provide an integrated structure and support system to develop capacities, streamline resources and align shared goals.

In 2018, the World Scout Bureau (WSB) started the review of the WSEP to address identified gaps in the programme. In the same year, with the creation of Scouts for SDGs, all initiatives under the BWF started the process to align their educational purpose with the 17 SDGs and Education for Sustainable Development (ESD).

To establish a vision for the future of education in Scouting, the organization identified different areas of work focusing on the development of learning opportunities for young people within the Youth Programme aimed at addressing youth involvement in community issues, as well as their personal growth. These areas reflect the main challenges and trends that young people are facing today and in the near future in their societies, as stated in the UN World Youth Report.

The Earth Tribe Initiative and its Challenges specifically seeks to address environmental and sustainability issues such as climate change, promoting the development of sustainable habits towards an eco-friendly and healthy lifestyle, and connecting with nature to protect it sustainably.

The Better World Framework organises and aligns its Initiatives and Challenges with the Education for Sustainable Development of UNESCO, including the eight key competencies for sustainability and the Essential Characteristics of Scouting as a framework for non-formal education .

This Earth Tribe Implementation Manual is designed for programme developers, national team members, adult leaders and educators in general who are keen to learn how to implement the different Earth Tribe Initiatives and Challenges as part of environmental education.

The Earth Tribe supports the development of competencies in young people as they strive in achieving their full physical, intellectual, emotional, social, and spiritual potential as individuals, as responsible citizens, and as members of their local, national, and international communities .

The Earth Tribe is an initiative for individual and community development centred around the educational area of environment and sustainability. This educational area is focused around four learning paths:

- **Better Choices**

- Understand and reflect on the impact of human consumption habits in our environment.
- Promote the co-creation of solutions to modify consumption patterns to contribute to a more sustainable lifestyle.

- **Nature and Biodiversity**

- Understand and reflect on biodiversity and the way ecosystems work, and how humans play a role in the relation human vs nature

- **Clean Energy**

- Reflect on the personal impact surrounding the demand and use of different energy sources.
- Explore new possibilities and practices on how to sustainably satisfy the need for energy.

- **Healthy Planet**

- Understand how pollution created in one place can impact ecosystems and people elsewhere.
- Learn how to take responsibility and mitigate pollution in immediate ecosystems within communities.

Ensuring consistency with the alignment of Sustainable Development Goals (SDGs) and incorporating the end-user perspective (NSOs), WSB carried out consultations at a global and NSO level to identify content needs, a symbolic framework approach, connectivity with partners and impact.

1. Conference Resolution 2008-22 Environmental Education in Scouting
2. [UN World Youth Report](#)
3. [The Essential Characteristics of Scouting](#)
4. The purpose of the Scout Movement. Constitution of the World Organization of the Scout Movement (2017)

# Earth Tribe

## Why a tribe for the earth?



A tribe is the earliest form of organisation of humans in all cultural or geographical backgrounds. Members of a tribe support each other to discover their individual and own unique path. The tribe survives only through the collective effort of its members.

Historically and in present times, indigenous tribes remain connected with nature, recognising the interdependence between people, the planet and all species. Tribe values of respect and connection with the planet and nature have existed for centuries, and the Earth Tribe is one way to share these positive ideals with a wider community of young people.

## What is the Earth Tribe?

**The Earth Tribe is a global community of young people who are passionate about the environment and actively engaged as global citizens to preserve and protect our planet.**

The Earth Tribe guides young people on an **educational journey** to develop the awareness, competencies and leadership skills necessary to create environmental change in their communities.

Through a series of exciting **Earth Tribe Challenges**, young people learn how to connect with nature, become champions for sustainability, and engage in taking action for the environment.

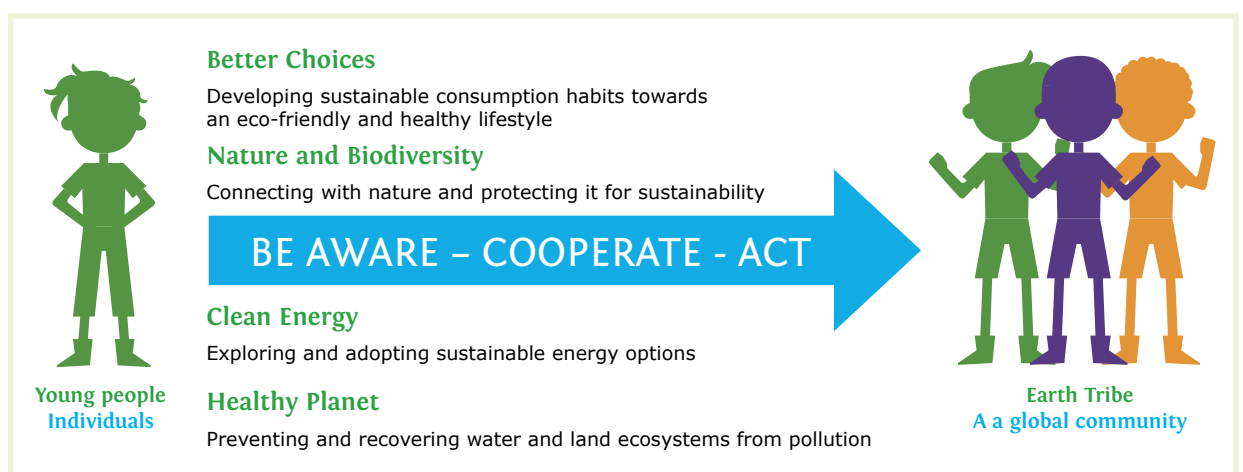
To be a member of the Earth Tribe is a **personal commitment** to improve the health of the planet and make the world a better place.

## Who is the Earth Tribe for?

The Earth Tribe is a global community of young people and adults (ages seven and above) who are willing to commit to be part of a global movement to preserve and protect our planet. The Earth Tribe is open to young people and adults.

## A personal journey within the Earth Tribe

The Earth Tribe contributes to the development of young people with a focus on competencies for sustainable development in the area of environmental education. Young people and adults are invited to become members of the Earth Tribe by exploring several key learning paths.







## Better Choices

### ***Developing sustainable habits towards eco-friendly and healthy lifestyles***

This learning path helps young people to reflect on the everyday impact their choices and actions have on their immediate surrounding environment. Through this path, young people will develop their own ideas on how their community and its consumption patterns can be designed and adapted to contribute to a more sustainable lifestyle.



## Nature and Biodiversity

### ***Connecting with nature and protecting it towards sustainability***

Humans and nature are interdependent. Nature and biodiversity is an important learning environment for outdoor skills and discovery of the great outdoors. This learning path enables young people to understand how ecosystems underpin the web of life and also provide nourishment in the form of food, act as water catchment areas, offer homes to a multitude of species, and serve as a balance for carbon removal. Young people will develop their own ideas on how the different demands towards nature can be balanced.



## Clean Energy

### ***Exploring and adopting sustainable energy options***

Climate change is one of the most pressing challenges of our time facing society and young people. Climate change is mostly driven by our high demand for energy resources, including by-products from agriculture and forestry to produce energy. This strain puts responsibility on everyone individually to make changes towards a better solution. In this learning path, young people will reflect on their impact on the climate and their use of energy sources. Young people will explore new possibilities for sustainable energy and other practices to mitigate climate change.



## Healthy Planet

### ***Preventing and recovering water and land ecosystems from pollution***

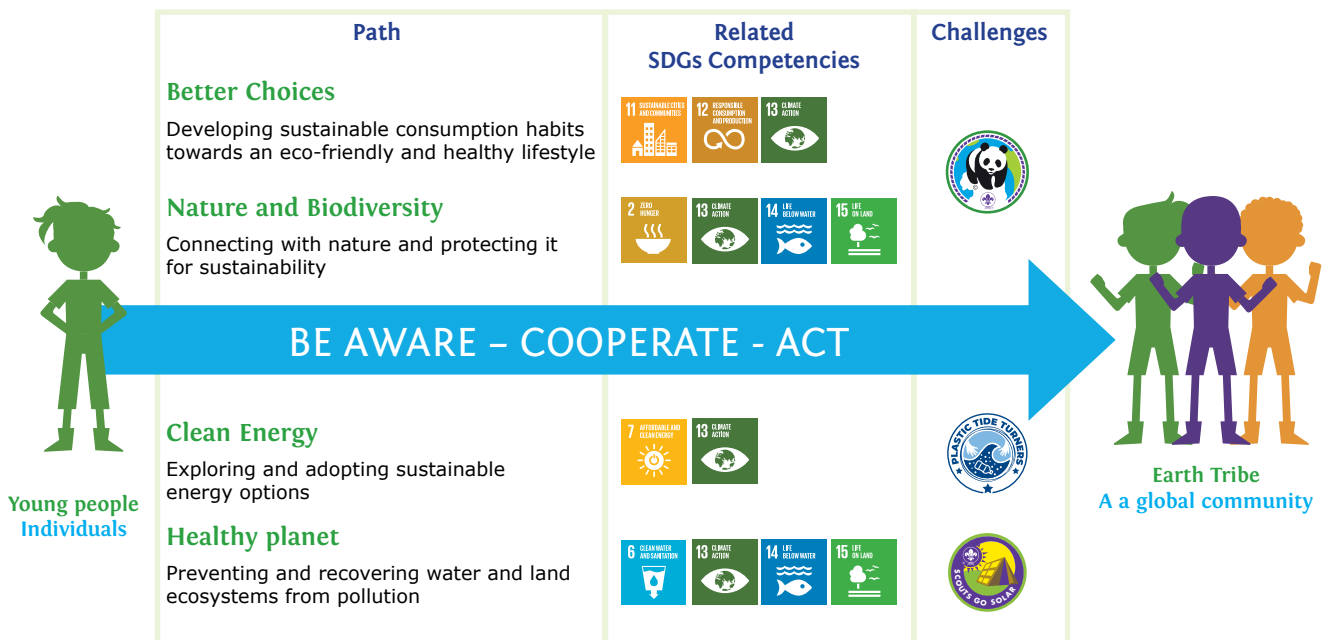
Young people thrive towards creating a better world for others and themselves. Understanding how pollution impacts the planet, identifying and challenging practices conducive to increasing pollution, and how to reduce its effects, implementing waste management is one aspect of this learning path. Land ecosystems, lakes, rivers, and oceans provide food and water for all of us, but are heavily impacted by careless pollution, and young people will work with the community, local organizations and partners to reduce, reuse and recycle waste, e.g. single-use plastics.

For each learning path, young people can develop their competencies with the support of peers and adults to become:

<p><b>Advocate</b> for better choices and a healthy lifestyle</p>	<p>Young people adopt and advocate for meaningful habits towards developing an eco-friendly and healthy lifestyle.</p>
<p><b>Champion</b> of nature and biodiversity through sustainability</p>	<p>Young people understand ecosystems and connect with nature, and adopt sustainable practices in protecting natural resources.</p>
<p><b>Innovator</b> for clean energy and climate change by adopting sustainable energy options</p>	<p>Young people understand the impact of energy usage in climate change, and advocate for the adoption of sustainable energy options.</p>
<p><b>Healer</b> for a clean and healthy planet building practices to address pollution.</p>	<p>Young people engage in designing solutions and engaging in action to prevent pollution and recover water and land ecosystems.</p>

During the journey through these learning paths, members of the Earth Tribe become aware by learning and discovering new knowledge, cooperate with others and with local communities to find solutions, and act for sustainability and positive change.

The Earth Tribe is also one way for young people to mobilize around [Scouts for SDGs](#) and contribute to the 17 Sustainable Development Goals.





### Earth Tribe Challenges

The Earth Tribe Initiative provides a system to inspire young people and adults to take action for the environment. Each learning path defines areas of work, specific SDGs, and key competencies related to the environment. Aligned with each learning path are a series of Challenges that include:

- Challenge Manual (defining key educational competencies, objectives and processes to implement the Challenge)
- Challenge Action Kit (highlighting actions and activities for young people)
- Challenge campaign (around a specific topic with a call to action)
- Monitoring and evaluation system with defined key performance indicators
- Challenge recognition elements including Badges and other rewards (to recognise progress, achievement and contribution towards various SDGs)
- Engagement of key partners
- Branding, key messaging and marketing materials

Similar and complementary Challenges can be found under other Initiatives offered by WOSM. Events such as camps, youth gatherings and other spaces can also be used to develop key competencies, and promote and advocate for the goals of Earth Tribe.

## Earth Tribe and personal progression

By taking this journey within the Earth Tribe, young people become part of a global community united behind a common goal to preserve and protect our planet. The Earth Tribe recognises its members as they learn, grow and take action for nature. Once young people become a member they can wear the Earth Tribe pin showing they are part of a global effort.

The Earth Tribe uses a learner-centred approach based on the concept of self-education. This method implies that each youth member is considered to be a unique individual who, from the outset, has the potential to develop in all dimensions and to take responsibility for his or her own development from an early age.<sup>5</sup>

Under each learning path, there are different Challenges young people can explore.

To explore the learning path through a specific learning process:



BE AWARE – COOPERATE - ACT



Earth Tribe  
Competencies for  
environmental education

### Challenge

A long-term effort with a specific agenda, goals, and processes aimed to develop key competencies in young people. Challenges include wmultiple elements to ensure the development of key competencies, supported by a network.



E.g.: Tide Turners Plastic, Scouts Go Solar, Champions for Nature, others from NSOs or NSAs or external organisations.

5. Progressive Self-Education - Essential Characteristics of Scouting (2019)



Young people receive recognition according to different age ranges after completing Challenges, such as the **Tide Turners Plastic Challenge, Scouts Go Solar Challenge, Champions for Nature Challenge** connected to the various learning paths of the Earth Tribe. For more specific information about how to implement each Challenge, refer to the individual Challenge Implementation Manuals.

Each Challenge offers a variety of options and combinations that young people agree on, with the support of an adult, based on the individual interests and personal competencies of the young person as part of their personal progression.

The educational approach is implemented through an educational system that fosters self-education, empowerment, and cooperative learning. The Earth Tribe Initiative and its Challenges brings young people closer to the learnings they are expected to acquire and offers an experience that is educational, fun, enjoyable, and where young people feel safe both physically and emotionally.

The journey aims to be flexible and relevant to the changing needs of young people and society considering the following principles of the Scout Method:

- The attitude of welcoming dialogue and support of adults;
- A set of values that determines how to assess and enrich common life;
- The challenge of personal goals, the individual commitment;
- The framework of teams that allows democratic decision-making processes and promotes youth empowerment
- The sense of purpose and belonging provided by the symbolic framework;
- The attractiveness of activities in the privileged setting of nature;
- The joy to serve others that allows young people to find a role in the community. <sup>6</sup>

6. The Scout Method. Essential Characteristics of Scouting (2019)

## How to explore the Earth Tribe Journey

The Earth Tribe is an invitation for young people and adults, both Scouts and non-Scouts. NSOs are encouraged to be prepared to provide all necessary support to inspire and drive action.

While young people become members by exploring a Challenge, adults become members by supporting young people in their journey. This process shows how a young person becomes a member of the Earth Tribe and how adults support young people in the process.

Earth Tribe is to provide capacity development for adults to understand the objectives and educational process of Earth Tribe for its implementation in local communities. Institutions will define the best way to designate a team to carry out action plans and promote Earth Tribe.

### Young person gets to know about Earth Tribe and wants to participate

- Introduction to the Earth Tribe
- Introduction to paths and challenges
- Selection of path by young person

Better Choices

Nature and Biodiversity

Clean Energy

Healthy Planet

### Young Person & Adult agree on personal journey

- mutual agreement on steps to complete the selected challenge according to age group
- mutual agreement on one community project
- mutual agreement on complementary actions for the Earth Tribe recognition



### Young person carries on agreed actions

- Completion of Challenges
- Share your actions on [scout.org](https://scout.org) and the [SDG hub](#)





# earthtribe®

## Adult leader presents Earth Tribe pin

- Celebrate young people in meaningful and simple ceremony with friends
- Present the Earth Tribe Pin and certificate



## Young person becomes **RECOGNIZED MEMBER** of the Earth Tribe

## Continue with other Earth Tribe or Better World Challenges

Any other you have not explored yet

Better Choices

Nature and Biodiversity

Clean Energy

Healthy Planet

## CONGRATULATIONS!

This person is now a member of the Earth Tribe and a global citizen for the environment. It's now time to receive the Earth Tribe pin and invite others to join the journey.

## Earth Tribe learning process

The Scouts for SDGs mobilisation aims to inspire, enable and deliver on a commitment to develop active global citizens and sustainable communities. The learning process of the Earth Tribe enables young people to explore and define their educational journey in three stages:



Be aware	Cooperate	Act
of your choices and the positive or negative impact of people’s actions on ecosystem cycles, nature and climate change.	with others to identify and implement practical solutions towards protecting and improving the environmental health of surrounding ecosystems.	by practising a green lifestyle, implementing green practices and projects, and becoming environmental advocates.

The learning process is the same for each Earth Tribe Challenge. The learning focuses on the development of competencies by encouraging young people and adults to engage and organise local actions in their community.





## Environmental education: developing competencies for sustainable development

Education for the SDGs describes a set of key competencies that are identified as important to engage constructively and responsibly in today's societies as well as to see "the big picture" of the 2030 Agenda for Sustainable Development. Creating programmes and opportunities that develop these cross-cutting competencies in young people is essential in any education focused on the SDGs since they enable and empower youth to act in their communities.

Competencies are a combination of knowledge, skills, attitudes and values which can be applied to face a certain situation and create a solution to the challenge at hand. Competencies describe the specific attributes individuals need for action and self-organization in various complex contexts and situations. Competencies cannot be taught, but have to be developed by learners themselves. They are acquired during action on the basis of experience and reflection.<sup>7</sup>

UNESCO has defined a set of learning objectives for each of the 17 SDGs under three key domains:

- Cognitive domain (i.e. what learners need to know);
- Socio-emotional domain (i.e. the social skills that enable learners to collaborate, negotiate, communicate, and self-reflect);
- Behavioural domain (i.e. how learners act with the

The most important aspect of the Earth Tribe Initiative and its Challenges is that these are designed to awaken curiosity for **knowledge**, and propose realistic **actions** to carry out while transforming personal **attitudes** and behaviours. Young people internalise all their experiences and learnings, developing competencies conducive to a sustainable way of living.

7. (UNESCO, 2015; Weinert, 2001)

## Advocate for Better Choices

### Learning Objectives for sustainable development <sup>8</sup>



Domain	Ages		
	7 to 10	11 to 14	15 and above
<b>Cognitive</b>	I know what I can do to live healthily and how to reduce my impact on the environment.	I understand connections between my lifestyle and environmental problems, as well as global wealth distribution discrepancies.  I understand where my food comes from.	I seek information and inspiration for healthier and more sustainable choices.  I learn about environmental problems in other parts of the world and how they are interconnected globally and through individual choices
<b>Socio-emotional</b>	I reduce my personal wants in light of the needs of the natural world, other people and future generations.	I feel responsible for the impacts of my behaviour on the environment and other people.  I want to become an active global citizen.  I feel empathy towards people who experience hunger and poverty often as a result of climate change and act to support impacted individuals.	I believe I can contribute to sustainability by reducing my environmental footprint.  I want to involve other members of my community into implementation of sustainable solutions.  I encourage others to adopt eco-friendly practices to reduce food shortages.  I encourage other members of my community to take part in the implementation of sustainable solutions.
<b>Behavioral</b>	I use every opportunity for pro-environmental behaviour.	I challenge myself and my friends to reduce our impact on the environment.	I evaluate my habits and modify them continuously to make them more sustainable and help others to do so.  I take steps to contribute to helping people suffering from poverty and hunger a result of environmental issues.  I help to change institutions and communities towards changing their practices to become more sustainable.

Challenges connected to this learning path focus on making Better Choices and responsible habits towards consumption in relation to the environment, and supports the development of competencies related to SDGs 11, 12 and 13.

8. Adaptation from Education for Sustainable Development Goals: learning objectives

## Champion of Nature and Biodiversity

### Learning Objectives for sustainable development<sup>9</sup>



Domain	Ages		
	7 to 10	11 to 14	15 and above
<b>Cognitive</b>	I know my countryside and learn about local habitats and species.	I understand the laws of nature and I am able to see how they manifest in my environment. I understand the impact of society on biodiversity.	I understand the roots of biodiversity loss at both the local and global levels. I can identify different standpoints in environmental conflicts and form my own opinion based on personal values.
<b>Socio-emotional</b>	I feel good and enjoy the outdoors and appreciate nature.	I commit to engage in actions in reducing biodiversity loss and encourage others to make a commitment with me.	I reflect on how to live my life in harmony with nature and how to help my society to become more sustainable.
<b>Behavioral</b>	I respect other living organisms while spending time in nature and I know how to behave to avoid impacting them.	I take part in events that help to protect and restore nature in our region.	In my everyday life, I take into account and measure the impact of my actions on nature and inspire others to do so as well.

Challenges connected to this learning path focus on understanding Nature and Biodiversity in relation to good health and well-being, and supports the development of competencies related to SDGs 2, 13, 14 and 15.

9. Adaptation from Education for Sustainable Development Goals: learning objectives

## Innovator of Clean Energy

### Learning Objectives for sustainable development<sup>10</sup>



Domain	Ages		
	7 to 10	11 to 14	15 and above
<b>Cognitive</b>	<p>I understand the dependency of our civilization on external energy inputs.</p> <p>I can discern between renewable and non-renewable energy sources.</p>	<p>I know the causes of climate change.</p> <p>I can name the impact of different energy sources on the environment and climate.</p> <p>I know how to reduce my everyday energy consumption.</p>	<p>I know how to mitigate climate change and how communities can adapt these changes.</p> <p>I know the advantages and disadvantages of different energy sources and how renewable energy sources can reduce environmental impact and drive sustainable development.</p>
<b>Socio-emotional</b>	<p>I can talk to others about climate change and explain how it connects to my life, the life of other people and nature.</p>	<p>I acknowledge my responsibility in the protection of the climate.</p>	<p>I am willing to reduce my energy consumption and impact on the climate.</p>
<b>Behavioral</b>	<p>I am saving energy every day.</p>	<p>I am trying to reduce my impact on climate change.</p>	<p>I am actively promoting sustainable energy and climate-friendly activities in my personal life, in my community, and in my school or workplace.</p>

Challenges connected to this learning path focus on understanding how different options of energy production and consumption behaviours have an impact on climate change, and supports the development of competencies related to SDGs 7 and 13.

10. Adaptation from Education for Sustainable Development Goals: learning objectives

## Healer for a Healthy Planet

### Learning Objectives for sustainable development<sup>11</sup>



Domain	Ages		
	7 to 10	11 to 14	15 and above
<b>Cognitive</b>	I know what impact pollution has on ecosystems, human health and communities.	I understand how ecosystems are impacted by pollution arising from human activities.  I know the largest pollutants at a local and regional level. I know what actions to take in polluted environments in order to safeguard life and health.  I know how my outdoor activities have an impact on nature, and what is the difference between good and bad practices.	I understand direct and indirect impacts of my lifestyle – what I eat, what I wear, what chemicals I use, on ecosystems, and learn ways to and learn ways to reduce the impact (to zero)
<b>Socio-emotional</b>	I want to help reduce human impact on nature.	I am aware of how my everyday life impacts life on earth, even far away.  I want my life experiences to be environmentally-friendly.	I want to reduce the impact of my lifestyle on the production of pollutants.
<b>Behavioral</b>	I am taking part in events that address the pollution of water and land ecosystems.  I do not litter.	Whenever possible, I reduce pollution to help protect ecosystems.  I urge my peers not to litter or make other actions that lead to pollution.	I protect others from the effects of pollution through my personal habits and actions in the community.  I am organising events that actively address the pollution of water and land ecosystems.  I am consciously reducing waste production in my life, and in my school or workplace. I also organise campaigns to reduce pollution.

Challenges connected to this learning path focus on understanding the impact of human actions in keeping our rivers, oceans and lands clean to preserve life on land and underwater, and supports the development of competencies related to SDGs 6, 13, 14 and 15.

11. Adaptation from Education for Sustainable Development Goals: learning objectives



### Contributing towards the Sustainable Development Goals

Earth Tribe members are also developing a broader set of competencies for sustainable development and contributing to the 17 SDGs, while becoming active citizens for sustainability.

## SCOUTS *for* SDGs

From now till 2030, we are calling all young people and Scouts to take action by inviting community members, partners and experts in designing sustainable solutions for the issues affecting local communities. Explore more of what young people do to contribute to the achievement of SDGs through the Better World Framework.

# Who is supporting the implementation of Earth Tribe

## Scout Centres and SCENES Network

National Scout Organizations are encouraged to incorporate capacity development experiences, promotional events and training for young people and adults. Accredited SCENES Centres are key supporters in the promotion and capacity development for the Earth Tribe and its challenges. In different countries, SCENES Centres can offer this support and training with the possibility of experiencing a natural environment. Discover SCENES Centres around the world at [www.scout.org/scenes](http://www.scout.org/scenes)

## Our network of partners

Our network of partners have contributed to the development of the Earth Tribe Initiative concept, and collaborated by integrating their educational activities into the Earth Tribe Challenges, aligning their efforts with the Scouts for SDGs mobilisation:



- **World Wide Fund for Nature** – Updating the Champions for Nature Challenge, educational objectives, and activities to fit into the Earth Tribe and BWF. This includes collaborating with WOSM around the Earth Hour campaign.
- **UN Environment Programme** – Supporting the incorporation of the Tide Turners Plastic Challenge and collaborating with WOSM on the Clean Seas campaign

Other institutions we work with:



- **Solafrica** – Updating the Scouts Go Solar Challenge in alignment with the Earth Tribe BWF.
- **FAO** – Supporting the development of the Food For Life booklets currently implemented by several NSOs in the Africa Region.
- **YUNGA** – Supporting the development of several other Challenges that can be incorporated in any of the Earth Tribe learning paths.



External actors, partners, and community members can become Scouts for SDGs and Earth Tribe partners in different ways:



- Dedicated **Scout Donation Platform Fund** - Direct support to grassroots Scouts to implement local initiatives via the Scout Donation Platform.
- Supporting short-term **awareness campaigns** implementing activities to educate young people about a key topic and encouraging them to take action. Campaigns typically have calls to action such as a pledge, commitment or good turn.
- Supporting the **development of an Earth Tribe Challenge** aligned with specific SDGs and Scouting's Youth Programme.
- Supporting the **development of structures and tools** for young people, programmes and networks, enhancing the reach of the Scouts for SDGs mobilisation.



## Monitoring and evaluation system

The Earth Tribe Initiative and its Challenges include key objectives and key performance indicators (KPIs) at the global, regional and national level to provide a mechanism to measure, monitor and evaluate their success, as well as measure the collective contribution towards Scouts for SDGs targets.

In general, the monitoring and evaluation of the Earth Tribe Initiative and its Challenges measure:

- Awareness among NSOs of Scouting's SDGs agenda;
- Awareness and development of key educational competencies for sustainable development;
- Change of behaviour of young people in relation to the educational objectives for each SDG at grassroot level with report and validation form adult leaders.
- Number of service hours and local actions contributing towards Scouts for SDGs or insitutional targets;
- Number of NSOs and institutions involved in the Earth Tribe Initiative and its Challenges captured using the NSO Data Portal;
- Relevance of partnerships contributing to Earth Tribe Challenges or activation of NSOs;
- Impact on society by documenting the experiences and behavioural change on volunteers and the changes carried out in the community after service projects are finished and benefits perceived by community members.

To measure the implementation and impact, a set of general indicators for the Earth Tribe Initiative and its Challenges have been developed.

The NSO Data Portal will be the place where National Scout Organizations teams can report, monitor and evaluate the progress, reach and impact of their contribution to the Scouts for SDG mobilisation and the level of progress of the Earth Tribe Initiative and its Challenges.

A series of digital tools are available to facilitate reporting, data collection, measurement of progress, two-way exchange of practices and recognition of teams, connecting NSOs, regional and global teams and institutions for all initiatives and challenges.



## How do we build a collaborative network for the environment?



As part of a global community, Earth Tribe members need to stay connected to continue inspiring others to protect the planet. Networking is also an excellent way to exchange knowledge, best practices and support members in other cities and countries. Every time you share a story, you contribute to inspire others with your example. Ask them to learn more about it, look at Earth Tribe webpage, or go onto [scout.org](http://scout.org).

The best way to reach out to people and engage them in a coordinated effort is when they learn the purpose of your actions. A network activates in two ways:

A **human network** integrated by young people and adults acting in the field, joining the efforts of others, inspiring people face-to-face, and supporting the dissemination of information and practical resources. This network is supported by teams organised in the NSO or regions. The human network incorporates Scouts and non-Scouts collaborating for sustainable development.

We also activate a **virtual network** where young people and adults from the same or various nationalities connect by sharing their stories of success, exchanging their experiences, asking for support or resources from other young people or Scouts, and inspiring people with their ideas.

Join efforts with local networks, Scout networks and promote the connection among the Earth Tribe members.

Earth aims to activate a global youth movement for environmental action, strong enough to make a shift in the way humans treat our planet.

# How institutions can implement the Earth Tribe and its Challenges

The Earth Tribe is open to all, and we aim to inspire young people and adults around the world to join the global community. Institutions working in the field of non-formal education or education for young people are encouraged to discover and implement the Earth Tribe Initiative and its Challenges. WOSM can provide technical support for its implementation.

For NSOs interested in implementing the Earth Tribe, the NSO's national team should assess the main needs and issues in the country, as well as the existing capacities and expertise in the NSO to develop an action plan. Institutions have the option to start the implementation of the Earth Tribe by adopting one or more of its Challenges.

## Start by identifying your strengths to set up an action plan

A very important step for NSOs and institutions is to compile all relevant information before defining the objectives of the action plan. Normally, there are a lot of resources and structures in place that makes the implementation of a new Challenge easier. NSOs should identify the best methods to implement the Earth Tribe Initiative and its Challenges within a national or local context.

NSOs are encouraged to request support from the WSB via the WOSM Services platform. A consultant will be assigned and support the NSOs as required.

The NSO, when starting to define the action plan for implementing the Earth Tribe Initiative and its Challenges, ask your national team and young people the following questions:

- Which of the Challenges can be implemented?
- Is there any national project, action that can be integrated with the Earth Tribe paths at national level?
- Has the institution assigned at least one person to assume the role of coordinator?
- What kind of resources are already in place for Challenges to be implemented?
- What level of understanding of the SDGs and education for sustainable development exists among the coordination team?
- How will young people be involved in the implementation process?
- Is there a local network in place?
- How will the institution monitor and evaluate the results and impact?



## A suggested process to get started

- Analyze your current Youth Programme in the field of environmental education
- Define objectives for your NSO and educational agenda or Youth Programme;
- Appoint one person in charge of the process;
- Recruit a multi-generational, gender-balanced team for implementation;
- Develop capacity in the team supported by WOSM Services;
- Define an implementation and action plan, including monitoring and evaluation strategies;
- Integrate the recognition elements within the national Youth Programme and personal progression scheme;
- Invite existing or potential partners to collaborate (when available);
- Integrate and onboard existing teams, networks and resources;
- Organise training and promotional events for young people and adults;
- Share the story to inspire and demonstrate impact.

NSOs interested in adapting or implementing the Earth Tribe Initiative and its Challenge within their national Youth Programme may submit a request via the WOSM Services platform to receive direct support. The Better World Service Team will assist NSOs in the exercise to validate, align and adapt the Earth Tribe Initiative and its Challenges to fit their national Youth Programme. Coordination, and monitoring and evaluation of the Earth Tribe Initiative and its Challenges will be the responsibility of NSOs and regions, in coordination with the global level.

## Customising the Earth Tribe to your local context

Institutions may only be interested in some of the Earth Tribe Challenges, or NSOs may already have some community development projects with a long tradition and successful results. In this case, environmental projects can be aligned with SDGs competencies and incorporated into the Earth Tribe in your local context.



## Earth Tribe Logo

**The Earth Tribe is a global community of young people who are passionate about the environment and actively engaged as global citizens to preserve and protect our planet.**

The logo represents the organic discovery of the Tribes of our planet: Urban tribes, Environment Tribes, Digital Tribes. The colours of the mosaic and their secondary visual elements are inspired by the colours of earth, nature and the sustainable development goals to which Earth Tribe is committed to.

The Earth Tribe Identity Guidelines provide information and resources to help National Scout Associations/Organizations (NSAs/NSOs) develop promotional and educational materials when adopting the Earth Tribe initiative into their national Youth Programme.

WOSM encourages and supports the adoption and use of its graphics by its member organizations and partners. We have introduced the unified concept of what is considered commercial or non-commercial use of any WOSM brand or logo on any item, based on the intent "to offer it for sale" or not, in order to simplify authorised use of our designs by our member organizations. **These conditions are described in more detail on page 4 of the Earth Tribe Identity Guide.**

This document, and the information on the website, do not provide, or imply any right, for anyone to use these designs for commercial purposes, nor the right to modify the basic logo and badge in any way, other than for translation purposes.

[earthtribe.scout.org](http://earthtribe.scout.org)

## Positive version



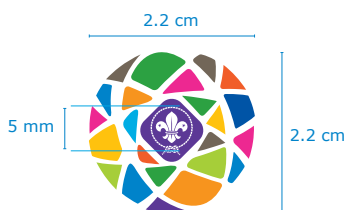
## Variation



## Single colour reproduction

Due to the limitations of certain methods of reproduction (such as photocopies) the positive logo is permitted to appear in black and white, purple and exceptional in green (Variation).

When the logo is reproduced in colour, always use all of the colours specified. Do not, for example, modify them or use only some of the colours.



World Scout Emblem has minimum width 5 mm

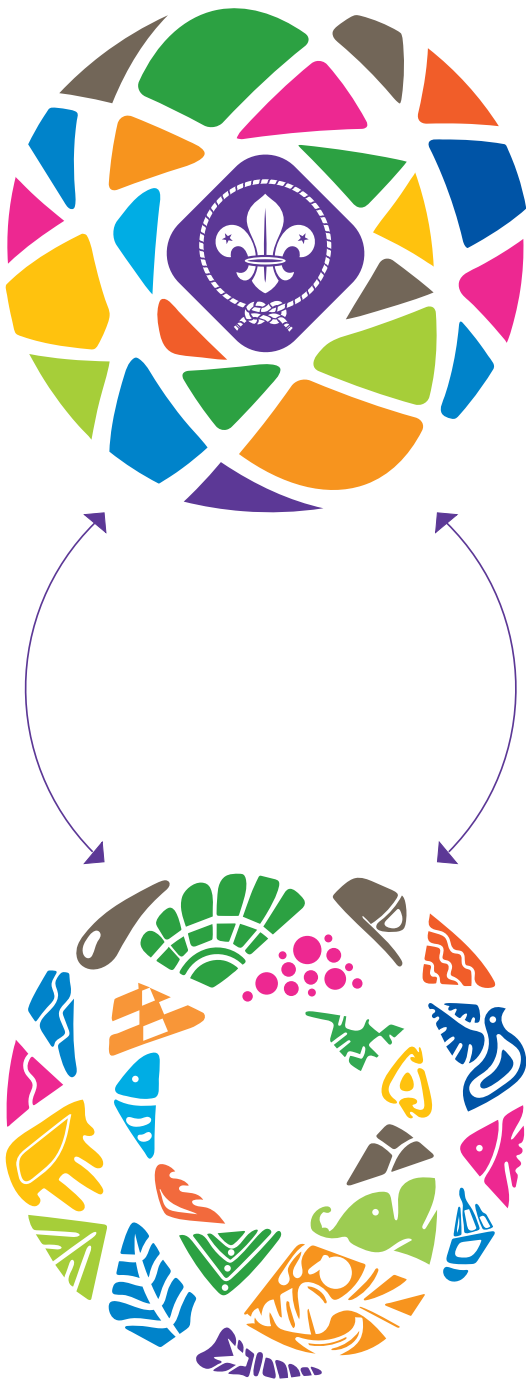
## Minimum Size:













Taking as a reference the artwork without the wordmark, the mosaic should not be reproduced in a size less than 2.2 cm in width, and may only be this small if the method of reproduction provides good resolution. The aim is to make sure that the size and method of reproduction allows for a reasonable quality image of the World Scout Emblem.

## About the ® (rights reserved) symbol

The Earth Tribe and the World Scout Emblem is a registered trademark and its use is therefore subject to authorisation.

**Colour Specifications**



WEB	RGB	CMYK
#622599	R98 G37 B153	 C79 M94 Y0 K1
#0054A6	R0 G84 B166	 C70 M15 Y0 K0
#0099CC	R0 G153 B204	 C100 M35 Y0 K0
#00CCCC	R0 G173 B229	 C100 M0 Y5 K1
#339933	R51 G153 B51	 C76 M0 Y100 K13
#99CC33	R153 G204 B51	 C40 M0 Y100 K0
#FF3399	R225 G51 B153	 C0 M95 Y20 K0
#FF6633	R255 G102 B51	 C0 M79 Y95 K0
#FF9933	R255 G153 B51	 C0 M50 Y100 K0
#FFCC00	R255 G204 B0	 C0 M25 Y100 K0
#726658	R114 G102 B88	 C50 M50 Y60 K25
#000000	R0 G10 B0	 C100 M100 Y100 K100

**Secondary visual elements**

The secondary style element is part of Earth Tribe brand design and shows the symbolic connection within Environmental education, these patterns derived from the main logo design, will run through every communication point like a visual constant, this patterns holds together the entire look and feel of the Earth Tribe initiative and its challenges.

The secondary style element is dynamic and helps Earth Tribe brand stay unified, reflecting nature and planet earth, it's natural resources and the common goal of preserving our natural resources.

**Path  
Better Choices**



**Path  
Nature and Biodiversity**



**Path  
Clean Energy**



**Path  
Healthy Planet**





### Language Versions

Translating the Earth Tribe wordmark logo into another language **is NOT permitted.**

If you wish, you may only translate the word Earth Tribe into another language when it is written as text in the body of your documents.

wordmark

earthtribe

~~tribudelatierra~~

as wordmark

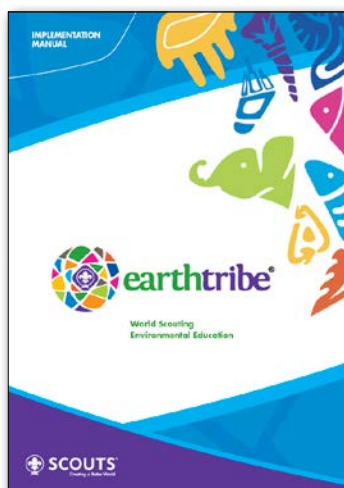
Sample simulation  
Earth Tribe PIN

Final size and  
manufacture  
may vary



### Earth Tribe Pin

By taking this journey within the Earth Tribe, young people become part of a global community united behind a common goal to preserve and protect our planet. The Earth Tribe recognises its members as they learn, grow and take action for nature. Once young people become a member they can wear the Earth Tribe pin showing they are part of a global effort.



### Reproduction of the contents of the Earth Tribe Initiative

The content of the Implementation Manuals and Action Kits can be reproduced by NSAs/ NSOs, educational institutions and partners.

This Identity Guide helps to support consistent use and presentation of the Earth Tribe initiative. Original files can be made available by the World Scout Bureau.



**SCOUTS**<sup>®</sup>  
Creating a Better World

© World Scout Bureau Inc.  
SCOUTING DEVELOPMENT  
June 2020

World Scout Bureau  
Global Support Centre  
Kuala Lumpur

Suite 3, Level 17  
Menara Sentral Vista  
150 Jalan Sultan Abdul Samad  
Brickfields  
50470 Kuala Lumpur, MALAYSIA

Tel.: + 60 3 2276 9000  
Fax: + 60 3 2276 9089

worldbureau@scout.org  
scout.org



**earthtribe**<sup>®</sup>