

Organization: World Organization of the Scout Movement (WOSM)

### **Key partners**

Key partners of the WOSM are other big youth NGO's. To strengthen partnerships with these organizations WOSM has joined in a partnership agreement with these organizations. This so called 'Big Six'<sup>1</sup> partnership consists of the five largest youth NGO's (WOSM, WAGGGS, YMCA, YWCA and IFRC) together with the leading program on youth development (IAA).

### **Key activities**

The activities of the WOSM are aimed at creating a better world by educating (through non-formal education) young people to become active citizens and make a positive contribution to society. It does so by doing a whole range of activities which vary from country to country. This include: peace building, capacity building of local department and lobbying on various levels (local, national and international).

### **Key resources**

Key resources of the WOSM can be classified into 3 categories: time, money and knowledge. Time is received from the many volunteers that are working all over the world to deliver the activities to young people. Money enables the organization to run its programs. This is acquired through subsidies, donations and membership fees. Knowledge has been build up over the years.

### **Cost structure**

Costs of the program can be divided into three categories: salaries, program activities and travel expenses. The salaries of the staff are kept minimal by relying on volunteers for most of the activities. Staff is only present in areas continuity is required or in positions that are too demanding for volunteers. Program expenses are used to run the various programs of the organization. Participants often pay a small fee to participate in the activities. This fee does not cover all the costs. The third category of cost is travel expenses. Due to the worldwide scope of the organization, the expenses of volunteers are covered by the organization.

### **Value proposition**

The value proposition the organization offers to its donors and members is that of money (in the form of subsidies, donations and membership fees) in return for the education of active citizens (in the case of donors) and support with knowledge and volunteers (in the case of its members).

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<sup>1</sup> See <https://big6.wordpress.com/big-6/> for more information.

## **Customer relationship**

The relationship of the WOSM with its customers (young people) is indirect and goes through the member organizations. This makes the visibility of WOSM limited to the customers.

## **Channels**

The products and services offered by the organization are distributed through its members. These in turn distribute them to the local units where they reach the young children. The main marketing effort of the organization is focused on the member organizations.

## **Revenue streams**

Revenue is generated by four streams: donations, subsidies, membership fees and participation fees. Donations are collected through wealthy donors. For this purpose several funds exist which goals are aligned with the various activities of the organization. Subsidies are acquired through several international organizations such as the UN and EU. Subsidies are either structural (free choice of spending and guaranteed of longer periods) or project based. Membership fees are paid by member organizations (national scout associations) on a yearly basis. Participation fees are covered by individuals and are connected to participation in specific events (of which the World Jamboree is the most notable).

## **Customer segments**

Two main customer segments can be identified: member organizations and young people. Member organizations are national scout associations which are the main consumer of the support and services offered by the organization. Young people are the main participants in the events hosted by the organization. Besides the two main segments, a smaller segment of donors is also present. These members are given special attention once in a while to thank them for their contribution to the program.