



37th WAGGGS WORLD  
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WORLD ASSOCIATION OF GIRL GUIDES AND GIRL SCOUTS  
**37th WORLD CONFERENCE**

**WoCo 7a: DRAFT  
COMPASS 2032**

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WORLD ASSOCIATION  
OF GIRL GUIDES  
AND GIRL SCOUTS

# MEMBER ORGANISATION CONSULTATION



## INTRODUCTION AND PURPOSE OF THIS DOCUMENT

Around the world 150 national Girl Guide and Girl Scout organisations are dedicated to providing girls and young women with opportunities for learning by doing, making friends, and having fun, so they can reach their full potential and help make their world a better place. [#ForHerWorld](#)

Over the past decade, we have been guided by our Vision 2020 – that all girls are valued and take action to change the world. Approved at the 2011 World Conference, Vision 2020 will expire at the end of this year. However, our collective work on behalf of all girls is far from complete.

Throughout this triennium your World Board has been working on mapping the visionary pathway for the Girl Guide and Girl Scout Movement over the next 12 years. In this document we present a summary of the findings of our research and the high-level direction we believe we should be collectively focused on as we move more deeply into the 21<sup>st</sup> century. [#Compass2032](#)

Our aim is to capture a bold, inspiring and exciting collective vision for the Girl Guide and Girl Scout Movement that will stretch and challenge each of us to provide more opportunities for more girls to empower each other, and to develop the skills and attitude to reach their full potential and transform their world.

The purpose of this document is to seek feedback from Member Organisations on the draft Compass 2032. For your ideas to be considered in the next revision of Compass 2032, they must be received by **7 March, 2020**.

Please read through material presented in this consultation paper and accompanying presentation to understand what Compass 2032 is, and consider the direction we are proposing our Compass takes us. Then reflect on the content and send your responses to the feedback questions via the online survey (link provided in Circular 3 to Member Organisations). You are also welcome to share any additional thoughts and ideas via [compass2032@waggs.org](mailto:compass2032@waggs.org)

The World Board looks forward to receiving your feedback.

## WHAT IS COMPASS 2032?

In 2019, WAGGGS commenced the roll out of its new strategy and planning cycle. Details were presented at each of the Region Conferences.

The purpose of the new WAGGGS strategy and planning cycle is to reduce re-work and duplication across the global organisation; facilitate good governance practice and effective business management; and improve how we collaborate across Regions, and between the world-, region-, and national-levels of the Movement.

The core elements of this new “12-6-3 cycle” are:

- Compass 2032: a broad, aspirational 12-year vision and roadmap for the Girl Guide and Girl Scout Movement<sup>1</sup>
- WAGGGS Global Team Strategy: a 6-year strategy for the WAGGGS Global Team<sup>2</sup>, with core areas of work that will contribute to delivering Compass 2032 and the WAGGGS Value Proposition to Member Organisations
- WAGGGS Rolling Action Plan: a whole-of-organisation, fully integrated 3-year rolling action plan that defines the set of activities that WAGGGS will deliver in order to achieve its strategy

This document is only focusing on Compass 2032 – the Movement’s collective big-picture goal for the next 12 years that will support the WAGGGS Global Team and each Member Organisation to help girls achieve the future they dream of.

It is important to understand that Compass 2032 acts as a pointer to the pathway that the entire Girl Guide and Girl Scout Movement wants to take together. Both the WAGGGS Global Team and each Member Organisation have the responsibility to shape their strategic plans over the next

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<sup>1</sup>The **Girl Guide and Girl Scout Movement** is the totality of everyone around the world contributing to furthering the objectives of Girl Guiding and Girl Scouting – including girls, volunteers, Member Organisations, supporters, funders, partners, and the WAGGGS Global Team

<sup>2</sup>The **WAGGGS Global Team** is the central ‘business organisation’ part of WAGGGS used to manage the affairs of the organisation at world and region level – the team includes both staff and volunteers at world and region levels contributing to delivery of the WAGGGS strategic plan

12 years so that, collectively, we deliver Compass 2032.

Compass 2032 will help ensure Girl Guiding and Girl Scouting remains relevant to girls and young women as they make their way in our rapidly changing world. It must challenge the WAGGGS Global Team and Member Organisations to embrace the opportunities and manage the roadblocks of key global trends that are most significantly impacting the lives of girls and young women. Importantly, Compass 2032 must be the voice of girls and young women, so that girls themselves are shaping the long-term vision of what the Girl Guide and Girl Scout Movement can be. And finally, Compass 2032 must drive us towards positively impacting the lives of as many girls as possible.

The World Board has the responsibility, on behalf of the Member Organisations, to shape Compass 2032. However, we have not done this in isolation – the following sections summarise findings from our engagement across the Movement, and the wider world.

The Member Organisations of WAGGGS will vote on Compass 2032 at the 2020 World Conference. This consultation exercise is an opportunity for Member Organisations to contribute to the final version of Compass 2032 that will be presented at World Conference.

## **THE VOICE OF THE MOVEMENT**

It is important that the voices of girls and young women are central to defining what Compass 2032 looks like. We have listened to what girls and young women have to say: about the world they live in and their experiences in Girl Guiding and Girl Scouting, over a number of years, and used these data to shape Compass 2032.

We have also provided the opportunity for Member Organisations to reflect on the future direction of the Movement through a variety of workshops and forums.

Specifically, in 2019, we conducted an online survey for girls, boys, young women and global volunteers; and hosted a series of workshops at the Regional Conferences. In 2016, as part of the building of the WAGGGS Brand, we conducted a number of workshops with MO representatives, and groups of girls and young women, to collect their ideas on Girl Guiding and Girl Scouting. And in 2015, we ran a global survey for girls and young women to explore the future world they wanted for girls as part of defining our post-Millennium Development Goals agenda.

All of the above content was cross-referenced with data collected from across the Girl Guide and Girl Scout Movement in 2010 when we set out to build Vision 2020.

## **RESPONDING TO THE WORLD AROUND US**

Through all of our discussions and consultations with girls, there are a number of core global trends that are consistently raised as having a significant impact on their lives. In order for the Girl Guide and Girl Scout Movement to be relevant and effective, we must acknowledge these global trends and focus our efforts on helping girls and young women build the self-confidence, skills, connections and resilience to successfully navigate this complex and rapidly changing world.



Compass 2032 paves the way for every Member Organisation, together with the WAGGGS Global Team, to actively consider:

*i) Climate change and the need for environmental sustainability*

There is a growing youth-led movement against climate degradation – young people want their voices heard; they want a secure future. Girls and women are disproportionately impacted by climate change. But they are also an untapped resource in climate-change adaptation and mitigation.

*ii) Technology and the impact on how humans live, work and play*

Technology is changing how people connect, transact, study, work, and lead. It is redefining our social relationships and the traditional hierarchies of power. It is influencing what we value, and what we believe our rights and responsibilities to be. Technology brings the world closer and opens doors, but also introduces new social, personal and professional pressures for girls and young women.

*iii) Gender inequality and gender-based violence*

Gender inequality manifests itself differently in different parts of the world, but it is pervasive and affects girls and women wherever they live. Entrenched gender disparities remain a major driver of relative poverty for girls and women. One in three girls and women around the world are still affected by gender-based violence. Girls tell us that changing negative social norms, providing them with skills to fully and equally participate in their community, and helping them grow in confidence are as important to them as meeting more practical and basic needs.

*iv) Changing demographic trends that impact young people*

By 2032 the world's population is anticipated to have grown by almost another 900 million people – with approximately 80% of that growth coming from Sub-Saharan Africa, Northern Africa and the Middle East (World Bank Population Estimates). The number of girls and young women (aged 0-29yrs) will increase from 1.54 billion in 2020 to 1.6 billion in 2032. People living longer across the world will contribute to ongoing high youth unemployment rates. At the same time there is increasing gender diversity in workplaces and governments, and a rise of women-led social enterprises and corporations. Skilled, empowered girls and young women will build stronger communities capable of adjusting and responding to these shifting demographics.

*v) Increasing socio-political conflict*

Girls and their communities are impacted by increasing armed conflicts, ethnic violence, unstable governments and terrorism. International networks of girls and young women with the skills, confidence and friendships to lead diverse communities and promote mutual understanding across multi-cultural, multi-faith populations will build a better world.

## **WHAT GIRLS WANT FROM GIRL GUIDING AND GIRL SCOUTING**

As can be expected, many of the themes reflected in the responses of girls to the questions in the 2019 survey “what do you like best about Girl Guiding and Girl Scouting?”, and “what would make

Girl Guiding and Girl Scouting even better?” are related to the challenges and opportunities summarised above, in Section 4.

By far, the best thing about Girl Guiding and Girl Scouting for girls is making friends and having sisters all over the world. In a complicated, crowded, sometimes dangerous and unfair world, girls like feeling they belong and having a social network that supports them. Compass 2032 leads us along the path of providing more opportunity for international friendships, of challenging the Movement to be inclusive of every girl and any girl, and encouraging expression of individuality within the context of our shared values.

The thing girls felt the next most strongly about was ensuring their time in Girl Guiding and Girl Scouting was fun. Compass 2032 is clear that fun experiences for girls are a priority.

A very strong message we received from our 2015 and 2019 surveys was the call for Girl Guiding and Girl Scouting to more strongly support girls and young women to build their self-confidence and self-esteem. Girls want to feel that by being themselves they are ‘enough’. This is partly related to the growing pressure that technology brings to look, act, speak and do a certain way; partly because of the ongoing challenges girls face to be able to access equal opportunities or feel safe in their community; and partly because of the volatile, uncertain and complex world that the global trends listed in Section 4 create for girls.

Girls and young women celebrate the self-confidence they find in Girl Guiding and Girl Scouting, and Compass 2032 emphasises the importance of continuing to deliver this outcome in a purposeful way. Our work with the recently-developed WAGGGS Leadership Model will be an essential part of achieving this – not specifically to build traditional ‘leadership skills’; but instead, to support girls to understand how to lead and value themselves, and feel confident to work with others to positively impact their world.

Learning new skills is considered another essential part of Girl Guiding and Girl Scouting by many girls. Sometimes the value comes from girls being able to learn because they don’t have access to formal education; sometimes it’s about having access to learning on topics that are not made available to girls outside of Girl Guiding and Girl Scouting because of gender discrimination; sometimes it’s about formal education not keeping up with the essential life skills girls feel they need to navigate their world. Learning by doing through the Girl Guide / Girl Scout Method is a core part of delivering Compass 2032. The challenge for the Movement is to provide opportunities for girls to develop skills that are meaningful and relevant for the world of both today and the future.

Girls are clear that it’s important for them to have a say in their own future; they like being able to make a difference with their voice. The focus across the Movement over the past decade on girl-led advocacy has resonated with girls and young women, and Compass 2032 points us down the pathway of continuing this work – so that every girl can speak out to make a difference in her life, her community, or her world. The stretch goal for the Movement is to facilitate girls to fully drive their own agendas and raise each other up to embrace the opportunities that present themselves. Compass 2032 asks Member Organisations to create fun, brave space for girls to empower each other.

None of the above can be achieved without activation of the Girl Guide and Girl Scout Movement by our volunteers. All over the world, dedicated volunteers support the Movement to provide opportunities for girls and young women to reach their fullest potential. Compass 2032 acknowledges that the Movement must support the development of a confident, skilled and values-driven volunteer community. The WAGGGS Leadership Model will be an essential element for strengthening our volunteers in Leading for Impact.

## DRAFT COMPASS 2032

**Together ...**

**We will deliver brave, fun spaces for girls to raise up girls;  
And positively impact the lives of 50 million girls and young women.**

<i>Developing confident girls and young women</i>	<i>Creating a world-wide community for all girls, by girls</i>	<i>Taking action for our world</i>	<i>Activated by volunteers</i>
<ul style="list-style-type: none"> <li>• Building self-confidence &amp; self-esteem</li> <li>• Leading self and others through the leadership mind-sets</li> <li>• Resilience and agility to thrive in a digital world</li> </ul>	<ul style="list-style-type: none"> <li>• International friendships &amp; connected generations</li> <li>• Shared values &amp; commitment to a better world for girls by girls</li> <li>• Inclusion of every girl and any girl</li> </ul>	<ul style="list-style-type: none"> <li>• Advocacy by girls to change their world</li> <li>• Learning by doing through the GG/GS Method</li> <li>• Skills &amp; experiences to help girls navigate their world</li> </ul>	<ul style="list-style-type: none"> <li>• Leading for social impact through the leadership mind-sets</li> <li>• Confident, skilled &amp; values-driven volunteer community</li> </ul>

### *Reaching 50 Million Girls*

In 2019 the membership figures for the Movement indicate 8.6 million girls and 1 million adult volunteers. This represents an 18% growth since 2009.

Looking at the turnover figures of girls leaving and joining the Movement, on average a girl stays for 4 years. This is particularly the case in schools based Girl Guiding and Girl Scouting. Therefore, each year approximately 2.1 million girls join the Movement. Over 12 years this represents 25.2 million new members to be added to the current 8.6 million giving a total of 33.8 million. This has been rounded to 35 million to allow for a small element of growth (3.5%).

Looking at the Action on Body Confidence/ Free Being Me and UPS programmes, these reach approximately 500,000 girls outside the Movement each year. Over 12 years this gives 6 million girls. Once programmes such as Girl Powered Nutrition, Menstrual Health, Voices against Violence and others are added it is estimated that over the 12 years WAGGGS programmes will impact 9 girls' million lives outside the Movement.

We estimate that there are around 400,000 groups that are active in the Movement. Assuming that 1 in 8 of these does a meaningful community action each year that impacts 10 girls then this would reach 6 million girls over the 12 years. Thus between WAGGGS programmes and Member Organisation community actions we will reach 15 million girls from outside the Movement.

Adding the 35 million members to the 15 million non-members gives us a targeted reach of 50

million.

We will consult further with Member Organisations to check that they are comfortable with these estimates. We recognise the need to better define what we mean by positively impacting girls and to improve data collection methods such that we can better measure how many tens of millions of girls are impacted by the Movement.

### *Our Call to Action*

Compass 2032 is a call to action to harness the power of girls to shape their own organisations, drive their own agendas, and raise each other up to embrace the opportunities their world offers them. Member Organisations create brave, fun spaces for girls to empower each other.

Compass 2032 focuses the Movement on helping girls and young women build their self-confidence, self-esteem and resilience so they can thrive in their complex and rapidly changing world. This includes shifting the emphasis of girls building their leadership mindsets for the purpose of explicitly leading, to understanding how to lead and value themselves, and work with others for a better world.

Compass 2032 calls for the Movement to support the expansion of friendship and collaborative networks for girls and young women across communities and countries to strengthen the sense of global sisterhood and the feeling of “I belong”, while also amplifying diversity and ensuring Girl Guiding and Girl Scouting is inclusive for every girl and any girl.

Compass 2032 challenges the Movement to support girls to develop skills relevant to their world, and help them to help each other with challenging negative social norms and attitudes to attain gender equality. Compass 2032 asks the Movement to support girls to understand they can make a difference in their world, and provide opportunities for girls to speak out on the key issues impacting them.

Compass 2032 recognises that it is important to engage with those outside the Movement as strong partnerships can help drive change. In particular it recognises the need to work with boys and men for them to understand how gender equality is relevant for them and how everyone benefits from a more equal society. As part of this, Compass 2032 challenges the Movement to identify opportunities for girls and boys to work side by side as equal partners and break gender stereotypes.

### *Measuring Progress*

As noted above, the WAGGGS Global Team and each Member Organisation has a shared responsibility to deliver Compass 2032. We therefore each have a role to fulfil in monitoring our collective progress on Compass over the next 12 years.

The World Board will define and communicate relevant measures of success once Compass 2032 has been approved. They will also assume the responsibility of overseeing the compilation of data for reviewing our progress.

Member Organisations and the WAGGGS Global Team will be asked to participate in providing evaluation data over the 12-year period. For the most part, these data will be extracted from existing processes (e.g. Membership Survey / Census, the Organisation Capacity Building self-evaluation tool etc.) – the World Board doesn’t envisage additional measuring methods being put into place.



The World Board will report back to World Conference each triennium – summarising progress being made on Compass 2032, and highlighting areas where further effort and resources might be required.

## YOUR FEEDBACK

We are collecting feedback from Member Organisations, key partners and supporters (e.g. UPS, Avon, Dove, World Foundation for Girl Guides and Girl Scouts, OBPS, World Wide Web Foundation, Ban Ki Moon Foundation For A Better Future, Duke of Edinburgh International Award, UK Envoy for Youth, and WOSM), and will host 16 focus groups of girls and young women from both inside and outside of the Movement.

Member Organisations are encouraged to consult with girls and young women when compiling their responses to the following questions:

### *Question 1 (Reference Section 5 and Slide 7)*

- a) Is this what you hear your girls want from Girl Guiding and Girl Scouting?
- b) Is there something else girls tell you they want from Girl Guiding and Girl Scouting? If yes, what is it?
- c) (For girls not in the Movement) If you knew Girl Guiding and Girl Scouting could offer these things, would you be interested in joining? Why?

### *Question 2 (Reference Section 6 and Slide 8)*

Do you find the Compass 2032 statement inspiring, exciting, and motivating? If yes, why? If no, why not and how could the Compass be adjusted to make it more inspiring for your organisation?

### *Question 3 (Reference Sections 5 and 6, and Slide 9)*

Are the Compass 2032 core themes the right areas for us to collectively work on so that girls get more of the things they love from Girl Guiding and Girl Scouting? If yes, why? If no, what are the top four areas of work you think Member Organisations and the WAGGGS Global Team should work on collectively over the next 12 years?

### *Question 4*

- a) Do you think you could position your organisation to contribute to the collective work being proposed by Compass 2032?
- b) What are your early impressions about what might be the most challenging aspect of Compass 2032 for your organisation?
- c) Which area of work in Compass 2032 resonates most strongly with your organisation?

### *Question 5*

- a) Should we count girls outside the Movement that are impacted by our work in the total number of girls impacted? If not, why not?
- b) Do you think 50 million girls is the right target for the Movement? If yes, why. If no, why not and how should it be adjusted

Remember to submit your feedback via the [online survey](#) by **7 March, 2020**.

You are welcome to share additional thoughts and ideas via [compass2032@waggs.org](mailto:compass2032@waggs.org)

## NEXT STEPS

All feedback collected from Member Organisations by 7 March, 2020, together with data from key WAGGGS supporters and other consulted audiences, will be compiled and discussed, and used to adjust Compass 2032 if/as required.

The World Board will meet in April 2020 to agree to a final proposed version of Compass 2032.

Compass 2032 will be submitted as a formal proposal to the 2020 World Conference by the World Board. Member Organisations will receive this formal proposal in the World Conference circular distributed in May 2020.

*Thank you for your thoughtful contribution!*