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**12<sup>TH</sup> AFRICA**  
REGIONAL CONFERENCE  
16 - 20 JULY 2019  
**RWANDA**  
ENLIGHTEN THE FUTURE FOR HER

Africa Regional Action Plan 2019-2022

# AFRICA REGION

Conference document no. 4

## AFRICA REGIONAL PLAN 2020

At the last Regional conference in 2016, the Committee presented the WAGGGS strategy at Africa level based on the six global outcomes of vision 2020 and grouped into three overarching themes;

1. **More opportunities for more girls**
  - Increased and diversified membership
  - Strengthened the quality of the Girl Guiding and Girl Scouting experience
2. **Greater global influence**
  - Influenced issues that affect girls and young women
  - Improved image and visibility of Girl Guides and Girl Scouts
3. **Strong and vibrant Movement**
  - Increased funding
  - Built leadership capacity at every level

At this conference, the committee will be presenting a progress report of the implementation of the plan since last Regional Conference.

We will also be presenting an action plan 2020 based on the same Global strategic framework of the three overarching themes that will allow the Organisation to continue to fulfil its;

**Vision:** All girls are valued and take action to change the world.

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

**WAGGGS' value proposition:** We give our Members tools, connections and the global voice they need to keep their Organisation thriving, united and growing.

The value proposition is the Global Team's commitment to its Members. It outlines the three roles that WAGGGS holds on behalf of the Girl Guide / Girl Scout Movement – to act as a bridge, to help the Movement grow, and to keep the flame of the Movement burning brightly.

The Committee will not be presenting a detailed action plan for 21 and 22 at this conference for 3 main reasons;

- As you know WAGGGS is at a critical time of change and a new operating model will be presented to you for input and it's important that any future planning take into account the new direction
- A new planning cycle with a 12 year Compass has been developed by the vibrant region working group and will be presented to you during this conference; it is again important that the new committee will have opportunity to develop detailed plan for 21-22 once the Board has agreed on the overall direction for the movement.
- We need to develop plans that meet the needs of the MOs; as you know a new tool, (CAT) has been recently launched to help MOs to identify their needs and allow the Regional Committee and the global team to develop the strategies in line with the results of the CAT. Most of the MOs are currently going through the assessment and the results will only be available at the end of the year. It is important that the future actions plans are developed based on the results of the CAT.

However, during this conference, MOs will be given opportunity to contribute ideas for 21-22 plans in line with existing global strategic priorities.

## ACTION PLAN 2020

This plan does not contain a detailed activities, budget and timeline. The new elected committee will have the responsibility to do a detailed plan and share it with you before the end of the year. The plan will also be reviewed in line with conference decisions

<b>1. More opportunities for more girls</b> By 2020 we will have increased and diversified membership and strengthened the quality of the Girl Guiding and Girl Scouting experience			
Strategic Area: sub-objectives	Aim	Measure of success	2020 Activities
1.1 - Work with countries without a Member Organisation	We will make it quicker and easier for new groups – including national associations – to join our Movement by finding flexible, innovative and sustainable paths to membership.	Receiving positive feedback from new country partners on the support they received in their Waggs journey	Continue to work with the RRT to support Ethiopia, Gabon Mozambique and Comoros to become members of WAGGGS
1.2 - Retain and support the growth of existing Member Organisations	We will support Member Organisations to attract more – and more diverse – girls, young women and volunteers to join and remain active members of our Movement.	Receiving qualitative feedback from Member Organisations demonstrating their effectiveness in attracting diverse groups of members	Identify a pool of volunteers to support specific MOs to diversify their members by reaching to unrepresented groups. Share the lessons of the UPS project in Nigeria
			Continue to encourage all MOs to have strategies to retain and increase their members
			Continue the work with YESS Program for the recruitment of new members
1.3 - Offer more opportunities for members of the Movement to connect	We will build global connections with emphasis on fun, friendship and the promotion of cross-cultural experiences to support the growth of Girl Guiding and Girl Scouting.	Increasing the number and diversity of Member Organizations accessing international opportunities.	Work with other regions to identify MOs with similarity and facilitate connections through webinars and other platforms
			Strengthen the South-South partnership between MOs in Africa; affect a committee member to be in charge

			<p>Encourage MOs to send participants in World Centre events and other WAGGGS international events. Work with the Kusafiri manager to organise an event that connect Africa with the rest of the World</p>
	<p>We will ensure the organisation remains united, thriving and growing by understanding and responding to the needs and aspirations of girls and young women, and demonstrating the value of becoming a Girl Guide or Girl Scout based on our approach to non-formal education.</p>	<p>1.4a Evidence that global or Member Organisation programmes respond to the priorities of girls and young women</p>	<p>Use social media to facilitate the connection between members</p>
<p>1.4 - Enrich the lives of girls and young women through the Girl Guiding or Girl Scouting experience</p>		<p>1.4b Increase in public affiliation with influential partners working on the development of girls and young women</p>	<p>Appoint a pool of WAGGGS Volunteers facilitators to support identified MOs to review their Girl guide experience using the WAGGGS leadership model</p>
		<p>1.4c Gathering evidence of how the Girl Guide and Girl Scout Experience and the development journey that the Movement offers prepares girls to take the lead and make a difference</p>	<p>Identify MOs who would like to include STEM in their educational offer( to be identified in 2019) and offer them training and coaching</p> <p>Working with the Programme and Core mission teams ensure the funded projects such as Yess, MHM, VAV...are in line with MOs plans and contribute to a quality Girl guide experience</p>

## 2. Greater Global Influence

By 2020, the Girl Guide and Girl Scout Movement will be a leading global voice for positive change on issues important to girls and young women.

Strategic Area: sub-objectives	Aim	Measure of Success	2020 Activities	Timeline
2.1 - Increase our visibility	We will build the Movement's public profile and facilitate opportunities for WAGGGS to highlight its unique contribution and value to society.	The increase in the level of media coverage of WAGGGS and the Movement	Support MOs to build strategic partnership with other youth and women organisation, governments, UN agencies...	
			Encourage MOs to use social media to share their success and to send regular update to the Africa Committee and World bureau	
2.2 - Strengthen our global influence	We will use our strength as an international Movement to show leadership on global issues – including the Sustainable Development Goals – that are most relevant to girls and young women.	Evidence of Girl Guides and Girl Scouts, Member Organisations or WAGGGS being involved in global and national policy discussions	Support MOs to implement the SDGs and other WAGGGS initiatives at the regional and local level.	
			Working with the advocacy manager follow up the implementations of actions plans of MOs who have received advocacy training in 2019	
SUBTOTAL				

### 3. STRONG AND VIBRANT MOVEMENT

By 2020, the Girl Guide and Girl Scout Movement will increase its sustainability by strengthening income, leadership and organisational capacity at the national, regional and global levels.

Strategic Area: sub-objectives	Aim	Measure of Success	2020 Activities	Timeline
3.1 - Secure our funding	We will ensure the financial strength of the Movement by working with Member Organisations to diversify and supplement our membership fee income.		Support more MOs to build their fund development strategies using the experience of MOs involved in the project funded by Elaine Patterson	
		Achieving the triennial fundraised income target across diverse sources	Appoint a committee member to be in charge of the review and management of friends of Africa in order to increase the number of friends. Work closely with the manager of Kusafiri and coordinate recruitment of friends of Africa and friends of Kusafiri.	
3.2 - Strengthen leadership in the Movement	We will ensure the strength of the Movement by building leadership capacity globally and within Member Organisations.		Use the volunteers trained during the Volunteers training in 2019 in Kenya to support identified MOs to deliver leadership training to volunteers	
			Organize at least two sub regional training in leadership development using the regional and global pool of volunteers	
			Support MOs to follow up actions plans of the young women who attended the JLS events	
		A high level of MO engagement with the new leadership model and qualitative feedback on positive impact at national level	Support the delivery of Motion 32 by supporting the research team and by continuing to encourage MOs to involve more young women in decision making	

			Work with the Kusafiri manager to Organise a kusafiri event focusing on training young women in an issue identified by the young women at the regional conference	
3.3 - Strengthen WAGGGS' organisational capacity	We will ensure the resilience of the Movement at national, regional and global levels by strengthening volunteering and leadership, and improving responsiveness to the needs of our Member Organisations.		Continue to promote the use of the CAT by MOs in order to identify their needs and support MOs to develop their strategic plans accordingly	
		Progress of MOs and the WAGGGS Global Team in relation to relevant aspects of the capacity building framework	Use the results of the CAT to review the Africa action plan to ensure it meets the needs of the MOs	
3.4 - Improve the WAGGGS Global Team's ways of working	We will become a modern, transparent and responsive organisation, fully accountable to our Member Organisations by embedding the value proposition in all our work.	Positive feedback from MOs on the timeliness, usefulness and consistency of WAGGGS' communications and transparency	Send to MOs regularly update on the work of the Committee and WAGGGS global	
SUBTOTAL				

<b>Organisational Governance and Management</b> We will govern and manage the organisation efficiently and effectively				
<b>Strategic Area: sub-objectives</b>	<b>Aim</b>	<b>Measures of success</b>	<b>2020 Activities</b>	<b>Timeline</b>
OGM.1 – Governance	Delivery of key governance events	World Board and Regional Committee meetings delivered on budget	Strengthen the governance capacity for new Chiefs commissioners	
		Preparations for Regional and World Conferences underway		
OGM.2 – Financial and risk management	We will ensure the financial management is improved and risks are managed effectively	Accurate budgeting and expenditure reports Risks reduced to residual level	Manage the regional budget properly	
OGM.3 – Asset Management	Maintain premises and facilities at acceptable standard	Positive feedback from MOs on the timeliness, usefulness and consistency of WAGGGS' communications and transparency	Support MOs in managing their properties	
SUBTOTAL				