



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

World Organization of the Scout Movement  
Organisation Mondiale du Mouvement Scout  
Всемирная Организация Скаутского Движения  
Organización Mundial del Movimiento Scout  
المنظمة العالمية للحركة الكشفية

**World Scout Bureau Global Support Centre, Kuala Lumpur**  
**Bureau Mondial du Scoutisme Centre de Soutien Global, Kuala Lumpur**

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

**Phone** +60 3-2276-9000  
**Fax** +60 3-2276-9089  
**Email** [worldbureau@scout.org](mailto:worldbureau@scout.org)  
**Web** [scout.org](http://scout.org)

**Circular N° 2/2016**

To: International Commissioners

January 2016

### **Cub Scout Centenary**

Dear friends,

In 1916, our Founder created the Wolf Cub programme for young people aged between seven and 11 years. Within its first year, 30 000 young people joined this programme. Today, it is widely known as the Cub Scout programme and has over 13 million members across the world.

This year, we will celebrate 100 years of Cub Scouting. This is an opportunity for the World Organization of the Scout Movement (WOSM) to drive innovation in Scouting, grow membership and strengthen the profile of Scouting, in line with Vision 2023:

"By 2023 Scouting will be the world's leading educational youth movement, enabling 100 million young people to be active citizens creating positive change in their communities and in the world based on shared values."

What better way to reach out and touch lives in our efforts to create a better world than to start building character, resilience, leadership and responsibility in young people by nurturing them from a young age through Cub Scouting. 2016 offers us the opportunity to do that as we celebrate the centenary milestone of Cub Scouting.

We believe that the celebration will mostly be carried out by the National Scout Organizations (NSOs) as the Cub section is an important part of most NSOs' growth strategies. To grow to having 100 million young people in the Movement, we need at least 30 million Cub Scouts! This calls for close collaboration at all levels – world, regional, national and local.

At the world-level, WOSM will support and collaborate with NSOs to highlight Cub Scouting and the centenary celebrations through various activities, focusing on adventure, international dimension, service and friendship that will be developed, planned and rolled out throughout the year.

In due course, among other things, we will also be developing a creative package, including the Cub Scout Centenary logo.

More details will be released in the next communication regarding this.

Yours sincerely,

**Scott A. Teare**  
**Secretary General, WOSM**