

Aim of the Project

We want to apply for the grants of MOP in the field of :**Strengthening capacity - To ensure continuous quality and relevant Scouting.** , ensuring that our National Scout Organisation continues to provide a modern, relevant and high-quality Scouting experience for young people while remaining sustainable in the long term.

As Scouting continues to evolve at both national and international level, it is important that our organisation evolves with it. We want to use this opportunity to build a stronger and more professional foundation for the future, particularly in the areas of **branding, communication, digital presence, media production and income generation.**

REBRANDING OF OUR LOGO AND IDENTITY (3500\$)

One of the key components of the project will be the **complete rebranding of the Mauritius Scouts Association.** Following the evolution of the World Organization of the Scout Movement (WOSM) and its new visual identity, our current National Scout Organisation branding has become outdated and no longer reflects the modern image we want to project. A complete rebranding requires much more than simply creating a new logo. It involves developing a coherent visual identity, brand guidelines, communication templates and applications across the organisation. Due to the scale and importance of this work, we aim to engage a professional branding agency to ensure that the new identity is strategically developed and professionally implemented.

OUR UNIFORM(1000\$)

The rebranding will also provide an opportunity to modernise our **Scout uniform badges and other visual elements.** A new series of badges can be developed to create a coherent identity across our sections while strengthening the sense of belonging and pride among our members.

INCOME THROUGH SCOUT SHOP

Beyond branding, the project will contribute to the **financial sustainability of the Association.** The new visual identity can be extended to a range of official Scout merchandise and goodies that can be made available through the Scout Shop. This will not only give members and supporters access to quality branded products but can also create an additional and sustainable source of income for the Association, helping to support future Scout programmes and initiatives.

OUR WEBSITE(3000\$)

Another important pillar of the project is the development of the **Mauritius Scouts Association website.** At present, much of the work involved in developing and maintaining our digital presence is being carried out voluntarily. While this demonstrates the commitment of our volunteers, a professional and sustainable website requires ongoing financial resources, including hosting, domains, subscriptions, maintenance, security and other digital services. We want to ensure that the significant effort invested in developing the platform

does not become unsustainable due to a lack of funding. The grant would therefore help establish the necessary foundation to maintain the website as a reliable and long-term communication and information platform for our members, parents, partners and the public.

VISUALS

The project will also strengthen our **media and communication capacity**. The Mauritius Scouts Association has increasingly been recognised for the quality of its communication and media coverage, including by partners and Scout organisations within the African region. A major part of this work has been supported through volunteer commitment and, in some cases, the use of personal equipment. However, relying on personal equipment is not a sustainable long-term solution for an organisation that wants to develop a professional communication function.

EQUIPMENTS AND SOFTWARE(4000\$)

Investing in appropriate **photography, videography and communication equipment** would allow the Association to build its own media capacity. This would enable our communication team to provide consistent, high-quality coverage of Scout activities across Mauritius, document our impact, promote our programmes and better showcase the achievements of our young people and volunteers. It would also allow us to expand the number of trained volunteers involved in media production, creating a stronger and more capable communication team rather than depending on a single individual.

Another important area that requires investment is our **Graphic Design and Creative Production Department**. Communication is not limited to photography and videography; every piece of content we publish requires professional design, editing, visual consistency and access to appropriate creative resources. Therefore this would benefit from funding dedicated to **professional creative software and digital subscriptions**, including tools such as Adobe Creative Cloud and Canva Pro.

Our ambition is therefore not simply to improve how the Mauritius Scouts Association looks or communicates. **Our ambition is to build a stronger organisation.**

We want to transform our communication and digital presence into tools that support recruitment, engagement, partnerships, fundraising and the promotion of Scouting. We want our branding to reflect who we are today, our website to serve the needs of tomorrow, our media team to have the capacity to tell our stories professionally, and our merchandise to contribute towards our financial sustainability.

The Mauritius Scouts Association has already demonstrated that a small team of committed volunteers can produce communication and media work that is recognised beyond our own country. **If our work is already being praised within the African Scout Region, why should we stop there? Why not take Mauritius Scouting to the world?**

Through the support of the Messengers of Peace Fund, we aim to create a sustainable communication and organisational development system that will continue to benefit the Mauritius Scouts Association long after the grant period has ended. The project will

strengthen our volunteers, improve our organisational capacity, increase our visibility, create opportunities for income generation and ultimately help us deliver **more relevant, attractive and impactful Scouting for young people in Mauritius.**

The team is already investing a lot with their own funding within the commission, it is high time to relieve them from this before they will be out of it.