



## **Theme of the Year – “Scouting for Life”**

The Scout Promise and Law are the core values of the Scout Movement, which encourage members to live up to the promise of “I will do my best to do my duty to God and to my Country to help other people and to keep the Scout Law” in their daily lives and in serving the community. To further promote the core values of the Scout Movement and encourage members to keep the promise of “Once a Scout, always a Scout”, Public Relations Branch launches the 24-month Theme of the Year “Scouting for Life”. The details are as follows:

### **1) Theme of the Year**

Scouting for Life

### **2) Launch Period**

15 April 2022 - 15 April 2024 (24 months)

### **3) Method of Participation**

To organize theme-related activities to promote the Scouting spirit. A sport towel will be given to each applicant as a souvenir.

#### **I. “Scout Promise” Action**

(For individual applicant only)

Set and accomplish a goal such as completing the Sectional Highest Award, promoting to the next Scout section or any goals (e.g. assisting with anti-epidemic work) that put the Scout promise into practice.



Submit the completed application form & send to Public Relations Branch:

- The applicant should be a Scout member;
- There is no limit to the number of entries but each entry is entitled to applying for one time only.

#### **II. “Scouting for Life” Implementation**

(For Scout Group, District, Region or AHQ Branch only)

The purpose and content of the activities must be able to convey the message of “Scouting for Life” such as membership retention activities or any activities related to Scout life.



Submit the completed application form with the following documents within a month after the event:

- a) Name list of all participating Scout members;
  - b) At least 3 digital photos;
  - c) A brief description (50-150 words) of how the event realizing the theme (in MS Word format);
  - d) Circular / promotional materials with slogan or related hyperlink.
- The applicant should be from a Scout Group/ District/ Region/ AHQ Branch;
  - Duration of the event should be at least 2 hours;



Office Hours :

Mon-Fri 9:00am – 6:30pm

Sat 9:00am – 5:00pm

(Lunch hour 1:00pm-2:00pm)

2) Fax

2302 1087

3) Email

[prca@scout.org.hk](mailto:prca@scout.org.hk)

## 6) Enquiries

Please contact Public Relations Branch at 2957 6366 during office hours.



Nancy HO  
Public Relations Commissioner

Notes :

- (1) Scout units can also join Messengers of Peace (MoP) Project if the activities in line with any theme of MoP and contain service element. Please refer to International Circular No. 09/2020 for details.
- (2) All entries may be published in *Hong Kong Scouting* magazine or uploaded to the social media platforms such as Facebook, Instagram or YouTube channel. The Association reserves the right to use, publish, broadcast and edit the entries for publicity purposes without notice and remuneration. All entries will not be returned to the applicants.
- (3) If applicants fail to follow the application procedures, Public Relations Branch may not be able to process the applications.
- (4) Public Relations Branch reserves the right for the final approval of applications.