



It starts with Scouts.
Tout commence avec les Scouts.



Scouts Canada Q&A – Uniform Revitalization Project

Q- Why is Scouts changing uniforms now?

A - Scouts Canada have been shaping the future for over 103 years. The uniform revitalization reflects the organization's commitment to innovation and to meeting the changing needs and wants of its members and Canadian youth. It's been more than 20 years since the Scouts uniform was reviewed, and the vision was clear from the outset – the uniform had to reflect not only who Scouts were but also who Scouts are today. The new uniform respects the great heritage of Scouts and signals its bright future.

Q- Other than the new uniforms, how is Scouts Canada changing?

A - The new Scouts apparel just one component to the long-term strategy of revitalizing Scouting in Canada through the Action Plan for Canadian Scouting developed in 2009. Within that plan, the organization is:

- **Making it Easier for New and Current Volunteers** - such as providing e-learning resources and programming handbooks packed with great activity ideas.
- **Enhancing Our Image, Profile and Expertise** - by introducing current Scouts and new audiences to a rejuvenated brand that reinforces the image of Scouts Canada as an organization committed to providing youth with new adventures and new experiences – all of this is reflected in a new marketing campaign, media relations initiatives, and of course, revitalized uniforms.
- **Achieving Meaningful Youth Involvement** - more youth are being encouraged to be involved in all levels of decision-making; Scouts has developed two youth leadership training programs aimed at our younger sections.
- Scouts Canada is also **Enhancing Organization Capacity, Recruiting New Members and Finding New Volunteers.**

We believe that if these Action Plan priorities are accomplished, Scouting will grow so that every young person in Canada will be able to experience it. And it's starting to work! For the first time in over three decades, membership in Scouting has grown for two consecutive years!

Q- Why was Joe Fresh selected to redesign the uniform?

A - Scouts Canada did a thorough review of leading Canadian designers and after much consultation determined that **Joe Fresh** was the best fit. It's a brand that many Canadians will recognize from clothing that is sold in Loblaws stores, led by Joseph Mimran, whose name is synonymous with Canadian fashion.

Scouts Canada members wanted a uniform that is **comfortable, high quality, versatile, modern, and affordable** – all words that fit with Joe Fresh. Joseph Mimran and Associates were able to provide design, product development and brand positioning services, and Joe himself is an enthusiastic supporter of the Scouting movement. Scouts Canada is thrilled to partner with Joe Fresh, and is confident these new uniforms will help contribute to its overall revitalization.



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Q- What is different about the new uniforms?

A - The new Scouts Canada clothing line is contemporary looking and will appeal to style-conscious youth who want a uniform that reflects the Scouting tradition but is versatile enough to wear everyday.

- Made from cotton and hi-tech polyester fabrics that are comfortable and quick-drying
- Colours have been updated to reflect a more modern feel
- No more Sash. Scouting youth will now wear their achievements directly on their sleeve. The Scouts' revamped Badges (which were also redesigned by Joe Fresh) show off new artwork for various levels of Scouting, with a more contemporary design.

Shirts and pants have a relaxed look and are made of 100% cotton – but not just any cotton – it's Poplin, a strong cotton fabric that almost looks like canvas. Poplin is most often associated with dress shirts and it's incredibly comfortable and results in a high quality product.

Q- What will the uniform clothing line include?

A- The new Scouts Canada uniforms encompass a dynamic line of youth and adult wear including polo tees, tech tees, ball caps, hoodies and yoga pants, as well as increased availability of items exclusively tailored for women. All items are clearly branded with Scouts Canada logos and are designed to mix and match to create a uniform look. Best of all, the price point of the new clothing line will be comparable to that of the old uniform.

Q- Will the uniforms be available through Joe Fresh locations?

A- No, the uniform will be sold exclusively through Scout Shops and online at www.scoutshop.ca.

Q- When will the new uniforms be available for purchase?

A- The new Scouts Canada clothing line will be available for purchase starting **September 2011**, in line with the start of the new Scouting year.

Q- Can Scouts still wear their existing uniforms?

A- Scouts can wear their current uniforms until they grow out of them.

Q- What kind of consultation went into the design of the new clothing line?

- A- The redesign of the Scouts Canada uniforms was a strategic and collaborative process:
- Scouts conducted a national online uniform survey and National Youth Network survey
 - Over 5,000 Scouts and Scouters participated
 - Focus groups were conducted with Scouts and non-Scouts
 - Consultations were held with the UK Scout Association and Scouts Australia

Q - Considering the changes to the new badge styles, what about the inventory many groups already have? Will the Scout Shops be in a position to take back existing badge stocks?

A- We are currently in a period of transition as the new badges are phased into the system, but are committed to facilitating this process for our volunteers. There will still be a demand for the current designs as many youth will be earning badges for years 2 and 3, so Scout Shops will not now be in a position to accept returns. As the demand for the current designs diminishes, we will consolidate our remaining inventory and make it available to our leaders online. We will also subsidize the shipping charges for these badges.