



Theme of the Year — Together We Strive Together We Thrive

Scout Association of Hong Kong has always been committed to nurturing young people and inspiring them to serve the community. Over the past 115 years, countless members have upheld the Scout Promise and Law, embracing the spirit of “Do a Good Turn Daily” and contributing to society in meaningful ways, thereby ensuring that the core values of Scouting are passed on to future generations.



(The final design of the commemorative pin is subject to the actual product)

Year 2026 marks the 115th Anniversary of the Scout Movement in Hong Kong. To celebrate this milestone, strengthen unity among our members and harmonize tradition with innovation, Communications and Public Affairs Branch launches a 24-month Theme of the Year —“Together We Strive Together We Thrive”. All members are encouraged to uphold these values and collaborate to create a better world. The details are as follows:

1) Theme of the Year

Together We Strive Together We Thrive

2) Launch Period

1 February 2026 - 31 January 2028 (24 months)

3) Method of Participation

Scout members and units may participate in or organize services or activities related to the theme “Together We Strive Together We Thrive”. The scheme consists of two phases. Participants may join either or both phases. Upon fulfilling the requirements of a specific phase, participants will be awarded a commemorative pin of the respective phase.

Phase	I. “Together We Strive”	II. “Together We Thrive”
Period	1 February 2026 – 31 January 2027	1 February 2027 – 31 January 2028
Participation Method	Participate in at least two “Recognized Hong Kong Scout 115th Anniversary Celebration Events” organized by the Association Headquarters, Regions, Subsidiaries or Districts.	Organize an activity related to the theme, including a slogan that meets the following criteria: (1) Includes the wording “同行未來” or “Together We Thrive”; (2) The slogan must be printed or displayed on circulars and promotional materials.

Submission	After participation in the events, submit Application Form (I) together with photos of two events.	After completion of the activity, submit Application Form (II) together with: (1) A list of participants; and (2) Activity Photos.
Award	One “Together We Strive” Commemorative Pin	One “Together We Thrive” Commemorative Pin

4) Submission Method

All forms and related materials should be submitted within one month after the completion of each phase’s relevant service/activity through one of the following channels:

- a) In Person Communications and Public Affairs Branch
 Scout Association of Hong Kong
 10/F, Hong Kong Scout Centre
 Austin Road, Scout Path, Kowloon
 Office Hours :
 Mon-Fri 9:00am – 6:30pm
 Sat 9:00am – 5:00pm
 (Lunch hour 1:00pm – 2:00pm)
- b) Email cpaca@scout.org.hk
- c) Online Application Please complete the form via <https://sites.google.com/view/themeoftheyear>
 or scan the QR code below



5) Enquiries

Please contact Communications and Public Affairs Branch at 2957 6366 during office hours.

Notes :

- (1) Scout units may also join Messengers of Peace (MoP) Project if the activities are in line with any theme of MoP and contain service element. Please refer to International Circular No. 05/2023 for details.
- (2) Consent must be obtained from all individuals (or their guardians) appearing in the submitted photos/videos for the purpose of applying for the “Theme of the Year Scheme”.
- (3) All submitted articles, drawings, photos, videos and promotional materials may be published in *Hong Kong Scouting* magazine or uploaded to the Association’s social media platforms (including but not limited to Facebook, YouTube and Instagram) for the promotion of Scouting without further notice or any form of remuneration. The Association reserves the right to use, publish, broadcast and edit the submitted photos and materials for publicity purposes. All submitted documents and materials will not be returned.
- (4) If applicants fail to submit the supporting documents, Communications and Public Affairs Branch may not be able to process the applications.
- (5) Communications and Public Affairs Branch reserves the right for the final approval of applications.

Mark CHAN

Communications and Public Affairs Commissioner