

# Global Scout 360 Format

## Which is...

... a commercial concept that combines the internet, the scouting movement, and an emerging global outdoor sport: Geocaching.

## Geocaching is...

... a community driven treasure hunt, run with GPS devices. Geocaching is already an international phenomenon. People share cache locations online, and go on hikes to find them. Players agree to take and update mementos and personal items left in hiding places; Yellowstone park, New York City, the Black Forest. Geocache locations are made anywhere and everywhere. There is one under a bench in the park behind the Shepherds Bush BBC building.

## The format is...

... a way of combining this outdoor sport with a monetised format. It runs through an online service and a broadcast game show.

## Endemol has to...

### ... run the game,

Endemol DMX would create an online portal for the Scouts Movement to coordinate a national GeoCache based treasure hunt.

### ...make a programme,

The game would feature in an exciting and human broadcast game show format, following GPRS tracked players as they converge on the 'finishing line' of the final location of the programme.

### ...commercialise the service

Scouts pay to play each round of the hunt. Other services offer clues and maps to the game. The hunt format is expandable to DVD games, board games, etc.

## The Scout movement has to...

...give Endemol exclusivity for this kind of use of Geocaching with them and publicise the game internally.

## The Scout movement gets...

### ... a facelift..

A 21<sup>st</sup> century adventure that calls on the original qualities of the young people that first swelled the ranks of the movement. Resourcefulness, teamwork, and a passion for the outdoors is the driving force of the competition and the journey of jaded PS2-shellshocked kids into engaged and sunkissed adventurers is the heart of the TV Show.

### ... and new scouts

The Geocaching movement is the perfect recruiting ground for the scouts movement, not only engaging with web savvy children, but with adults who love to organise outdoor and team events.

## Endemol gets...

### ...new players from viewers & new viewers from players...

The stories of young people rising to national challenges has proven a resounding success with Spelling Bee formats and Fat Camp shows. The large audiences for these shows, enthused by the drama of the competition are a click away from joining in themselves. Also the fast-growing pool of loyal geoCache enthusiasts will contribute to a bedrock audience for the show.

### ...and money from every player...

...the way the project is monetised will be structured to allow the maximum number of people to enter the game. Beyond that, an incremental increase in revenue will exploit the hardened players. Highly lucrative structures taken from 'Trading Card' formats can be adapted to maximise each players involvement and purchase power.

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End of summary – supplemental information below

## More Information

### About Geocaching

Geocaching is an entertaining adventure game for gps users. Participating in a cache hunt is a good way to take advantage of the wonderful features and capability of a gps unit. The basic idea is to have individuals and organizations set up caches all over the world and share the locations of these caches on the internet. GPS users can then use the location coordinates to find the caches. Once found, a cache may provide the visitor with a wide variety of rewards. All the visitor is asked to do is if they get something they should try to leave something for the cache.

- <http://www.geocaching.com/faq/>
- Basic GPS cost around \$100 (\$1,000 for the most expensive).

### Existing Geocaching/GPS scout links

Some scouts already caching (in the states)

- [http://www.sanrafaelvolunteers.org/one\\_cache\\_in\\_trash\\_out.htm](http://www.sanrafaelvolunteers.org/one_cache_in_trash_out.htm)

Magellan donates eXplorist 200's for National Scout Jamboree

- <http://www.gpslodge.com/archives/002139.php>

Magellan Chosen as GPS Provider for Boy Scouts 2005 National Scout Jamboree

- <http://www.gpsreview.net/magellan-chosen-as-gps-provider-for-boy-scouts-2005-national-scout-jamboree/>

Boy Scouts Use Celestron SkyScout - GPS Equipped Star Finder

- <http://www.gpslodge.com/archives/005853.php>

Could tie in with GPS device manufacturer (Garmin, Magellan, etc)  
- world wide publicity on the web and TV.

The fact that some troops already use GPS will make the idea more appealing.

### Goal based Geocaching

Items that can be tracked as they move around

- <http://www.geocaching.com/track/>

People setting target journeys for tagged items, then other people trying to beat them

- <http://www.geocaching.com/track/details.aspx?guid=eb53f246-93ec-4697-8484-b339e94579d4>

One item wants to visit all the states in the US, another to stay in the UK and be photographed with dogs in the UK.

- <http://www.geocaching.com/track/details.aspx?guid=8ece3473-1a3f-43e0-a0d0-bc76013869c2>

## Scouts Mission statement

The aim of the Association is to promote the development of young people in achieving their full physical, intellectual, social and spiritual potential, as individuals, as responsible citizens and as members of their local, national and international communities.

The Method of achieving the Aim of the Association is by providing an enjoyable and attractive scheme of progressive training, based on the Scout Promise and Law, and guided by adult leadership.

## From Scouts home page

Even if we can't solve all the problems in the world, we can help to make it a better place. Scouting makes a positive contribution to society by helping young people to develop as active members of the community:

- who are self reliant
- who are caring
- who are responsible
- who show commitment

Scouting works well when young people enjoy learning by working in partnership with adults. They do this by:

- taking part in a variety of activities and new experiences
- exploring the outdoors
- participating in teams
- taking responsibility.

Our method for giving young people the opportunity to learn by doing is called the Programme. The Programme is a continuous progression of training, activities and awards that covers everything that young people do in Scouting from the age of 6 to 25.