



WORLD ASSOCIATION  
OF GIRL GUIDES  
AND GIRL SCOUTS



# Phase End Report

## Surf Smart 2.0

### 2022-2024



# Table of Contents

- 01 **Brief Overview**
- 02 **Introduction: Journey of Impact**
- 03 **Member Organisations' Engagement through Grant**
- 04 **Global Reach & Programme Achievements**
- 05 **Surf Smart Advocacy Programme**
- 06 **Surf Smart Advocacy at Global Stage**
- 07 **Advocacy Projects Highlights**
- 08 **Young People Engagement at Global Events**
- 09 **Highlights from Member Organisation**
- 10 **World Center Engagement**
- 11 **Campfire Online Course**
- 12 **Challenges and Lesson Learned**
- 13 **Programme Focus for Next Phase: Vision 2026**
- 14 **Conclusion**



## Brief Overview

The World Association of Girl Guides and Girl Scouts (WAGGGS) is the largest voluntary Movement dedicated to girls and young women in the world, representing **10.8 million girls and young women from 153 countries**. In 2011, **WAGGGS partnered with Norton (Gen)**, a leading internet safety firm, to develop Surf Smart, a non-formal education programme designed to help young people navigate the internet safely and positively. Surf Smart began as a response to the growing need for internet safety education among girls and young women. Since its launch in 2012, Surf Smart has empowered over **850,000 young people across more than 60+ countries** by providing them with essential tools to stay safe online and navigate the digital world safely as responsible digital citizens.

The **2022-2024 Phase of Surf Smart 2.0** has empowered thousands of young people worldwide with critical digital literacy and online safety skills. Through the Surf Smart Member Organisations (MO) Grants, 259,530 young people completed the curriculum, supported by 12,717 trained leaders. Through innovative training, advocacy projects, and engagement with Member Organisations (MOs), the programme has significantly contributed to WAGGGS' mission of equipping girls and young women to navigate the digital world safely and confidently. This phase saw increased global participation, new digital tools, and strategic partnerships that enhanced impact and accessibility.

This phase of Surf Smart marked a transition towards a more digitally inclusive and advocacy-driven approach in collaboration with our partners and stakeholders to expand online safety education. The Surf Smart mission contributed to the **SDG 5 (Gender Equality)** by empowering the children and young people online, especially girls and young women, which ultimately strengthened our efforts for responsible digital citizenship.



## Introduction: Journey of Impact

Surf Smart began as a response to the growing need for internet safety education among girls and young women. Over the years, it has evolved into a global movement that not only equips participants with digital skills but also fosters leadership and advocacy for safer online spaces.

### Our Aim

Raised generation of internet savvy children and young people who can use the internet to make a positive difference in the world.

### Objectives of the Programme

- **Enhanced Skills Development:** Strengthened non-formal education on internet safety within the Girl Guiding and Girl Scouting Movement.
- **Empowered Young People:** Equipped children and young people with knowledge and tools to stay safe online and spread awareness.
- **Active Advocacy:** Engaged girls and young women in online safety advocacy at local, national, and global levels.

Surf Smart 2.0 contributes directly to **SDG 5 (Gender Equality)** by empowering young women to assert their rights and navigate safely in digital spaces.

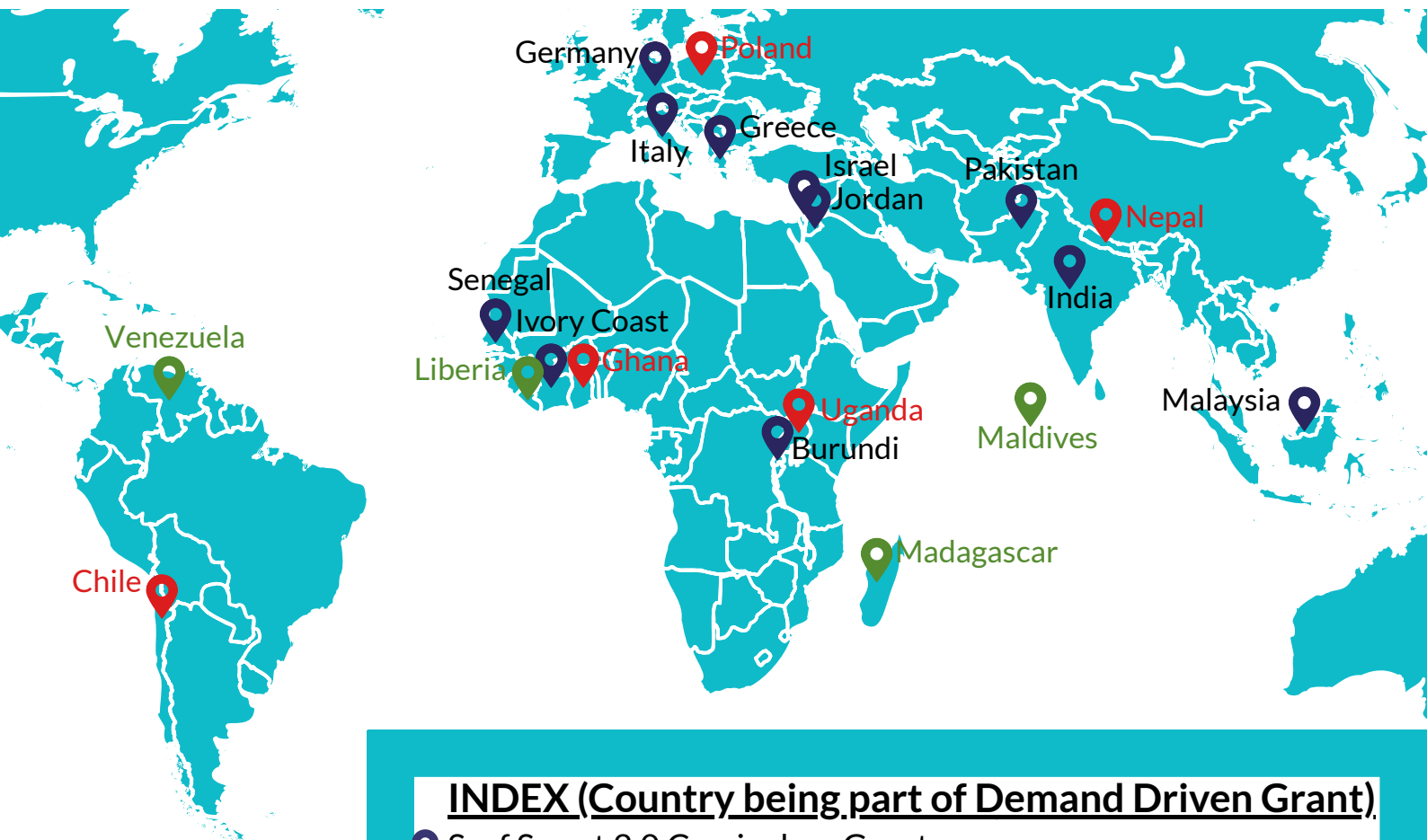


## Member Organisations' Engagement through Grant




The Surf Smart MO Grant is a demand-driven funding initiative provided by WAGGGS through the Surf Smart 2.0 Programme. It enables Member Organisation (MOs) to implement the programme by equipping young people with essential digital skills to navigate the online world safely and responsibly.

In this phase (2022-2024), **22 MOs across 20 countries** benefited from this grant, receiving support through both the Surf Smart 2.0 curriculum fund and the Surf Smart Advocacy Fund. Among them, **17 MOs from 16 countries** successfully delivered the full Surf Smart 2.0 Programme using the Demand-Driven Grant, ensuring widespread outreach and impact. Additionally, **10 MOs from 9 countries** were selected for the Advocacy Programme, focusing on youth-led initiatives that promote online safety and digital rights.

### Map of countries rolling out the Surf Smart programme in 2022-2024



#### INDEX (Country being part of Demand Driven Grant)

-  Surf Smart 2.0 Curriculum Grant
-  Surf Smart Advocacy Grant
-  Both Curriculum and Advocacy Grant

## Global Reach & Programme Achievements

Through the Surf Smart Member Organisations (MO) Grants, 259,530 young people completed the curriculum, supported by 12,717 trained leaders. This demand-driven programme enhanced digital awareness, empowered youth advocacy, and fostered a safer online space. WAGGGS and its MOs remain committed to equipping future generations for responsible digital engagement.

259,530

Direct Reach

20,207

Indirect Reach

Total Lives Reached in Phase 2022-2024



*"The Surf Smart program significantly improved participants' awareness of online safety and digital security. They gained a deeper understanding of how to protect their personal information, recognize potential threats, and adopt safe online behaviors. The interactive and engaging nature of the activities helped reinforce these concepts, making them practical and memorable."*

**Pakistan Girl Guides Association,  
Member Organisation, WAGGGS**

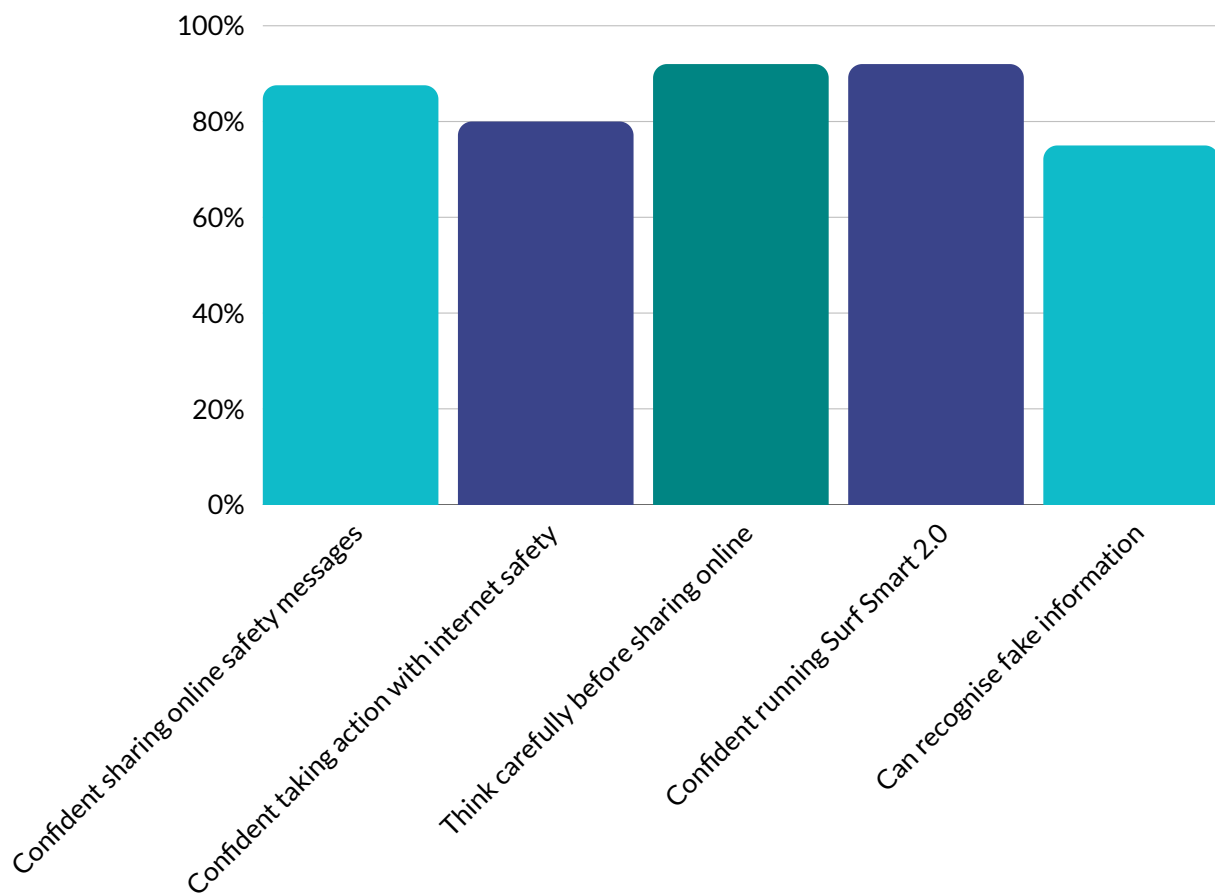
## WAGGGS delivering Regional Trainings

Training Date	Region	Number of Leaders Trained	Method of Training
August 2022	Asia Pacific Region	500 leaders	Online Training via Zoom Platform
23rd-27th February 2023	Europe Region	25 leaders	In-person Training in Poland
17th-18th March 2023	Africa Region	35 leaders	Online Training via Zoom Platform
14th-15th October 2023	Western Hemisphere Region	35 leaders	Online Training
29th July-3rd August 2024	Arab Region	37 leaders	In-person Training in Kuwait

**Leaders Trained**  
**11,979**

**Surf Smart**  
**MO Level Training**



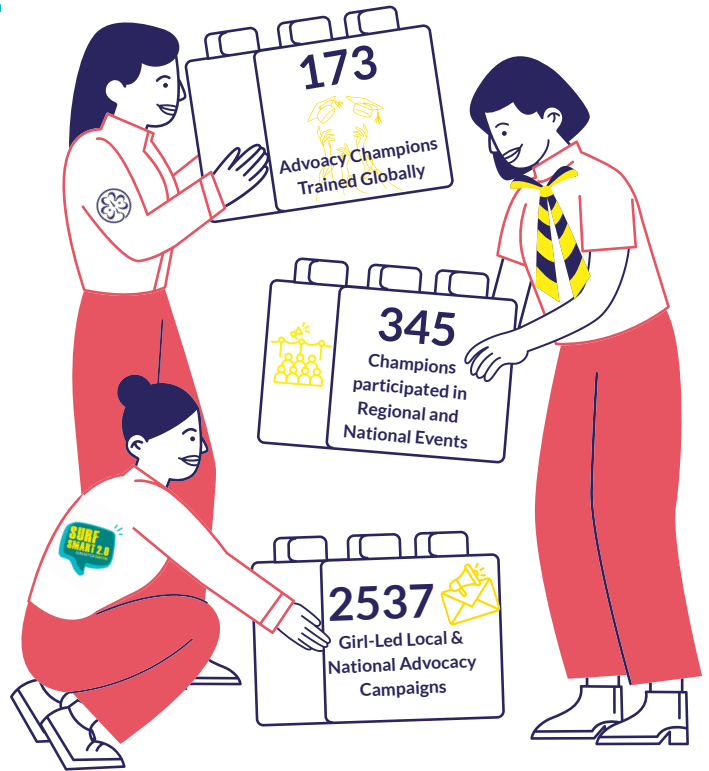


The majority of participants expressed strong confidence in delivering the Surf Smart 2.0 curriculum and applying safe online practices. While confidence in sharing safety messages and taking action online is also high, the ability to recognise fake information showed slightly lower levels, indicating an area for further support.



## Surf Smart Advocacy Training

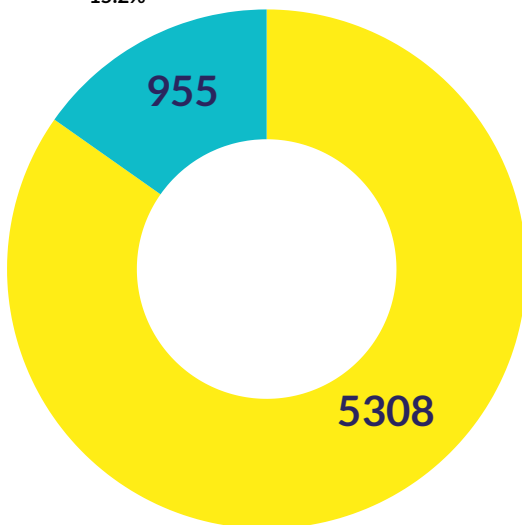
The Surf Smart team conducted an intensive three to six-day long advocacy training in each MO, including workshops where girls and young women were capacitated in girl-led advocacy. The topics covered how to create SMART goals, draft effective advocacy messages, and speak confidently with decision makers through interactive exercises. The training was delivered in Spanish, French, and English.



## 24 Surf Smart Advocacy Projects Implemented

## #BeTheChangeOnline Community Actions

Group Community Actions  
15.2%



Individual Community Actions  
84.8%



## Surf Smart Advocacy Programme

A significant evolution in this phase of the Surf Smart 2.0 programme has been strengthening our advocacy efforts to promote online safety. Launched in 2022, the advocacy programme enhanced the skills and confidence of 173 girls and young women (G&YW) to meaningfully engage with decision makers to advance internet safety policies and practices. In total, 10 MOs were engaged from 4 different WAGGGS' regions. The G&YW were trained as Advocacy Champions, also known as Smart Surfers.

- Following the Advocacy training, Smart Surfers developed 35 advocacy plans on a diverse range of issues addressing internet accessibility, affordability, and safer internet practices. Among them, 24 advocacy projects were provided funding and technical support furthering our aim to advocate for a digital space that is free from internet risks and threats.
- Additionally, a total of 24 Smart Surfers were supported to attend global forums on internet safety – both offline and online. Some significant examples were the United Nations Civil Society Conference (UNCSC) and Commission on the Status of Women (CSW).



**Panel Discussion on "Enhancing Internet Safety and Advocacy Towards a Safe Digital Future"**

## Surf Smart Advocacy at Global Stage

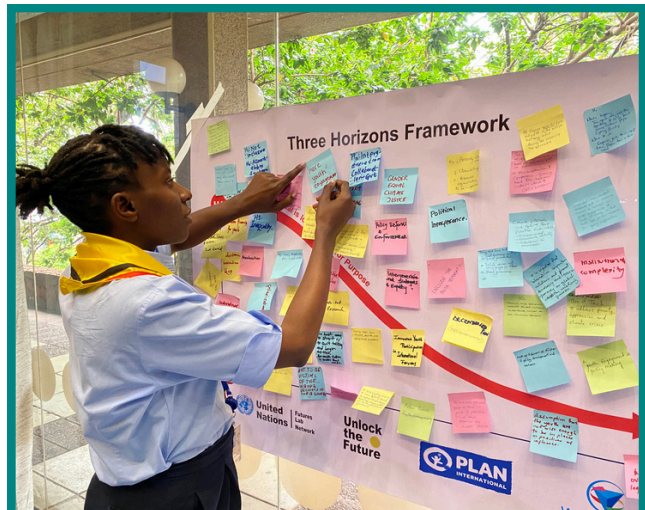
### Commission on the Status of Women (CSW67) (March 2023)

The Surf Smart 2.0 programme played a pivotal role in achieving key outcomes during CSW67, themed "Innovation, technology, and digital education to promote gender equality and women empowerment." Five Global Advocacy Champions (GACs) represented WAGGGS at CSW67 in March 2023. Key advocacy calls presented by WAGGGS included a need for a comprehensive definition of technology-facilitated gender-based violence and investing in girls and young women to promote safe by design innovation.



### United Nations Civil Society Conference (UNCSC) (May 2024)

Two Advocacy Champions from Uganda Girl Guides Association represented Surf Smart in the United Nations Civil Society Conference (UNCSC) in the United Nations Headquarters in Kenya on 9-10 May 2024. During their attendance, Akatukunda and Sophia advocated for intergenerational dialogue to mitigate the risks and threats in online spaces for women and promote sustainable growth. UNCSC is an international forum in the civil society calendar at the United Nations.



## Participation in the We Protect Global Alliance's Consultation (November 2024)

WAGGGS partnered with We Protect Global Alliance to conduct a dedicated consultation aiming to gather children and young people's insights on ways to strengthen the role of decision makers to support the safety of children and young people in digital spaces. The consultation was attended by 11 Smart Surfers and their responses informed the Alliance's study and were shared with the decision makers during the Global Summit in December 2024.

*"After seeing the growth trajectory of the Advocacy Champions who had the privilege to participate in the Surf Smart Advocacy program, most of the ACs have built their self-confidence and advocacy skills, and have actually been engaged in other MO advocacy initiatives. The skills they acquired is a value that will go a long way to help the impact they make either within the Girl Guiding and Girl Scouting space or in their personal or professional lives. The feeling of being part of a process that will impact people's lives positively is indescribable. It was an experience they would love to have a repeat of."*

**Eli Katsekpor**  
**Project and Strategic Partnerships Manager**  
**Ghana Girl Guides Association**

## Contribution to call for input on "Solutions to Promote Digital Education for Young People & Their Protection from Online Threats"

In February 2024, WAGGGS contributed to the advocacy for the OHCHR's call for inputs on "Solutions to Promote Digital Education for Young People & Their Protection from Online Threats." Building on WAGGGS' #SheSurfsFreedom report, our call to action advocated to eliminate online violence against women and girls, and enable decision makers' roles in creating an equitable digital world.

## Asia Pacific Youth Internet Governance Forum

At the Asia Pacific Youth Internet Governance Forum, Surf Smart Advocacy Lead Dikchya Raut shared insights on combating misinformation and enhancing digital literacy, highlighting the impact of Surf Smart projects with other industry experts.



## Advocacy Projects Highlights

### Ghana Girl Guides Association

WAGGGS trained 20 young women from the Ghana Girl Guides Association to tackle online safety issues through impactful projects. They executed projects against Online Addictions and Gender-Based Violence. Collaborating with school heads, the cybersecurity authority, cybercrime unit, and mental health professionals, they organised diverse events. For example, panel discussions with experts to highlight the mental health effects of cyberbullying, digital campaigns such as the online petitions, and utilising platforms like X (formerly Twitter) to raise awareness. Their advocacy gained national attention through media coverage on the "Joy Learning Channel," amplifying their message and call to action. [Click here](#) for the full interview.



### Fanilon'i Madagaskara

Twenty Advocacy Champions were trained as Smart Surfers and launched three advocacy projects: Digital Ladies, Girl Power, and Powerful. They collaborated with the Ministry of Communication and Culture and the Ministry of Youth and Sports to promote digital awareness, establish computer-equipped training rooms, and enhance access to digital education. They trained around 2,000 students across 10 schools in five regions on positive internet use, and educated 300 young people on online violence and rights. They also conducted Surf Smart training at the Arrupe Madagascar Center and led a call to action with Fanilon'i Madagasikara youth. Their outreach included weekly awareness broadcasts on online safety and digital rights diverse radio stations.



## Nepal Scouts

Twenty Advocacy Champions were recruited as Smart Surfers and implemented three Surf Smart advocacy projects: Our Solution for Information Pollution, Online Gender-Based Violence, and Let's Stand Against Hate Speech. Key activities included panel discussions with Nepal Police (Cyber Cell), WAGGGS, and Nepal Scouts, leading to a national commitment to integrate the Surf Smart curriculum in Scouting. Workshops and street dramas across provinces raised awareness on MDM (misinformation, disinformation, malinformation), cyberbullying, and online GBV, reaching scouts, students, teachers, and local leaders. Their efforts gained media coverage on major Nepali news platforms like ICT Frame. [Click here](#) to find out more about their project activities.



## Young People Engagement at Global Events

We were involved in various events and activities to showcase the Surf Smart 2.0 programme. Some events were run by WAGGGS, and some were run by our MOs. There was great engagement with the Surf Smart 2.0 programme at these events, and sourcing these additional opportunities

### Indonesia Jamboree (August 2022)

The Indonesian Scouts invited the Malaysia Girl Guides Association (MGGA) to attend and run activities at the Jamboree in August 2022. WAGGGS supported MGGA to run Surf Smart and other WAGGGS programmes. **4,000 children and young people** participated in our programmes during the Jamboree.



### Juliet Low Seminar (JLS) (December 2022)

A taster session of the Surf Smart 2.0 programme was provided where the JLS participants were introduced to the curriculum and activity packs, getting valuable insights into internet safety. In total, approximately 200 participants attended the session.

### 18th National Jamboree of the Bharat Scouts and Guides in Pali, Rajasthan (January 2023)

WAGGGS supported the Bharat Scouts and Guides with Surf Smart activities, reaching **6,000 young people**.



## 38<sup>th</sup> WAGGGS World Conference (July 2023)

During this 38th WAGGGS World Conference, the team delivered two sessions of Surf Smart 2.0 to 30 delegates and participants.

## 25th World Scout Jamboree (August 2023)

At the 25th World Scouts Jamboree in South Korea, the WAGGGS team aimed to deliver Surf Smart 2.0 activities but faced disruptions due to extreme weather. Instead, sessions were adapted and delivered during a lunch meeting with the Friends of Asia Pacific Region (FAPW) and a taster session at the Girl Scouts of Korea gathering, engaging 70 participants.



## Symposium on Technology-Facilitated Gender-Based Violence (October 2024)

WAGGGS participated in the Asia Regional Symposium on Technology-Facilitated Gender-Based Violence (15–16 October 2024) in Bangkok, hosted by UNFPA Asia in collaboration with USAID and Australia's eSafety Commissioner. Representing WAGGGS, Prerana Shakya, Global Programme Manager, highlighted Surf Smart as a key preventive tool against online GBV, engaging 40 participants during the event.

## Taiwan Jamboree (Jan 2024)

At the 9th National Girl Scouts Jamboree in Taiwan, WAGGGS supported the delivery of Surf Smart and other programmes in the Global Village, reaching 600 children and young people.



## Mongolia Jamboree (July 2024)

At the 7th National Jamboree in Mongolia, WAGGGS supported Surf Smart and other programmes in the Global Village, reaching 700 of the 1,000+ participants from 21 provinces and 10 countries.



## Ceylona International Camp, Sri Lanka (August 2024)

At the Ceylona International Camp in Sri Lanka, Surf Smart 2.0 teaser sessions reached 1,657 girls from 10 countries, focusing on online safety through interactive activities. The initiative, led by WAGGGS with support from the Sri Lanka Girl Guides Association, fostered digital awareness and inspired youth to advocate for safer internet use.

## Surf Smart 2.0 Summit (July 2024)

From July 18–21, 2024, WAGGGS hosted the Surf Smart 2.0 Summit at Sangam, India, bringing together 24 participants from 19 MOs. The programme celebrated the impact of Surf Smart in empowering girls with digital safety skills and fostering responsible online behaviour.



## Highlights from Member Organisations

Member Organisations have successfully adapted and implemented the Surf Smart 2.0 programme through engaging training workshops, interactive activities, and community outreach. They've reached diverse groups, including children, youth, and adults, effectively raising awareness on internet safety. Participants have actively applied the lessons learned, sharing their knowledge within their communities and reinforcing the programme's impact. The following testimonials highlight the diverse and innovative approaches adopted by various MOs in implementing Surf Smart 2.0, showcasing the profound impact the program has had on young people around the world.

"Through Surf Smart 2.0, we have empowered young people with the tools to navigate the digital world safely. The programme has transformed how they approach online safety, from protecting personal information to fostering responsible digital citizenship." - **Uganda Girl Guides Association**



"The Surf Smart program was a game-changer for our young members. Translating materials into local languages made the content accessible, and our awareness campaigns on Safer Internet Day helped spread the message far beyond our organisation." - **The Bharat Scouts and Guides, India**

"Integrating Surf Smart into our national training website allowed thousands of instructors to access vital online safety knowledge. The ability to adapt the program in response to real-world events, such as cyberattacks, made it even more relevant and impactful for our youth." - **The Hebrew Scout Movement in Israel**



"Everyone who was able to implement the Surf Smart program was fascinated by the experience it provided. They broke down myths and learned better ways to navigate the internet. The programme's versatility allowed it to be adapted to various contexts - whether regular activities, national camps, or summer camps - making it accessible across the country. The impact has been profound, not only for the participants but also for the adults and legal guardians involved. Many have shared that children, teenagers, and young people have been teaching their families new ways to ensure safe online navigation at home." - **Asociación Guías y Scouts de Chile**



"The program has significantly improved participants' understanding of online safety and digital security. They now have a better grasp of how to protect their personal information, recognise and avoid online threats like scams and fake news, and use strong passwords to secure their accounts. Many participants feel more confident and empowered to navigate the digital world responsibly and safely, applying what they've learned to their daily online activities." - **Nepal Scouts**

"The Surf Smart program was introduced through interactive workshops, engaging scouts and guides in discussions, role-playing, and creative activities. Participants, including those from marginalised communities, actively embraced the content, learning how to protect their accounts and navigate the internet safely. The program significantly increased awareness of online security, with participants sharing their knowledge and applying it in their daily lives." - **Jordanian Association For Boy Scouts And Girl Guides**



"Empowering young people to navigate the online world safely is essential in today's digital age. Programmes like Surf Smart give them the tools to do so responsibly."

- **Facilitator, Burundi**

"It's rewarding to see participants grow more confident in their ability to protect their privacy and make informed online decisions." - **Trainer, Burundi**

"Before this program, I didn't realise how much information I was sharing online without thinking. Now, I'm more careful and mindful." - **Teen participant, Burundi**

"The Surf Smart sessions helped me understand that the internet is a tool for good if used wisely, but it can also be risky without the right knowledge."

- **Participant, Burundi**

## "A Day in the Life of a Surf Smart Girl"

*"The loss of a friend to cyberbullying profoundly impacted me and inspired my commitment to the Surf Smart Advocacy program, especially as I witnessed fellow Girl Guides passionately advocating for SheSurfsFreedom on an international platform. While the journey had its challenges, I embraced the opportunity to learn about our digital footprint and the societal harms associated with it. I discovered that girls are particularly vulnerable to online bullying, making it essential for me to educate myself further through research and training. The chance to draft and implement my own project, allowing me to give back to my community, was incredibly fulfilling. I am grateful for the skills and knowledge I have gained, as well as the positive impact we have made and will continue to make. I am excited to be part of a movement that strives to create a safe online environment for girls. I wholeheartedly recommend this program to everyone, as it fosters self-discovery, instills a sense of responsibility, and connects you with like-minded individuals across the globe who are dedicated to this important cause."*

**Michelle, Young Leader serving as the Assistant Projects and Strategic Manager of the Ghana Girl Guides Association**



## World Center Engagement



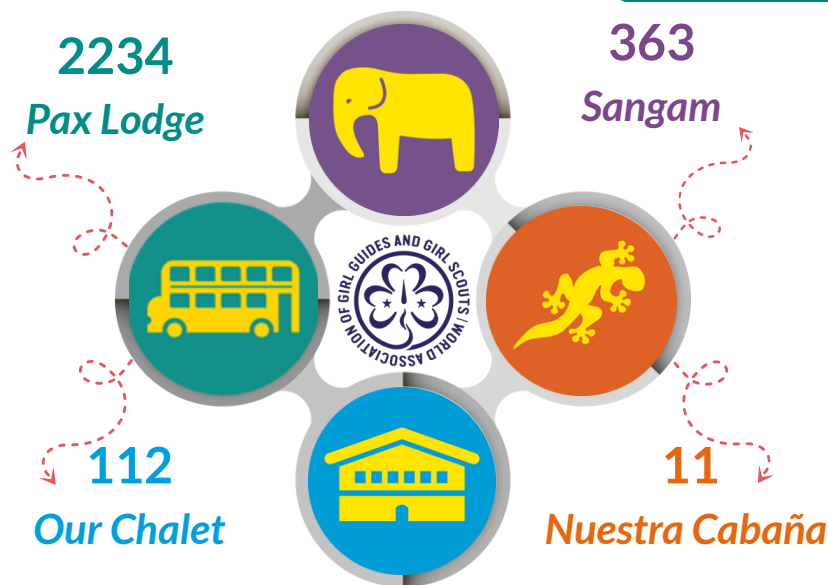
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Across World Centres and Virtual Delivery

Surf Smarties - Virtual Training

Reached Nigeria, South Africa, Pakistan & Rwanda

141 leaders trained



Surf Smart 2.0 was delivered across four WAGGGS World Centres, empowering girls, young women, leaders and volunteers with critical digital leadership and safety skills. A total of 2,720 participants were reached through on-site engagement. The World Centres - Our Chalet (Switzerland), Pax Lodge (UK), Sangam (India), and Nuestra Cabaña (Mexico) - hosted Surf Smart taster sessions and structured learning, exceeding delivery targets by 61%. At Sangam, outreach was driven through targeted engagement with staff, volunteers, leaders, and young participants.

*"I loved how I was able to break down barriers to the Internet with our leaders using the Surf Smart curriculum. This enabled them to have the confidence to not only run the programme with their girls with better understanding but also use the Internet to make their lives more efficient!"*

**Nikki, Surf Smarties**



In parallel, the Surf Smarties Volunteer Team led inclusive and youth-driven virtual training sessions, reaching 141 leaders across Pakistan, South Africa, Nigeria, and Rwanda, extending the programme's impact to marginalised communities and low-connectivity regions. Surf Smarties are the volunteers of Surf Smart dedicated for the World Center Engagement. Together, these efforts reflect the power of global Girl Guiding and Girl Scouting to foster safer, more informed digital citizens.



*"Being a Surf Smartie was a wonderful experience. It has made a life-long impact on me. Being a volunteer at WAGGGS has always been my dream and Surf Smart 2.0 gave me that platform. I felt connected to hundreds of girls during trainings of Surf Smart, hearing their stories and how the internet has become an important part of their life. It has become even more crucial to be internet savvy because of the available threats."*

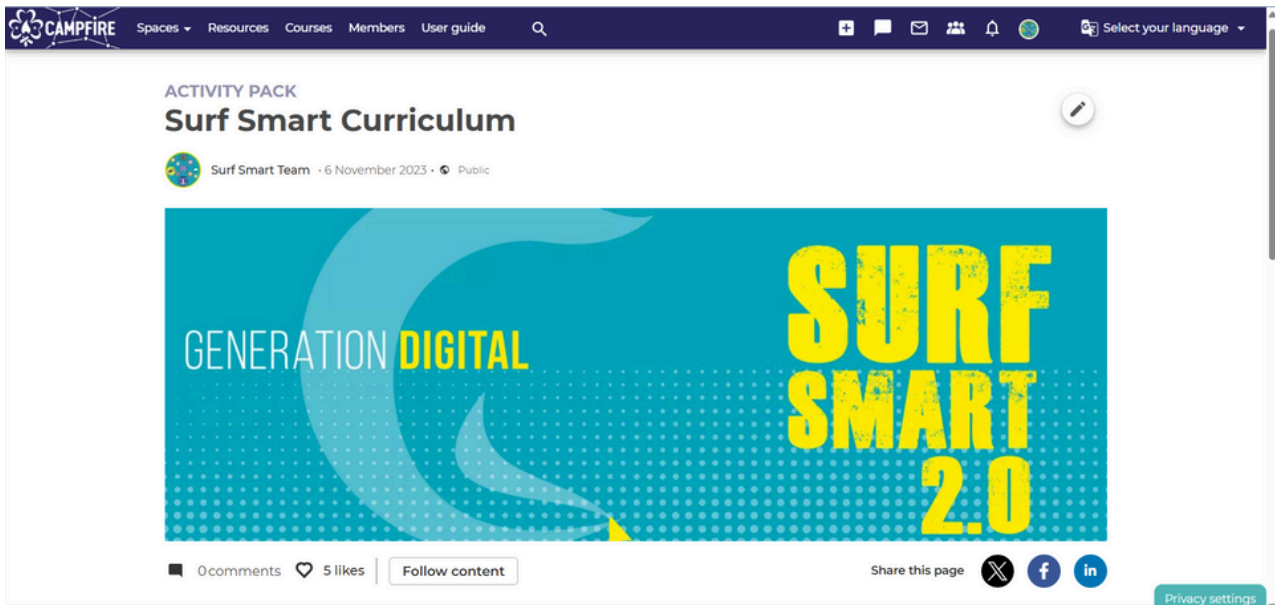
**Saba**  
Surf Smarties



 **Surf Smarties - Virtual Training**  
 141 leaders trained across the network  
 **Meet our Surf Smarties:**  
Mary & Tolulope (Nigeria)  
Nikki (South Africa)  
Saba (Pakistan)  
Nadia (Rwanda)



# Campfire Online Course



Campfire is WAGGGS' digital platform for hosting interactive training modules. So far, 123 members have completed the Surf Smart 2.0 module. The team has also created an interactive and visually engaging 'book' version of the programme, accessible even to non-members. A new Surf Smart dashboard has been added, featuring organised sections of the programme and open access via a shareable link.



## Challenges Faced

- Despite outreach efforts, participation in trainings and surveys remained low in some areas, especially among younger age groups and remote communities.
- Some participants lacked access to stable internet or digital devices. In some contexts, the need to translate materials into local languages delayed the training rollout.
- Reaching out to MOs was often challenging, leading to delays in coordination, monitoring, and evaluation. Limited responses or lack of clear focal persons slowed progress in gathering updates and feedback from the ground.
- For some MOs, the curriculum content was perceived as too basic or not sufficiently challenging, especially for participants with prior digital literacy knowledge. This limited the programme's perceived value in those contexts.

## Lesson Learnt

The Surf Smart 2.0 Programme showed the need for adaptable content, as some MOs found the curriculum too basic. Early translation and localisation helped improve access and engagement. Limited internet access highlighted the importance of offline delivery, such as printed materials and in-person sessions. Communication with MOs was challenging, so sending more follow-up emails proved helpful for collecting updates and improving coordination. Youth engagement increased when peer educators and ambassadors were involved.

"I was part of the organisation of the "Mental Health Week," creating posts and templates for its dissemination, as well as creating videos. This programme allowed me to learn about digital safety and the importance of wellbeing on social media, as well as to promote and share tools for the positive use of the internet. I recommend it to other young people because it provides different useful tools to protect oneself online, while promoting leadership and participation in initiatives that have a social impact."

**Martín, Smart Surfer**  
**Polish Girl Guides Association**

## Programme Focus for Next Phase: Vision 2026

### Enhancing the Surf Smart Curriculum

To ensure the Surf Smart 2.0 programme remains current and impactful, we are updating the curriculum by integrating Artificial Intelligence (AI) components. These additions aim to reflect the evolving digital landscape and equip young people with the skills and knowledge to navigate emerging technologies safely and responsibly.



### Launch of the Surf Smart Advocacy Curriculum

The Surf Smart team is gearing up to develop a brand new advocacy curriculum building from its previous #bethechangeonline Take Action movement. This resource will be a primary tool for girls and young women to learn about girl-led advocacy and build skills and confidence to influence decision-makers to create safe online environments for young women to thrive.



### Expanding Global Engagement

We are committed to broadening the reach of Surf Smart by actively engaging new MOs around the world. This expansion will create more opportunities for young people to benefit from the programme, fostering a truly global movement for safer and more inclusive digital spaces.



### Updating the Digital Course

The Surf Smart team is enhancing the Campfire platform with an updated, interactive 'book' format and a new dashboard. These additions improve accessibility, especially for non-members, and make the course visually engaging.



## Conclusion

The 2022-2024 phase of Surf Smart 2.0 significantly advanced global digital literacy efforts, marking a successful phase in empowering young people and MOs around the world. MOs demonstrated strong leadership and commitment in implementing impactful online safety projects, fostering safer and more inclusive digital environments.



Through advocacy, training sessions, and awareness campaigns, young people were equipped with essential skills to navigate the digital world confidently and responsibly. Notably, the partnership engagement at the Sangam event played a key role in amplifying the programme's reach and influence, bringing together diverse stakeholders to exchange ideas, share best practices, and build lasting collaborations.

As we look ahead, we call upon more MOs to actively engage in digital safety education and encourage young people everywhere to join the #BeTheChangeOnline movement. We also extend an open invitation to partners and organisations to collaborate in future phases, strengthening our collective efforts to promote digital wellbeing and online empowerment for all.



## For More Information

- To learn more about the programme and access or download the resources/activity packs, visit the Surf Smart website <https://www.waggs.org/en/what-we-do/surf-smart-20/>
- You can visit the Campfire page and go through the Surf Smart activities in the Bookpage <https://campfire.waggs.org/book-page/surf-smart-activity-pack>
- Campfire course <https://campfire.waggs.org/group/surf-smart-20>



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