



# 2025 REGIONAL CONFERENCE EVALUATION

## 1. Introduction

As a result of a World Board decision within the Triennial Action Plan and Budget 2024-2026, Regional Committees had flexibility on the purpose and format of their Conferences in 2025. This resulted in a range of delivery models with Western Hemisphere and Africa fully online and the other Regions all offering a combination of in-person and online access.

This presents a natural moment to pause and take stock of what we learnt from these different approaches to inform future WAGGGS events and to ensure alignment to the Governance Review's recommendations as we move into the next triennium.

## 2. Evaluation

The evaluation was coordinated by the Deputy Chief Executive, in close liaison with representatives from the Governance Committee.

### 2.1 Purpose

To conduct a comprehensive evaluation of the purpose, structure, format and impact of the Regional Conferences, and make a recommendation on a future model to the World Board by the end of 2025.

To support the wider Governance Review at WAGGGS and respond to Motion 4 from the 18<sup>th</sup> Europe Regional Conference which mandates the Europe Region Committee to conduct a structured, participative and in-depth evaluation of the European Regional Conference.

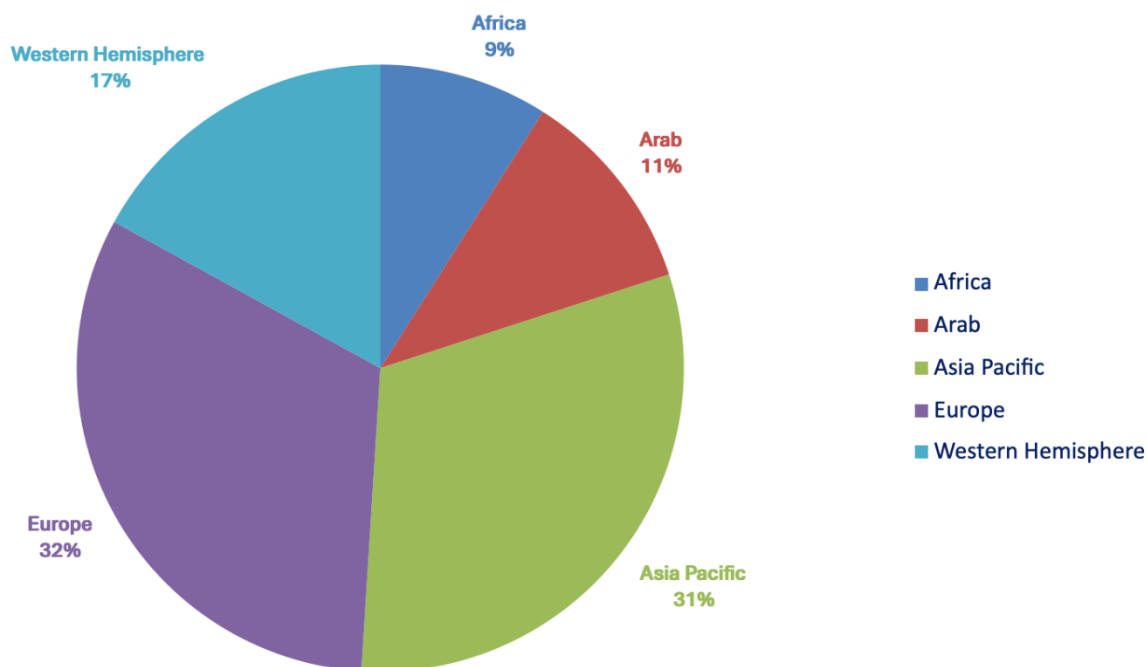
### 2.2 Methodology

Desk top research was conducted into current Constitutional parameters; relevant World Conference Motions; WAGGGS strategy and planning cycle; and trends in MO participation at online and face-to-face governance events at WAGGGS.

Focus groups and 1:1 interviews were conducted with relevant stakeholders, particularly Regional Committee representatives and Membership and Regional Support staff.

In addition, all Member Organisations were invited to complete an online survey. The response rate was low at 42%, even with deadlines being extended and reminders sent. Most responses came from Asia Pacific and Europe as shown in Chart 1.

Chart 1: Evaluation Survey Response Rate by Region



A summary of initial findings from the evaluation was presented at the Regional Committee induction at Pax Lodge in November 2025 and a full report went to the World Board in December 2025.

### 3. Results

#### 3.1 Purpose

The functions of Regional Conferences have, over time, deviated from [Constitutional](#) parameters<sup>1</sup>. Whilst the election of Regional Committees is included as a Regional Conference responsibility, the practice of bringing Proposed Motions to Regional Conferences is not aligned to our Constitution. Decision-making power is reserved for ‘general meetings’ of the Member Organisations (including the triennial World Conference).

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<sup>1</sup> Constitution and Bye-Laws

20.1 A Regional Conference shall be held each triennium, which all Members of the Region are entitled to attend.

20.2 The functions of Regional Conferences shall be:

20.2.1 to promote and expand Girl Guiding/Girl Scouting within the Region and develop plans for assisting National Organisations;

20.2.2 to provide opportunities for training and sharing concerns, experiences and human resources;

20.2.3 to exercise such functions as are provided for in this constitution and Bye-Laws and the terms of reference of the Region.

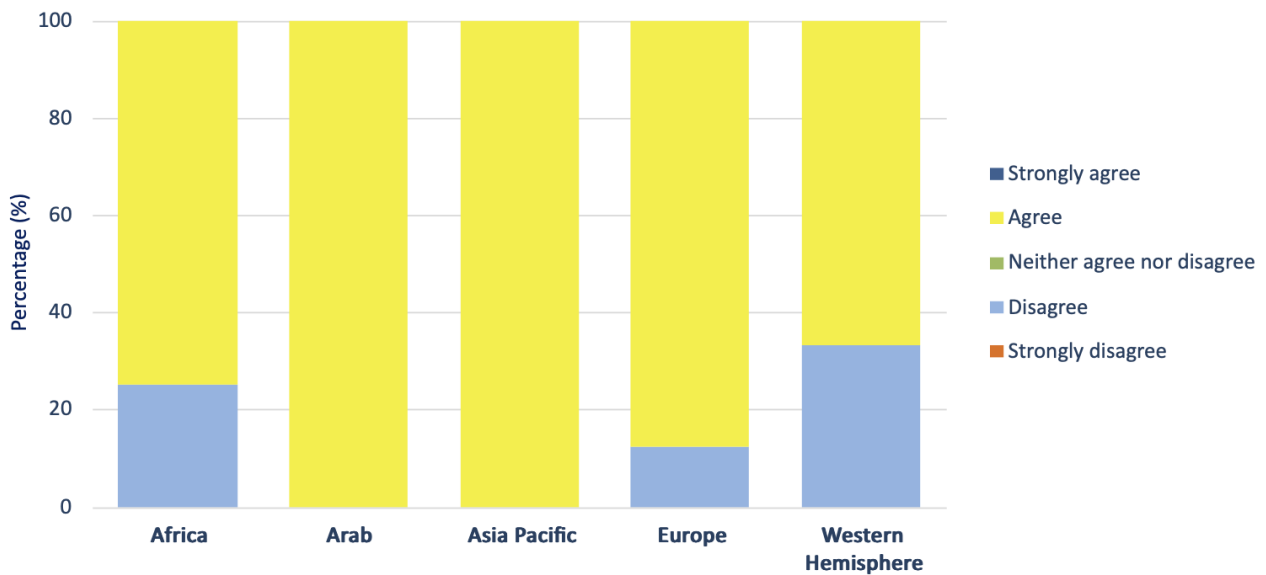
Whilst Regional Conferences can be used for important governance work such as consultation, engagement and influencing the Movement’s priorities, they cannot replace the authority of decision-making afforded to the World Conference, according to the Constitution.

### 3.2 Structure

94% of MOs that responded to the survey feel that the benefits of being physically present at a WAGGGS event outweigh the cost, time and environmental impact involved in attending.

The two online Regional Conferences had more survey respondents who did not feel connected to the Movement through their events, but this was still a minority (25% in Africa and 33% in Western Hemisphere, as shown in Chart 2). Whilst acknowledging very real barriers to in-person participation, face-to-face spaces were generally considered to be an intrinsic and essential part of the Movement.

Chart 2: Evaluation survey responses to the question - “I felt connected to the wider Movement of Girl Guiding and Girl Scouting by attending the Regional Conference”



### Evaluation Quotes

*“Being physically present enables authentic face-to-face connections, stronger networking, and deeper experiences of the sisterhood of Guiding spirit, which cannot be replicated online. At the same time, we can minimise the environmental impact by encouraging sustainable travel options, offsetting carbon emissions, reducing printed materials”*

*“Friendship and connecting with sisters in Girl Guiding and Girl Scouting”*

*“Interacting and sharing experiences with other MOs”*

*“In-person conferences are more motivating for participants because of the meaningful interaction among participants”*

Participation is improved when WAGGGS events are offered in an online or hybrid format.

Attendance data from the last three Regional Conferences demonstrates a trend towards increasing participation, which appears to be supported by the availability of online access. 2025 had the highest number of MOs connected online (41% of all MOs).

**Table 1: Regional Conference Attendance 2019 - 2025**

Regional Conference Year	Type of Event	Number of MOs Attending	Percentage of MOs Attending
2019	In-person only	117	76%
2022	In-person or online	123 (71 in person and 52 online)	80%
2025	In-person or online	127 (65 in person and 62 online) At hybrid events, online provision enabled representation from: Arab – 3 MOs Asia Pacific - 4 MOs Europe - 3 MOs	83%

### Evaluation Quotes

*“The ability for all Western Hemisphere MOs to have an equitable opportunity to participate”*

*“Online participation enabled more participants and young leaders to experience WAGGGS governance whilst saving time, costs, and reducing environmental impact”*

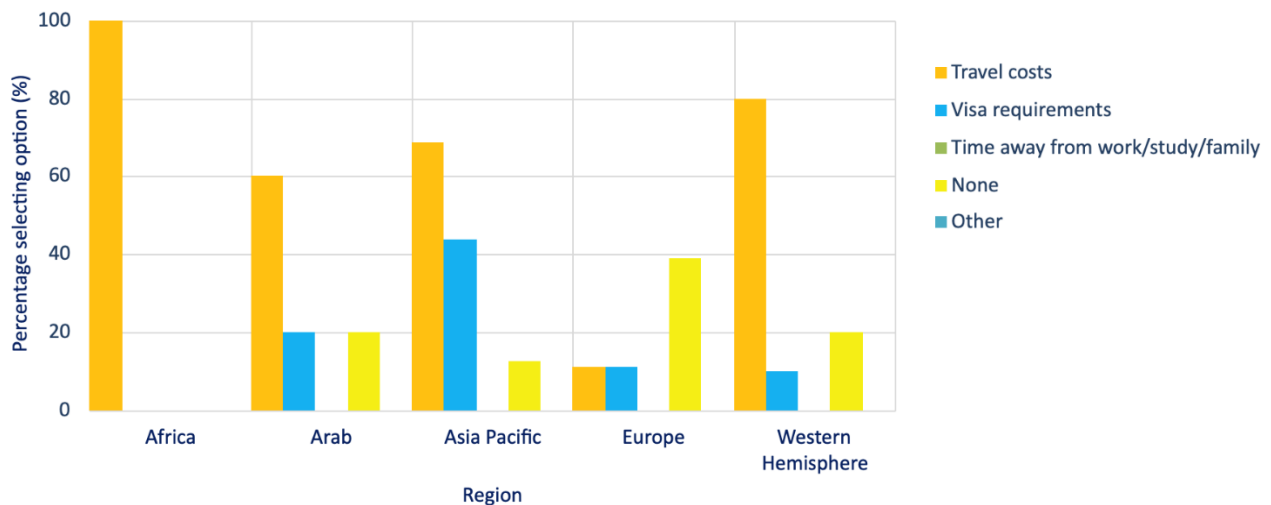
*“Hybrid should be the way to go”*

*“Governance activities online for all MOs to participate in, paired with an in-person gathering for the MOs who would like / able to attend”*

The primary barrier in accessing Regional Conferences is cost.

Regional Conferences can be expensive, and this impact may be felt differently across the regions. Chart 3 illustrates the significant barrier of travel costs, but with a lower impact in Europe. It was also noted that a minimum of one (and preferably three) year’s notice is required to enable time for participants to raise funds to attend an event.

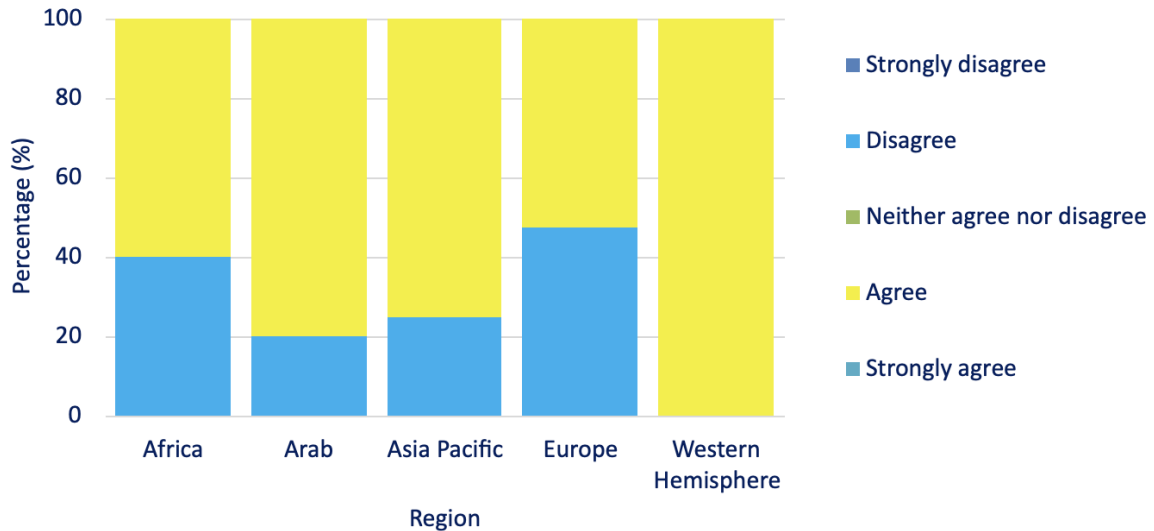
**Chart 3: Evaluation survey responses to the question - “For in person Regional Conferences, what barriers (if any) made it difficult to participate?”**



Participant attendance at Regional Conferences in 2025 was reported via the survey as mainly self or MO funded. In addition, some MOs benefited from WAGGGS and other grants. The full delegation cost incurred by each MO ranged from under £100 to over £10,000, demonstrating a wide disparity. This variance is primarily influenced by the way that the MO participated (online or in person); size of delegation; and variable cost of travel.

As shown in Chart 4, the online Western Hemisphere Conference was reported as affordable by all participants. Interestingly, the Africa Conference (also online) was still considered unaffordable by 40% of respondents.

Chart 4: Evaluation survey responses to the question - “Attendance at the Regional Conference was affordable”



Although very much in favour of in-person events, the Europe Region respondents did not feel that their event was affordable. Participants recommended exploring ways to minimise costs to enable participation.

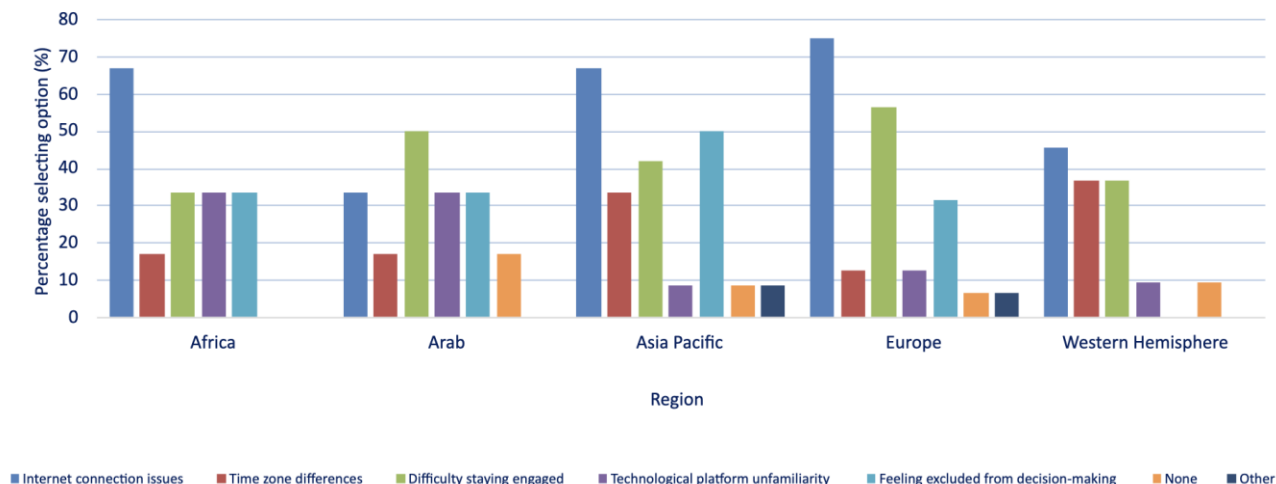
Wherever possible, WAGGGS seeks to cover the central event costs via registration fees and/or fundraised income.

### *Evaluation Quotes*

*“Investigate ways to have in-person events which are cost effective”*

The survey identified that the main challenge affecting virtual / hybrid events is internet connection issues (as shown in Chart 5). Many MOs also highlighted difficulties of staying engaged online and feeling excluded from decision-making.

Chart 5: Evaluation survey responses to the question - “For virtual or hybrid Conferences, what challenges have you encountered?”



### 3.3 Format

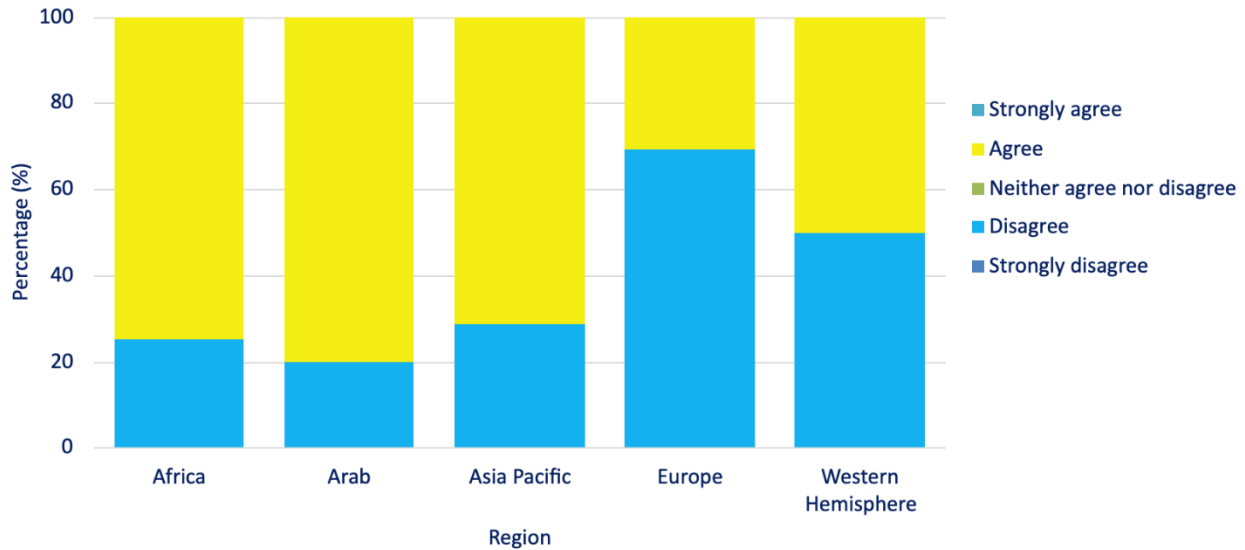
#### Plan Conferences carefully and maximise the potential of the different event structures

Even at in-person events, there was feedback that the programme could be planned more effectively to focus time on exchange and debate. The Swedish ‘Marketplace’ model in Europe was identified as a great way to engage and discuss Motions<sup>2</sup>.

WAGGGS should focus on maximising the positive impact of in-person spaces and prioritise activities that cannot be done as effectively online. The majority of Europe Conference MOs that responded to the survey felt there was insufficient space for discussion, even though most participants attended in person (see Chart 6).

<sup>2</sup> The model uses an open, dialogue-focused format in which dedicated sessions are set aside during the conference for participants to move freely between discussion spaces. Each motion has its own space with clear information displayed, support from a knowledgeable person who can explain the proposal and answer questions, and a neutral facilitator to encourage inclusive, balanced dialogue.

Chart 6: Evaluation survey responses to the question - “There were enough spaces and sessions that enabled productive discussion and interaction”



We received comments that we could remove items from in-person spaces, such as online voting, which could be done virtually after the debate at an in-person event. This would also help to address the challenge of internet connection if, for example, online voting could be done within a specific period, rather than simultaneously.

### Europe Region highly values in-person Regional Conferences aligned to World Scouting

With many MOs in the Europe Region being Scouts and Guides National Organisations (SAGNOs), co-location of the WAGGGS and World Scouting Regional Conferences, alongside the Joint Conference, remains a priority.

The Europe Regional Committee are providing additional information to their Region to address Motion EGC 04 with a financial breakdown of expenses and income to compare the European Guide Conference 2022 and 2025.

#### *Evaluation Quotes*

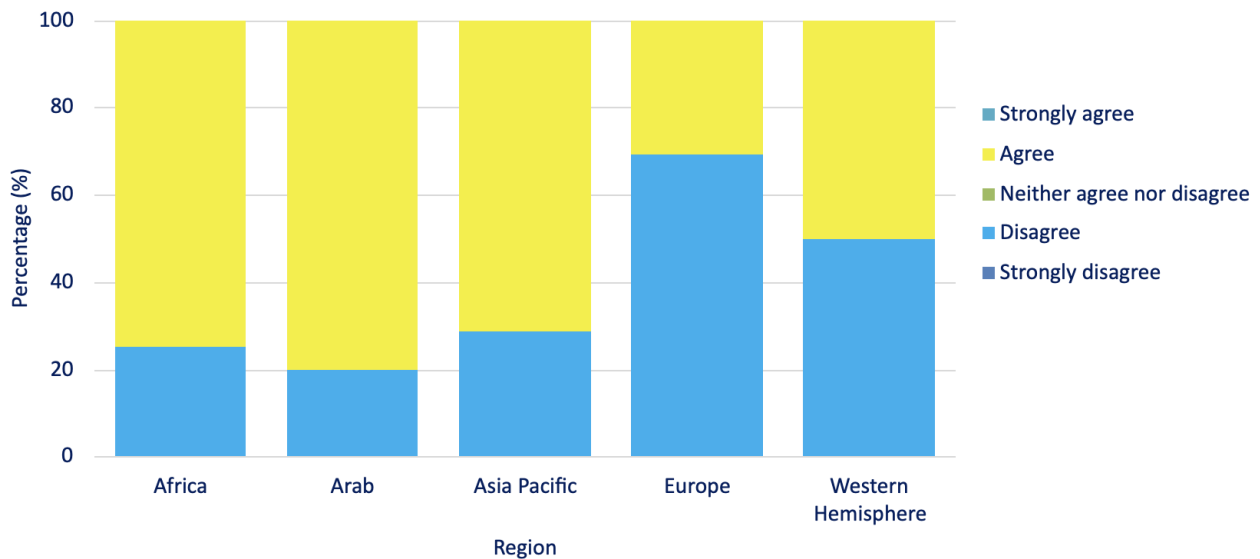
*“Connections in-person with other participants, relationship with WOSM participants”*

### 3.4 Impact

Irrespective of structure and format, the 2025 Regional Conferences were evaluated as impactful by survey respondents

As illustrated in Chart 7, most participants felt satisfied by their Regional Conference experience (100% in Arab, Asia Pacific and Western Hemisphere).

Chart 7: Evaluation survey responses to the question - “Overall, I am satisfied with the 2025 Regional Conference”



Charts 8 to 10 shown below illustrate the impact these events were perceived by MOs to have on promoting and expanding Girl Guiding and Girl Scouting; supporting training and sharing; and driving greater knowledge of WAGGGS. The results are also largely positive.

Chart 8: Evaluation survey responses to the question - “To what extent do you feel that the 2025 Regional Conference met the Constitutional objectives of promoting and expanding Girl Guiding/Girl Scouting within the Region and developing plans for assisting National Organisations”

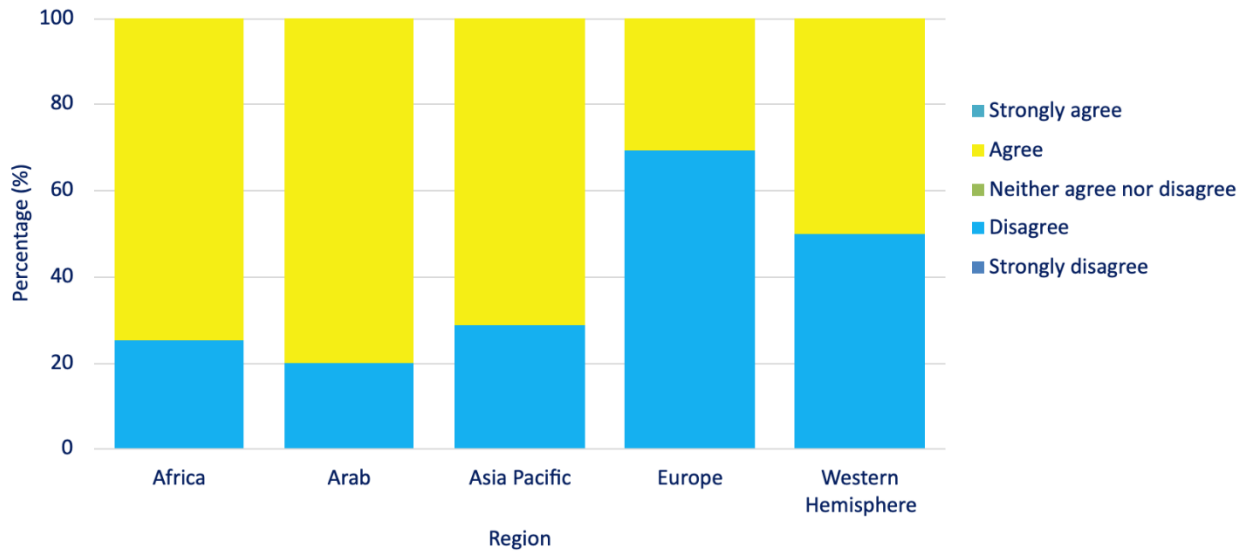


Chart 9: Evaluation survey responses to the question - “To what extent do you feel that the 2025 Regional Conference met the Constitutional objectives of providing opportunities for training and sharing concerns, experiences and human resources”

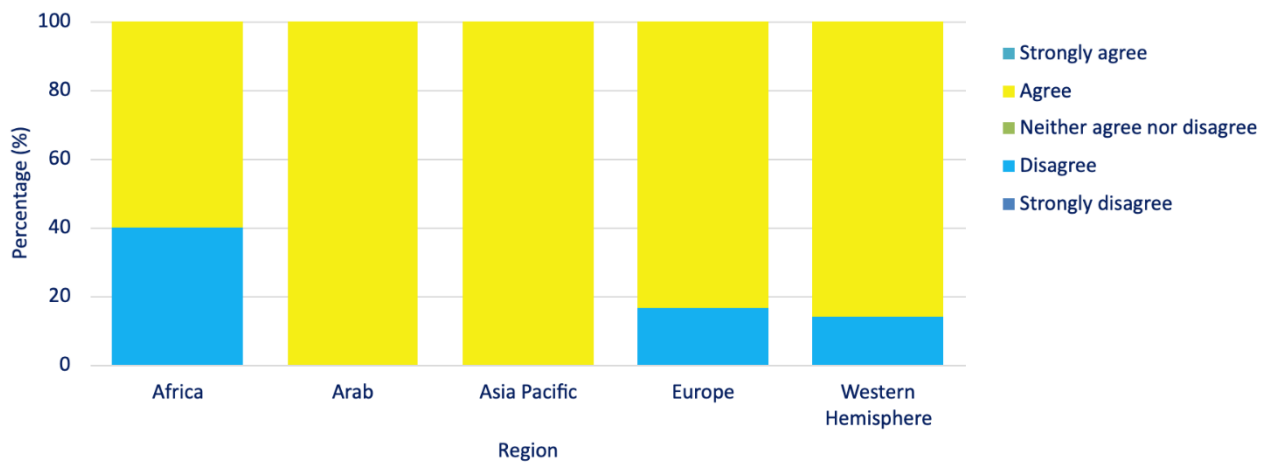
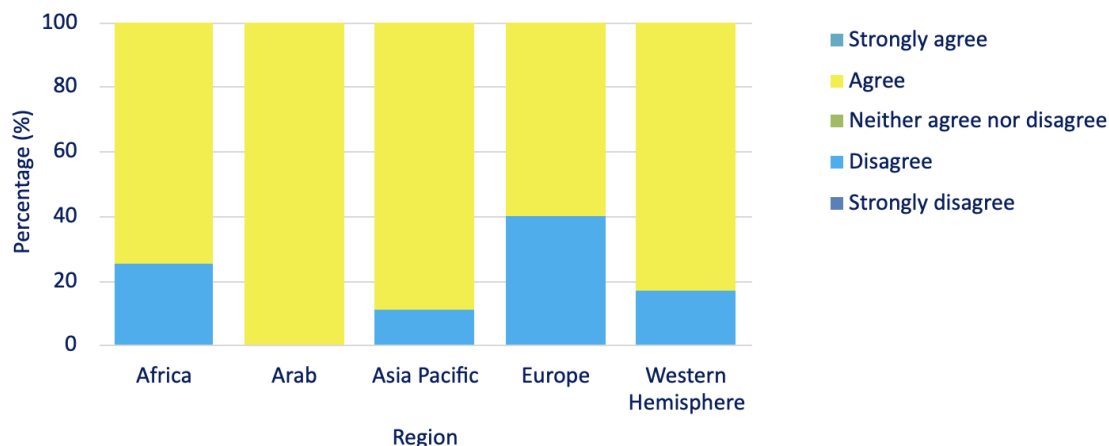


Chart 10: Evaluation survey responses to the question - “I am leaving the Regional Conference with greater knowledge of WAGGGS”



## 4. Conclusion

WAGGGS has been working for several years to reduce deficits; deliver services that MOs prioritise; and use resources efficiently. In alignment with the Governance Review findings, the results of this evaluation demonstrate that regional spaces remain an intrinsic and highly valued part of our Movement.

Therefore, Regional Conferences will continue to be delivered, in the most accessible and affordable way possible. The World Board and its Regional Committees will actively explore ways to make these spaces more dynamic, useful, and relevant. In a world of constant change, we will be ready to adapt and evolve over time.

It is envisioned that Regional Conferences will generally be in-person events, with the inclusion of hybrid elements to widen participation. Regions will retain the flexibility to alter the format of their event, subject to local conditions.

The World Board is committed to continuous engagement with the Regions, listening to their needs, preserving regional spaces, and maintaining flexibility to enable appropriate local delivery. Regional Committees will work with their Regions at the 39<sup>th</sup> World Conference to co-design the future format and content of their Conferences with the intention of delivering events in 2028, as per the existing triennial cycle.

In addition, based on the feedback received during the last Global Update (October 2025) and this Report’s evidence of the desire for regional opportunities for exchange, in 2026 the World Board and Regional Committees will offer both a Regional Update and a Global Update. This will provide an online annual space for Member Organisations to meet with their Regional Committee and the World Board, as a supplement to Regional and World Conferences.