

Our Chalet Ambassador Resource Pack



Contents

Introduction	3
WAGGGS	5
Our Chalet	7
History	
Branding	11
Logos	
Colours	
Typography	
Tone of Voice	
Photographs	17
Presentation	20
Activities	21
Swiss Cuisine	
Craft	
Performance	

THANK YOU

Thank you for being an Our Chalet Ambassador, your generosity will help to change the lives of Girl Guides and Girl Scouts globally. You will be promoting the Our Chalet story, culture, and programmes.

As an Our Chalet Ambassador your main objective is to attend events on behalf of Our Chalet. This involves running activities and stands informing everyone about Our Chalet and the World Centres. We would also appreciate it if you are able to represent Our Chalet on a smaller scale e.g. talking to local guide units, running Swiss nights, or encouraging others to visit or volunteer with us.

Don't worry, within this pack you will find everything you need, so you can be a brilliant Our Chalet Ambassador! You can also find current information about what we are doing at Our Chalet on our website: <https://www.waggs.org/en/our-world/world-centres/our-chalet/> or by following our social media.

Contact us:

Address : Hohliebeweg , 13715
Adelboden, Switzerland

Phone : +41 33 673 1226

Email: info@ourchalet.waggs.org

or email the Marketing and
Communications Intern:

mci@ourchalet.waggs.org

Our social media:

Facebook: OurChalet

Twitter: @OurChalet

Instagram: @our_chalet
OurChalet

Youtube: OurChalet
WorldCentre

Website: <https://www.waggs.org/en/our-world/world-centres/our-chalet/>

INTRODUCTION

What is an Our Chalet Ambassador?

An Our Chalet Ambassador is someone who actively promotes Our Chalet with the aim of encouraging other members of WAGGGS to visit and support Our Chalet. This can include representing Our Chalet at WAGGGS or WOSM (World Organisation of the Scout Movement) events, talking about Our Chalet at your AGM, or running Swiss activities for your local Guiding and Scouting groups.

What does an Our Chalet Ambassador do?

The main responsibility for Our Chalet Ambassadors is to attend events on behalf of Our Chalet and World Centres. This may involve running a stand at the event where you offer information to people who are interested in Our Chalet and the World Centres, provide them with promotional material, and speak about your experience at Our Chalet.

You can also represent Our Chalet on a smaller scale:

- Give a talk to local Guiding groups about your experience at Our Chalet. You can also speak to adult groups such as Rangers and Trefoil Guilds.
- Run a Swiss themed evening or day event for your Guiding group.
- Offer to do a presentation or talk at any upcoming events such as council/county events or training days, Thinking Day events etc.
- Encourage other Our Chalet participants (past and present) to become Our Chalet Ambassadors.

If you have a different idea about how you would like to represent Our Chalet, we'd love to hear about it! Contact us on our Facebook page or at info@ourchalet.wagggs.org with your idea and we'll make sure it's in accordance with our guidelines.

How can I get involved?

Anyone who has visited Our Chalet can be an Ambassador. If you have a story about your time at Our Chalet to share, you can represent us!

To sign up to be an Our Chalet Ambassador, use our form on Google Docs: <https://goo.gl/forms/YycYDeA8Oaxl3HUz2>

Through this form we'll be able to contact you when we have an event where an Our Chalet Ambassador is needed. You may also be asked to represent the World Centres at events if you say you are happy to do this on the form.

This resource pack is designed to help you run activities, give talks and feel comfortable in your role as an Our Chalet Ambassador. It also includes information and resources on promotional material and photos.

WAGGGS

World Association of Girl Guides and Girl Scouts

We are the world's only movement for every girl and any girl because we believe that each of them deserves to be the best they can be. We represent ten million girls in 150 countries.



Mission:

To enable girls and young women to develop their fullest potential as responsible citizens of the world

Vision:

All girls are valued and take action to change the world

The different WAGGGS Regions and World Centres are highlighted on this map

Arab

Western Hemisphere

Our Cabana (Mexico)

Kusafiri (Africa)

Africa

Pax Lodge (UK)

Europe

Our Chalet (Switzerland)

Sangam (India)

Asia Pacific



WAGGGS supports girls and young women to develop their full potential as leaders and active citizens of the world.

LEARN - Through our participatory, non-formal education programmes, Girl Guides and Scouts learn about themselves and their world.

LEAD - WAGGGS offers training and resources for Member Organisations and for young women to support their on-going leadership development.

SPEAK OUT - WAGGGS empowers young women to speak out and take action to influence others and bring about positive change in their communities.

VOLUNTEER - Volunteering for the benefit of local communities has been a core part of Girl Guiding and Girl Scouting experience for over 100 years

For more information visit: <https://www.wagggs.org/en/>

OUR CHALET

We are the first World Centre of the World Association of Girl Guides and Girl Scouts. Since 1932, visitors have been living their dreams of hiking, skiing, fun and friendship!



With events throughout the year, Our Chalet welcomes groups and independent visitors of all ages for tours, programmed events and overnight stays.

THINGS TO DO AT OUR CHALET:

Volunteering at Our Chalet offers you the chance to meet Guides and Scouts from around the world, live in Switzerland, gain new life skills and practical work experience, enjoy an outdoor lifestyle in the beautiful Alps, make friends for life, have endless laughs and lots of fun, all while living your dream! There are many different types of volunteering position available : Our Chalet Assistant - Short Term Volunteer - Ready Steady Go - Intern positions.

WINTER (December, January, February)

Snow-capped mountains seem to transform Our Chalet into a Winter Wonderland with many activities offered through Our Chalet and in conjunction with local suppliers. With more than 200 km of groomed ski pistes in Adelboden, it is a perfect place for skiers of all skill levels and also offer plenty of other snow activities. During this time we welcome independent families, groups, and individual guests of all ages and run several International Events for different age groups and special WAGGGS related celebration days.

SPRING (March, April, May)

The early months of Spring are still very popular for groups and families who enjoy skiing and snow activities. It is a time when we host WAGGGS International Seminars. The latter part of Spring is suitable for hiking as snow starts melting higher up on the Alps. This season is also very popular with guests who come for extended weekends to enjoy a few outdoor activities as well as visit nearby towns such as Thun, Interlaken and Bern

SUMMER (June, July, August)

During Summer we run Youth Events (Swiss Challenges) - week long programmes for younger Guides/Scouts aged 12-18 - and a small number of Minibreaks in between these. This season is perfect for all types of high adventure activities; hiking, rock climbing, rafting, and many more! The Our Chalet experience is full of action during this season.

AUTUMN (September, October)

In Autumn Our Chalet hosts International Events for adults as well as training courses. We also are able to cater to youth events during school breaks. The season allows for hiking, camping and some level of high adventure activities.



OUR CHALET PAST AND PRESENT

Tip: This section would be great to use for a quiz on Our Chalet's history for those who have visited before. It can also be used in a presentation on Our Chalet, or you could even turn it into a play or game!

In 1929, WAGGGS' World Committee met in Holland and decided that a World Centre should be built for all Girl Guides and Girl Scouts around the world to share...

1930-1970

Our Chalet, the first WAGGGS World Centre, established in 1932 in Adelboden, Switzerland, was formally opened by the first World Chief Guide, Olave Baden-Powell, and Mrs Helen Storrow.

After an exciting first few years, the Centre's role changed with the start of the Second World War. During these years, the Chalet was closed to guests, however it played an important role in helping to reunite refugees who had arrived in Switzerland with lost friends and family through Guiding and Scouting connections around the world. From this a shared spirit was formed and Our Chalet continued to be a place of international understanding and co-operation during a time when the world needed it most.

Following the Victory in Europe Day and the re-opening of Our Chalet, guests began to return in numbers greater than ever before. The Juliette Low Seminars, international leadership development seminars that had been held annually at Our Chalet since its opening year, resumed in 1946 and were again held annually at the Chalet until 1968 when they began rotating around all four World Centres.



1970-1990

1968 was the start of another era of change at Our Chalet. The traditions of having 'Friends of Our Chalet' sessions, along with special weeks for Trefoil Guild members and their husbands were started, and by 1972, over 33,000 people had visited Our Chalet. The 1980's also marked another significant landmark in Chalet history when it hosted the first Helen Storrow seminar in 1986, in memory of the founder. These seminars are still held today and focus on international education and environmental awareness.

1990-Present

In 1990, the World Conference in Singapore gave permission for Our Chalet to build a new chalet-style house alongside the main house to provide extra guest accommodation, conference facilities and office space. The new building was officially opened in September 1999 and called 'Spycher', the name traditionally given in the Canton of Bern to a barn in which valuables are kept and equipment stored.

OUR CHALET TODAY

Our Chalet is constantly undergoing improvements and upgrades in its programmes and facilities. Every year there is something new and exciting for our guests to enjoy. Most recently Main Chalet has had insulation added to all the external walls and roof, the dining hall floor was refurbished, the shop was moved to Spycher building and the previous space transformed into an Eco Hut full of environmental games and hang out space.

To read more about the Our Chalet Story, visit: <https://www.waggs.org/en/our-world/world-centres/our-chalet/about-our-chalet/history/our-chalet-story/>

BRANDING - OUR CHALET LOGOS

These are the current Our Chalet icons and logos.

These are the two Our Chalet icons and can be found within the Ambassadors folder. These are great to use when creating a poster/leaflet or branding a photograph because they are easily recognisable as Our Chalet.



These are the various Our Chalet Logos and can be found within the Ambassador folder. They come in a range of colours to be used on a variety of backgrounds. These are more official and work well as letter headers.



Our Chalet
SWITZERLAND
World Association
of Girl Guides
and Girl Scouts



OUR CHALET
WORLD ASSOCIATION
OF GIRL GUIDES
AND GIRL SCOUTS



OUR CHALET
WORLD ASSOCIATION
OF GIRL GUIDES
AND GIRL SCOUTS

BRANDING - WORLD CENTRE LOGOS

These are the other 4 World Centre icons and logos.



SANGAM
WORLD ASSOCIATION
OF GIRL GUIDES
AND GIRL SCOUTS



KUSAFIRI
WORLD ASSOCIATION
OF GIRL GUIDES
AND GIRL SCOUTS



WORLD CENTRES
WORLD ASSOCIATION
OF GIRL GUIDES
AND GIRL SCOUTS



OUR CABAÑA
WORLD ASSOCIATION
OF GIRL GUIDES
AND GIRL SCOUTS



This is the 5
World Centres
icon.



PAX LODGE
WORLD ASSOCIATION
OF GIRL GUIDES
AND GIRL SCOUTS

BRANDING - LOGOS

These are the current WAGGGS icon and logos.

These are the various WAGGGS logos for World Centre in general and for the Europe Region, where Our Chalet is located. You may need them if you are representing all the World Centres at an event.



WORLD CENTRES
WORLD ASSOCIATION
OF GIRL GUIDES
AND GIRL SCOUTS



WORLD CENTRES
WORLD ASSOCIATION
OF GIRL GUIDES
AND GIRL SCOUTS



EUROPE REGION
WORLD ASSOCIATION
OF GIRL GUIDES
AND GIRL SCOUTS

These are the various Our Chalet logos, they can be found within the Ambassador folder. They come in a range of colours to be used on a variety of backgrounds. These are more official and work well as letter headers.



BRANDING - COLOUR

These are the official WAGGGS colours, which can be seen throughout this document. These colours can also be used at 80% and 50% tints



CMYK: 95/85/20/0?
RGB: 42/37/94



CMYK: 0/2/95/0?
RGB: 225/218/0

These are the official Our Chalet colours.



CMYK: 80/15/0/0?
RGB: 75/158/220



CMYK: 0/2/95/0?
RGB: 225/218/0

BRANDING - TYPOGRAPHY

Headline Type face

WAGGGS suggests we use Van Condensed for all headlines. The condensed nature of our typeface reflects the punchy language we use.

Availability:

Van Condensed is available for both desktop and web. It can be purchased here: <https://www.myfonts.com/fonts/rsantos/vancondensed/>

Regular:

AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Bold:

AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Body typeface

WAGGGS suggests using Lato, as the type face because, it's clean, simple and practical. The elegant and legible letterforms complement our headline typeface.

Availability

Lato Light and Lato Bold are available for both desktop and web. It can be found here: <http://www.latofonts.com/lato-free-fonts/>

Regular:

AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Bold:

AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

BRANDING - TONE OF VOICE

When talking about Our Chalet or WAGGGS you should keep these things in mind:

1. BE HUMAN-CENTRED AND THOUGHT-PROVOKING

2. BE CONCISE AND CLEAR

3. BE COMPELLING AND JARGON-FREE

4. BE INFORMATIVE AND CULTURALLY SENSITIVE

Use language that is punchy and expresses a clear point of view. Punchy means we make every word count.

Clear point of view means we are thought-provoking and avoid clichés and jargon.

WAGGGS also uses U.K. spelling, as a standard for everything.

Within the shared folder there is a more in depth branding document created by WAGGGS, that you should familiarise yourself with.

PHOTOGRAPHS

Here are some example photographs of the different activities and seasons at Our Chalet. There are more photographs of activities, scenery and accommodation with in the shared folder.

The WAGGGS photography style is genuine and light-hearted but can also be sensitive when appropriate. The images we show play an important role in expressing our brand personality.

We want our photographs to be:

AUTHENTIC

Means we are confident in who we are and we are flexible enough to meet the needs of different contexts and cultures.

ENERGETIC

Means we look youthful and show ourselves at our go-getting best.

EYE CATCHING

Means that we are not afraid to stand out by using colours and patterns.



Autumn



Winter



Spring



Summer

PRESENTATION

WAGGGS acts in a way that is openhearted, confident and fun.

OPENHEARTED

We welcome every girl and any girl.

CONFIDENT

We are unapologetically WAGGGS.

FUN

We are great company and enjoyable to be around.

A few other things to keep in mind:

- Keep things short and simple: Newsletter articles should be only 100 words long.
- Give a clear call to action: What do you want people to do when they read your article?
- Provide links to further content: People are busy – they aren't likely to read long articles, but if they're interested in something they'll want to find out more on our website.
- Show why people should read your article: Pictures are an important way to get your message across. Please share some images to go along with your article.
- Timing: Before sending your content, make sure this is the best time to share your message. Will it reach the right people at the right time?

Within the shared folder you will also find a powerpoint guidelines document, a blank presentation template, and a headed letter.

ACTVITIES - SWISS CUISINE

Swiss cuisine combines influences from the German, French and North Italian cuisine. It varies greatly from region to region with the language divisions constituting a rough boundary outline. Nowadays many dishes have crossed the local borders and become firm favourites throughout Switzerland. These dishes include, among others:

Cheese fondue

Did you know that the word fondue comes from the French word 'to melt'? This is melted cheese with bread cubes. The bread cubes are picked up on the fork and swivelled in the melted cheese, which is served in a traditional ceramic fondue pot called 'caquelon'.



Raclette

Raclette is a dish indigenous to parts of Switzerland and the French Alps. The raclette cheese round is heated, either in front of a fire or by a special machine, then scraped onto diners' plates. It is accompanied by small potatoes, gherkins, pickled onions, and dried meat, salami.



ACTVITIES - SWISS CUISINE

Bircher muesli

Developed around about 1900 by the Swiss doctor Maximilian Oskar Bircher-Brenner, it contains oat flakes, lemon juice, condensed milk, grated apples, hazelnuts or almonds.



Äplermacaroni (Alpine Macaroni)

A kind of gratin with potatoes, macaroni, cheese, cream and onions. And most importantly, stewed apple on the side.



Rösti

A flat, hot cake made of grated potatoes and fried in hot butter or fat. The dish is bound by nothing apart from the starch contained in the potatoes.



ACTVITIES - SWISS CUISINE

Alpine Mac

If you wanted to try a Swiss dish with your group or as a fundraiser we would highly recommend Alpine Mac. It's not your normal mac and cheese! Onions, potatoes, bacon (if you like) all get thrown into the mix, served with some greens and apple sauce (yes apple sauce).

Instructions

Serves 10

This is a tasty Swiss quick and easy dish, perfect for the cold winter weather or to fill up after a long day of hiking.

Ingredients

- 3 potatoes, scrubbed
- 1kg Alper Macaroni Pasta Shapes (uncooked)
- 2 tbsps Butter
- 2 Onions, peeled and sliced
- 1 clove Garlic, minced
- 3 cups Gruyere or Alp cheese, shredded (can use cheddar or Mozzarella)
- 1 litre heavy (double) cream
- Salt and pepper
- 1 tin of Apple sauce



ACTVITIES - SWISS CUISINE

Method:

- Peel potatoes and cut into small chunks
- Preheat the oven to 200°c
- Bring a large pot of lightly salted water to the boil
- Add the macaroni pasta and potato chunks and cook until barely tender, about 10 minutes
- Drain and set aside.
- Layer the macaroni, potatoes and onion into an ovenproof baking dish, stir together
- Season with salt and pepper
- Sprinkle the cheese over the top and drizzle the cream evenly over the entire dish
- Stir again
- Bake in the preheated oven for approximately 15 to 20 minutes until the top is golden brown.
- Heat up the apple sauce and pour into a side dish.
- Enjoy the Alpine Mac with the apple sauces poured all over your plate.



ACTIVITIES - CRAFTS

Paper snowflakes

Up in the Swiss Alps we get a lot of snow! These paper snowflakes are really pretty and simple to make.

This website has clear instructions with GIFs to make things easier:
<https://www.wikihow.com/Make-a-3D-Paper-Snowflake> Suitable for ages 7+



Woggles

Make your own woggle. A woggle is a device to fasten the neckerchief, or scarf, worn as part of the Girl Guide and Girl Scout uniform.

For further instruction head over to the shared folder.



Name the chocolate

Switzerland is famous for its chocolate and cheese. This game celebrates chocolate and has been played at Our Chalet as part of Swiss night.

For further instruction head over to the shared folder.



ACTIVITIES - CRAFTS

Scherenschnitte

Scherenschnitte which means "scissor cuts" in German, is the art of paper cutting design. The artwork often has rotational symmetry within the design, and common forms include silhouettes, valentines, and love letters. The art tradition was founded in Switzerland and Germany in the 16th century and was brought to Colonial America in the 18th century by Swiss and German immigrants who settled primarily in Pennsylvania.

Normally they cut from black paper and mount the finished design on white paper, but dependent on the age of the group doing the craft try cutting the design out of coloured paper. A modern twist on an old tradition!

Most suitable for ages 14+



ACTIVITIES - PERFORMANCE

William Tell

William Tell is a famous legend of the man who was forced to shoot an apple off his son's head and later went on to defeat the Austrian Lord Gessler. At Swiss night we have guests act out the story of William Tell.

For the full William Tell story take a look in the shared folder.



Folk dancing

There are many different traditional folk dances within Switzerland as it can vary from Canton to Canton.

If you feel inclined to try a traditional swiss folk dance (or have a willing choreographer). If you have a look on YouTube, you'll find various videos of traditional dances, and pick the most appropriate one for your group.



ACTIVITIES - PERFORMANCE

Edelweiss

At campfires we sing Edelweiss – it isn't a Swiss song, but it is well known and people in the audience could join in! It doesn't really matter that it's from the Sound of Music film – it reminds us of our beautiful, furry alpine flower.

Take a look at this YouTube video to refresh your memory on the lyrics and actions: <https://www.youtube.com/watch?v=bVcIXFFhBjk>



Vogellisi

The "Vogellisi" is a touching legend about the power of the mountains, about freedom and dreams. Festivals, mountain races, cheese and teas have all been named after the legend. There is also a theme path, a play and a storybook about this legend.

Visit the Adelboden website for more details: <https://www.adelboden.ch/en/w/vogellisi>



