

**Championing and
challenging young
people worldwide**

THE DUKE OF EDINBURGH'S
INTERNATIONAL AWARD





The Duke of Edinburgh's International Award Supporting the next generation to find their purpose, passion and place in the world.

As they set out to find their place in the world, today's young people face a broad range of challenges. They are bombarded by information, expectation and uncertainty. They are growing up with complexities and challenges unseen by previous generations. If they are to succeed, they need the skills, resilience and understanding to help them take on whatever life may throw their way.

The Duke of Edinburgh's International Award helps young people to do just that – to find their purpose, passion and place in the world. To develop the character and confidence to take the future in their stride.

We believe that equipping young people with the skills and confidence to discover their potential has never been more important. This makes a difference not only to them, but the communities they live in. But we can't do any of it without people and organisations like you. With your support, we can help even more young people across the world dream big and find out what they are truly capable of achieving. If you would like to join us in championing the next generation, then please read on for more information on how you may be able to support or get involved today.

John May DL
Secretary General

The Duke of Edinburgh's International Award Foundation

Recognised for my ability

Australian Gold Award holder Melanie Tran explains how the Award enabled others to see her differently.

"The 6th of March 2014 is a day I will never forget. It was the day where I was recognised for my ability and not my disability. It was the day where I received The Duke of Edinburgh's Gold Award.

From the very first day when I started my Bronze Award (I was the first person to complete my Bronze Award through the Muscular Dystrophy New South Wales Association), I wanted to go right through to the Gold Award. It was a promise I secretly made to myself but I didn't know if it was possible; I didn't know if I would be able to take on such a big challenge.



I found hope

A lot of people said I couldn't do it because I'm in a wheelchair and that I wouldn't succeed. I wanted to prove them wrong and show them that having a disability doesn't mean you have to sit around and watch everyone else fulfil their dreams. And I did prove it to them; I completed all three Award levels and took on a new challenge for each one. And through that I found hope.

For my Gold Award I updated the website for the Association as part of the Service section. For my Skills section I completed an online training course on a product design programme called Creo and I also learnt about film production and editing videos. As a direct result of my Service section I have been employed by Muscular Dystrophy New South Wales as their web administrator. I am responsible for adding new events, news articles, flyers and brochures on to the website as well as keeping everything up to date. I was absolutely thrilled when the Association was willing to give me a chance to work with them. Most of all, I'm glad I can do something for the Association after all the amazing opportunities they give me."

*With thanks to Muscular Dystrophy New South Wales and
The Duke of Edinburgh's International Award Australia.*

Who are we?

The Duke of Edinburgh's International Award is a global non-formal education framework which operates in more than 130 countries and territories, helping to inspire young people to dream big, celebrate their achievements and make a difference in their world.

We're not limited by boundaries. There are 1.3 million young people currently completing their own unique programme, via hundreds of thousands of youth-focused partners and operators, including schools, youth organisations, examination boards and youth offender institutions.

We've got more than 60 years of experience and we're just getting started. Our ambition is to make the Award accessible to every 14-24 year old around the world, regardless of ability, experience or culture.



The Duke of Edinburgh's International Award in a year.

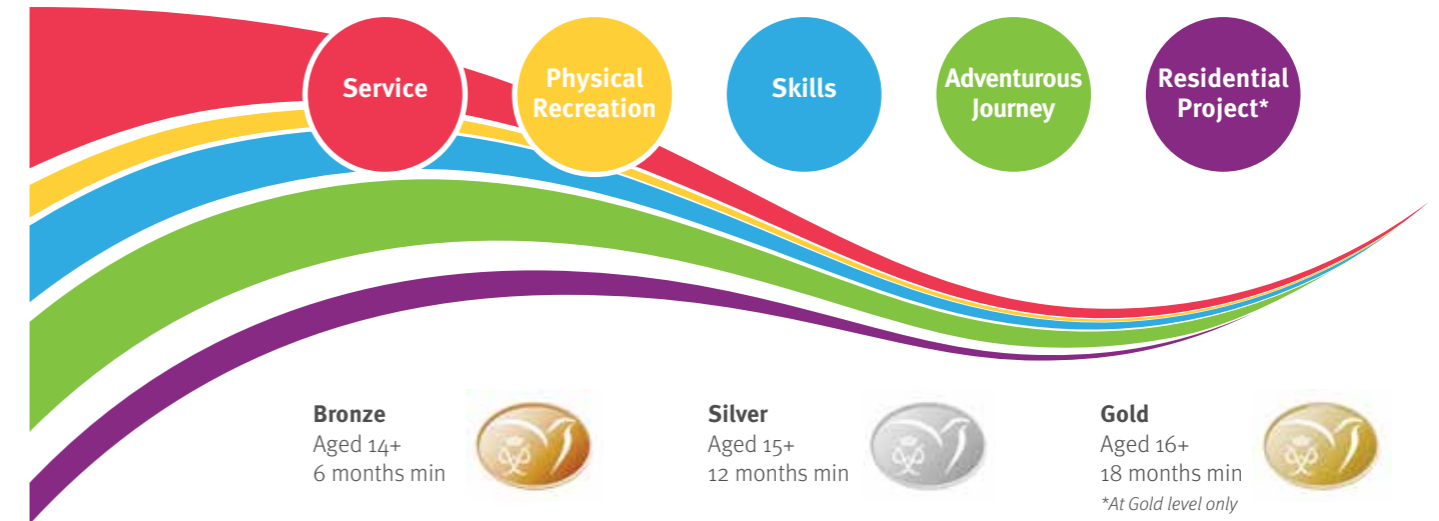


*Statistics from 2016

How does the Award work?

By encouraging young people to learn new skills, get physically active, volunteer within their communities and discover a sense of adventure outside the classroom, the Award helps young people to unlock their potential. Using the Award framework and with the support of adult volunteers, participants develop their own bespoke programme, as they work towards achieving the internationally recognised Bronze, Silver and Gold Awards.

The Award framework



How is the Award delivered?

Hundreds of thousands of dedicated people help to deliver the Award around the world, every day. They do this through a simple but effective social franchise model.

From the slums of Uganda and the favelas of Brazil; correctional facilities in Malaysia and USA; youth centres in Israel and the Netherlands; national schools and sports clubs in India and Australia; to the most prestigious private and international schools across the world, the Award's framework can support and thrive in a multitude of different environments.

Whilst the framework of the Award does not differ from country to country, the Award is licensed to operators around the world, to ensure it is nationally and culturally relevant to each and every young person involved. In many countries the Award is delivered via licensed National Award Operators. In addition, in countries where a National Award Operator is not present, the Award is delivered through Independent Award Centres, licensed directly by The Duke of Edinburgh's International Award Foundation.

Why the Award?

Non-formal education focuses on developing the wider ‘soft’ – or life - skills which help young people ensure they are ready for the world. When paired with a formal education, it provides a fantastic foundation for a young person to thrive.

This is where the Award comes to the fore. The Duke of Edinburgh’s International Award encourages young people to develop the character, skills and confidence they need to improve themselves and their communities, by encouraging them to step outside their comfort zone and build positive habits that they will take with them for the rest of their lives.

With the support of adult mentors, the Award helps young people to unleash their passions and believe in the power of their own potential.

Through the Award, young people can be empowered with not just the confidence but the desire to create meaningful change; to find their purpose, passion and place in the world.

“

Access to so many life-changing experiences and opportunities has had a significant impact on my attitude. The Award has allowed me to seize opportunities I couldn’t have dreamt of when I was younger and it continues to inspire me.”

Gold Award holder Hasanka Pushpakumara, Sri Lanka

But non-formal education also benefits those young people who may not be able to access a full formal education – such as refugees, those living in poverty, young parents, those with physical or learning disabilities or those from an at risk or marginalised background.



Why now?

There are 1.8 billion young people aged 10-24 in the world today. There have never been more young people of this age group alive in history.

Though fast-paced developments in technology mean the world has never been smaller or more accessible, it has also become increasingly unstable, uncertain and often insecure.

Although the Award is more than 60 years old, it is as – if not more – relevant today, than it ever has been. Today’s young people need to be able to tackle the ever-changing world they live in – and to do that, they need transferrable skills such as adaptability, communication, resilience and problem solving.

Governments and leaders around the world are also recognising the importance of non-formal education and the Award’s activity aligns with a number of the UN’s Sustainable Development Goals, in particular:

Good health and well-being



Quality education



Decent work and economic growth



The impact of the Award

It's not enough just to believe that the Award makes an impact – we have to be able to prove that impact, and have developed an evidence-based approach to our research and evaluation.

The Award's impact differs in form and social value according to the context and environment of the participant. When assessing this impact we take into consideration a range of demographic groups such as women, ethnic minorities, youth offenders, young people with physical and/or learning disabilities and individuals who are otherwise at risk or marginalised.



“

I have seen timid girls improve their self-esteem because they were given a chance by the Award to make decisions for themselves. Students who were truants and had difficulties settling down totally transformed to be responsible young people. I've seen leaders being nurtured. I have seen young people leading from the front knowing they have a role to play in their community.”

Teacher Ms Kamanda, Kenya

The ways in which the Award positively affects individuals and communities can be identified via the Impact Framework, which details the long-term impact of the Award. In the last two years, the Foundation has invested in growing our understanding of not only the Award's impact, but also our insight into and understanding of youth motivations and challenges.

“

The Award made me recognise how empathy and optimism can make you overcome difficulties and that only those who do not try actually fail.”

Gold Award holder, Greta, Lithuania

The impact framework

The long term impact of the Award includes:

1 Improved employability and earning potential due to improved life skills.

2 Improved physical health and fitness due to increased long-term participation in physical activities.

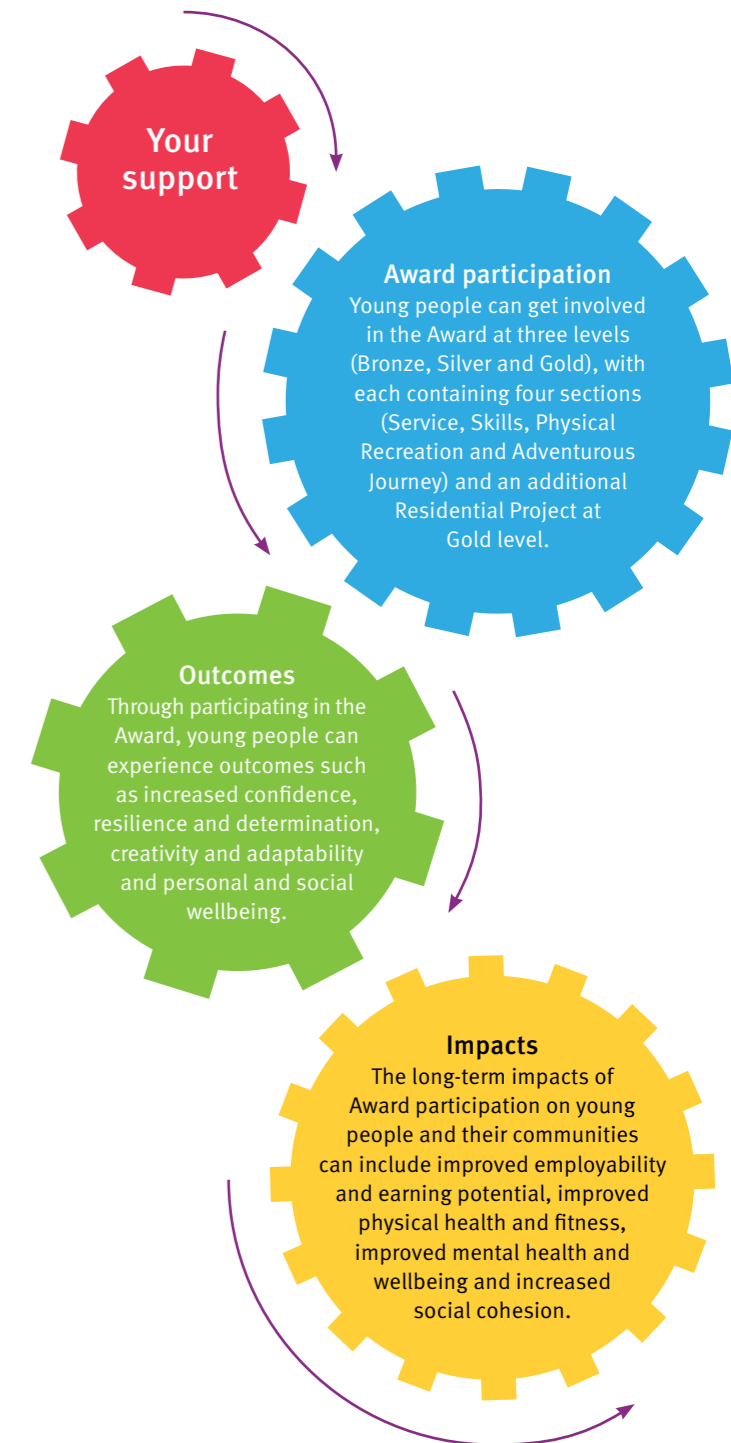
3 Improved mental health and emotional wellbeing due to increased social interaction, self-confidence, enhanced life skills and sense of purpose.

4 Increased engagement with charitable and community causes directly, through the Service section of the Award, and indirectly, through increased likelihood of long-term participation in volunteering and other forms of community and local participation.

5 Improved environmental impact due to involvement in environmental projects and/or spending more time in nature as a part of Award activities. Increased awareness of environmental issues and greater connection with and compassion for nature, resulting in an increase in positive, or reduction in negative, environmental impacts.

6 Increased social cohesion and community cohesion; a greater respect for diversity and ability to accept differences, as a result of interacting with people from different ages, abilities and backgrounds. 'Community spirit' also increases, as a result of greater participation in civic life through Award activities.

7 Reduced offending Reduction in first-term offending and reduction in reoffending by young offenders, due to long-term increased levels of physical activity, improved life skills, increased social inclusion and improved social skills resulting from increased levels of social interaction.





Our challenge is to grow the Award so it is available to as many young people as possible.

Our long-term ambition is that every eligible young person will have the opportunity to participate in the Award.

Our vision is to reach more young people from diverse backgrounds and equip them as individuals to succeed in life.

How can you support us?

The Award has ambitious targets for growing the number of young people participating in and achieving The Duke of Edinburgh's International Award worldwide. To achieve this, our activity between 2018 and 2023 will focus on the following:



Access increasing the number of new Award entrants, particularly those from at risk or marginalised communities.



Reach increasing the number of organisations and people involved in delivering the Award by improving the social infrastructure of the Award.



Impact increasing Award completion rates by assisting, supporting and training providers – volunteers and Leaders – to enable more young people to achieve their Award.

There are a variety of ways that you can support the Award's activity, either globally via the International Award Foundation or nationally.

Your support could include:

- Making a personal gift
- Leaving a legacy gift
- Introducing us to individuals who might be interested in supporting us
- Providing in kind support
- Speaking to us about running the Award in your school or organisation
- Introducing us to organisations who might want to run the Award

Thank you for taking an interest in the Award.

If you would like to support our work, or have any further questions, we would love to hear from you!

Email development@intaward.org or call +44 (0) 20 7222 4242



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