

**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 gave 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.



# 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.

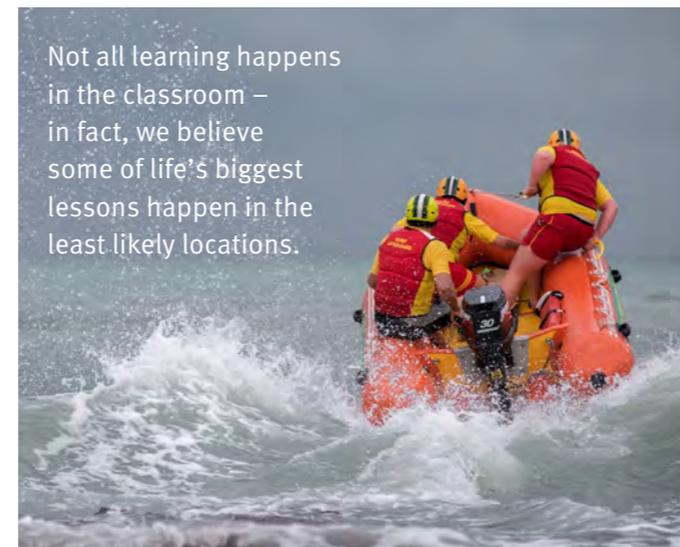
Through the Award, young people can be empowered with not just the confidence but the desire to create meaningful change; to find their purpose, passion and place in the world.

“

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*

Ongoing research is starting to uncover exactly how the Award has a positive impact on both participants and the adults who support them. This impact can be seen from early 'outcomes' right through to longer-term impacts and social value.



“

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*

## A THEORY OF CHANGE

### 1. INPUT

The costs involved in delivering the Award (to the National Award Operator, Award Unit, participant, volunteer, supporter etc.)

### 2. OUTPUT

Participants undertake regular activities in four main sections: Physical Recreation, Voluntary Service, Skills and Adventurous Journey (and Gold Residential Project, at Gold level)

### 3. OUTCOMES

Participants develop social and emotional capabilities, such as:

- ▶ Confidence
- ▶ Managing feelings
- ▶ Resilience and determination
- ▶ Relationships and leadership
- ▶ Creativity and adaptability
- ▶ Planning and problem solving
- ▶ Civic competence
- ▶ Intercultural competence
- ▶ Personal and social wellbeing
- ▶ Communication

### 4. IMPACT

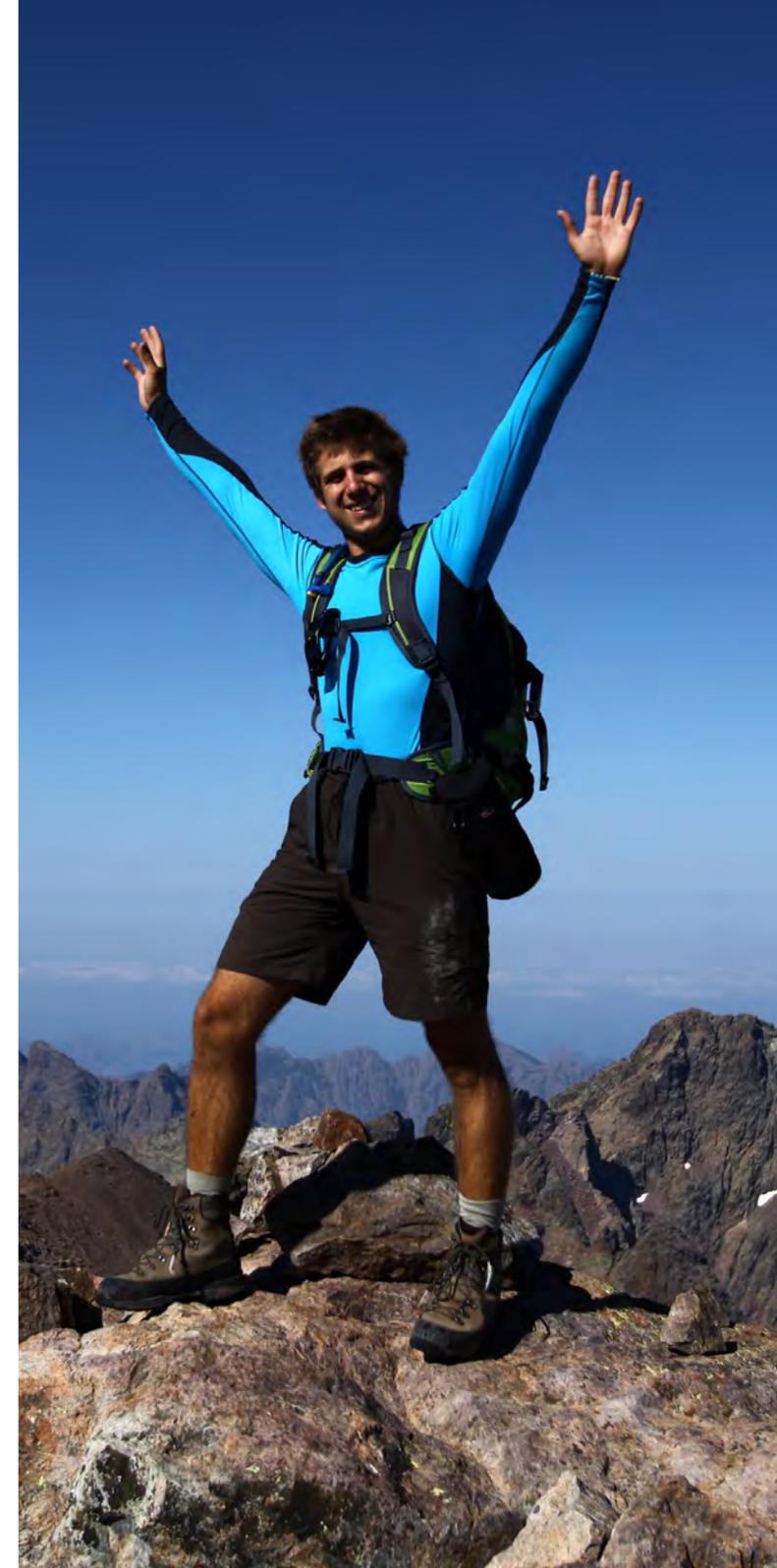
This leads to longer term impacts, such as:

- ▶ Improved employability and earning potential
- ▶ Improved physical health and fitness
- ▶ Improved mental health and emotional wellbeing
- ▶ Increased engagement with charitable and community causes
- ▶ Improved environmental impact
- ▶ Increased social cohesion
- ▶ Reduced offending

### 5. SOCIAL VALUE

The financial value of the impacts on an individual and community, identified using welfare economics, including:

- ▶ Value generated for charitable causes or organisations through young people's regular volunteering
- ▶ Value of wellbeing of participants due to regular volunteering, skills development and physical activity
- ▶ Value of physical health of participants and adults due to the outdoor element of the Award
- ▶ Value of wellbeing of adults due to Award training





**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. We can only achieve this with your support.

There are a variety of ways in which you can support the Award's activity:



## Donations

Make a personal gift by donating through the World Fellowship network or Special Projects - Three Funds grants programme.



## Introducer

Become an advocate of the Award by sharing our work with your network who might be interested in supporting us.



## Strategic Partnership

We look to work closely with companies, educational providers and suppliers who share our strategic aims and objectives.



## Leave a gift in your will

Make a gift in your will and leave a lasting legacy for future generations.



## Events

Provide in-kind support, sponsor our events or run your own event to help expand the Award network.



## Operational Support

Speak to us about running the Award in your school or organisation, or introduce 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](mailto:development@intaward.org) or call +44 (0) 20 7222 4242



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