

[www.intaward.org](http://www.intaward.org)

**READY FOR *CHANGE.***

**READY FOR *A NEW 'NORMAL'.***

**READY FOR *OUR NEW WORLD.***

THE DUKE OF EDINBURGH'S  
INTERNATIONAL AWARD



**#WORLD  
READY**

# READY FOR CHANGE?

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Today's young people are facing extraordinary challenge and change.

A recent survey by The Duke of Edinburgh's International Award Foundation of more than 3,500 14- 24 year olds from 42 countries\* found that:

- Almost half currently report high levels of stress
- 54% are concerned for their mental health
- 62% are concerned for their physical health and fitness
- Almost three quarters (74%) are worried about the health and wellbeing of their family and friends

Extensive challenges have already emerged because of COVID-19 and the long-term implications are yet to be seen. However, one thing is certain: young people will be amongst those to experience the greatest impact.

It has never been more important to invest in our young people; to help ensure they are ready to face the challenging and changing times ahead.

\* Survey of 3806 respondents from 42 countries, May/June 2020.



# READY FOR A NEW 'NORMAL'

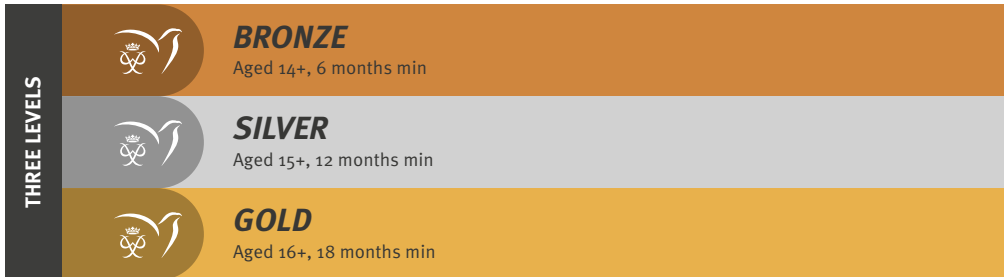
With more than 60 years' experience equipping young people to be ready for the world, The Duke of Edinburgh's International Award is here to help.

It gives 14- 24 year olds access to a global framework that empowers them to learn and grow through non-formal education, all while

working towards globally recognised accreditation.

By supporting mental health and long-term prospects; by giving them the tools to develop their resilience, adaptability, leadership and problem solving, the Award can help to equip young people to be ready for the world. Ready for a new 'normal'.

## THE AWARD FRAMEWORK



# WORLD-CLASS LEARNING, OUTSIDE THE CLASSROOM

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Millions have been impacted by the Award, experiencing first-hand that not all learning happens in the classroom.

Operating in

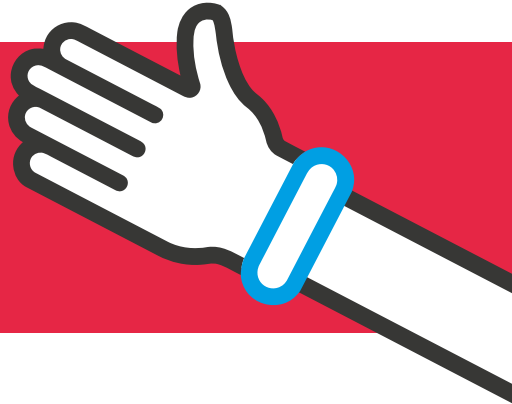
**130+ COUNTRIES  
AND TERRITORIES**



**1 MILLION  
PARTICIPANTS**

Supported by almost

**200,000  
VOLUNTEERS**



More than

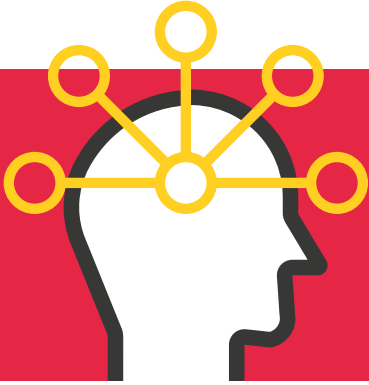
**7 MILLION HOURS**

devoted to volunteering by participants  
who completed their Award in 2018



Operating for more than

**60 YEARS**



**MILLIONS**

of Award alumni globally

**A UNIQUE  
INTERNATIONAL  
ACCREDITATION**



**OUR AMBITION:**

One day, every eligible  
young person will have the

**OPPORTUNITY TO  
PARTICIPATE** in the Award



# READY FOR NOW. READY FOR THE FUTURE.

Today's young people are strong, inspired and dedicated. They can – and will – create new opportunities from our current challenges. The Award framework can help, by fostering the 'soft', 'core' or 'universal' skills and characteristics needed to navigate change and build positive habits, so that young people are ready for life, work, and to play a constructive role in society.

## Ready for now

The Award encourages young people to:

- ♥ Stay mentally and physically healthy
- 👥 Connect (safely) with others
- 👉 Give back to their communities
- 🏠 Embrace structure and purpose
- 🎓 Readjust to formal education

## Ready for the future

The Award encourages young people to:

- ⚙️ Essential life skills
- 👛 Employability
- 🎯 Goal setting and planning
- 👥 Increased community engagement
- 🌐 The ability to thrive in a changing world

## Investing in our young people, our communities and our future

We believe the Award framework can be a blueprint for investing in human capital, specifically strengthening resilience, improving employability and entrepreneurship, promoting global prosperity and helping the world's most vulnerable. The Award does this through working in partnership with young people and their communities, supporting them in finding their own development solutions.

The Award also directly contributes to a number of the UN's Sustainable Development Goals, including:



**Good health and well-being**



**Quality education**



**Decent work and economic growth**

# GET INVOLVED

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Young people need our support more than ever. By investing in The Duke of Edinburgh's International Award, you can help to ensure more 14 - 24 year olds are world ready.

## **Will you help young people to become ready to face the changing times ahead?**

Your donation, whether one-off or regular, can expand the access, reach and impact of the Award to young people.

## **Would you like to leave a lasting legacy for future generations?**

No matter how large or small, a gift in your will can make a lasting impact and help us to achieve our long-term ambition that every young person will have the opportunity to participate in the Award.

## **Could your company or workplace support us?**

We welcome discussions with organisations who may wish to support us financially or pro-bono. We work with companies around the world to achieve our shared ambitions, aligning our brands and furthering our missions.

## **Could your company deliver the Award in your place of work?**

A partnership with us could enable you to deliver the Award in your company and empower younger employees with the universal skills they need to progress within your organisation and further their careers.

## **Could your company offer internships and volunteering opportunities?**

Invest in young Award participants and holders through internships and volunteering opportunities.

## **Are you interested in supporting or running events?**

Provide in-kind support, sponsor our events, or deliver your own to help expand the Award supporter family.

## **Would the Award activities and projects be eligible for your Trust or Foundation?**

If you are a Trust or Foundation, we would like to work with you to understand your specific areas of interest and show the impact we can have together.

### **Contact us to find out more**

✉ [development@intaward.org](mailto:development@intaward.org)

☎ +44 (0) 20 7222 4242





“ Young people can be strong, they can be more than capable, if we all play our part in helping them to fulfil their potential. Help more young people access great non-formal education, achieve the Award and be the young leaders of the future.”

**HRH The Earl of Wessex KG GCVO**  
**Chairman, The Duke of Edinburgh's International**  
**Award Foundation**





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“...in the future, people will need far greater flexibility, resilience, capability, capacity to adjust, problem-solving and communication skills to deal with fast-changing times, constant innovation and ever more unpredictable circumstances. We have known this for some time, though perhaps many of us remain surprised, even shocked, at the pace it has come upon us.”

**Dr Howard Williamson CVO CBE FRSA FHEA,  
Professor of European Youth Policy at  
The University of South Wales.  
Trustee of The Duke of Edinburgh's  
International Award Foundation**



“Every generation feels it is uniquely challenged to face down risk and maximise opportunity and make the world a better place going forward. But young people today must feel that upon their shoulders lie the accumulated burdens of the ages. Two dramatic discontinuities in short order in the form of the Global Financial Crisis and now COVID-19 add to the uncertainty of today’s technology age, where work as we know it might well disappear. So many legitimately fear being forever on the margins of a society dominated by the privileged few. It is at times like this that the Award plays such a pivotal role. It seeks to engage with the young and the marginalised and build resilience and confidence so that they might see beyond the steep slopes of the mountain and claim the potential of its peaks. The skillsets that the Award offers can change the lives of so many and it merits the support of all who hold that the future is our youth. I am honoured to be associated with extending its reach and impact.”

**Sir Mick Davis**

**Entrepreneur, Director of Companies and Philanthropist**



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“To craft a better normal in the wake of COVID-19 ...will require very innovative new approaches to long-lasting systems. A combination of academic learning and community engagement will hopefully allow us, members of my generation, to craft a better normal.”

**Nicholas Johnson, Gold Award holder and  
Princeton’s first black Valedictorian, Canada**



**#WORLD  
#READY**

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