

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?

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'

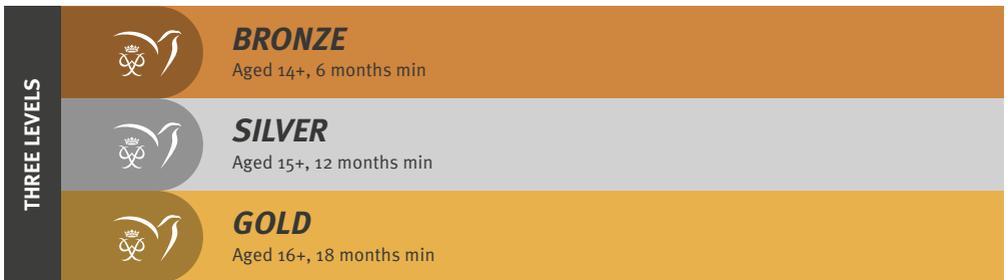
With more than 60 years' experience equipping young people to be ready for the world, The Duke of Edinburgh's International Award is here to help.

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

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

Operating in

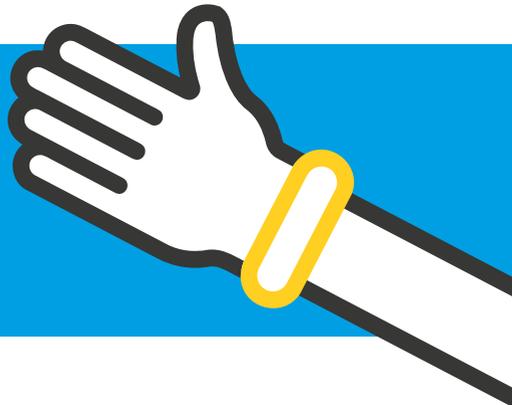
**130+ COUNTRIES
AND TERRITORIES**



**1 MILLION
PARTICIPANTS**

Supported by almost

**200,000
VOLUNTEERS**



More than

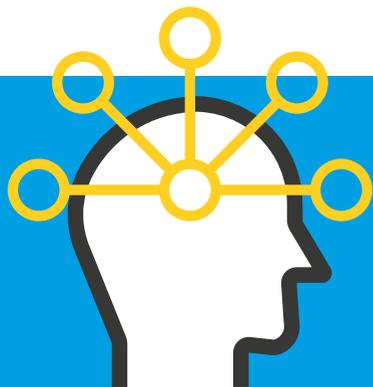
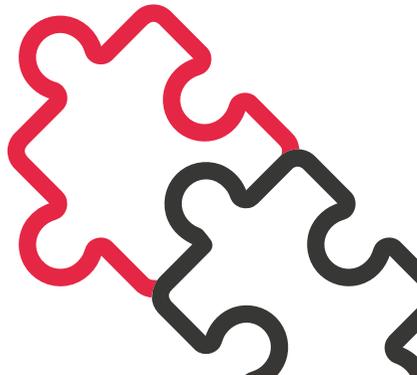
7 MILLION HOURS

devoted to volunteering by participants who completed their Award in 2018



Operating for more than

60 YEARS



MILLIONS

of Award alumni globally

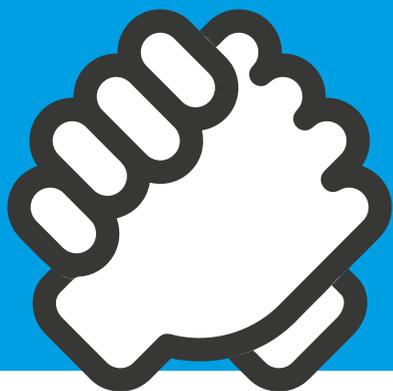
**A UNIQUE
INTERNATIONAL
ACCREDITATION**



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, now and in the future, 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



A CRUCIAL INVESTMENT

Investing in our young people, our communities and our future

The Award framework can be a blueprint for investing in human capital; specifically strengthening resilience, improving employability and entrepreneurship, promoting prosperity and helping the most vulnerable.

It does this today, just as it has done for more than 60 years, through working in partnership with educational institutions, youth organisations and other provisions who, in turn, use the Award to engage young people and their communities in a consistent way, as they support them in finding their own development solutions. Through mentorship, adults can help young people achieve their Award by sharing passions, experience, enthusiasm and learning skills themselves. At the heart of the Award is the spirit of volunteering: encouraging a culture of helping others, providing worthwhile activities, and helping to make a difference to communities.

The Award works to empower young people so that they:

- Realise they have or can create choices in life
- Understand the implications of those choices
- Appreciate they can make an informed decision freely
- Take action based on that decision
- Accept responsibility for the consequences of those actions

The Award 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

INCORPORATING THE AWARD INTO YOUR DEVELOPMENT AGENDA

From schools to refugee camps; correctional facilities to youth organisations; the Award's framework can support and thrive in a multitude of different environments. Any 14 – 24-year-old can take part, regardless of ability, background or experience.

The Award works with a range of governments around the world, to create and support the enabling conditions for empowering young people:

- an economic and social base
- political will, adequate resource allocation and supportive legal and administrative frameworks
- a stable environment of equality, peace and democracy
- access to knowledge, information and skills, along with a positive value system

It directly supports the implementation of many education and youth policies, helping to address some of the common, yet complex challenges facing young people today, such as education, employment and youth mental health. With these issues – and many more – continuing to amplify, there is no better time to ensure young people have the tools they need to tackle a new 'normal'.

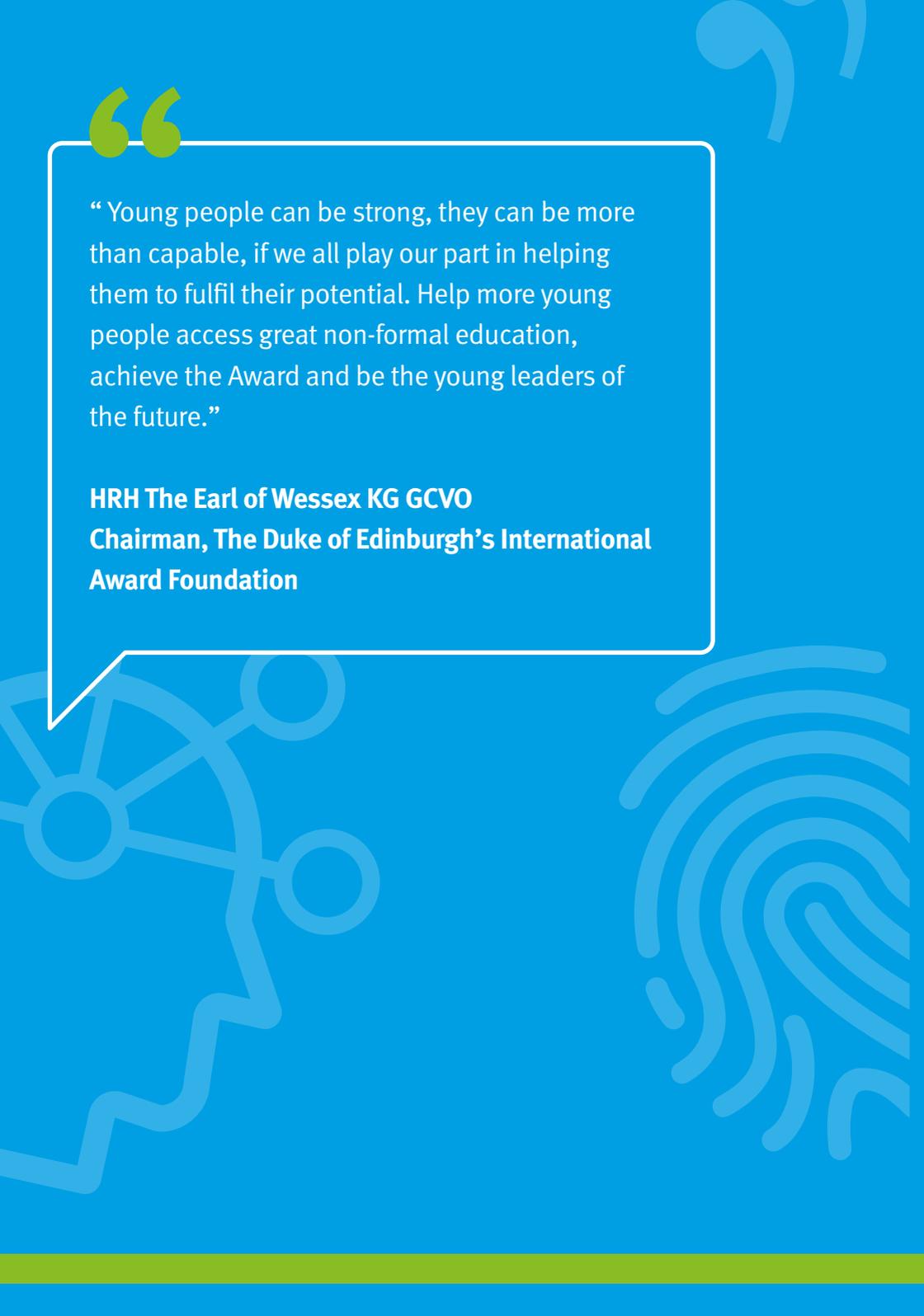
Social return on investment (SROI)

The Award has direct, positive financial and non-financial impacts on the people and communities it touches. For example, of the 11,500 young people who completed their Award in Australia in 2017:

- An estimated SROI of 1 : 4.27 was delivered
- Average social value from each completed Award:
 - Bronze: AU \$4,000
 - Silver: AU \$5,600
 - Gold: AU \$7,600
- It is estimated that the young people who took part will see future benefits equating to AU\$6,800, on average

Find out more about the Award's impact at www.intaward.org/impact

If you would be interested in finding out more about the impact of the Award and how it can support your youth development agenda, please contact us: info@intaward.org.



“ 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



“...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**

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“An investment in non-formal education is not just an investment in youth. It’s an investment in social inclusion, employability, poverty reduction and reinforced communities. It’s an investment we cannot afford to miss.”

The Rt Hon The Lord Boateng PC DL
Former Chief Secretary to the Treasury, UK Government.
Chair of International Council, The Duke of Edinburgh’s
International Award



“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**

“

“As President and Chief Patron, I am absolutely delighted and excited about the ethos of the Award. When young people push themselves and work towards their life goals, they achieve incredible things. There is no limit to their potential and there is nothing they cannot accomplish. That is why I have decided to resource the Award scheme to continue with its good work of helping our young people grow as individuals, as a community, as a country and as the future of the world.”

His Excellency Nana Addo Dankwa Akufo-Addo
The President of the Republic of Ghana



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READY**

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