

UNLOCKING INFINITE POTENTIAL

HELP YOUNG PEOPLE THRIVE

IN A CHALLENGING WORLD



“Although my social life with my friends has been disrupted, the Award has pushed me to create new relationships in the community in a way I had never done. Working with community members in my farming project and the tree planting project has made me get more connected with them, I feel more useful and contributing to the welfare of my community. I have never been so involved with my community the way I am now.”

Gregory, Gold Award participant, Kenya

NEVER MORE NEEDED



Established more than half a century ago to help young people navigate a new world, the need for The Duke of Edinburgh's International Award has never been greater.

Today, young people across the world face unprecedented challenges, as their wellbeing, access to education, and lack of decent work are all under severe pressure.

During the pandemic alone:

- More than 1.5 billion young people have been affected by school closures¹
- More than 1 in 6 young people have become unemployed since the beginning of the crisis²
- 86% of young people are worried about their future³

We need to take action to ensure 'generation disrupted' does not become 'generation lost'.

We know that young people can be the driving force for change. The Award creates an opportunity for them to step forward, develop the skills they need to succeed and be a force for good in their communities.

"For the vast majority of young people, access to non-formal education and learning and experiences has been all but negligible. As countries and communities come to terms with the new normal, young people in particular face exceptional change and uncertainty. As we move forward, the biggest challenge we all face is trying not to leave anyone behind."

HRH The Earl of Wessex and Forfar

THROUGH THE AWARD WE ARE:

- Supporting young people to find their purpose, place and passion in the world
- Helping young people to build their self-belief, resilience and adaptability
- Enabling young people to be positive agents of change, both for themselves and their communities
- Giving young people the chance to take control of their lives and their futures

The power of the Award is its uniqueness and adaptability – just as no two participants are the same, no two Award programmes are the same. Wherever a young person is, whatever their background, the Award gives them the chance to take control, make choices, find their strengths, and develop the essential skills and qualities they need to be ready for their future.

No other programme offers the same range of experiences or opportunities.

Millions of young people have transformed their lives since His Royal Highness The Duke of Edinburgh founded the Award in 1956. Together, we can help millions more do the same.

¹ UNESCO 2020 ²International Labour Organization (ILO), 2020 ³U-Report, in collaboration with the World Association of Girl Guides and Girl Scouts

UNLOCKING INFINITE POTENTIAL

A LOOK INTO THE WORK OF THE DUKE OF EDINBURGH'S INTERNATIONAL AWARD

ONE LEGACY, MILLIONS OF FUTURES



HRH The Duke of Edinburgh was a vocal and passionate champion of young people. Nearly 70 years ago, his vision for a scheme to empower young people became a reality. The Award that bears his name has equipped millions of young people to achieve their potential, develop self-confidence and a sense of purpose. They have changed the world for the better.

Prince Philip's vision is as relevant today as it was then.

The determination and independence young people develop through the Award has never been more important or more needed. Resilience and adaptability are amongst the most important skills needed in the new world of work*. Skills which can flourish through non-formal education and learning frameworks such as the Award.

* LinkedIn Workplace Report 2021

"The Award gives me opportunities to learn new things and help people in the process. I am now more productive at home. It has enabled me to push myself and achieve things I wouldn't have expected to before joining the Award."

*Jennifer, Silver Award participant,
Indonesia*

SINCE 1956

- 13m** Over 13 million Award journeys have started
-  168 countries and territories involved
-  Over 125 million hours of voluntary service given
-  More than 6 million young people have achieved this unique international accreditation

RIGHT NOW

- 2k** Nearly 2,000 young people start their Award every day
-  Nearly 1,000 Awards achieved daily
-  Operating in 130 countries and territories
- 1m** More than a million young people are taking part
-  Supported by almost 200,000 volunteers



**OUR
GLOBAL
AMBITION:
ACCESS
FOR ALL**

Open to all young people aged 14-24, regardless of background; the Award is genuinely inclusive. It can be a powerful tool to support young people leading particularly challenging lives - such as those with a disability, living in poverty, young parents, refugees, young offenders, those who are at risk¹ or marginalised².

The skills and qualities that the Award helps young people to develop can change their lives, and the lives of others. It grows awareness and understanding. It empowers participants to reach out beyond their situation to build a new future.

We want every young person to have this opportunity; to have equal access to the Award.

We established the [Special Projects Grant Giving Programme](#) to help realise this ambition.

Through this programme, we provide direct support for projects that open up access, increase reach and extend impact. Since April 2018, we have awarded over £800,000 to 23 projects across 20 countries.

In Zambia, the Leaving No One Behind project supports young people to overcome the huge barriers and challenges they face and helps them to make a meaningful contribution to society.

Whilst through Project Hope in Jordan we are working with Care International at Al Azraq camp, home to nearly 41,000 refugees. Blighted by low self-esteem and self-worth and with limited activities to fill their day, the Award is helping 350 young Syrian refugees to rebuild their self-confidence and give them a sense of purpose and hope for their future.

You can help us achieve this ambition. With your support millions of young people worldwide will be able to regain control of their lives. You can help young people from any and every background to be world ready.

¹ Those young people whose circumstances mean they are vulnerable to negative influences or consequences and who, through the Award, can reduce many, if not all, the risks and permanently change their circumstances for the better. ² Those young people experiencing isolation from society either physically or psychologically and who, through the Award, can feel included and become positive contributors to mainstream society.

The application of these definitions can differ from operator to operator due to local circumstances.

THE ASSOCIATION'S GLOBAL AMBITIONS 2021 - 2023

OUR AMBITION

Inspire more than

2 MILLION



Young people to discover their infinite potential



Celebrate more than

1 MILLION

Bronze, Silver or Gold Award achievers

Transform the lives of

350,000



at risk or marginalised young people



Extend our global network of operators and partners by 100 and 10 countries

OUR IMPACT

Enabling

45 MILLION

hours of voluntary service, valued at £200m+



Encouraging 59 million hours of physical activity, improving health and well-being

Creating

LASTING IMPACT

for young people and their communities:

Around the world, the Award family – or International Award Association, as it is known - has embarked on a three-year £25million fundraising campaign to mark The Duke of Edinburgh's centenary, sustain his vision and achieve our global ambitions.

Together, we want to ensure that even more young people can access the Award, particularly those from at-risk and marginalised backgrounds.

OUR ACTIONS

ON



FORUM 2022

Recognising and engaging our
21,403
partners worldwide

Charter for Empowerment – fostering collaboration between governments, employers and providers of non-formal education and learning



Generating significant positive social return on investment



Research – reinforcing our case with empirical evidence, including SROI

Investing in

200,000

adult volunteers



- Employability;
- Positive environmental impact;
- Social cohesion;
- Reduced offending;
- Contributing to the UN's Sustainable Development Goals



Building the Global Award Alumni Network – a key tool in digital transformation

Testimonials – sharing first-hand stories of how young people and adults in the Award are

#WORLDREADY

In this isolated world, The Duke of Edinburgh's International Award provides a valuable connection. Regardless of where a young person is, the vision, purpose and structure of the Award is the same. Wherever that person goes, the accreditation they hold is recognised, understood and respected.

This global framework is open to 14-24 year olds and empowers them to learn and grow. It gives them the tools to develop their resilience, adaptability, leadership and problem-solving skills.

Supported by thousands of volunteers worldwide, the Award is used by our partners to provide purpose and direction, reward commitment and dedication, and help young people to thrive.

The Award's simple social franchise model means it can operate effectively in a wide range of different environments. And whilst the framework stays the same, each nation can ensure it is nationally and culturally relevant for the young people in their country.

CONNECTING THE WORLD

**ONE VISION,
ONE WORLD-RECOGNISED
ACCREDITATION,
MILLIONS OF UNIQUE
PROGRAMMES**



THE AWARD FRAMEWORK

THREE LEVELS



BRONZE

Aged 14+, 6 months min



SILVER

Aged 15+, 12 months



GOLD

Aged 16+, 18 months min

FOUR SECTIONS (FIVE AT GOLD LEVEL)



SKILLS

Develop transferable skills



PHYSICAL RECREATION

Get active



VOLUNTARY SERVICE

Give back to communities



ADVENTUROUS JOURNEY

Experience adventure and learn to lead



GOLD RESIDENTIAL PROJECT

Broaden horizons, meeting others in a new environment
(Gold level only)

DRIVING THE AWARD GLOBALLY

To enable us to reach as many young people as possible, we, The Duke of Edinburgh's International Award Foundation, work in partnership with organisations and governing bodies across the world.

Our Award family comprises schools, youth groups, employers, custodial institutions, and other operators licensed by National Award Operators, who are, in turn, licensed by the Foundation. The Foundation also directly licenses some schools and organisations in countries where a National Award Operator does not exist.

We support our family to be able to grow and flourish by:

- Advocating for the right socio-political climate for non-formal education and learning to thrive
- Connecting with more young people by extending our network of volunteers, operators and digital support systems
- Subsidising to ensure the Award is truly affordable for any individual, family or community organisation

We also work with many organisations globally to ensure young people have access to opportunities and resources to develop their skills and capabilities and bring about change in their own communities and countries.

As part of the 'Big Six' we work with the International Federation of the Red Cross and Red Crescent Societies, the World Association of Girl Guides and Girl Scouts, the World Organization of the Scout Movement, the Young Women's Christian Association and the Young Men's Christian Association. Collectively, we reach more than 100 million young people in over 200 countries and territories. Together we are unleashing the skills, enthusiasm and desire for young people to be a force for good wherever they live.

"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 who had difficulties settling down totally transformed into responsible young people. I have seen young people leading from the front knowing that they have a role to play in their community."

Ms Kamanda, teacher, Kenya

DELIVERING THE AWARD IN A DIGITAL WORLD

The Covid pandemic presented significant challenges across the Award community, requiring young people to be extra resourceful in exploring how they could continue with their Award in the face of restrictions and lockdowns. We also looked again at how we could provide the necessary support, training and mentoring that our Award Leaders needed.

We have accelerated our digital transformation programme. More young people than ever are using our online platform to manage their Award activity. This Online Record Book broadens access and gives those delivering the Award more time to reach and mentor young people.

We have also expanded the Award Community platform, so those who deliver the Award can continue to access vital training and operational material in the face of disruption.

Further, we have developed a new alumni platform to help bring the world's global and local Award alumni networks together. Since launch in 2020, the platform continues to go from strength to strength, with a growing network of alumni joining every day.

But we are aware much more still needs to be done, and we have ambitious goals for the future.

As part of this, by 2023 we aim to:

75% Ensure 75% of Award participants will have records of participation and achievement online



Increase participants using the Online Record Book from 2% to 90% in the 6 countries in Africa currently using the tool.



"If we all play our part in helping them to fulfil their potential, young people can and do rise to the challenge. Given the opportunity, they will discover there is more in them than they think. With the necessary skills and experiences, they will become resilient, adaptable, ready for change, ready for our new normal."

HRH The Earl of Wessex and Forfar

MORE THAN AN AWARD: OUR IMPACT



The Award gives young people the power to change their lives and make a difference in their world. All while supported by hundreds of thousands of volunteers worldwide.

The value and impact of the Award extends far beyond the intrinsic benefits enjoyed by the young people.

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.

Participation in the Award also directly supports young people to contribute to a number of the United Nation's Sustainable Development Goals (SDGs), including Quality Education and Decent Work and Economic Growth.

Our established impact measurement initiatives, developed in collaboration with academic institutions and partners have revealed that the Award has a direct, positive impact (both financial and non-financial) on the people and communities it touches.

In 2019, the Award in Canada, the Czech Republic, New Zealand and

THE IMPACT OF THE AWARD

-  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

South Africa generated a **cumulative social value equivalent to £19.5 million**.

And the benefits of the Award don't stop when the young person finishes. It is estimated that a **future social value of £63 million** will be seen cumulatively in these countries, as the Award continues to impact the lives of these young people and their communities.

HRH The Duke of Edinburgh believed that with the proper support and opportunity, all young people, whatever their background, could discover their potential.

More than ever, young people need our support. They need the opportunities that The Duke of Edinburgh's International Award offers.

With you, we can ensure Prince Philip's legacy lives on for decades to come, and more young people can thrive, lead fulfilled lives and play an active role in their communities.

More young people can be world ready.

"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 skill sets 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*

WILL YOU CHAMPION THE INFINITE POTENTIAL OF YOUNG PEOPLE?

Donate, advocate or partner with us to help more young people find their purpose, passion and place in the world.

Your support will be life-changing.

For more information, please contact us:

Email: development@intaward.org

Call: +44 (0)20 7222 4242

The Duke of Edinburgh and The Earl of Wessex with artist Lorenzo Quinn's Empowerment sculpture, which celebrates and supports the work of The Duke of Edinburgh's International Award.