

***MEDIA PACK.***

***THE DUKE OF EDINBURGH'S INTERNATIONAL  
AWARD FOUNDATION.***

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THE DUKE OF EDINBURGH'S  
INTERNATIONAL AWARD  

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The Duke of Edinburgh's International Award



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# ***ABOUT THE AWARD.***

Formal education is vital in helping young people to arm themselves with the skills and knowledge needed to navigate the world of tomorrow. But not all learning happens in the classroom. Formal education alone is not enough to ensure they have the skills to tackle life's many challenges head on. Young people also need experiences outside the classroom to become committed, responsible and fulfilled citizens of the world.

Non-formal education and learning plays a role in the development of skills such as resilience, confidence and communication and can help young people find their purpose, passion and place in the world.

The Award is a non-formal education and learning framework through which young people's achievements outside of academia are recognised and celebrated. The Award focuses on allowing young people to step outside of their comfort zone; to try, test and reassess new ways of doing things. Through this set framework young people are encouraged to explore new frontiers, push their limits, and learn from both their successes and their mistakes.



# ***THE FOUNDATION.***

The Duke of Edinburgh's International Award is a non-formal education and learning framework operating in more than 130 countries and territories around the world, through which young people's achievements outside of academia are recognised and celebrated.

We at The Duke of Edinburgh's International Award Foundation are the engine that drives and supports the Award's growth, access and impact across the globe.

It is our long term ambition that every eligible young person aged 14 – 24 will have the opportunity to participate in the Award. Our vision is that 20% of them are from at risk and marginalised communities for whom the Award can be truly life-changing.

# OUR HISTORY.

The Duke of Edinburgh's International Award was founded by His Royal Highness, The Prince Philip, Duke of Edinburgh KG, KT in 1956, in conjunction with Kurt Hahn, the German educationalist. Modelled on Hahn's 'Moray Badge' scheme, the Award, or DofE, as it is sometimes known, was intended to support young people on their journey of self-development, regardless of their background, culture, physical ability, skills or interest.

Six decades later and millions of young people have been inspired to transform their lives and discover what they are truly capable of achieving. The subsequent growth of the Award across the globe is testament to the universal appeal of the programme, and the vision of its Founder more than 60 years ago.



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# ***THE AWARD AROUND THE **WORLD.*****

Outside the UK, the Award is known by a variety of titles, including the President's Award, the National Youth Achievement Award and the Head of State Award; the umbrella term for all of these programmes is The Duke of Edinburgh's International Award. Whilst the names of individual operating authorities often differ from country to country, the Award and its unique reputation with employers, policy makers and influential leaders remains unchanged and consistent.

From slums, favelas and rural villages; correctional facilities in Malaysia and the 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.



# ***DOING THE AWARD.***

The Award, with its instantly recognisable levels of Bronze, Silver and Gold, is voluntary, non-competitive and available to anyone aged 14–24. It is about individual challenge.

The Award is delivered around the world by schools, colleges, universities, employers, social clubs, uniformed and non-uniformed youth organisations, young offenders' institutions, religious organisations, sports clubs, and a whole host of other civic organisations.

Young people design their own Award programme, set their own goals and record their own progress. They choose a Service, Physical Recreation, Skills activity, go on an Adventurous Journey and, to achieve a Gold Award, take part in a Residential Project. The only person they compete against is themselves, by challenging their own beliefs about what they can achieve.



# **AWARD** *KEY FACTS.*

- The Duke of Edinburgh's Award was founded in 1956 by HRH The Prince Philip, Duke of Edinburgh.
- Since its launch over 60 years ago, millions of young people have participated and received Awards in more than 130 countries and territories, with millions more benefiting from its impact in communities around the world.
- In 1988 The Duke of Edinburgh's International Award Association was established to manage the growth and quality of the programme internationally.



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# **AWARD** *KEY FACTS.*

- The International Council is the governing body of the Association. The work of the Association is carried out by The Duke of Edinburgh's International Award Foundation.
- The Duke of Edinburgh's International Award Foundation is a registered charity in England and Wales (1072453).
- Every day more than 1,200 young people start their Award journey.
- More than 150,000 volunteers, including Award Leaders, support young people around the world to achieve their Award.



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# ***AWARD BENEFITS.***

## **Young people**

- 🕒 The Award allows young people with existing good access to non-formal education to challenge themselves and discover the world around them.
- 🕒 For young people with partial/potential access to non-formal education, the Award helps to boost their skills and develop leadership potential.
- 🕒 Young people that are marginalised and at risk can exceed their own expectations by doing the Award.



# AWARD BENEFITS.

## Employers

- ⌚ Due to an over reliance on exam/test scores, young people often lack the skills, behaviours and attitudes that employers want.
- ⌚ The Award provides young people with confidence, resilience and skills in areas such as **communication, problem solving and leadership** – exactly what employers look for when distinguishing candidates.
- ⌚ The Award also provides a ready-made internal development programme for staff aged up to 24, helping employers to retain their talent.



# ***AWARD BENEFITS.***

## **Youth groups**

- 🕒 The Award can be used by any group or organisation working with young people. It offers youth agencies and organisations a way of gaining international accreditation for development activities with young people.
- 🕒 It is based on enduring principles and robust methodology, but is flexible enough to be used with any group of young people, whatever their needs. It is supported by an extensive global network that ensures its quality and provides access to youth development expertise, training and best practice.



# AWARD STORIES.


## Award stories

Our website ([intaward.org](http://intaward.org)) features stories from around the world (each linked to an impact measure) demonstrating how the Award is helping put young people on the path to a better future:



**Improved physical health and fitness**

Through the physical recreation and Adventurous Journey sections of the Award, young people become more ...



**Improved environmental impact**

Young people become more aware of environmental issues and have more compassion for nature as a result ...

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# OUTCOMES AND IMPACTS

Our theory of change illustrates how the Award makes a difference and sets out the relationship between the following:

- Inputs – the investment made to set up and deliver the Award
- Outputs – the activities undertaken as a result of the investment
- Outcomes – what has changed as a result of the outputs
- Impacts – what longer-term effects occurred for the individual and the society as a result of the outcomes

| A Theory of Change  |   |   |   |  |
|---|---|---|---|--|
| INPUT   | OUTPUT  | OUTCOMES  | IMPACT  | SOCIAL VALUE   |
| The costs involved in delivering the Award (to the National Award Operator, Award Unit, participant, volunteer, supporter etc.) | Participants undertake regular activities in four main sections:<br>Physical Recreation,<br>Voluntary Service,<br>Skills and Adventurous Journey (and Gold Residential Project) | Participants develop social and emotional capabilities such as: <ul style="list-style-type: none"><li>• Confidence</li><li>• Managing feelings</li><li>• Communication</li><li>• Problem solving</li><li>• Resilience and determination</li><li>• Creativity and adaptability</li></ul> | This leads to longer terms impacts, such as: <ul style="list-style-type: none"><li>• Improved employability and earning potential</li><li>• Improved physical health and fitness</li><li>• improved mental health and emotional wellbeing</li><li>• Increased engagement with charitable and community causes</li><li>• improved environmental impact</li><li>• increased social cohesion</li><li>• Reduced offending</li></ul> | The financial value of the impacts on an individual and community, identified using welfare economics. Including: <ul style="list-style-type: none"><li>• Value generated for charities through participants' volunteering</li><li>• Value produced through improved health and wellbeing of participants</li><li>• Value experienced by Award volunteers through training</li><li>• Value created through increased life satisfaction of participants</li></ul> |

# GET IN TOUCH



## We have a range of resources available:

- 🕒 **Interview access to:**
  - Stephen Peck, Interim Secretary General and Chief Operating Officer of the Foundation
  - Award participants around the world
- 🕒 **Insight into Award projects focusing on young people and:**
  - Post-conflict communities (Cote d'Ivoire; Uganda)
  - Disability groups (Indonesia)
  - Suicide prevention (New Zealand)
  - Indigenous groups (Belize, Australia)
  - HIV/AIDS (Romania)
  - Young offenders (Kenya, Czech Republic, Sri Lanka)
  - Orphans (Guinea)
  - Refugees (Israel)
- 🕒 **Feature development support in areas such as:**
  - Non-formal education
  - Employability
  - Volunteering
  - Empowering young people
  - Social mobility and integration
- 🕒 **Still and video footage**

### Contact:

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