THE AWARD IN NUMBERS

AS A RESULT OF DOING THE AWARD...

80% felt inspired
81% are more confident
81% are more determined
81% are more resilient
87% now see challenges as opportunities to develop

“You have nothing to lose if you do this Award. It does take time and effort, however, the benefits reaped from those simple sacrifices far outweigh them. It is an opportunity to better yourself and your future.”

Bronze Award participant, Australia

BROADENING HORIZONS

96% tried something new
83% see the importance of contributing to their community
88% improved their teamwork skills
81% are better at seeing other people’s point of view
83% feel more comfortable in new and unusual situations

“I see young people overcoming their fears and adapting to situations outside their comfort zones. The service component exposes students to different communities, cultivating empathy and understanding.”

Award volunteer, Zambia

*Survey of 2,200 respondents from 52 countries, between February 2021 and January 2022
Net Promoter Score (NPS) aims to measure the loyalty that exists between a provider and a user. Scores range from -100 to +100.

Overall, the Award has an NPS score of 47.

With an NPS of 72 at the Gold level, the Award is rated as a ‘world class’ youth achievement programme globally.

“The Award has been life changing. I’ve been inspired to participate in so many activities I would have never imagined I would do. I have learned so many valuable skills and made so many memories that I will cherish forever.”

Gold Award participant, Australia

BUILDING POSITIVE HABITS

80% feel more likely to volunteer in the future

81% improved their fitness

80% are more likely to participate in future outdoor activities

87% are more likely to participate in future skill development

RECOMMENDING THE AWARD

96% of Award holders would recommend the Award to others

Overall, the Award has an NPS score of 47.

Global Social Value Impact

A global social value impact of £400 million

Global Social Value impact of The Duke of Edinburgh’s International Award, across more than 130 countries and territories, in 2020.

intaward.org

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