

THE AWARD IN NUMBERS

AS A RESULT OF DOING THE AWARD...



81%
felt inspired



78%
are more confident



78%
are more determined



83%
are more resilient



86%
now see challenges as opportunities to develop



81%
improved their fitness



73%
are more likely to participate in future outdoor activities



61%
feel more likely to volunteer in the future



78%
are more likely to participate in future skill development

BROADENING HORIZONS



96%
tried something new



81%
see the importance of contributing to their community



85%
improved their teamwork skills



80%
are better at seeing other people's point of view



81%
feel more comfortable in new and unusual situations



87%
of Award holders would recommend the Award to others



Overall, the Award has an NPS score of 47.

With an NPS of 61 at the Gold level, the Award is rated as an 'excellent' youth achievement programme globally.

Net Promoter Score (NPS) aims to measure the loyalty that exists between a provider and a user. Scores range from -100 to +100.

GLOBAL SOCIAL VALUE

A global social value impact of **£400 million**

Global Social Value Impact of The Duke of Edinburgh's International Award, across 129 countries and territories, in 2020.



"I value the expansion of my perspective of things I previously overlooked. The value of volunteering or the importance of physical stimulation became very prevalent to me, and I felt enlightened."

Award participant, South Africa

PARTICIPANTS SAY...

"This Award was the key for me to start developing skills I have never thought of doing. For example, voluntary service was something that was never on my mind, but turned out to be an outstanding experience."

Award participant, Portugal