



2024 GLOBAL SOCIAL VALUE REPORT

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

INTRODUCTION

In 2024, The Duke of Edinburgh's International Award Foundation released the 2023 global social value results and completed country-level social value analyses for Aotearoa New Zealand, Malta, and Slovakia. This 2024 Global Social Value Report details the global social value generated through the Awards gained in 2023 and the adults who supported young people through their Awards in 2023.

These results are the continuation of the global social value model created in collaboration with PricewaterhouseCoopers UK (PwC). You can read more about the methodology and the 2020 global social value results in the [Building the Future](#) report. These latest 2023 results use social value survey data from 14 countries as well as Award operational data and economic and social data from the 120+ countries and territories where the Award was delivered in 2023.





WHAT IS SOCIAL VALUE?

- ***The social value of the Award is the positive impact created by the Award for and through its stakeholders, valued in monetary terms.***

2023 GLOBAL SOCIAL VALUE

256,167 Awards gained in 2023

\$ 1,408m social value generated through young people completing their Award in 2023 and those who supported their Award journey

**Through the 214,091 Awards gained in 2022 and the adults who supported young people through the Award, \$ 1,118m in social value was generated.*





**#WORLD
READY**



\$ 4,900

Average social value
generated through each
Bronze Award gained



\$ 4,500

Average social value
generated through each
Silver Award gained

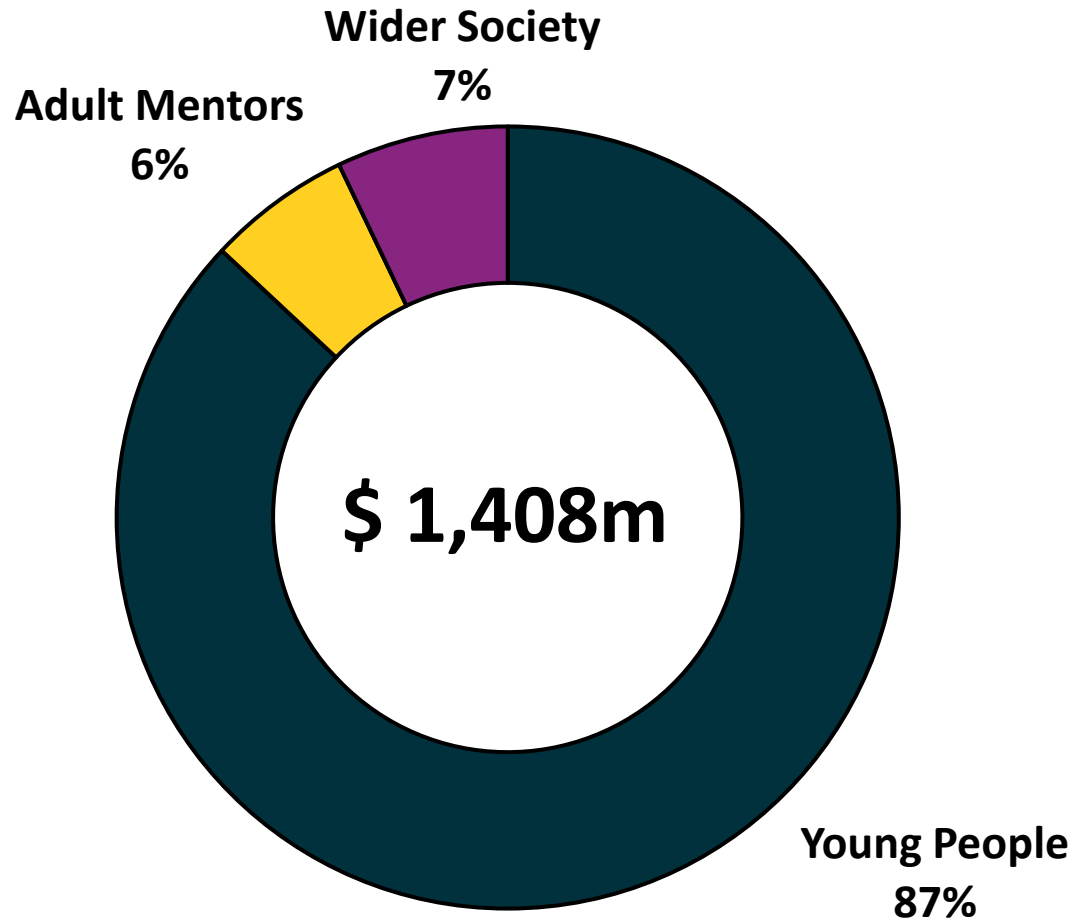


\$ 7,500

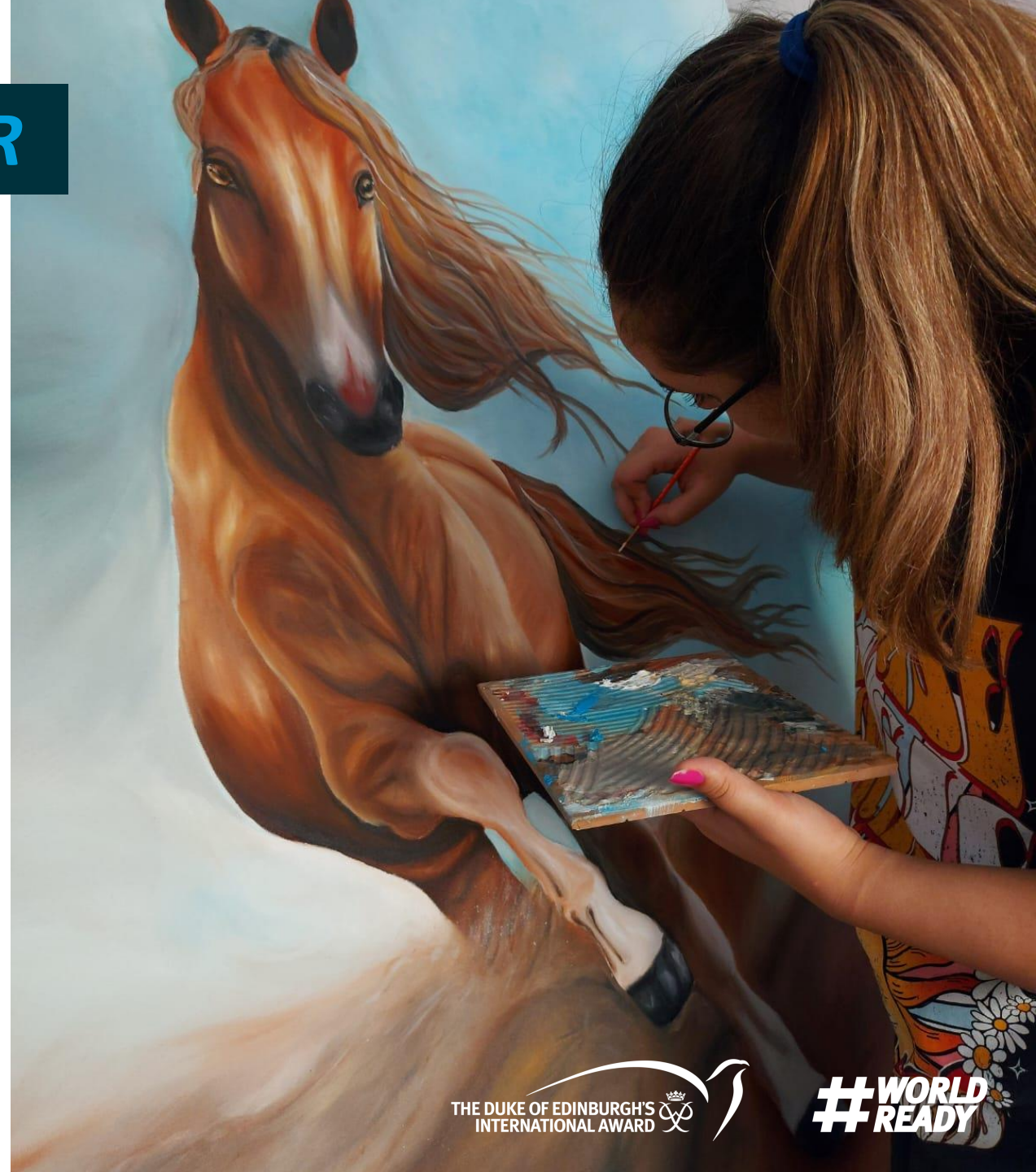
Average social value
generated through each Gold
Award gained

**The average social value generated through each Bronze, Silver, and Gold Award gained in 2022 was \$4,500, \$4,400, and \$7,400, respectively.*

SOCIAL VALUE BY STAKEHOLDER

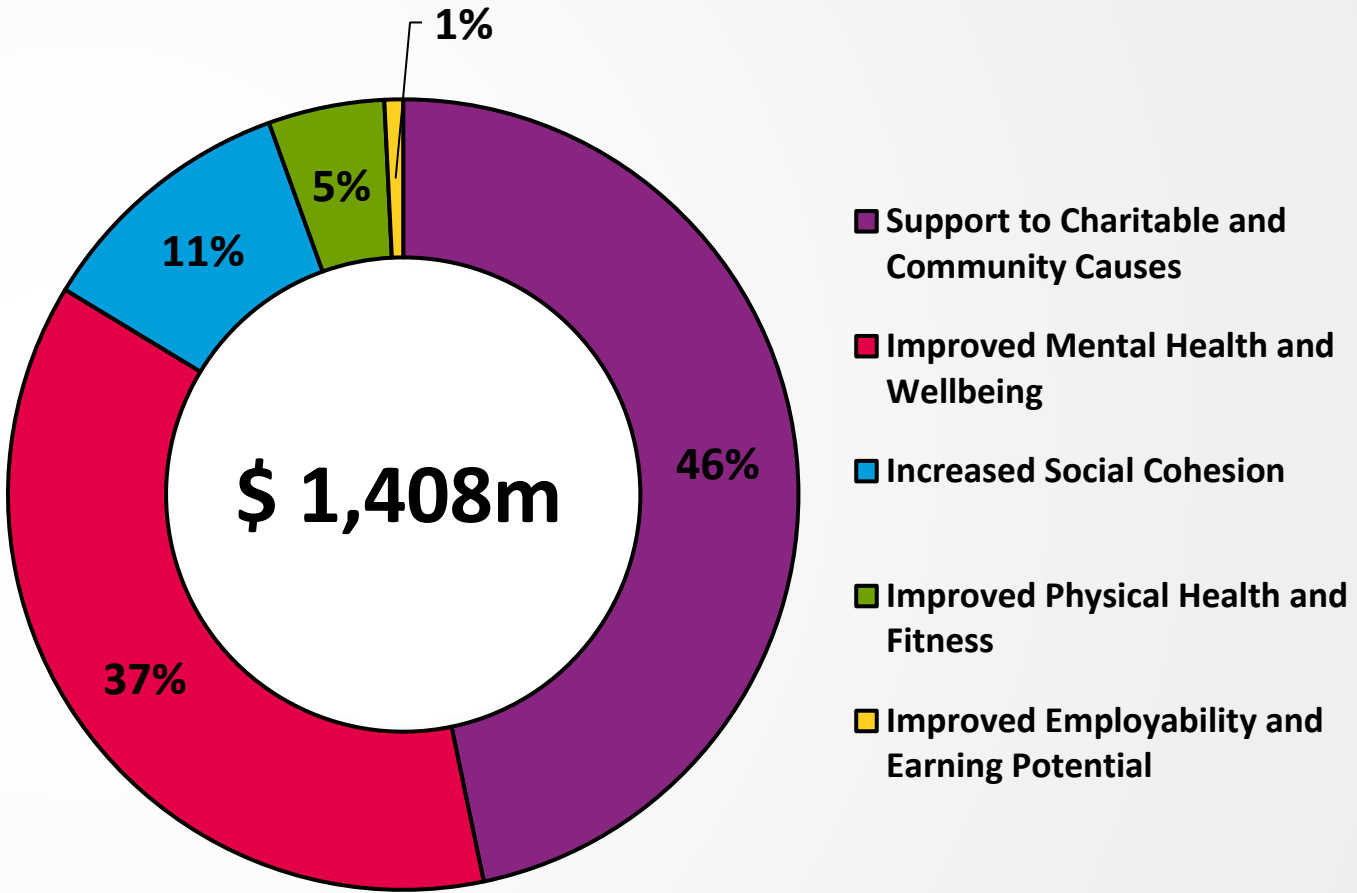


**The portion of social value generated for young people, adult mentors, and wider society in 2022 was 85%, 8%, and 7%, respectively.*





SOCIAL VALUE BY IMPACT AREA



*The portion of social value generated by impact area in 2022 was 48% support to charitable and community causes, 35% improved mental health and wellbeing, 11% increased social cohesion, 5% improved physical health and fitness, and 1% improved employability and earning potential.

FUTURE SOCIAL VALUE

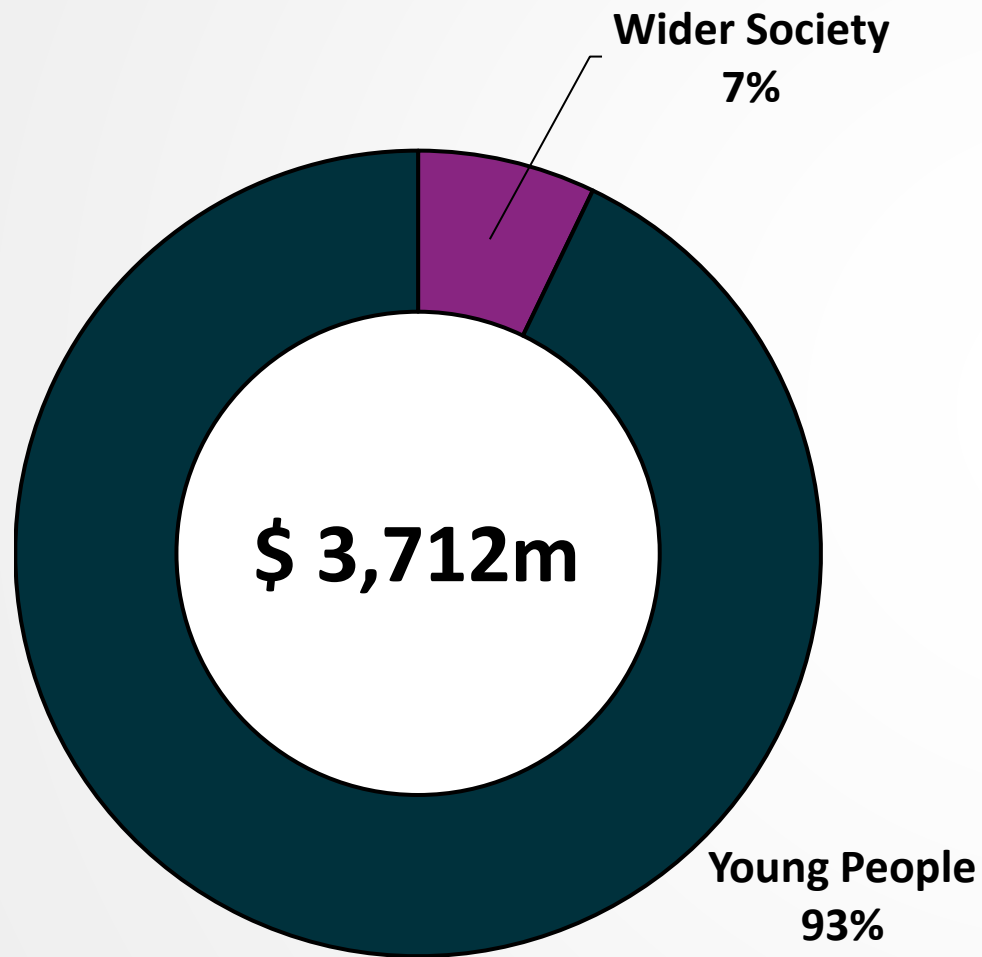
\$ 3,712m future social value to be generated through the continued habits of **256,167** Award Holders throughout the rest of their lives

\$ 14,500 average future social value realised over the lifetime of each 2023 Award Holder

**Through the 214,091 Awards gained in 2022, \$ 2,893m in social value was to be generated over the course of the rest of the 2022 Award Holders' lives; an average of \$ 13,500 per Award Holder.*



FUTURE SOCIAL VALUE BY STAKEHOLDER

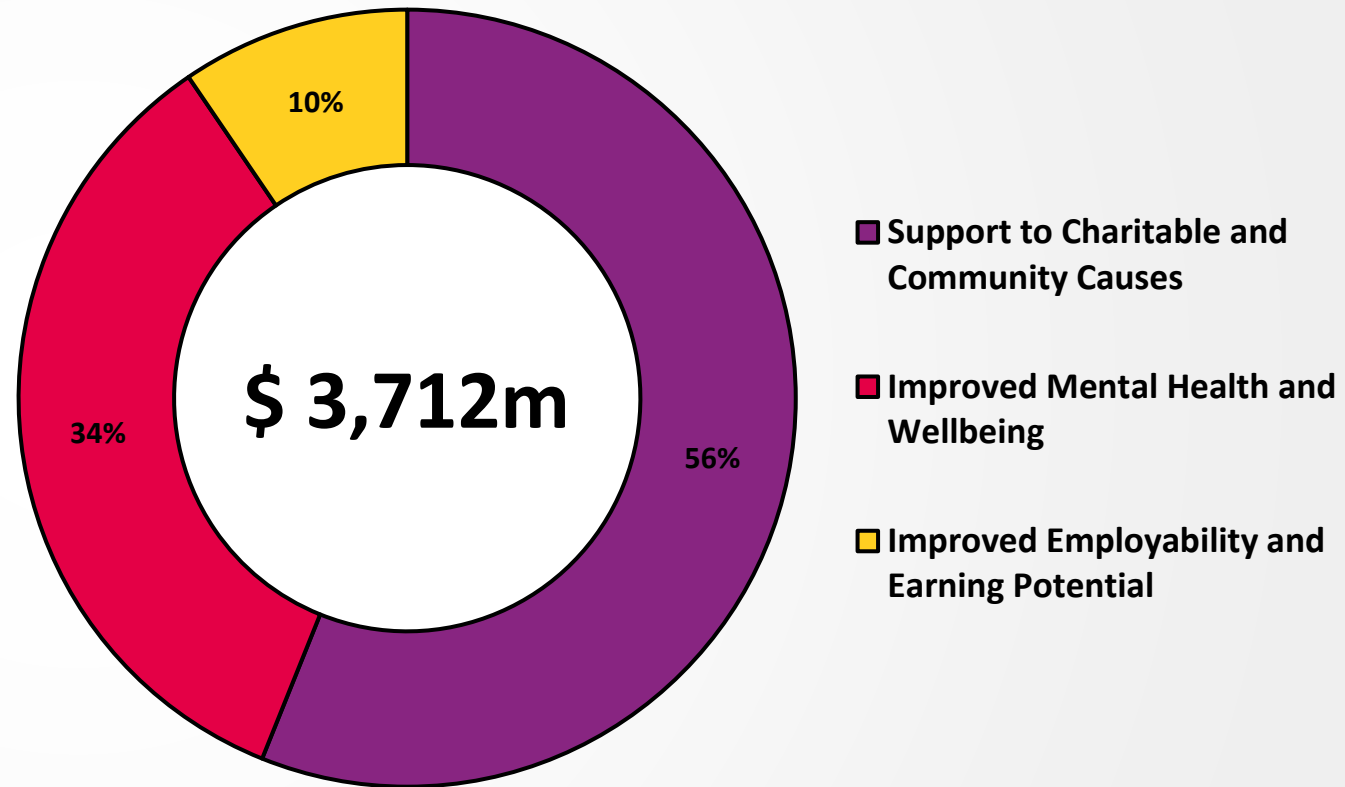


**The portion of future social value generated for young people and wider society in 2022 was 93% and 7%, respectively.*



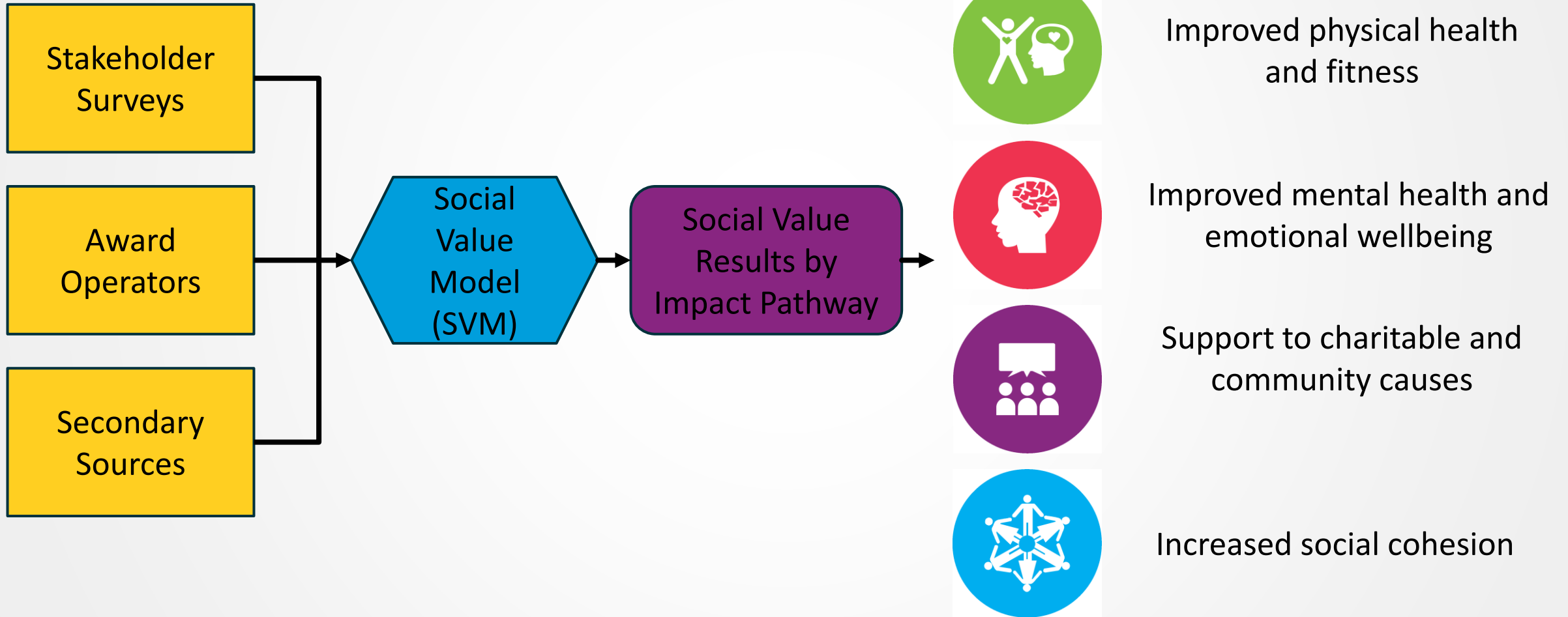


FUTURE SOCIAL VALUE BY IMPACT AREA



**The portion of future social value generated by impact area in 2022 was 54% support to charitable and community causes, 33% improved mental health and wellbeing, and 13% improved employability and earning potential.*

SOCIAL VALUE MODEL



DATA SOURCES



Stakeholder Surveys

- Award participants
- Adults who support Award delivery
- Award alumni



Award Operators

- Annual statistics (e.g., number of Awards gained by level)
- # Adults who received Award training
- ORB operational data



Secondary Sources

- World Bank (e.g., GDP, life expectancy)
- Government reports (e.g., average wages by age group)

CONTACT US

For more information about these results, please reach out to:

Sigrid Grosseth, Research Manager
Sigrid.Grosseth@intaward.org

Aileen MacMillan, Research Officer
Aileen.MacMillan@intaward.org





**#WORLD
READY**