

THE DUKE OF EDINBURGH'S
INTERNATIONAL AWARD



2023/24: Building
for the future



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UNDERSTANDING OUR ICONS



DELIVERING THE AWARD



COMMUNICATING OUR IMPACT



RESOURCING FOR SUSTAINABILITY



FOREWORD FROM OUR CHAIR



Investing in the development of young people is at the heart of what we do. Our absolute priority is inspiring, empowering and celebrating the young people participating in and achieving their Duke of Edinburgh's International Awards as well as our invaluable adult volunteers. In many cases, we are responding to the extraordinary demand by young people either to complete their Award or to embark on their Award journey. In each and every case, the life skills and practical experiences they gain will stand them in good stead in the future, what we like to refer to as “World Ready”.

This report tries to capture the words and thoughts of just a few Award participants for whom this Award matters so much. To try to quantify our impact, we have a method of estimating our Global Social Value. Based on just the 214,091 Award achievers in 2022, this was calculated to be £762 million. The ‘Theory of Change’ model used can also predict a future social value for the same cohort which works out at £1.971 billion. The total value is therefore an impressive £2.733 billion.

The value of the Duke of Edinburgh's International Award's framework to provide non-formal education and accredit young people's achievements has been well proven this year. We experienced the equivalent of 1,530 young people starting their Award journeys every day. That's equivalent to about 100 young people more per day than the previous year. Much credit must go to our network of partners and operators, their staff and volunteers. The fact that our 170,000 registered volunteers found ways to continue to guide and support their participants is truly remarkable. Even more encouragingly has been the 20% increase in Awards Gained over the past year due to a variety of factors and improving local conditions enabling completions and events to celebrate young people's achievements. The Award in Numbers can be found on page 6.

The International Award Foundation owns the franchise and currently licenses directly or through our National Award Operators 21,938 Award Centres across 137 countries and territories. The Foundation also supports the Award family through the International Award Association by providing administrative assistance, essential services and enabling development, primarily through our International Special Projects grants (see pages 9 and 10). To ensure the legacy of our Founder, the late Duke of Edinburgh, and to provide a source of major grants or investments we are building The Founder's Fund to help our National Operators to significantly boost participation in the future (see pages 21 and 22).

Operating across multiple time zones with a myriad of delivery partners in a predominantly youthful space necessitates the effective use of digital tools and services. They are rapidly becoming essential to managing The Award and communicating across the Association. We are on a journey of transformation which is only going to accelerate as we drive to connect all (see pages 18 and 19).

As the owner of such a prestigious brand, the Foundation invests in nurturing and developing its value and perception. Our chief advocates and ambassadors are, of course, our Award achievers, especially those who gain their Gold Duke of Edinburgh's International Award. Our small yet impressive cohort of Emerging Leaders drawn from around the Association have been exceptionally busy both in their regions and beyond at a wide variety of events, meetings and conferences ably proving to be young adults who have found their passion, purpose and place in the world (see pages 12 and 13).

In advocating for Non-Formal Education and Learning we simply want the value of experiential learning that happens beyond the classroom to be equally recognised and appreciated as the formal or classroom education. We do not believe it should be optional or even nice to have, but a critical part of a young person's development. In this sense, we are speaking both for a wide variety of providers who are crucial to delivering

the activities that Award participants choose to do as well as educators who are seeking to prepare young people for more outcomes than just academic ones. We are gradually building a network of informed and influential partners to help push this to an ever-wider audience (see pages 23 and 24).

Our future direction is much clearer for two principal reasons. Firstly, towards the end of the 2023-24 financial year we were delighted to welcome Martin Houghton-Brown as the new Chief Executive of the Foundation and Secretary General for the Association. Secondly, we set our delivery partners a bold challenge through the new strategy for the Association titled Reaching for the Sky. This requires them to identify their point of critical mass when the operational activity is of sufficient scale to sustain positive operational momentum and growth. The goal is to significantly change the reach of The Award, who can access it, perceptions about the value of non-formal education and learning and ultimately the positive impact it can have on individuals, communities and society. We look forward to how Martin intends to shape the next chapter in the story of the International Award (see pages 25 and 26).

On behalf of my Board, I want to thank our Senior Leadership Team, Emma Morton and Stephen Peck, for the way in which they not only kept the Foundation working effectively throughout the recruitment process,

but also for progressing a number of projects and activities. Stephen, in particular, proved to be a most capable Interim Secretary General for which we are most indebted. However, I think he is quite relieved to be able to return to just Chief Operating Officer as I am thankful to step back from being more of an executive chair!

My fellow Trustees and I continue to be truly grateful to all our donors for their exceptional contribution to both the Foundation and many of our National Award Operators. We would be unable to do much of what we do for young people without the extraordinary support we receive from so many loyal supporters. We are, as ever, indebted to them. We also wish to thank our Operators for their brilliant efforts and excellent collaboration as well as all who work for the Foundation. This has been a year of steady, and in some cases impressive, growth and progress; we really do appreciate everyone's dedication and investment in the futures of so many young people.

HRH The Duke of Edinburgh KG KT GCVO

Chair, The Duke of Edinburgh's International Award Foundation and Association

We're on a mission to increase the Award's global access, reach and impact.



ABOUT THE FOUNDATION

The Duke of Edinburgh's International Award Foundation is an international charity inspiring and empowering young people to find their purpose, passion and place in the world.

WHAT IS THE AWARD?

Founded in 1956, The Award provides a framework for delivering Non-Formal Education and Learning as well as accrediting young people's achievements. We believe that by creating opportunities for young people to develop skills, get physically active, give service and experience adventure, they can discover their infinite potential. Today, over a million young people around the world are responding to The Award's challenge. The experiences gained and skills learned helps them to meet the challenges and opportunities life will present them with resilience, compassion and creativity. Ultimately, The Award helps young people from whatever background or circumstance transform their lives and develop into confident, responsible, reflective, innovative and engaged young adults.

OUR PURPOSE

The Foundation's charitable purpose is to advance the adoption and effective administration of The Award with the goal of delivering the best possible experience to the greatest number of young people.

HOW WE WORK

The Foundation oversees the delivery of The Award through a network of partners in more than 130 countries and territories. These partners are a wide range of organisations and agencies already engaged in the non-formal education and learning space and working with 14-24 year olds such as schools, youth groups, sports clubs, employers and even prisons. We do this through a system of licensing Award Operators and Centres to ensure the quality of experience for participants and the accreditation of Awards.

HOW ARE WE FUNDED?

The Award believes you will value something and be more committed if you pay for it. We therefore ask entrants to pay what they can towards the cost of their Award. Likewise, we ask delivery partners to pay for a fee for the right to run the Duke of Edinburgh's International Award. The resulting operational income does not cover all the support and training provided so, as a charity, we also rely on philanthropic donations to drive development and widening access.



The Award in Numbers

Figures relate to January–December 2023

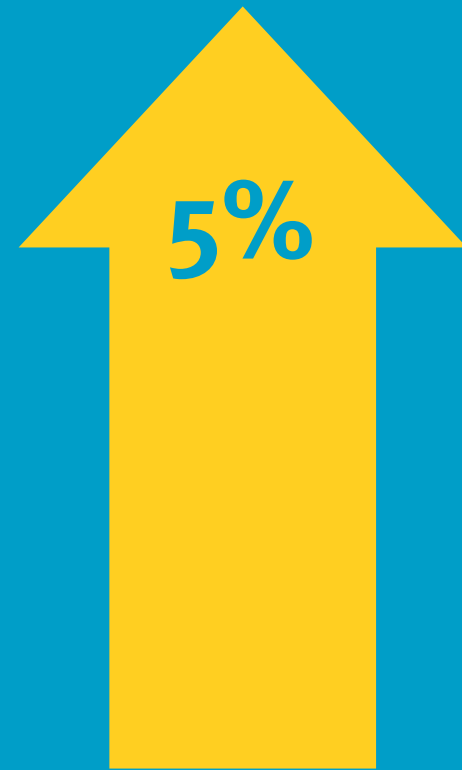
Participant numbers

1,151,012

Award participants in 2023



supported by **169,860** adults ... **98%** of whom are volunteers



256,167 Awards were gained



6 million+ hours of volunteering, physical activity, and Skills achieved in 2023

Operators

62

National Award Operators

465

Independent Award Centres

3

Operating Partners

Financial scale (fundraising targets)

\$15 million USD (£12m)

donations were pledged to the Founder's Fund¹

\$2.1 million USD (£1.7m)

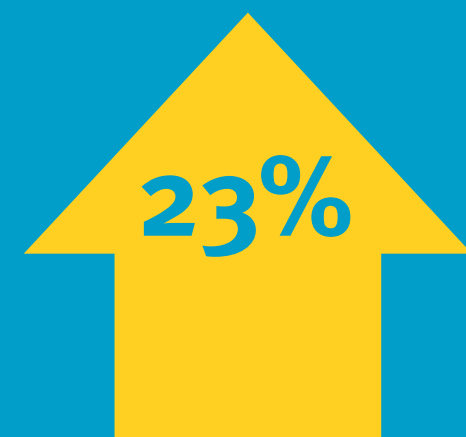
donated by the World Fellowship² directly to the Foundation and a further \$333,000 USD (£265,000) donated for National Award Operators

\$540,116 USD

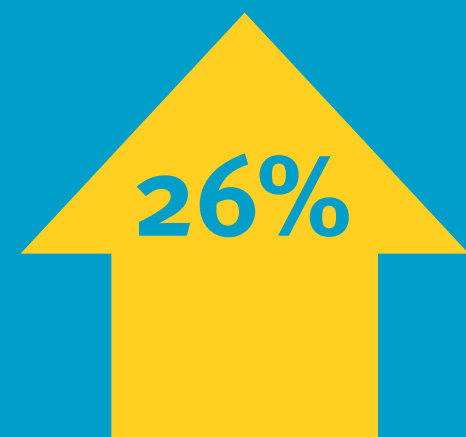
(£429,770) received from corporate partners



Social Impact



\$1,408 million USD (£940m) of global social value across more than 120 countries and territories.



And with a projected future global social value of **\$3,712 million USD** (£2,477m).

2023 saw us partner with World Bank, as their only Non-Formal Education and Learning partner



¹ See page 21

² See page 20



Highlights 2023-2024

JUNE 2023

Stonehage Fleming partnership celebrates huge success in year one of Award delivery through Afrika Tikkun



First International Award Foundation Staff Conference in 7 years



AUGUST 2023

Americas Regional Conference

JULY 2023

Mastercard Foundation partnership announced

MAY 2023

HRH The Duke of Edinburgh visits Germany and Czech Republic



APRIL 2023

HRH The Duke of Edinburgh visits USA and Canada

OCTOBER 2023

Youth Empowerment Fund announced

Emerging Leader Representatives and UK Ambassadors team up for Race Across the City

SEPTEMBER 2023



HRH The Duke of Edinburgh visits Türkiye and Bahrain



NOVEMBER 2023

HRH The Duke of Edinburgh visits Aotearoa New Zealand, Australia and Indonesia.

Europe, Mediterranean and Arab States Regional Conference

DECEMBER 2023

International Volunteer Day – The Award partners with FCDO to celebrate volunteers around the world



FEBRUARY 2024

New Secretary General, Martin Houghton-Brown joins the Foundation

MARCH 2024

HRH and Martin attend Africa Regional Conference in Uganda

Martin attends Asia Pacific Conference in India





Zarrel's story



For Zarrel, a Bronze Award holder in Indonesia, the Award represented an opportunity to focus more on his passion; football. But he now sees it as a key tool to shaping his confidence and wider skillset, helping him on his journey to realise his dream to become a professional amputee footballer and beyond.

Alongside his football skills, Zarrel learned about the other aspects needed through the Award framework – for example, he coached younger footballers for his Voluntary Service section.

What surprised Zarrel most was discovering that his biggest challenge was *“my own laziness to continue doing the weekly routines. Fortunately, I met a very inspiring coach that keeps me motivated to get myself out of my comfort zone. He trained me beyond my physical skills, and he helped me to be mentally strong and motivated.”*

With the Award framework, I really learned to be more committed, and that has impacted me to be more productive and a better person than before.”

Zarrel believes it's these qualities that will one day help him fulfil his dream of making it to the Amputee Football World Cup: *“Since I have more focus on playing and learning football as a Skill, I see new opportunities for my future, and what I am trying to achieve now is to be nominated in the Indonesian National Team, so I can participate in the Amputee Football World Cup.”*

Zarrel's determination is also in his ability to see the silver lining in things. Rather than viewing the loss of his leg as a setback, Zarrel considers this to be a *“blessing in disguise”* and hasn't let it hold him back.

This 'can do' attitude propelled him to set ambitious goals that defied conventional expectations, like on his Adventurous Journey, where he worked together with a team of hearing-impaired participants in Cidahu, Halimun Salak National Park.

“I became more confident and eager to be the first young amputee going on a mountain expedition. It is common to see other different people reaching the summit, but I will prove that amputees are also able to reach the top.”

The Award helped me regain confidence, improved my physical health and fitness, discovering the pathway to a brighter future, finding my passion to pursue and community to belong in, being a differently abled person.”

Having completed his Bronze Award and now with a taste for adventure, Zarrel is concentrating on his Silver with his sights set on an even bigger challenge!



“I feel I can do more, and I want to broaden my horizons, ready to face whatever challenges that are happening in this world.”

Zarrel
Bronze Award holder, Indonesia



International Special Projects

The Award can and does make a huge difference, even for the most at risk and marginalised young people. International Special Projects helps us to deliver our ambition *“that one day, every eligible person aged 14 to 24 will have the opportunity to participate in the Award.”*

Created almost 25 years ago, International Special Projects help spearhead the development of the Award. Our grant-making is a key part of what the Foundation does and provides objective assistance to our National Award Operators. The objectives have altered over the years, but essentially the aims are to support Operators with their key endeavours to **improve access** so that anyone can do the Award, to **improve their geographic and societal reach** so that young people can do their Award anywhere, and to **improve the impact of the Award**, that’s the quality of the experience for participants and the wider effect on communities.

Over the past **5** years, we have awarded **57** grants across **34** countries to enable a range of diverse

projects. Some have introduced The Award to schools for those with disabilities or additional learning needs or to orphanages or to young offenders’ institutions. Other projects have expanded delivery into rural areas or slums. They have helped to introduce digital services, translate or create specialist materials. create partnerships with indigenous groups infrastructure or hire full-time members of staff. As a result, we have reached over **47,000** participants – of which almost **25%** are at risk or marginalised – and seen over **21,000** Awards gained. We have also trained more than **3,500** adult volunteers and started some **700** Award Centres.

**Suvi Viljanen, National Director,
The Duke of Edinburgh’s International Award Finland:**

“International Special Projects funding gives us the unique opportunity to reach out to those who truly need the Award, allowing us to make a difference where it matters most. With the right resources, we can touch the lives of those who stand to benefit the most.”



**Since 2018, we have awarded
57 grants across 34 countries**



International Special Projects

We continue to make great strides to support our Operators through the programme. This year, active projects include a focus on:

- **Expanding access of the Award to more at risk and marginalised young people**

› For example, in Guinea, where the Award was introduced into an orphanage, enabling young people like Jacoub to develop skills, self-belief and feel part of their wider community.

“In an orphanage, you sometimes feel very marginalised by life. Which led me to always be withdrawn in my recreational activities and I didn’t really dare to play team sports like football... Thanks to this activity, I developed qualities and values such as: listening skills, team spirit, setting a goal, competitive spirit and self-discipline. [The Award] activities help young people who have the feeling of being marginalised to feel considered in the society.”

Jacoub, Award participant, Guinea

- **Improving the capacity of Award Leader networks**

› In Slovakia, for example, funding is used to recruit and train new volunteers as Award Leaders, including Award Ambassadors, to increase resources so that the team can deliver the Award in the formal education system.

- **Supporting National Award Operators with additional resources**

› Such as the re-establishment of the Award in Dominica. The impact of both Hurricane Maria and the Covid-19 pandemic left a devastating impact on the Award, still felt today but, thanks to the International Special Projects funds granted, the Award in Dominica is back on its feet and flourishing.

New Award Leaders have been trained and Adventurous Journey equipment re-purchased, allowing quality Award experience for participants. The Award is also enjoying much more public visibility in Dominica, due to marketing and partnerships forged thanks to the funding.

“What would we have done without the help of International Special Projects? Without this grant we would not have been able to do any of this. It has been a lifeline.”

Kerry-Ann Remie, National Director,
The Duke of Edinburgh’s International Award,
Dominica

STATISTICS ON INTERNATIONAL SPECIAL PROJECTS



- **26** total no. of projects actively being funded
- **12** new grants and £323,175 allocated this year



Stand by Me: The Award reaching across borders

Since the war in Ukraine began, over 6.3 million³ refugees have fled across Europe. Over the past year, we have continued to work hard to support many of those young refugees through the *Stand By Me* programme.

The *Stand By Me* project utilises the Award's Non-Formal Education and Learning framework to assist displaced Ukrainian young people. Working in partnership with UNICEF, this two-year project will support these young people to continue with their studies and prepare for work whilst building vital community cohesion with Award participants from Czechia, Slovakia, and Romania.

The Award's focus and greatest impact is on the medium to long-term plan, supporting young people to improve their mental health and wellbeing, mitigating challenges and identifying solutions. Through this project, Ukrainian young people are building and sustaining resilience in a safe space.

16-year-old Melánia, from Ukraine is taking part in the *Stand By Me* "Buddy Up" programme in Slovakia. She said: *"I didn't understand how the school system worked, and I didn't know the language. Even after I learned Slovak, I still couldn't make friends, even though I wanted to. Then I saw a poster at school inviting us to the Stand By Me project, and it changed my life. I found a place where I was accepted, and I found activities outside school and friends."*

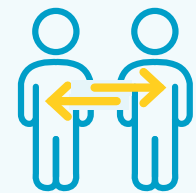
In early 2024, as the world marked two years since the start of the war, *Stand By Me* received an invaluable endorsement from the First Lady of Ukraine. We were honoured to collaborate on a social media video message with Lady Zelenska to promote the programme,

encouraging more young people to take part in their host countries, *"Don't be afraid of new things, and seize opportunities- new knowledge and friendship will definitely benefit both you and Ukraine"*, she told them.



1,328

Number of young people participating in engagement actions for social and behavioural change



1,328

Number of young people accessing Non-Formal Education and Learning opportunities



506

Number of Adult Volunteers supporting the delivery of engagement actions for social and behavioural change



6,640

Number of community beneficiaries supported by the project and planned activities



563,417

Number of people reached through messaging on prevention and access to services



7,046

Number of volunteering/social action hours provided by young people through the Award



Youth Voice



“There is no organisation for young people without young people”
Rose Poka
Emerging Leader Representative, Africa



Youth Voice

OUR GLOBAL AWARD ALUMNI NETWORK:

An Award journey doesn't end with a certificate. Many of the young people who participate become friends with their Award peers for life. We have facilitated access to an international community of like-minded Award peers who believe in the power of young people through enabling online networking and linking into wider initiatives to represent the experiences of young people. We have called these young people our Award Alumni.

This has been a pivotal year for our Alumni team, as our community continues to grow.

With the help of a newly formed Alumni Focus Group of 22 young people, the team carried out a comprehensive review of operations and engagement tools, the Alumni network underwent some very exciting changes. A pivotal moment was the transition from its former platform to global networking platform LinkedIn which gives members the opportunity to include their Award on their LinkedIn profile in the Education section. To be acknowledged by LinkedIn as an Educational tool was a huge win, not just for the Foundation but for the sector too.

EMERGING LEADER REPRESENTATIVES (ELRs):

For the Award to be relevant to young people, it is crucial that their voice is at the heart of what we do. The role of our Emerging Leader Representatives (ELRs), a group of eight Award Alumni from around the world, is to connect Award holders and participants locally, regionally and globally. They then represent this collective youth voice at the Foundation's International Council meetings.

It's been a busy year for our ELRs. They've been involved in 22 different engagements, including facilitating alumni and youth sessions at the Foundation's regional conferences, and participating at an in-person event with the DofE UK Ambassadors for the very first time. They also hosted their first-ever virtual meetings with Alumni and participants from all over the world, to provide feedback and share ideas to take to the Foundation's International Council meetings.

We've got great plans for our ELRs in the year. We will provide more opportunities for these young people to represent the Award on the global stage and share their insights so that we can ensure the Foundation is an active member of these discussions.

EMERGING LEADER REPRESENTATIVES: YOUTH VOICE AT REGIONAL CONFERENCE

After an inevitable pause to our Regional Conferences during the global pandemic, we were thrilled to bring our operators back together again this year when regions were able to discuss and input into the Association Strategy, launched in March 2024. The conferences are tailored to the requests of attending delegates, giving them a unique and crucial opportunity to address and discuss key topics with their regional colleagues.

Importantly, this also gave our Emerging Leaders, like Rose, the opportunity to represent the Award's Alumni for the first time in-person on this regional stage.



Rose Poka

Emerging Leader Representative: Africa

“The word emerging is defined as becoming apparent or prominent. For me, it goes further to mean spiralling out of your comfort zone. Being an Emerging Leader Representative has meant challenging myself and others to excel beyond the expected standards. I was motivated to apply for this role by the need to have more young people’s voices heard.

I have grown from a shy little girl to an outspoken young lady with diverse skills and experiences thanks to my participation in Non-Formal Education and Learning. And I believe it is the distinguishing factor that allows for personal growth and hands-on interaction with people, places and things.

Representing the interests of young people at the International Council and giving our perspective on the strategies put in place for the growth of the Award makes it more relevant to the target audience; the young people participating or volunteering.

At the Africa Regional Conference, my counterpart Peniel and I got the opportunity to facilitate an intergenerational dialogue, allowing different stakeholders to understand the impacts of the Award on the lives of young people, and their place and significance in the Award. We led a session on the relevance of engaging more young people in the processes within The Foundation and Award Operators, and discussed how we can get involved.

I am championing the retention of more Alumni in the Award through a programme which will encourage each other to use the skills and knowledge learned through the Award into practice, to find solutions for existing challenges around us, using the resources available to us.

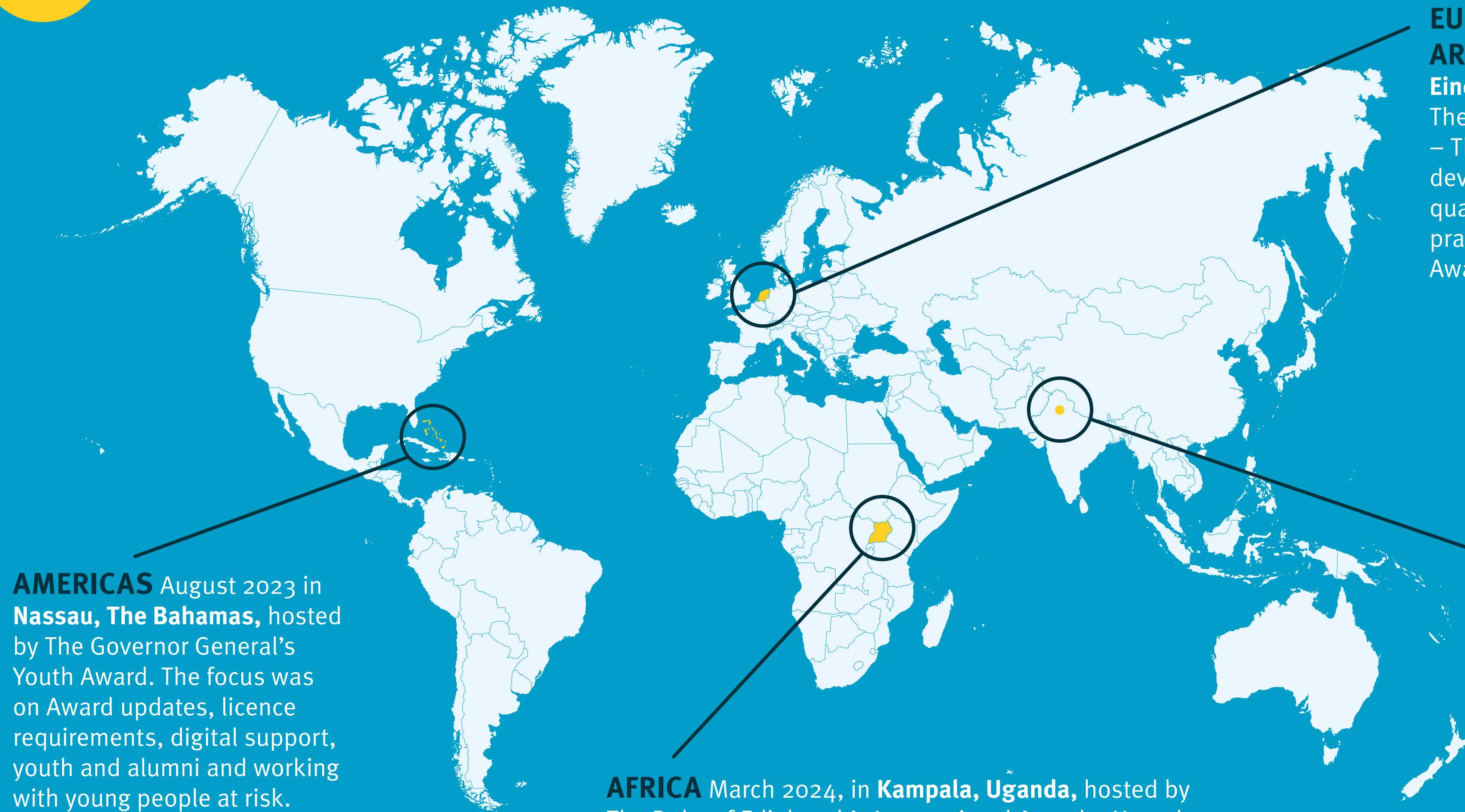
The Award champions finding one’s purpose, passion and place. I champion for appreciating these passions and purpose and utilising them in different places within the organisation.

There is no organisation for young people without young people.”





Regional Conferences



AMERICAS August 2023 in **Nassau, The Bahamas**, hosted by The Governor General's Youth Award. The focus was on Award updates, licence requirements, digital support, youth and alumni and working with young people at risk.

AFRICA March 2024, in **Kampala, Uganda**, hosted by The Duke of Edinburgh's International Award – Uganda. The focus was on positioning of the Award, financial sustainability including fundraising and grant applications, young people and the Award, exploring the digital space, licence requirements and adults in the Award. In Uganda we were joined by His Royal Highness, Duke of Edinburgh.

EUROPEAN, MEDITERRANEAN AND ARAB STATES November 2023, in **Eindhoven, The Netherlands**, hosted by The International Award for Young People – The Netherlands. The focus was on digital development, developing youth engagement, quality assurance, promoting inclusive practices and furthering the reach of the Award youth and Alumni engagement.

ASIA PACIFIC March 2024, in **Delhi, India**, hosted by The International Award for Young People – India. The focus was on digital advancement, quality assurance, delivering the Award outside of schools, youth and Alumni engagement.

The Award Experience

AS A RESULT OF DOING THE AWARD...



BUILDING POSITIVE HABITS



BROADENING HORIZONS



RECOMMENDING THE AWARD



Overall, the Award has an NPS score of 39.

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



Participant Experience

Each year, the Award in Numbers offers a snapshot of the programme's impact on young people. However, behind these statistics lies a compelling story of how the Award transforms young participants into holistic learners with new opportunities to thrive, from their first steps at Bronze to their triumphs at Gold.

Participation in the Award leads to a profound and lasting transformation. On average, 80% of participants develop key universal skills like resilience, determination, and confidence, with more than 85% now seeing challenges as opportunities for growth. These core skills not only foster positive habits such as community service and increased physical activity during the programme but also continue to influence their behaviour long after the Award is completed.

"The Award has really changed me. I have learnt to advocate for myself and others around me. The skills I learnt were unbelievable for me. I started painting. I believe it has channelled my creative skills. I believe I have learnt from this programme that whatever life throws at you, throw it back."

Amahle, Bronze Award Holder

By embracing these newfound skills, participants discover that growth is achieved through overcoming

challenges and broadening their horizons. For some, this means the chance to try something new that ignites a passion or to recognise the vital role their contribution can have on their community. Whatever form it takes demonstrates their overarching readiness to step outside their comfort zone, embrace challenges to truly embody what it means to be **#WORLDREADY**.

For 17-year-old budding Photographer and Gold Award holder, Anna, it meant seizing an opportunity of a lifetime...



* Survey of 2,738 responses from 37 countries, between January 2023 and December 2023



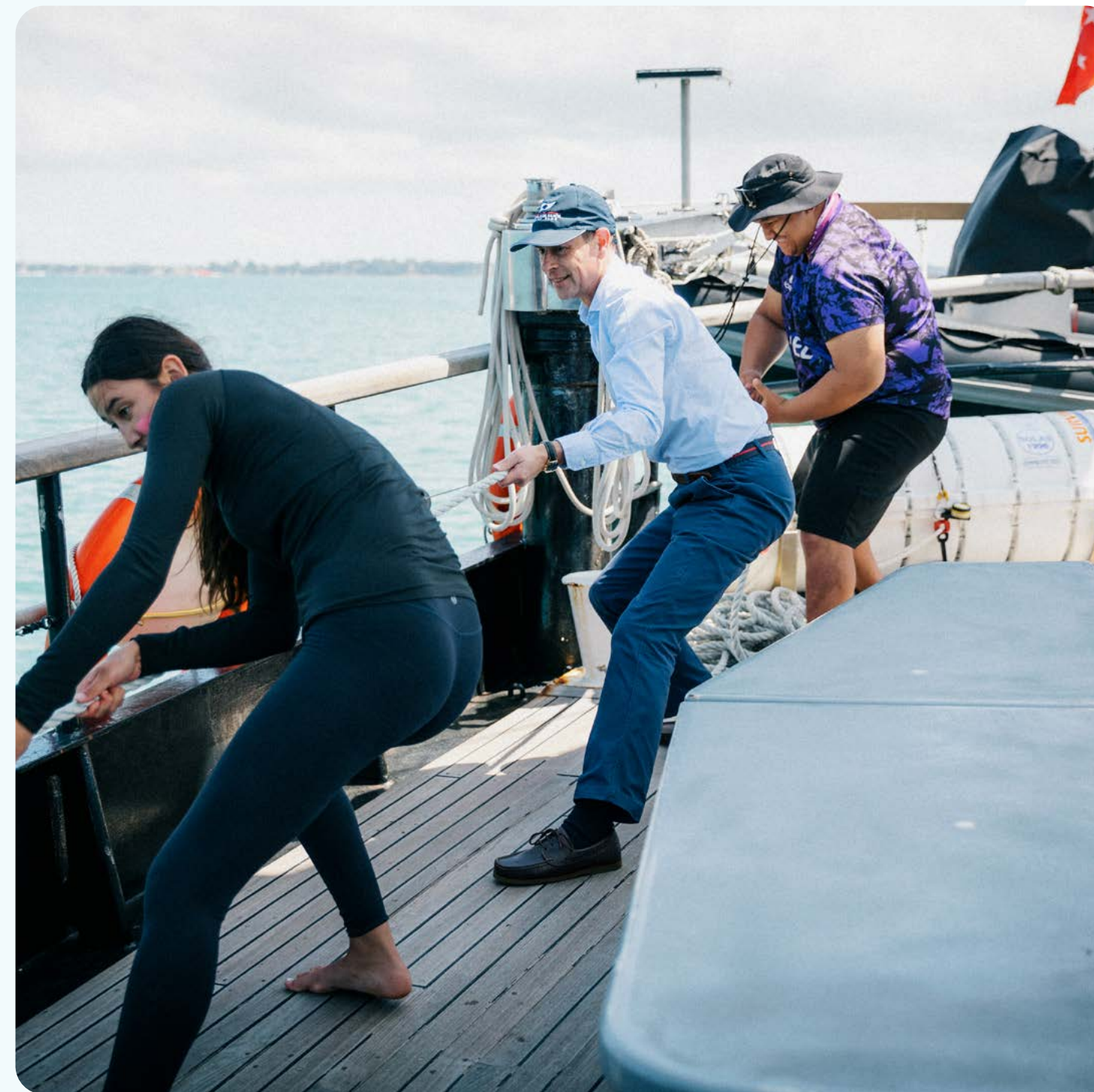
Youth Skills in the Spotlight

Over the year, HRH The Duke of Edinburgh has visited several countries who have each hosted events designed to demonstrate the 'Award in Action'. In Aotearoa New Zealand, The Duke went on board the sail training vessel *Spirit of New Zealand* to meet participants on a 10-day adventurous journey. It was just one event marking 60 years of The Duke of Edinburgh's Hillary Award.

Helping to record The Duke's visit was 17-year-old Gold Award holder Anna (they/them) whose Skill was photography. As The Award's 'official' photographer, Anna got the opportunity to cover the tour which included Auckland, Wellington and Christchurch, with many of their photographs being used widely in social media posts and news articles.

In the month following the visit, The Hillary Award saw the impact from the raised profile with an 18% increase in Bronze Award sign-ups. This positive trend continued into the new year, with an ongoing growth in registrations across the first quarter of 2024.

For Anna, since documenting The Duke's visit to New Zealand, they have been given a number of opportunities to build their portfolio. They now have their sights on the London Film and Arts Academy in 2025. Longer term, Anna hopes to become a photographer for National Geographic.



In both Aotearoa New Zealand and Australia, The Duke's visit enabled The Award to convene a number of discussions on the skills young people need today. These events brought together leaders from business, charity, education and policy makers as well as young adults. *"The visit enabled us to engage more than 1,000 Award stakeholders, via 10 events, across three cities in four days,"* reported Emma Brown, National Director of The Duke of Edinburgh's Hillary Award, Aotearoa New Zealand. *"The many inspiring and exciting conversations this visit enabled cannot be underestimated."*

Two of the Award holders attending one of the discussions in Sydney, Australia, Zahra and Jack, had the unique opportunity of quizzing The Duke about his own Award experience, his favourite memory and how it has helped him through life. [You can watch the full interview here.](#)

For Jack, attending the event sparked new conversations on how to support neurodiverse staff within the workplace. He has also been inspired to work for the Department of Foreign Affairs and take part in an International Skills Development Programme.



Digital transformation

As we move into an ever-increasing digitalised world, we have, for the first time, a new cohort of Award participants from Generation Alpha⁴ – the most technologically advanced young people to date. This presents an opportunity for the Foundation to continue full steam ahead on our road to a digital transformation.

By fully utilising the Online Record Book (ORB), young people can easily access a familiar world of a digital platform to incentivise them to complete Award-related tasks, such as setting goals, tracking their progress, and celebrating their achievements.

This will in turn, also improve the experience for volunteers and those who help run the Award more effectively. Crucially, it gives Award Leaders a simpler tool to track the Award participants they're supporting on their Award journeys. This offers real-time insights into participants' progress, making it easier to provide timely support and guidance. By also reducing administrative burdens on those supporting the Award programme, it streamlines the management of participant records and provides vital tools for reporting and communication.

ONLINE RECORD BOOK (ORB)

“At first, I wasn't sure what [The Award] entailed, but my curiosity led me to enrol in the Bronze Award level. From day one of the programme, I was captivated by the concepts and ideas presented. One thing that I found really great is the Online Record Book (ORB), thanks to which I can record all my achievements, self-evaluate myself and actually see my progress. It gives me a lot of joy.” Winner, Bronze Award participant, Togo.

With the ORB crucial to Award participants and Leaders alike, the Foundation is committed to making innovative advancements to the digital platform. In doing so, it will continue to scale the reach and access to the Award globally.

A delicate and integral feature of this work is ensuring improved security for users, something we'll continue to prioritise as part of the ongoing work with the Online Record Book.

Equally crucial to creating a superior user experience is the development of the platform itself, which is why we've added some cutting-edge new features, including a Messaging function. We've also simplified the registration process to give NAOs more control over the data they collect to align with their key performance indicators.

STATISTICS ABOUT ORB



Our Online Record Book is used by:

465
International
Award Centres⁵

47
National Award
Operators⁵

31% increase in the number of African Award Centres registered on the Online Record Book

32% growth in the number of Award Leaders actively using the Online Record Book in Africa

We continue to work on making our ORB more accessible globally and this year extended our training videos to include a French language version

⁴ Those born between 2010–2025

⁵ January–December 2023



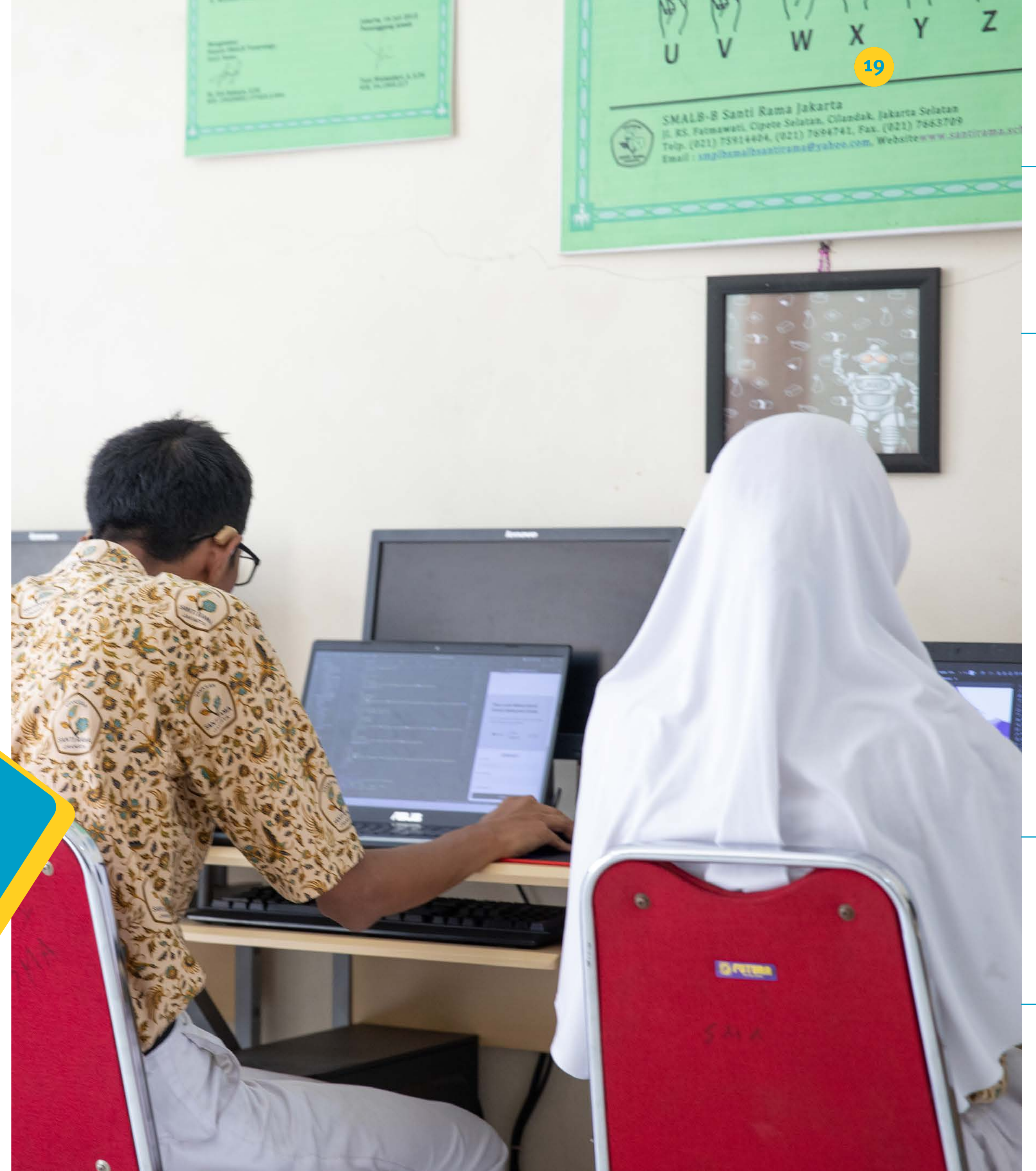
Digital transformation

AWARD COMMUNITY BUILDING BLOCKS

As we forge ahead with our digital transformation strategy, a new Award Community platform – designed with Adults in the Award as its primary users – will allow our operators to create a tailored user experience based on their roles and location. The Award Community platform has a range of flexible, tailored modules to enhance skills and improve knowledge of the Award and its operations. It will also provide greater tools for operators to deliver improved administration automation, feature additional translation tools, and better provide and share training modules.

The Award community pilot is set to launch in the latter half 2024. And with this marks the start of significant development plans for our digital offer so that we can provide a secure and robust platform that captures vital data for the Foundation and to the wider Association.

“The ORB app provides me with essential information about my participants whenever and wherever – so I can celebrate their success with them immediately.”
Michaela, Award Leader, Slovakia





Fundraising & Development

This year we successfully raised funds to support the work of the Foundation and our National Award Operators.

While the proportion of operational income is increasing as a total percentage, the foundation relies on voluntary income to carry out its work. We have maintained and developed strong supporter relationships and are grateful to benefit from the generosity of our World Fellowship⁶, a group of international philanthropists committed to the Award and its global growth.



In 2023/24 these philanthropic supporters contributed £1.7m, and a further £265k raised by the Foundation directly for our National Award Operators.

In September, many of our philanthropic supporters travelled to Istanbul, Türkiye, along with HRH The Duke of Edinburgh and the Foundation's Development team, where they were generously hosted by Benefactor of the Award, Mehmet Gültekin and the International Award for Young People – Türkiye, which delivers the Award to 2,855 young people.

World Fellows saw first-hand the impact of their support on young people, as they visited schools to see the Award in action. They met participants who showed off a wide range of their Award skills and activities, including working with futuristic robotics and plastic reducing

conservation efforts. World Fellows also attended an Award Ceremony, where more than 35 young people were presented with their Gold Awards.



“I had the incredible opportunity to present my BioArt project to HRH The Duke of Edinburgh, during his visit. As an independent participant for the International Award for Young People – Türkiye, I developed a project focused on climate change’s impact on insect life. Presenting my work to His Royal Highness was an unforgettable experience. His genuine interest and insightful questions made me feel immensely proud of my efforts. His encouragement has inspired me to continue exploring the intersection of art and science, and to raise awareness about environmental issues through my work.”

Belfu, Silver Award participant, Türkiye

“When I voluntarily joined The International Award for Young People – Türkiye Award, I aimed to contribute to the development of young people by expanding their own boundaries. In September 2023, I witnessed how dreams can come true with perseverance at the Award in Action event, attended HRH The Duke of Edinburgh. I was proud to be developing the vision of our young people within the framework of universal values in the Award, which provides the ability to cope with the difficulties in life and creates opportunities.”

**Canan Atalay, Award Leader,
A&J Supervisor and A&J Assessor, Türkiye**



⁶ The World Fellowship is comprised of three giving levels; **Fellow, Benefactor and Global Benefactor** with a minimum commitment of three years to build sustainability and help the charity plan for the future. All donors may designate up to 50% of their donation to a country where we have a National Award Operator present, or to another area of our work.



Fundraising & Development



THE FOUNDER'S FUND

The Founder's Fund was established as a memorial to our Founder, Prince Philip, the late Duke of Edinburgh. The intent is to create a £25m strategic fund to significantly boost participation, change the reach of The Award, who can access it and ultimately enhance the positive impact it can have on individuals, communities and society. Through a number of extraordinarily generous donors, we now have pledges worth some £20m and hope that we can achieve the ultimate goal shortly.

To test the objectives of the Fund, we invited three National Award Operators to act as our 'pathfinders'. As a result, Israel, Indonesia and Nigeria presented their business plans to the Founder's Fund Grants Committee who initiated the first grants totalling some £2.7 million over the next five years. The goal for each is to substantially improve their penetration of the 14–16-year-old markets thus improving their profile and perception as well as their impact.

We will be monitoring the pathfinders closely to learn how we improve the selection of future candidates, refine the objectives and assist with the development of the business plans. Our intent being to create a pipeline of prospects with a clear understanding of what they need to do to prepare and by when. We believe that it is only by such substantial investment that we can enable National Operators to become truly sustainable and achieve positive operational momentum into the future.



The Award in Nigeria

Thanks to its entrepreneurial leadership, the Award in Nigeria has had a remarkable year.



Selected as a Pathfinder country for its solid governance, considerable room for growth and robust local fundraising capabilities, among other things, the National Award Operator received official approval from the Ministry of Education to extend the Award to three states, with another three in progress.

Since the start of 2024, the team in Nigeria have delivered 'Award Lead' training to 20 licenced Award centres in Oyo State. Award Leads are young people nominated to support their Award Leader and provide additional support to other participants, which in turn develops a sense of community. They also serve as ambassadors for the Award under the guidance and mentorship of their trained Award Leaders, empowering them to play a pivotal role in youth engagement and adoption of the Award.

The Award in Nigeria is going from strength to strength, and we look forward to seeing the impact it has on more young people across the country.

"By the time I complete my Bronze Award Level, I envision myself having a significantly enriched vocabulary that enables me to speak my thoughts and ideas with proper grammar and confidence. Additionally, I aspire to have made progress in my physical fitness and achieve a healthy body, which will empower me to take on new challenges with vitality."

Jegede, Bronze Award participant, Nigeria

STATISTICS ABOUT NIGERIA



Nigeria is on target to reach an overall participation figure of

500,000
young people by
2030



Since the start of **2024**, the team in Nigeria have delivered Award Lead training to **20 licenced Award centres** in Oyo State.



Power through partnerships

This year, we continued our partnerships with HSBC and Stonehage Fleming and forged a new, very exciting partnership with Mastercard Foundation.

The past few years have seen the Foundation experience steady growth in a new income strand by partnering with companies and grant-making bodies. This diversification of income supports our future financial sustainability goals and brings with it a host of wider benefits. For example, greater awareness of the Award with global employers, opportunities to provide young people with specialist skill development, and funding for specific activity that is critical to the Foundation meeting its charitable objectives.

Our Partnerships team have worked hard to continually engage new partners and widen our portfolio, benefitting both the Foundation and the wider Association.

£429,770 received from corporate partners

2 National Award Operators received Founder's Fund grants

3 corporate partners





Spotlight: Stonehage Fleming

This year, we saw incredible success through our partnership with Stonehage Fleming; as part of their three-year commitment to support the delivery of the Award through leading South African non-profit organisation; Afrika Tikkun.

Many of the young people who attend Afrika Tikkun community centres have experienced challenging lives so far, with many living in very deprived areas. In 2022, the Award was introduced into five of their centres, with the hope of equipping participants with the skills to be world-ready.

Supported by volunteers on their Award journey, participants quickly thrived, like participant, Anitha: *“I learned to be patient, to believe in yourself and don’t underestimate the power inside you.”*

Of the 257 enrolled, 83% went on to achieve an Award with 110 young people attained their Bronze Award, and 105 attained their Silver Award.

And it’s not just the young people that have experienced the Award’s impact through this partnership, but the volunteers too. Like Award Coordinator Precious, who credits the Award with increasing her own resilience and self-confidence.

And she has been overwhelmed with the difference she’s seen in those young people also since starting the Award; and specifically the role that adult volunteers can play in young people’s development.

“When you volunteer you are giving your time, you are giving yourself, you are learning at the same time. When you give willingly you will get back. Working with young people – different energies, different gifts, different talents – you are also absorbing the great energy for yourself.”

“You become successful without even knowing it, because whatever you are giving you are getting back a hundred times. It might not show up today, but it will show up tomorrow.”

“It’s beautiful to see how a programme, in a few months’ time can change the perspective, change the way young people view life”, said Precious, Award Coordinator at Afrika Tikkun.



“I love the programme. It has changed me. It has changed everyone who has been in touch with what we do.”

Precious – Award Coordinator
Afrika Tikkun, South Africa

A WORD FROM OUR SECRETARY GENERAL

It is an honour, as a Gold Award holder and as a lifelong advocate for youth work, to have taken up the role of Secretary General of The Duke of Edinburgh's International Award Foundation and the Association of Operators worldwide.

I am delighted to join the Award family's ambition to make the Award accessible for all and more broadly to advocate for the role of Non-Formal Education and



Learning in young lives everywhere. I join a highly regarded team in the Foundation and feel privileged to be able to build on my predecessor, John May's significant legacy.

The Award's activity continues to thrive around the world through the Association of local Operators. Some of whom have seen, in 2023, a real rebound from the challenges of Covid. This year we saw not just a recovery but an increase in participant numbers to pre-pandemic levels, which has inspired even greater ambition for the year to come. The largest and oldest Operator, in the UK, continues to partner with the government to broaden its reach, empowering tens of thousands more young people to have access to the Award. This ambition is mirrored in many places around the world including in Canada and in Czechia where there is increasing collaboration with the government education systems.

The Award itself continues to be a leading example of inclusion, showing that no matter who you are, you are welcome to participate. It struck me as I visited a young offender's institution in Kathmandu, Nepal how these young people, prisoners, were receiving the very same Award that is awarded to Princes. The challenge is not where you come from but where you want to go; the same enthusiasm and drive is rewarded equally around the world.

The Foundation under the excellent interim leadership of Chief Operating Officer Stephen Peck has found a sustainable and robust financial model for the future. Building on the successful Independent Award Centre's where international schools can be licenced directly from the Foundation, we can see a diversified income of licence fees from national and independent operators alongside philanthropic and corporate fundraised income. It is worthy of note that the generous support from the World Fellows and new supporters in the Founder's Fund sets a very high bar of generosity, ensuring the Award can gather pace and improve impact around the world.

Meeting with Award national leaders in our regions, we have accepted the challenge found in our new Association Strategy that arose from the 2023 International Council meetings and the personal challenge from our Chair, HRH The Duke of Edinburgh, to "reach for the sky". This new strategy asks us to consider how to build a positive forward momentum that will enable more of our Operators to deliver sustainably whilst expanding reach to even more young people, especially those at risk and marginalised. This challenge is one that the Foundation will focus on carefully in the coming year and forms the basis for our strategic intent for 2024 and the Business Plan to 2028 that we will publish in the coming year.

LOOKING TO THE FUTURE

We have a very busy and exciting year ahead at the Foundation. We will support the launch of the Association Strategy through initiatives built into a new business plan for the Foundation with specific activities to increase the Foundation's ability to deliver capacity building to Association members and will aim to both challenge and encourage growth around the world.

The Foundation will facilitate the gathering of members to support engagement in the Association Strategy *Reach for the Sky* including our International Council meeting in Edinburgh 2024 when we will consider together ways of broadening participation in the Award, find ways to share learning and deliver support and advice to our network to enable them to reach young people with the Award framework. The Foundation will use this opportunity to empower local activity and to receive assurance about the quality and safety of Award Operators around the world.

We will consult on the digital strategy and data roadmap co-creating our digital ambition across the Association with particular regard to digital differentiation for our range of stakeholders. We will also launch our Award Community platform and advocate for a significant uptake of the Award Community from our members. In focussing on these initiatives, we hope to gather increased evidence of the outcomes of the Award and improve quality in delivering the Award.

We will create a new team focussed on external affairs, bringing together our communications, research and alumni initiatives with an emphasis on making the case for the Award to our supporters, public sector and civil society stakeholders and educators. In doing so we will put the youth voice at the centre of our work which we hope will demonstrate what we know to be true about the Award's significant and lasting impact on young people. The focus of our advocacy will be the advancement of non-formal education and learning for all young people.

We will work with partners to continue to build our case for support. Through our series of engagement events, we will continue to educate and empower global partners and supporters in our quest to bring the Award to all.

There's much to look forward to in this new chapter for The Duke of Edinburgh's International Award. We will work to harness our collective efforts across the Association so that we can grow dynamically and sustainably to best serve even more young people around the world.

Martin Houghton-Brown
Secretary General

The Duke of Edinburgh's International Award
Foundation and Association



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Find out more about the work of the International Award Foundation, and how you could support the next generation of changemakers

intaward.org

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