

# Media pack

The Duke of Edinburgh's International Award Malaysia



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## About The Duke of Edinburgh's International Award

The Duke of Edinburgh's International Award (the Award) equips young people for life. It is the world's leading youth achievement award. **In 2013 more than one million young people around the world took part in the Award, in over 146 countries and territories.**

By creating opportunities for young people to develop skills, get physically active, give service and experience adventure, the Award can play a critical role in their development outside the classroom. It also allows their achievement to be consistently recognised worldwide, giving young people unique international accreditation of their experiences.

The Award is transforming individuals, communities and societies around the world. Young people who do the Award become more confident and resilient, and develop skills in areas such as **communication, problem solving and leadership**. This in turn impacts on their communities, who see improvements in areas including employability, health and well-being, and educational attainment.

**In the past sixty years, millions of young people have participated and received Awards, with millions more benefiting from its impact in communities around the world.**

The Award is open to all young people regardless of their background and circumstances. Award projects around the world involve young offenders, street children and post conflict communities (see page 12). **The impact of the Award on these and many more young people is extraordinary - it transforms their lives.**

## Doing the Award

The Award, with its instantly recognizable 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.**

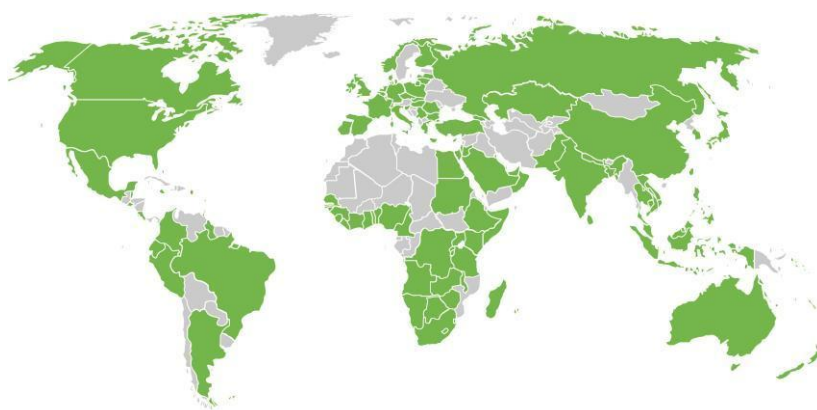


## The Award around the world

The Award was launched in the UK in 1956 as The Duke of Edinburgh's Award. From the very beginning the Award attracted interest from outside the UK, as its flexibility ensured that it could be adapted to any culture or environment. By the early 1970s the Award operated in around 30 countries. In 1988 The Duke of Edinburgh's International Award Association was established to manage the growth and quality of the Award internationally. The work of the Association is carried out by The Duke of Edinburgh's International Award Foundation.

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 nation to nation, the Award and its unique reputation with employers, policy makers and influential leaders remains unchanged and consistent.

As an international framework which remains the same wherever it operates, the Award is a unique global currency through which young people can demonstrate their achievements and value.



■ Countries and territories where the Award operates (as at 2013)

**The Award is  
offered in more  
than 140 countries  
and territories**



## About The Duke of Edinburgh's International Award Foundation

The Duke of Edinburgh's International Award Foundation (the Foundation) drives and supports the Award's global growth, so more young people can undertake the world's leading youth achievement award.

Working through our global network of Award Operators, we are creating new ways and places for young people to do the Award, using innovative online tools. We lead the Award's entry into new countries, ensuring global consistency.

The Foundation also works to increase global awareness of the value of non-formal education. This in turn creates demand for the Award, which is one way that young people's development outside the classroom can be recognised consistently worldwide. **We believe that non-formal education is a critical part of a young person's development, and that what young people do and learn outside the classroom should receive adequate recognition.** We want everyone to understand the value of a good non-formal education and why every young person needs one.

We are a registered charity and rely on the support of individuals, companies, trusts and foundations. They work with us to help empower forward thinking young people, who can make the most of a world of opportunity.



## Award key facts

- ➔ The Duke of Edinburgh's Award was founded in 1956 by HRH The Duke of Edinburgh.
- ➔ In 2013 more than one million young people around the world took part in the Award, in over 140 countries and territories. In the past sixty years, millions of young people have participated and received Awards, 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.
- ➔ The International Council is the governing body of the Association. The Council is chaired by HRH The Earl of Wessex. 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). The Foundation's headquarters are in London and we have regional offices in the Americas, Africa, Asia Pacific and EMAS (Europe, Mediterranean and Arab States).
- ➔ Our long term ambition is that by 2026, when The Duke of Edinburgh's International Award celebrates 70 years, every eligible young person will have the opportunity to participate in the Award.
- ➔ Every day, more than 1,500 young people start their Award journey.
- ➔ More than 170,000 volunteers, including Award Leaders, support young people around the world to achieve their Award.



## Award benefits

The Award provides a range of benefits for a number of audiences, including:

### 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.

### 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.

### 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

Our website 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:



### Life through a lens *Ghana*

Patricia Yeboah's Award project has enabled marginalised young women to share their stories and experiences with the community through the art of photography.

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### Micro-financing in the community *India*

Concerned by the plight of poverty in his community, Aviral Gupta decided to take action.

[READ MORE](#)



### Rehabilitation through the Award *UK*

Spencer proves that the Award is open to all, regardless of their background or ability.

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### Former offender receives Gold Award *South Africa*

Errol De Souza explains how the Award helped turn his life around.

[READ MORE](#)



### Raising hope *Kenya*

Julius helps young people in the Mathare slums cope with the challenges they face.

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### Campaigning for life-saving vaccines *Pakistan*

As part of her Award Service, Hina raised awareness of the need to protect against polio.

[READ MORE](#)



### First female to get Gold in her country *Hong Kong*

Dr Rosanna Peeling explains why the Award is a valuable tool for young women's development.

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### A lesson learned *Kenya*

Judy Cheshire launched an initiative to help young people complete their education.

[READ MORE](#)



### A Canyon to Climb *Ireland*

Janice Mustafova overcomes her illness to get Gold.

[READ MORE](#)



### Second chances *UK*

Former young offender Danielle explains how the Award helped her rebuild relations with her family, friends and the community.

[READ MORE](#)

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inspiring young

people – see page 12

## Award outcomes and impacts

As a non-formal education programme, the Award can play a vital role in providing opportunities for young people to develop essential life skills, increase their employability and foster their creativity and innovation.

The Award is transforming individuals, communities and societies around the world. We have developed **nine impact measures** to quantify and explain the relationship between short term personal outcomes in young people and the longer term social impact of the Award.

It is likely to take many years for the results of the impact measures to become evident, therefore we have also established a set of ten **outcome measures** that can be observed in the short-term. We are currently measuring these outcomes in young people doing the Award and will report on them in 2015/16.



## Award people

### **HRH The Duke of Edinburgh KG KT, Award founder**

The Duke of Edinburgh's International Award was founded by HRH The Duke of Edinburgh KG KT, in 1956, in conjunction with Kurt Hahn, the German educationalist.

Both were concerned that young people's development was lacking in certain key areas, and they resolved to create a programme that would be a 'do-it-yourself kit in the art of civilised living'.

The subsequent spread of the Award across the globe is testament to the universal appeal of the framework, and the vision of its founder.

### **HRH The Earl of Wessex KG GCVO, Foundation Trustee**

HRH The Earl of Wessex has been a trustee of The Duke of Edinburgh's International Award Foundation since 1987 and has chaired the International Council for the last 17 years.

He is a Gold Award holder and is also a Trustee of the Award in the UK. For many years, HRH The Earl of Wessex's personal Special Projects initiative has helped extend the reach of the Award, particularly to young people considered to be at risk or marginalised in society.

### **John May, Foundation Secretary General**

John joined the Foundation

as Secretary General in 2011. Trained as a primary school teacher, John has worked with children and young people in a variety of situations, ranging from schools in suburban England to refugee camps in Uganda.

He became a head teacher at 28, going on to develop a reputation for regenerating underperforming schools. John has since been the national Education Director of Business in the Community and Chief Executive for Career Academies UK and Young Enterprise. John is a former UNICEF non-executive director, a judge of the TES Schools awards and helped to found 'Teach First'.

### **HRH The Countess of Wessex, Foundation Global Ambassador**

We created the honorary Global Ambassador role in 2013. The Countess plays a valuable part in raising awareness of the Award and the impact that it has on young people and their communities around the world.

The Countess has a genuine commitment to promoting the work and need of organisations that focus on helping and improving opportunities for children and young people. We are extremely fortunate and grateful that she accepted our invitation to become our sole Global Ambassador.

John is available  
for media  
interviews – please  
see page 12

## Get in touch...

We have a range of resources available should you wish to develop a story or feature on the Foundation or Award, including:

- **Interview access to:**
  - John May, Secretary General
  - Foundation regional directors
  - 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)
- **Feature development support in areas such as:**
  - The Award's 60<sup>th</sup> Anniversary in 2016
  - Non-formal education
  - Employability
  - Volunteering
  - Empowering young people
  - Social mobility and integration
- **Still and video footage**



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