

DELIVERING THE DUKE OF EDINBURGH'S INTERNATIONAL AWARD



THE AWARD



The Duke of Edinburgh's International Award is an experiential education and learning framework operating in more than 120 countries and territories, helping to inspire young people to dream big, celebrate their achievements, and make a difference in their world.

By focusing on key activity areas- Skills, Physical Recreation, Voluntary Service, and the Adventurous Journey- along with the Gold Project as a capstone challenge at the Gold Level, the Award encourages participants to develop transferable skills, increase their fitness levels, manage mental health, cultivate a sense of adventure, and volunteer in their communities.

Around one million young people are currently completing their own unique program, via hundreds of thousands of youth-focused partners and operators, including schools, universities, outside-of-school programs, pre-professional organizations, and any other agency serving young people ages 14 to 24.

This guide sets out how your organization can become licensed to deliver the program as an Award Center in partnership with The Duke of Edinburgh's International Award USA (Award USA).

THE DUKE OF EDINBURGH'S INTERNATIONAL AWARD IN A YEAR*



Operating in

**120+ COUNTRIES
AND
TERRITORIES**

1 MILLION PARTICIPANTS

**51%
FEMALE**



**44%
MALE**

5% UNDISCLOSED/OTHER/SELF-IDENTIFICATION



1,400+

NEW PARTICIPANTS DAILY



**214,000 YOUNG PEOPLE GAINED A
BRONZE, SILVER, OR GOLD AWARD**



**162,500+
VOLUNTEERS**

WHY DELIVER THE AWARD?



With the support of adult mentors, The Duke of Edinburgh's International Award encourages young people to pursue their passions and believe in the power of their potential.

While the framework of this internationally recognized credential remains the same around the world, participants select personalized areas of interest to pursue. Each young person develops their own unique Award program and works towards goals that build the character, skills, and confidence needed to improve themselves and their communities.

The Award encourages them to step outside their comfort zone and develop positive habits that they will take with them for the rest of their lives.



THE AWARD FRAMEWORK

THREE LEVELS	
	BRONZE Aged 14+, 6 months min
	SILVER Aged 15+, 6-12 months min
	GOLD Aged 16+, 12-18 months min

FOUR ACTIVITY SECTIONS (FIVE AT GOLD LEVEL)	
	SKILLS Develop transferrable skills
	Physical Recreation Get active
	Voluntary Service Give back to communities
	Adventurous Journey Experience adventure and learn to lead
	Gold Project Broaden horizons, meeting others in a new environment*

*Gold Level only

Not all learning happens in the classroom – in fact, some of life’s biggest lessons happen in the least likely locations.


The value of experiential education and learning is increasingly recognized by global institutions and education experts alike. The Award provides a fantastic foundation for a young person to thrive, now and in the future. It can even amplify the learning they experience in the classroom. That is why thousands of schools, universities, and other youth organizations around the world value the Award so highly as a key part of a truly holistic education.

The Award focuses on developing the wider life skills which help young people to thrive in college and career. They learn to approach activities with intentionality and a growth mindset.

Participants of the Award commonly report an increase in their self-confidence; resilience; leadership skills; creativity and adaptability; planning and problem-solving; communication skills; and personal and social well-being, amongst many other benefits.

Any organization with young people between the ages of 14 to 24 can deliver the Award. The flexibility of the framework means that it can be delivered in a multitude of contexts and locations. Access to the Award is a priority for our organization and we are committed to serving all young people that seek the program.

ORGANIZATIONAL BENEFITS OF DELIVERING THE AWARD



Delivering the Award brings your organization many benefits, not least of which is the opportunity to help develop young people and support them on their journey as they discover what they are truly capable of.

By delivering the Award, your organization will:

- Complement existing curriculum and programming.
- Provide youth with an international credential for their outside the classroom activities.
- Access an online system where goal setting and reflection in a range of activities are recorded and can be utilized for college admissions essays, scholarship applications, job interviews, the CAS component of the IB Diploma, etc.
- Grow socialization skills and enhance wellness programs while encouraging youth to make a lasting difference in their communities.
- Provide staff with leadership and development opportunities through Award delivery.
- Become part of an international network of Award Centers, Leaders, and like-minded individuals and organizations.

“The Award program imparts essential skills crucial for success in both personal and professional spheres to all of its participants. Achieving this Award sets an individual apart, showcasing their ability to take initiative and emerge as a leader within their community.”

**Blake S.
Gold Award Holder
Mukwonago, Wisconsin**



SUPPORT AND SERVICES FROM AWARD USA

As a licensed Award Center, you will benefit from:

- ▶ Access to a recognized international brand.
- ▶ Ongoing support from a dedicated member of our Program Staff.
- ▶ Regular communication updates from the Award USA team.
- ▶ Access to online learning materials to support you and your staff to grow and develop.
- ▶ A portfolio of Award delivery tools and resources.
- ▶ Virtual training sessions and gatherings.
- ▶ Membership in a global peer-to-peer discussion forum.
- ▶ Use of the Online Record Book – a digital platform for paperless management of the Award at your organization.
- ▶ Guidance for in-house annual Award Ceremonies for Award Holders at your organization.
- ▶ Opportunities for Participants and Award Center representatives to attend national Gold Award Ceremonies on a biennial basis.

"As Award Leaders, The Duke of Edinburgh's International Award has allowed us the opportunity to engage with students in ways that we might not normally...[Participants are] encouraged to step outside of their comfort zone, they're encouraged to do something that's a little bit different, something that they might not otherwise have had the opportunity to do, all inside a non-competitive environment where really, they can't fail."



Alan Howie

Award Coordinator
Viewpoint School, CA



"There are so many different ways you can approach the Award. It gives you the freedom to pursue subjects you're passionate about, while also giving you the structure that makes the process of realizing a dream practical. I'm certain that you or anybody can find something- a cause, an issue- that they're passionate about and that they want to share with the world."

Katherine M.

Gold Award Holder
New York, New York



HOW TO BECOME LICENSED TO DELIVER THE AWARD

The Duke of Edinburgh's International Award USA uses a social franchising model to delegate, under license, the rights and responsibilities of delivering the Award in the United States.



Award USA partners with a variety of entities, including schools, universities, outside-of-school programs, pre-professional organizations, and any other agency serving young people ages 14 to 24. Our framework adapts to a wide variety of contexts.

There are several factors for success that we consider before licensure. We seek the following attributes in a potential partner:

- Be a reputable public, private, or nonprofit entity that currently provides programming to young people between the ages of 14 to 24.
- Demonstrated commitment to youth development and a strong vision for the Award within your organization.
- Capacity to launch the Award with a cohort of about 20-30 participants, ideally with the goal of growing over time.
- Have the staffing and funding to ensure the long-term sustainability of the Award program.
- Internal capacity to run the Adventurous Journey or ability to partner with a [Registered Activity Provider](#).
- Appropriate youth protection policies/procedures and insurance. See page 13 for more detail.



STEPS TO BECOME LICENSED AS AN AWARD CENTER

STEP 1

DETERMINE THE LEVEL OF INTEREST

It is essential to determine if there is sufficient interest among your young people, and their parents/guardians if applicable, to really make the Award successful at your organization. You may wish to evaluate the level of interest by holding an informational evening about the Award, or simply by sending out an email to young people and parents/guardians with an overview of the Award so they can begin to understand what the program is about. Award USA provides materials to support this upon request.

STEP 2

ENLIST THE SUPPORT OF SENIOR LEADERS

It is important that your senior leaders are willing to support delivery of the Award and remain committed to its ongoing success.

Your organization should be prepared to back the Award with three key resources:

► **PERSONNEL**

An Award Team of adults with sufficient time and resources to administer the Award, as well as other helpers to support its delivery.

► **FINANCE**

Includes the costs of licensing; training for adults; materials (including Adventurous Journey equipment); and ongoing administrative/staffing costs.

► **FLEXIBILITY**

Delivering the Award, and the Adventurous Journey in particular, necessitates sustained planning and effort on the part of participants, Award Leaders, organizational leaders, and staff. Support and understanding of Award activities and young people's time commitment is essential for facilitating success.

STEP 3

IDENTIFY AND RECRUIT YOUR AWARD TEAM

Identify the specific individuals willing to commit their time to the Award. The Award is comprised of extracurricular activities taking place outside of required schoolwork, with its framework and corresponding mentorship supporting participants in goal setting and ongoing reflection. It is useful to have a structure for the Award where cohorts meet regularly to connect with their Award Leader, enter logs, share insights, and prepare for the Adventurous Journey.

Award Team roles include:

► LICENSE HOLDER

The person who confirms that the Award should be offered by the organization, signs the license, and holds the responsibility for ensuring adherence to the terms of the license.

► AWARD COORDINATORS

Takes overall operational responsibility for the delivery of the Award to participants. At least two individuals need to train as Award Coordinators to launch the program, and they may simultaneously fill the roles of Award Leader, AJ Supervisor, and AJ Assessor.

► AWARD LEADERS

Actively work with participants, mentoring them to choose their activities, monitoring their progress, and coordinating aspects of their Award programs.

► ADVENTUROUS JOURNEY SUPERVISORS

Organize and carry out the Adventurous Journey section with participants and take legal responsibility for the groups while out on their journeys.

► ADVENTUROUS JOURNEY ASSESSORS

Certify that the participants have successfully completed this section of the Award.

► OTHER VOLUNTEERS AND HELPERS

Additional helpers who support the delivery of the Award across all the sections.

STEP 4

APPLY FOR AN AWARD CENTER LICENSE

Complete and submit the [online application](#) for an Award Center License. The application can be saved and completed in more than one sitting. It may take 1-3 hours to complete, depending on how readily available your data and documents are.

In order to become licensed, you will be asked to provide the following information and documentation:

- ▶ Confirm that your organization is an established and reputable legal entity.
- ▶ Explain the vision for the Award within your organization and how you see it aligning with your goals and current work.
- ▶ Confirm that prospective participants have regular contact with the organization, typically spanning a minimum of 6 months, such that the organization can provide a successful structure to deliver the Award.
- ▶ To the extent possible, provide demographic information for your existing constituency of young people within the 14 to 24 age group.
- ▶ Name the intended individuals who will manage the delivery of the Award at your organization (at minimum the two Award Coordinators).
- ▶ Explain and provide supporting documentation of the organization's insurance policies and youth protection procedures.
- ▶ Confirm that sufficient funding is available to support Award delivery. (Please note if you are seeking financial assistance from Award USA or another source.)



STEP 5

LICENSE AGREEMENT, SIGNATURE, AND ANNUAL LICENSE FEE PAYMENT

Assuming all the previous steps have been followed and your organization meets the requirements to become licensed, Award USA will prepare your Award Center License agreement for review and signature by the License Holder. Upon returning it to Award USA, our leadership will countersign to make our partnership official. The first annual license fee will then be invoiced.

STEP 6

DELIVERING THE AWARD – TRAINING & ONBOARDING

Award USA is committed to providing high-quality support and training for adults in the Award.

Once licensed, your Award Team will be fully supported by a dedicated member of our Program Team. They will guide you and your team to become fully trained; to launch the Award and recruit participants; and to successfully deliver the Award to the young people who wish to participate.

Our training is 100% online and includes a mix of independent and instructor-led sessions for Award Coordinators. There is also training guidance for individuals filling other roles on your Award Team. It is designed to equip Award Teams with specific knowledge and skills to deliver the Award, as well as connect them with resources to reference over time.

After training, the team will meet with their Program Team member for a personalized onboarding session, where they will begin to map out action items and a timeline for delivering the Award in the first year and beyond.



Contact
info@usaward.org
for more information today!

The Duke of Edinburgh's International Award USA
53 W. Jackson Blvd.
Suite 1742
Chicago, IL 60604
United States of America

