

How to describe The Duke of Edinburgh's International Award

As an organisation delivering The Award you may wish to use the text below to help explain The Duke of Edinburgh's International Award to your audiences.

The sample web copy can be used on your website or if you need to describe the Award in other contexts we have provided copy which describes the Award in one sentence, one paragraph and in longer versions.

Sample web copy

What is The Duke of Edinburgh's International Award?

The Duke of Edinburgh's International Award is the world's leading youth achievement Award and equips young people for life in over 130 countries and territories across the globe.

The Award is available to all young people aged 14-24. Doing the Award is a personal challenge and not a competition against others; it pushes young people to their personal limits and recognises their achievements consistently. The Award encourages young people to design their own programme of activities, set their own goals and challenge themselves to achieve their aims.

Since its launch 60 years ago, the Award has inspired millions of young people to transform their lives. Through non formal education, the Award can play a critical role in a young person's personal development. You can find out more here www.intaward.org

What is involved?

The Award is comprised of three levels and four sections. Participants complete all four sections at each level in order to achieve their Award. At Gold level, participants also complete a Residential Project.

The three levels to the Award:

Bronze: for those over 14 years.
6 months minimum participation.

Silver: for those over 15 years.
12 months minimum participation

Gold: for those over 16 years.
18 months minimum participation

The four sections of the Award:

Service

Participants volunteer in their communities, make a positive contribution to society and demonstrate social responsibility.

Physical Recreation

Encourages young people to improve their fitness and performance and enjoy healthy lifestyles for good mental and physical wellbeing.

Skills

Enables participants to develop their talents, broaden their abilities, increase their self-confidence and improve their employability.

Adventurous Journey

Young people discover a spirit of adventure and gain a deeper understanding of the environment and the great outdoors.

And at Gold only:

Residential Project

Participants broaden their experience by staying in an unfamiliar environment with other young people, taking part in a worthwhile project and building new relationships.

Describing the Award in other materials

If you need to describe or explain the Award in a different context you might find the text below helpful. You can choose which text you use based on how much space you have.

Describing the Award...

...in one sentence:

The Duke of Edinburgh's International Award is the world's leading youth achievement Award.

...in one paragraph (42 words):

The Duke of Edinburgh's International Award equips young people for life. It is the world's leading youth achievement award. In 2017 more than 1.3 million young people around the world took part in the Award in more than 130 countries and territories.

...in two paragraphs (109 words):

The Duke of Edinburgh's International Award equips young people for life. It is the world's leading youth achievement award. In 2017 more than 1.3 million young people around the world took part in the Award in more than 130 countries and territories. Since the Award's launch 60 years ago, it has inspired millions of young people to transform their lives.

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.

...in three paragraphs (166 words):

The Duke of Edinburgh's International Award equips young people for life. It is the world's leading youth achievement award. In 2017 more than 1.3 million young people around the world took part

in the Award in over 130 countries and territories. Since the Award's launch 60 years ago, it has inspired millions of young people to transform their lives.

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The Duke of Edinburgh's International 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 impact on their communities, who see improvements in areas including employability, health and wellbeing, and educational attainment.