



THE DUKE OF EDINBURGH'S
INTERNATIONAL AWARD



THE AWARD IN NUMBERS GLOBAL

OVERVIEW*



Operating
in more than
130
countries and
territories

“

I feel more motivated and confident to take on the challenges of the world. It is now easier for me to accept new concepts and situations, adjusting myself as needed.

Bronze Award participant, Malaysia

”

“

It is an amazing opportunity to get recognised, while giving back to the community. It has taught me essential life skills and brought me closer to friends. I have created memories that will last me a lifetime.

Gold Award participant, Australia

”



150,000+
participants from at
risk or marginalised
backgrounds



180,000+
volunteers



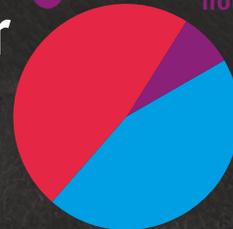
1.3+
million
participants
worldwide



1,800+
new participants
daily

Gender

47%
female



8%
not disclosed

45%
male

AS A RESULT OF DOING THE AWARD¹...

THE AWARD AND VOLUNTEERING...



65%
believe they have
changed as a person



93%
encouraged to try
something new



66%
now feel part of
their community



86%
will continue
volunteering regularly²



90%
challenged



74%
inspired



180,000+
adult volunteers
support participants
worldwide



More than
6.6
million hours devoted
to volunteering by
participants who completed
Awards during 2017³

¹ Survey of 7,397 respondents, from 62 countries, May 2017 - September 2018.

² As a result of doing the Award, 86% of those surveyed intend to continue volunteering at least once a month, compared to 49% surveyed prior to doing their Award.

³ Figure covering the approximate amount of time participants who completed their Bronze, Silver or Gold Award between 1 January - 31 December 2017 spent volunteering. Does not include time spent volunteering by current participants.

BUILDING POSITIVE HABITS...



94%
plan to continue
regular exercise⁴



66%
of those who exercised less
than once a month before starting
their Award continue to exercise
at least once a week



53%
of those who never practised
a skill prior to the Award,
intend to continue their
skill at least once a week

RECOMMENDING THE AWARD

“

I would definitely recommend the Award to any young person seeking to learn valuable life lessons, learn new skills and benefit their community. This is such a positive experience and it is able to open people up and create leaders for today, changing and shaping our future.

Gold Award participant, Canada

”



86%
of the Award holders said
they would recommend
the Award to others

Net Promoter
Score⁵ (NPS):

33
Overall

61
Gold

⁴ Of those surveyed 94% intend to continue regular physical activity at least once a week.

⁵ Net Promoter Score (NPS) aims to measure the loyalty that exists between a provider and a user. Scores range from -100 to +100. The overall NPS score for the Award is 33, with an NPS of 61 for Gold participants.



**#WORLD
READY**

CONTACT US

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