



EMPOWER YOUR SCHOOL WITH THE AWARD

A Transformative Experience for Your Students and Educators

Empower Your School with the Award

The Award is a transformative program that enriches the educational experience for students and educators. By integrating experiential learning into the classroom, the Award helps students develop essential life skills, build resilience, and foster a sense of community. As a principal, you have the opportunity to implement this innovative program in your school, enhancing student engagement and promoting holistic development.

Is classroom learning alone enough?



2 in 3 young people



and 4 in 5 adults

...say classroom/formal learning alone is not enough to prepare them for the world.*



*Source: World Ready Discussion Paper- The Duke of Edinburgh's International Award

In a rapidly changing world shaped by technological advancements and global shifts, the importance of lifelong non-formal learning has never been more evident. In a recent study by Mccrindle, it was shown that **83% of students acknowledge the necessity of further study to succeed in their careers.**

Automation, data analytics, and global connectivity are redefining industries, necessitating skills like perseverance, adaptability, and problem-solving. As traditional job structures evolve, individuals must embrace continuous learning to stay competitive. As a principal, you play a pivotal role in preparing students for the dynamic challenges of tomorrow's workforce. Together, let's prepare our students to excel and lead in the future with the tools they need to thrive in an ever-evolving world.

“

As a high school teacher and long-time Award Leader I see the Award as an incredible opportunity for personal development for young people that will help them be successful throughout their lives. While learning about outdoor survival and expedition skills, participants are contributing service to their home communities, improving physical fitness, developing personal interests, and building leadership skills. **Seeing the pride and sense of accomplishment displayed on the faces of Award recipients and knowing that you've made a difference in the lives of these young people is what being an Award Leader is all about.**”

Dave Maynard, Duncan
MacMillan Rural High
School, Nova Scotia



Social Value of the Award

By measuring the social value of the Award, we are able to illustrate the personal impact the Award framework makes on our participants and adult volunteers as well as the overall positive impact the Award plays on society and communities across Canada. The Award continues to maintain a strong social value benefit to Canadian society. Notably through our stakeholder’s participation in Award related activities, the Award generated \$18.4 million in social value or \$3.15 for every \$1.00 invested into the Award.

\$18.4M Total Social Value Generated

\$42.3M Total Future Social Value Generated

\$1 : \$3.15 Social Return on Investment: Based on the social value analysis of Award Canada in 2022, \ we estimate that for every \$ 1.00 that was invested in the Award, \$ 3.15 in social value was generated

 **\$7M+** Social value of support to charitable & community causes

 **\$799K** Social value of improved physical health & fitness

 **\$7.9M** Social value of improved mental health & emotional wellbeing

 **\$2.5M** Social value of improved social cohesion

 **\$7M+** Social value of improved employability & earning potential

Growing the social value impact of the Award on young people in Canada

2019		2022
\$6.7M		\$15.1M
per young person who completed a Gold Award		
\$2,700		\$17,200
per young person who completed a Silver Award		
\$2,100		\$9,000
per young person who completed a Bronze Award		
\$1,900		\$7,500

The Award framework develops life habits that young people carry with them into adulthood. Young people who participate in the Award meet new friends, gain self-confidence and experience a sense of purpose and satisfaction resulting in many wellbeing benefits. Together with our research partners PricewaterhouseCoopers, we have identified social value impact categories that quantify the value of these wellbeing benefits in monetary terms. These are some of the many wellbeing benefits for young people experience, which contribute to the social value of the Award.



\$2.1M
was generated through participants volunteer activities

87%
feel they can make a difference in their community

85%
recognize the importance of contributing back to their community and society



83%
have improved their physical fitness

80%
feel more determined

75%
now see challenges as opportunities to develop



70%
feel more confident

77%
feel more resilient

85%
are more more satisfied with their lives



94%
made new friends

79%
feel more comfortable in new and unusual situations

94%
feel their voluntary service activities had a positive impact on them and their wider community

“

The Award is a great opportunity to learn more about the students and their interests. Supporting them with their non-academic goals has helped me develop a stronger relationship with them. The participants gained skills such as time management, organization, and resiliency as they worked towards their goals. The skills and attributes they gain through the process of completing the Award support their development of the BC Core Competencies. Through completing the Award, they develop into community-oriented citizens we want representing our school.”

Deanne Neilson
Meadowridge School, BC



The Vision and Framework

The Award draws its inspiration from Kurt Hahn, a pioneering educator dedicated to holistic youth development. Hahn’s educational philosophy, emphasizing experiential learning and personal growth, is embedded in the structure of the Award. It addresses modern youth challenges by imbedding solutions based on Hahn: community service, skill development, physical challenge, and adventurous expeditions.

The Award Framework:



Supporting Youth Development:

The Award supports youth aged 14 to 25 through critical life stages, integrating Positive Youth Development (PYD) and Self-Determination Theory (SDT) principles. This comprehensive framework fosters autonomy, competence, and relatedness among participants.

-  Resilience & Determination
-  Problem Solving Skills
-  Empathy
-  Health & Safety Mindset
-  Confidence
-  Success at School
-  Volunteerism
-  Interpersonal Skills
-  Treat Others with Fairness
-  Relationships & Leadership
-  Socialization Skills
-  Honesty & Trustworthiness
-  Physical Fitness

Benefits of Integrating the Award

Implementing the Award in your school offers numerous benefits for teachers, your school, and the community, creating a more engaging, supportive, and dynamic learning environment. Here are the key advantages:

For Teachers:

- ✓ **Enhanced Student Engagement:** The Award extends learning beyond the classroom, increasing student enthusiasm and motivation by aligning with the 7 Elements of the Award Canada Way.
- ✓ **Stronger Student-Teacher Relationships:** Teachers build stronger bonds with students through mentorship, fostering trust and rapport.
- ✓ **Activating the Curriculum:** Integrating the Award into teaching provides experiential learning opportunities, enriching the educational journey.
- ✓ **Holistic Skill Development:** Students develop resilience, leadership, teamwork, and problem-solving skills through Award activities.
- ✓ **Professional Development:** Teachers gain professional growth by acting as Award Leaders and incorporating Award principles into their teaching.
- ✓ **Alignment with Educational Principles:** The Award aligns with positive youth development, experiential learning, and student-centered education, enhancing overall student experience.
- ✓ **Preparation for Future Success:** The Award equips students with essential life skills for success in higher education and future careers.
- ✓ **Adventure Awaits:** Teachers and students embark on thrilling adventures, creating unforgettable learning experiences beyond the traditional classroom.

- ✓ **Personal Fulfillment:** Teachers find personal fulfillment and job satisfaction through mentoring and witnessing student success.
- ✓ **Recognition of Innovative Practices:** The Award framework recognizes and celebrates innovative experiential learning approaches.
- ✓ **Personalized Learning and Differentiated Instruction:** A resource tool and solution for teachers working to meet diverse learning needs and interests. The Award provides opportunities for personalized student learning, while remaining adaptable to curricular needs.

For Principals and Schools:

- ✓ **Community Engagement:** Schools become active community participants, fostering partnerships and promoting social responsibility among students.
- ✓ **Contribution to School Culture:** The Award cultivates a positive school culture centered on student empowerment and personal growth.
- ✓ **Elevated School Profile:** Implementing the Award positions your school as a forward-thinking institution committed to holistic education.
- ✓ **Improved Student Outcomes:** The Award enhances student confidence, resilience, and academic success, reflecting positively on the school.
- ✓ **Attractive Enrollment:** The Award's unique opportunities boost school attractiveness to prospective students and parents, enhancing enrollment and reputation.

Hear the impact of the Award from young people themselves!

Each year, we ask young people who complete an Award level to share their experiences and the personal impact of the Award. Their feedback consistently highlights the profound, positive changes they've undergone. From building confidence and resilience to developing leadership skills and a sense of community, our participants' stories are a testament to the life-changing benefits of the Award.

As a result of completing their Award...



85%
felt challenged



94%
feel they made new friends since starting the Award.



92%
tried something new



87%
believe they can make a difference in their community



75%
feel the Award helped prepare them for the next stage of their life



81%
said they would recommend the Award to a friend

Building Confidence in 21st Century Skills...

Each section of the Award nurtures and helps young people build 21st century skills that employers and post-secondary institutions are seeking. These skills give our Award participants the edge when entering the workforce or the next level of their academic life.

Problem Solving Skills



89% were confident in their ability to **consider the pros and cons of different options** and deciding which one is best.

Interpersonal Skills



92% were confident in their ability to **consider others peoples perspective in a group**.

Socialization Skills



72% were confident in their ability to **speak or present in front of groups of people**.

Join the Award today and help your students build a brighter future!

Get started here!

Contact Us:

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