

BE **#WORLDREADY**



# ANNUAL REPORT 2020

*"There is more in you than you think." — Kurt Hahn*







## LOOKING TO THE FUTURE

*“Millions of young people across the world between the ages of 14 and 24 have now taken part and received bronze, silver and gold awards. Now, more than ever, we need to invest in the world’s most precious resource – our young people – to ensure they have everything they need to tackle the current challenges they face and create a brighter future for themselves and their communities.*

*My father was a pioneer in non-formal education and learning and even 65 years ago, he recognized that young people needed to be resilient, confident and adaptable. He recognized that these were attributes that you didn’t necessarily learn in a classroom – but rather, were developed through persistence, challenge and commitment in areas like voluntary service, sport, hobbies and adventurous pursuits. He founded the Award to help young people discover that they are capable of so much more than they ever realized.”*

HRH, The Earl of Wessex,

Chairman of Trustees to The Duke of Edinburgh's International Award



## LOOKING TO THE FUTURE

*“The Duke of Edinburgh's International Award program, through the experience gained, the dedication of its volunteers and staff, is a complex and rewarding experience for all its participants. Therefore, the encouragement and recognition reflected on the young people in Romania gives it invaluable value. Its impact is felt after the first steps in this country, and its role as a model initiative is widely recognized.*

*That is why I am very happy to be the patron of The Duke of Edinburgh's International Award program in Romania. Through my symbolic role I hope that our mission to provide dignity, trust and hope to the thousands of children and young people in Romania will find the support necessary for the Award program to become a success.*

*In this mission, both the Royal Family and myself will be involved partners. What we aim to do is more than build lives - it is a help in forming and strengthening the new generations that Romania needs for its own future.”*

Her Majesty Margareta,  
Custodian of the Romanian Crown





## LOOKING TO THE FUTURE

*“We started 2020 facing a real challenge, COVID-19 pandemic that changed everything and we needed to rethink our entire strategy. We focused our attention on supporting existing Award centers, and even with all the restrictions our participants doubled. It is clear our focus should be switched to Award center care and be more selective of possible new partners.*

*As we enter 2021 we are refocusing all our people on a simple vision and mission. Refocusing on the very essence of our founder Kurt Hahn’s words, “There is more in us than we know if we could be made to see it; perhaps, for the rest of our lives we will be unwilling to settle for less.” Achieving 1.000 new participants is a real possibility, we are already the most active youth organization in Romania, and our goal is to make sure the Award programme is available to every young person in Romania.”*

Shajjad Rizvi MBE,

Chairman of The Duke of Edinburgh's International Award Foundation  
Romania



# WHO WE ARE

**The Duke of Edinburgh's International Award is a global framework for non-formal education and learning, which challenges young people to dream big, celebrate their achievements and make a difference in their world.**

Through developing universal and transferable skills, increasing their fitness levels, cultivating a sense of adventure and volunteering in their community, the Award inspires young people to take control, make their own choices and build their own unique programmes, helping them to find their purpose, passion and place in the world.

It operates in more than 130 countries and territories, helping to inspire millions of young people to take control and make their own choices, with more than 60 years of experience and we're just getting started. There are more than 1 million young people 14-24 year old currently completing their own unique programme, via hundreds of thousands of youth focused partners and operators, who are in tune with the interests and challenges facing young people today, including schools, youth organizations, examination boards and youth offender institutions.

In Romania, the Award was first introduced in 1991 by Sister Agnes in Roman- Catholic Parish of Motru, being carried on locally until 2011, and starting 2013 the Award is under the patronage of Her Majesty Margareta, Custodian of the Romanian Crown, ensuring that is recognised at the highest level.

Since then the Award in Romania has progressed to become a nationally recognised programme, improving the access, reach and impact of the Award across the country and supporting almost 10.000 participants and 2.000 volunteers to dream big, celebrate their achievements and make a difference in their community.







## Mission

To ensure all people in Romania are aware of the Award, the life skills it brings and, through strong delivery partners, have the opportunity to participate.

Our mission drives our people to work towards our vision. Working hard to ensure we generate greater awareness and understanding of the Award through our networks of Award Holders and supporters. Working hard to highlight the life skills the Award develops in individuals for the long-term and the benefits Award Holders bring to their communities. Working hard to build a network of partners who use the Award locally to best effect.

## Vision

Young people in Romania from all backgrounds and life circumstances are equipped as individuals to succeed in life.

Our vision is simple to understand: whoever you are, wherever you come from and whatever you define as success, the Award can be used to help you develop essential skills that only come through experience. As a young person, a high school diploma, college certificate or university degree shows your technical progress. An Award certificate testifies to your character and represents the life skills you have developed, including confidence, a sense of purpose, resilience, problem solving, compassion and respect for diversity.



# Why the Award?

**Non-formal education focuses on developing the wider ‘soft’ (or life) skills which help young people ensure they are ready for the world. When paired with a formal education, it provides a fantastic foundation for a young person to thrive.**

This is where the Award comes to the fore. The Duke of Edinburgh’s International Award encourages young people to develop the character, skills and confidence they need to improve themselves and their communities, by encouraging them to step outside their comfort zone and build positive habits that they will take with them for the rest of their lives.

With the support of adult mentors, the Award helps young people to unleash their passions and believe in the power of their own potential.

Through the Award, young people can be empowered with not just the confidence but the desire to create meaningful change; to find their purpose, passion and place in the world.

But non-formal education also benefits those young people who may not be able to access a full formal education – such as refugees, those living in poverty, young parents, those with physical or learning disabilities or those from an at risk or marginalised background.



## How does the Award work?

By encouraging young people to learn new skills, get physically active, volunteer within their communities and discover a sense of adventure outside the classroom, the Award helps young people to unlock their potential. Using the Award framework and with the support of adult volunteers, participants develop their own bespoke programme, as they work towards achieving the internationally recognised Bronze, Silver and Gold Awards.

## How is the Award delivered?

Hundreds of thousands of dedicated people help to deliver the Award around the world, every day. They do this through a simple but effective social franchise model. From correctional facilities, youth centres, national schools and sports clubs to the most prestigious private and international schools, the Award's framework can support and thrive in a multitude of different environments. Whilst the framework of the Award does not differ from country to country, the Award is licensed to operators around the world, to ensure it is nationally and culturally relevant to each and every young person involved. In many countries the Award is delivered via licensed National Award Operators.

In Romania the Award is delivered by The Duke of Edinburgh's International Award Romania Foundation, offering the programme to institutions and youth organizations that work with with young people between 14-24 year old. The outcome for these and many more young people is extraordinary: it transforms their lives.







# The Award in numbers

Almost 1.500 young people started either a Bronze, Sliver or Gold Award during 2020, despite the pandemic challenges. The registration of participants by level:





In 2020 our participants...



DONATED

RON 2,7M+

of voluntary service



BROKE A SWEAT FOR

72.000+

hours of physical activity



EXPERIENCED

126K+

of exploring nature



SUPPORTED BY

400+

by adult volunteers



## KEY ACHIEVEMENTS 2020



**Our mission is to ensure that all young people in Romania are aware of the Award, the life skills it brings and through strong delivery partners, have the opportunity to participate. In 2020 we continued to strengthen the foundation of the Award by focusing on three key strategic areas.**

In collaboration with the Award's International Foundation, we launched two new research surveys to discover the full impact of the Award on young people and local communities in 2020.

Award Outcomes research survey - measures participant growth during their Award in areas such as confidence, planning and problem solving, resilience and determination, personal and social well-being.

The Social Value research survey - measuring the value of change participants, alumni and adult volunteers experience as a result of the Award.

### Looking to the future

With the launch of our new five year strategic plan we will be focusing on three key areas:

- Expand Access - Improve access for new and diverse groups of young people, removing barriers to participation.
- Extend Reach - Increase the social infrastructure and geographic reach, taking the Award to new audiences.
- Strengthen - Impact Improve the impact and quality of delivery, proving we are the program we say we are.



# Key Achievements

In 2020 we were able to focus on improving the access, reach and impact of the Award with particular emphasis on disadvantaged young people in Romania. We have been able to fund a number of integral projects, and achieve exciting new successes including:



## **InSide Out - Working with Young Offenders**

InSide Out project saw us continuing to deliver the Award to young offenders in reeducational institutions and penitentiaries. We were able to engage the Award programme to 100 Award participants from the re-education system, recruit 41 Award Leaders and 57 volunteers to support the delivery of the programme. Following this success of the project, we have won the 1st place at Civil Society Gala at Social Inclusion category.



## **Know to grow - Extending the Award in Transylvania Nord region**

We were pleased continue Know to Grow project in 2020, by extending the Award programme in Transylvania Nord region in order to improve impact, access and reach for 850 young people. Through this project our strategy is to be more innovative and ambitious in growing the numbers and diversity of young people participating in and achieving an Award.



## **Award Youth Covasna - Youth Integration**

We have seen continued success with our Youth Covasna Project, which aims to integrate Hungarian young people into our society from the most affected region by poverty. In collaboration with TurulMadar Association from Sfantu Gheorghe, the Award programme was able to reach 550 young people during the last 3 years, alongside 80 youth workers and teachers from Covasna, Sfantu Gheorghe, Baraolt and Targu Secuiesc.





### **Global Award Forum 2021**

Our Foundation has successfully won the bid to host the next The Duke of Edinburgh's International Award Forum in 2021. The Forum is an assembly of all members of the International Award Association from 130 countries to help shape the way the Award is governed, managed and implemented around the world. Over the next few years there will be considerable preparation for this event as we prepare to host Award and Foundation representatives, donors, government representatives and international organisations in Cluj Napoca. A truly exciting opportunity to shine a light on the Award in Romania to garner further awareness and support.



### **Virtual Open Award Center**

We launched Virtual Award Centre to support young people who had lost contact with their Award Leaders when youth groups and schools were no longer meeting in person. This enabled raise impact, diversity, relevance and accessibility of the Award nationwide, with the special involvement of young Award Ambassadors, gold holders who became Award Leaders and inspired them through their journey.



### **ORB - NEXT GENERATION**

Continuing our efforts to strengthen our online community, we retooled and enhanced our Online Record Book (ORB). With the next generation launch of ORB, along with the release of our digital mobile app, the online Award experience is faster, simpler and more accessible than ever before, encouraging young people to connect with the Award from anywhere at anytime'.



### **#WORLDREADY**

#WORLDREADY campaign captures the Award's purpose while championing and promoting the importance of non-formal education and learning. The Award's brand and #WORLDREADY brand extension are increasingly being used around the world – from billboards in South Africa, to social media in Indonesia; park benches in Barbados to events in Romania.



## A YEAR OF CHANGE...



61%

stated the Award provided relief during the Covid-19 lockdown



66%

stated the Award assisted with their mental health and wellbeing



88%

of Award holders would recommend the Award to others



63%

claim the temporary changes introduced by the Award during the lockdown helped them to continue their Award

## The impact of the Award

We believe not all learning happens in the classroom... In fact, we believe some of life's biggest lessons happen in the least likely locations. This is how our framework helps young people discover a talent, skill or passion at which they can excel, giving them the character and confidence to take their future in stride.

During this difficult time, the Award played a key role in supporting young people, adults and their communities to be resilient, active and engaged. The pandemic has had a devastating impact on education, mental health, personal development, and career prospects for many young people in Romania. In 2020 extensive challenges have already emerged because of COVID-19 and the long-term implications are yet to be seen. However, one thing is certain: young people will be among those to experience the greatest impact and we will continue developing the right resources to help them thrive. It has never been more important to invest in our young people; to help ensure they are ready to face the challenging and changing times ahead. The need for the Award has never been greater.





## AWARD TESTIMONIES

*"At Eucom we strongly believe that education is key to success, towards a better and prosper life. For 19 years now we are "your bridge to the world", through our foreign language programs we decided with The Duke of Edinburgh's Award in Romania that we should support the personal development of young people. Given the fact that learning a foreign language is a complex and long process, we recommend and support the start of this process as early as possible. The students we support from Gheorghe Lazăr National College in Bucharest are involved and dedicated, achieving fantastic results during the challenging 2020. I would like to congratulate them for the decision to be involved in the Award and recommend them to continue consistently. And to remember that every day is a learning opportunity!"*

Delia Dragomir,  
EUCOM Business Language Bucharest





## AWARD TESTIMONIES

*"The vision of Viitorul Cluj Football Academy is: "People. Players. Champions" and it's showing easily our mission regarding the young people we train in our Academy. At the end of their journey with us, our goal is to have young people oriented, ready for life and different career opportunities. Delivering The Duke of Edinburgh's International Award it's a pride reason for the Academy and for our young athletes who, at the final of each level, will have the benefits of an international recognized certification. The Award is one of the instruments through which we offer to our young professional players guiding to future jobs that will ensure their integration in the society as adults and a stable work place, even in the case they will not follow a sportive career."*

Andra Zăvăleanu,  
Business Development Manager and Award Coordinator, Viitorul Cluj  
Football Academy





## AWARD TESTIMONIES

*"The Award for me is a stimulus that always makes me overcome my fears and face all challenges and, above all, it always reminds me that nothing is impossible. The Award has contributed a lot to my personal development, from bronze participant to center coordinator, it has been and continues to be about wonderful people, challenges, fun, motivation, friendship, but especially about me, Ali from now.*

*I encourage all young people to join today!"*

Ali Stoicescu, Award Ambassador and Coordinator,  
Un Strop de Fericire Association, Ploiești





## Celebrating the life and legacy of our Founder, HRH The Duke of Edinburgh

This year would have marked Prince Philip's 100th birthday. And for the millions around the world who are - or have been - part of The Duke of Edinburgh's International Award family, we are acknowledging the extraordinary life and legacy of our Founder and his achievements.

Whilst HRH supported an exceptional number of causes during his lifetime, his passion for championing the infinite potential of young people always stood front and centre. In the early 1950s, Prince Philip identified a need to help young people tackle the challenges they faced growing up in the years following the Second World War. He believed that with greater confidence and resilience, with life skills such as communication, problem solving and leadership, comes a desire to create meaningful change.

Thank you, Your Royal Highness, for the incredible legacy you leave through the Award programme empowering young people across the world with the skills, confidence and resilience to make the most of life and make a difference to the world around them.



# Together we are making a difference!

We would like to recognize the following corporations, foundations and individuals for generously supporting The Duke of Edinburgh's International Award – Romania. Their contributions are important investments in the physical, emotional and social development of young people and Romanian society.

Through your donation we have moved one step closer to accomplishing our goal of making young people ready for their future, your support has helped us to reach more young people nationwide from diverse backgrounds, to find their passion, purpose and place in this world.

## Thank you!

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