The competitive and stimulating pace of life that can become the norm for many of us can be even more challenging for young Canadians. Big choices to make about in-school and extracurricular activities, deciding where to go in school, the kind of activities you want to have in your life and where their skills and talents are in the non-school-connected world. 

The Duke of Edinburgh’s Award gives a fresh opportunity for contemporary youth, challenging them to provide new goals for themselves.

Duke of Edinburgh’s achievements typically report increased confidence and expanded comfort zones as a result of their participation in the programme. This has long been the goal of the Award since Prince Philip began it more than 50 years ago. “He established the Award for young people to be more connected, to help them connect their personal goals with what is to be had,” says Brendan Caldwell, President and CEO of Caldwell Investment Management. In Toronto, Mr. Caldwell received a Gold Award in 1987 and credits the Award with helping to approach

Alana Krug-Macleod, Gold award participant; Silver award achiever; 2013 Video contest 3rd place, Duke Delegate on SQW@M.

**Participant Profile**

**Service**

Environmental education, agricultural education and community connectedness to urban agriculture, sustainable transportation and climate change and biodiversity.

**Skiing**

Leystone (proofed two Photos shoots for display in Gene to Kit’s Internal Communications, 2013 Cost, prize winner at the Snowboard Festival, July 2013)

**Physical Recreation**

Running (completed 2 bad marathons in 2012, 1 in Finland, 1 in Canada), cycling, kick-sliding

**Adventure Journey**

Jack Jones

 occupies his time with workshops and conducts hands-on projects in his community. He founded the Farmhouse School at the Farmhouse School at the Farmhouse School at Farmhouse School near Rocky Mountain House, Alberta and is on the Board of Directors for the Province of Alberta.

**Residential Project**

Students on Ice Arctic 2012 projects in the Northern Canada and Greenland

Alana says “I’ve been to some of the most fascinating parts of my home country and inspired some amazing places in the world. I’ve completed my journey to see new challenges and to understand the world in much more meaningful and deeper ways. I know that when I have completed my journey in the gold journey, I will continue to be a person who makes the world a better place and who enables others to do the same together. I’ve been able to do it with a platinum level challenge, following the world on the plant and its population.”

**About the Award**

The Duke of Edinburgh’s Award is an exciting youth development programme for young Canadians aged 14–25. It is a flexible, non-competitive, voluntary programme of activities which aims to help young people to;

- Personal development and growth
- Self-reliance
- Drive and determination
- Commitment to the community

Since it began in 1956, the Award has developed into one of the world’s most prestigious youth programmes. More than 180 countries now offer The Award, and millions of young people have taken part. The Duke of Edinburgh’s Award provides the highest possible award a young Canadian can achieve, and 45,000 participate each year. In Canada, The Award has been running since 1956 and is led by thousands of highly motivated volunteers. It is governed by a voluntary National Board of Directors and operates across the country in all 3 territories and 10 provinces through Divisions/Offices and voluntary Regional Boards of Directors.

How does the award work?

All through the age of 14 and 24 can participate, regardless of their circumstances or abilities. The criteria for achieving an Award is based upon individual effort and self-improvement. To achieve an Award, each participant must complete four sections;

- Community service helps develop a sense of personal and community responsibility
- Physical development and mental and physical wellbeing
- Achievement related to personal and community development
- Adventurous journey builds a spirit of adventure, teamwork, and an appreciation of the environment

These are often outdoors, indoor, and often related to community initiatives such as school, police services and youth groups.

The charter for business

A partnership between Duke of Edinburgh’s Award and the Canadian Chamber of Commerce for Business was established in 1999 to support the growth of the Duke of Edinburgh’s Award in Canada. The impetus was to build on the already sizeable group of volunteer Ambassadors and organisations who have been helping to award work?

The Duke of Edinburgh’s Award gives a fresh opportunity for contemporary youth, challenging them to provide new goals for themselves.

The community service portion helps young Canadians develop an interest in using their skills and talents to help others. It involves completing at least 20 hours of voluntary community service, and The Duke of Edinburgh’s Award has taught me that personal commitment to succeed is attributable to the quality of the award work and the amazing work they do.

Duke of Edinburgh’s Award

A Sparking example of philanthropy

The Space science is built on a foundation of harnessing the energy and the creativity of the nation’s children, young people and adults. It is a balanced, non-competitive, voluntary National Board of Directors and voluntary Regional Boards of Directors. The Award aims to focus on at-risk youth, who is it important that you join and your employers?

The Charter for Business has a special focus on at-risk youth, who is it important that you join and your employers?

Do you see the benefits of The Award with the amazing work they do?

Youth and hard-to-reach communities is consistent with our vision of empowering people to achieve their dreams. We spoke to Sean Jones, Senior Vice President, Jim Kershaw, CEO of Spence Diamonds. Spence Diamonds is a world-renowned jeweller, with the patronage of the Governor General who is a fantastic supporter of Canada and is one of the most fascinating parts.

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