

*Annual report the International Award for Young People, the Netherlands*

# 2014

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## 1. Preface

Marketing, meetings, sales, brandings, audits, volunteers management, impact, participation of young people, networking, conference calls, and social media. Yes, this is the annual report of the International Award for Young People the Netherlands. For even we as the association are professionalizing and in this way we are able to collaborate in a transparent environment. We are happy with our collaboration with Scouting Nederland, and we are proud of our new sponsor DFS from Great Britain.

With a whole lot of people we have worked very hard in 2014 to strengthen and spread the Award. In a structured way, with enormous ambitions and a lot of enthusiasm. With the expertise of a variety of people and with the support of our core group of advisors. With experienced and new Award Leaders young people from all of the country have started their award and have experienced beautiful things. And every time again we are applauding for every Bronze, Silver or Golden Ceremony for the youngsters who are receiving their award for their perseverance, courage and enthusiasm. Our proudness binds us, we are proud of these youngsters who have actively filled backpack with life skills.

*We hope to see you again in 2015!*

*Pascal Cup,*

*Director Award Netherlands*

## 2. Introduction

We grew again; in participant numbers, in volunteer numbers and in the enthusiasm we receive from participants, schools and organizations about the Award program. Especially now education seems to move into the direction with the teacher as motivator, the Award program fits in perfectly. Because; determining one's own direction and entrepreneurship become important skills. Luckily these are exactly the skills that is brought by the Award Program. We should not forget to mention how proud the youngsters should be for overstepping their own boundaries, and the personal growth and confidence coming along with that.

In the end it has all to do with professionalization and us being in charge. We are shedding more and more light on how we arrange our organization to optimally reach out to young people and how schools and youth work use the knowledge and experience of the Award program.

Our Ambassadors, all in the possession of at least one Award, are playing a bigger and more independent role as volunteer than before. They became independent Award Leaders after the training, and they are telling their story full of enthusiasm on the renewed website. The website is also a product of one of your youngsters for that matter, and the creator benefits of this now in his start-up.

Another great leap forwards is the involvement of more and more parents in the guidance of the participants. It gives them a better image of the development of the youngsters in their direct living environment and it might even bring their knowledge of possibilities for Award Participants closer to business life.

Together with Scouting Nederland a plan is made to create two short introductory clips. One is about non-formal learning and the other is going to star two Golden Award Holders. This will emphasize our collaboration and will make us both even stronger.

And so our youngsters are flying out. In the Netherlands and all over the world. This year too, there have been many Expeditions outside the Netherlands and of course there was the unforgettable journey to Nepal, shown in a wonderful film report.

### **3. Through the eyes of a participant**

I started to work as a soccer coach for the youngest team at RKVV Erp. In the beginning it was very difficult to be in charge of the group, and make the children listen to me. Even though it took me a lot of patience, I really enjoyed training the children, and they even won their championship. I have learnt that patience is required if you want to work with children, and I also got more responsible.

Moreover, I have attended a course given by a very inspiring KNVB Coach Jef Vels, to become a F-trainer. I gained more knowledge concerning soccer, but I also learnt how to make the players play better and with more sportsmanship.

For my sports skill, I started running, aiming to run for one hour straight. After thirty minutes my calves were acidified. But by not quitting and continuing until I could not go any further, I have reached my goal. In this way I have experienced a lot about perseverance and motivations.

Last but not least I have closed off this adventure with an Expedition in the Drunense Duinen. I did this together with Maarten van Asseldonk, Imke Gevers and Els van Heesch. The expedition took a lot of effort; especially the preparation. We had to arrange the camp site ourselves, decide on the route, cook dinner and the worst: carry the luggage. But teamwork and listening to each other brought us to the point where we could finish the Expedition without any problems!

### **4. Participating Award projects in 2014**

On a regular basis we receive requests from youngsters eager to join the Award program. We have a couple of independent Award Leaders all over the country to support them when their school does not offer the Award program. These volunteers are trained and supported by the national award organization.

There are also a few schools and organizations who do offer the Award program by trained Award Leaders, but who did not get any enrollments in the year of 2014. Sometimes caused by personal circumstances, or sometimes caused by choices of the management.

#### **Scouting Nederland**

The collaboration with the scouting takes in a special position. The Award program is incorporated in their game offer for scouts, explorers and rover scouts. In this way members of the scouting in the age range of 14-24 are enabled to participate in the Award program. For now they are guided by members of

the “Team Awards Scouting Nederland” During the Scoutivity of 2014 the first people were trained by a mixed team of the scouting and the Award. The collaboration will be elaborated on in 2015.

## 5. Expeditions

The total amount of Expeditions in 2014 showed a small growth of 9% compared to 2013.

- 81 Expeditions were successfully completed in 2014. Consisting of 49 x Bronze, 25x Silver and 7x Golden challenges.
- Moreover, two Golden Adventurous Journeys took place in Germany and Nepal.
- The majority of the Expeditions were done by foot (75x). Also 2x canoe-Expeditions and 3x bike-Expeditions took place.
- 35 Expeditions were completed in a foreign country: 24 in the Belgian Ardennes, 7 in the German Eifel, 2 in Wales and 2 in England.
- 27 out of the 46 Expeditions in the Netherlands were completed in the Chaamse Bossen.

### From a participant

#### **It was truly amazing to hike for the Golden Expedition in Nepal with a dream team!**

We went to Kavre School for the Deaf, a school for deaf children. We have taught English classes, organized sports activities with the children and we have used scoobidoo and loombands in our creative workshops.

It was such a special experience, to which we had to get used to in the beginning. How can one communicate with foreign children who are unable to talk? Well, we can tell you, it is easier than expected, just use your body language. The children were very excited that we were there. Monkey in the Middle was very popular as sport and Todd’s origami class was very successful during the crafts workshop.

After a week in Banepa, it was time to go Mainapokhari by bus! We have given three workshops about personal hygiene, HIV & aids and recycling. In the end we were also allowed to give a workshop to the mothers of the children on hygiene and recycling. This was great of course, the more people the better!

After having spent two amazing and beautiful weeks in Nepal, it was time to start our Golden Expedition. Four days of hiking with a packed backpack in Nepal ascending and descending the Nepalese mountains. I think that, after finishing the Expedition we all can say that this journey equals a very hard, but exciting adventure.

*Lisanne Knuistingh Neven – Golden Award participant*

## 6. Award Ceremonies

Every ceremony again, it is lovely to see so many young people telling with enthusiasm, their personal stories about how much they enjoyed their service, how they experienced the Expedition as incredible and how they developed in sports and skill.

The program of the International Award remains infallible for all participants. It is therefore completely deserved that the ceremonies are real festivities.

Yet again, we have had some wonderful ceremonies, both in theatres as in schools. With or without well-known Dutchmen, with lots or with a few parents, but always with proud Award Leaders and self-conscious young people.

Golden Ceremonies were in The Hague and Amsterdam. In Amsterdam, Helmond, Maastricht, Almere, Voorschoten and Middelburg we have had ceremonies of Bronze and Silver Awards.

Compared to last year, there was a significant growth. Last year we handed out 416 Awards, this year the total amount was 476 Awards: 257 Bronze, 148 Silver and 71 Golden Awards.

*Nelleke de Kruik*

## 7. The Award Holders Network (AHN)

After the Golden Ceremony in Spring 2014 we have expanded our alumni network significantly.

After a successful barbecue for the new Award holders, organized by Janieke van den Heuvel, the enthusiastic newcomers were asked to take part in the Ambassador training. This training had the aim to teach the fresh ambassadors the necessary skills and knowledge to volunteer for the Award organization. This was organized by Amy Crooijmans, Janieke van den Heuvel and Marieke Meelen for 14 Ambassadors at the 5th of October 2014.

The Ambassadors help out to promote the Award at events such as ScoutIn, or at visits at schools or at Award Ceremonies. Furthermore, the Ambassadors are focusing on smaller and concrete tasks, such as gathering of some good Award stories or visuals for the websites and the magazine Awardwereld, organizing sponsor and PR-activities, or promoting the Award by using the Social Media. The Award can now be found on Twitter (@AwardNL), YouTube (<http://youtube.award.nl>), Facebook (<http://facebook.award.nl>) and Flickr (<http://flickr.award.nl>).

Lastly, Award NL was able to send one talented Golden Award holder and ambassador to the IGE in South-Korea: Amy Crooijmans. This event, where once every three years Golden Award holders from all around the world come together, was focused on Young Leadership and how Award holders can keep supporting the organization in the future. After two weeks, Amy came back fully prepared to take over the coordination of the Award Holders Network from Marieke Meelen, who was in charge since the foundation in 2008.

## **8. Communication**

In 2014 we have emphasized the importance of the communication concerning the Award NL again. To expand the familiarity of the Award program remains a challenge and a goal.

We kicked off 2014 by launching a new website. The latter mainly came about with the incredible commitment of our Golden Award Ambassadors Mathijs Lormans and Janieke van den Heuvel under the guidance of the undersigned. The website is designed in line with the new branding and this resulted in nice feedback from the British head quarter.

On the home page of the website one can read different stories from Award participants or Award Leaders. The change will keep the dynamics alive. The Award Ambassadors will take care of the acquisition of new stories and photos. Beautiful and expressive clips are also online to be admired.

Concerning communication on paper we have developed three flyers according to the new branding. For the youth care in particular we created the leaflet “Krachtig jeugdwerk nieuwe stijl”. We entitled “De Award op uw school” for the secondary schools, and we provided the potential candidates with stories and experiences of our current participants. Lastly a flyer for the acquisition of new Award Leaders has been distributed to the student of the University of Applied Sciences Windesheim.

All in all, it was a year in which we have made a big step towards visibility in our community.

*Yvonne Hogt.*

## **9. Awardwereld**

Awardwereld is published twice in 2014. In 2014 the editorial board was expanded with one new enthusiastic Ambassador. This was decided to make sure that at least one staff writer can be present at the important Award events. The staff writer will take pictures during the events and will conduct interviews and/or write a report. Our aim is to make an informative and entertaining newspaper discussing the variety of Award topics. The balance in topics will offer the participants, Award Leaders, Assessors, volunteers and sponsors some nice stories, happenings and current affairs over the Award in our Awardwereld.

The rubric “My Expedition” is interchanged with “My Ceremony” and “My Award Training”. In these rubrics you will read the stories of the Award participants and their experiences. By changing this rubric, we created more variation over the editions. The interviews with Award holders in and outside the Netherlands are meant to inspire Dutch participants. By reading the stories one will realize the international aspect of the Award and how the same program is experienced by people from different countries.

*Amy Crooijmans*

## **10. Trainings**

The training for new Award Leaders took place the 29th of September 2014 in Utrecht. The participants were not only teachers, but also Golden Award holders who are going to guide a group of pupils independently and who are going to guide students of Universities of Applied Sciences and Universities.

The previously two-days training has been compressed in the end of 2013 to make an intensive program of a full day plus a visit of our director to make concrete agreements for the new project. In November 2014 another training was organized specifically for Leaders from International Schools, learning how the Award program is executed in the Netherlands.

Next to trainings for new and current Award Leaders, we have also trained new Ambassadors and Assessors in 2014 (read section Expeditions and AHN elsewhere in this annual report). Lastly, Marieke Meelen has given two specific trainings to the projects taking part in the Online Record Book pilot.

## **11. Fourth Golf event.**

We organized our fourth charity golf event on Monday September 8th, 2014. This time it all happened at Golf en Countryclub Crossmoor in Weert.

Six flights fought for the “Monique de Koster – van Rijckevorsel wisseltrofee”. Next to a sportsmanlike and exciting game, everybody was offered a luxurious lunch and dinner completed with musical accompaniment. Hoogland Medical BV (Oss, Netherlands) had the honor to take home the cup.

In 2015 we will organize the 5th Golf Event on the 22nd of May, this event will take place at the Golfclub Almeerderhout (Almere, Netherlands). The tee-off will be done by HRH Prince Edward, the Earl of Wessex.

## **12. Participant administration**

532 participants have signed up in 2014 via our website to start with either their Bronze, Silver or Golden Award. It is important for our administration that all participants sign up online for the Award, and after finishing the Award sign up for the Ceremony via the same website. In this way we cannot only keep track on the participant numbers, but we can also keep track of progress made by the participants. Statistics are of great importance for the acquisition of potential sponsors and will be precisely collected by the head quarter in London. With the exception of one project (International School Amsterdam), all participants sign up online. The International School of Amsterdam, which had around and about 50 participants in 2014, will also sign up online in 2015.

The British School in The Netherlands is with more than 100 new sign ups in 2014 the biggest project; followed by the United World College Maastricht (68 participants) and the Baken Trinitas in Almere (50 participants). One of our first projects; the Jan van Brabant College and a new project: Hervormd Lyceum Amsterdam have over 30 participants.

October-November and January-February are the most popular times of the year to sign up. During this period it can take a little longer for the paper logbooks to arrive, but the participants can immediately start after signing up and having received their automatically sent acknowledgement of payment by e-mail. The paper logbook is only necessary for signing the activities.

### **13. Online Record Book**

A couple of projects have chosen to start using the new Online Record Book in 2014. Special trainings were organized for the involved Award Leaders for a smooth transition. Unfortunately the pilot showed us that the system still suffers from some bugs, unsolvable by the Dutch organization. The suppliers and administrators in London are working on the system and will also try to solve the most crucial problems and limitations of the system. In December 2014 we decided to postpone the obligation of using the ORB in the academic year 2014-2015.

### **14. International**

Amy Croijmans has represented our country at the international Event IGE in South Korea. "Leadership for a Transformed Award" was the overarching theme of the program.

After launching the action plan "Transforming the Award" in Malta 2012, we are working worldwide on improving the quality. The new branding, research of impact, the audit process and the introduction of the Online Record Book are important parts of this. In 2014 there was again a regional EMAS conference in order to discuss the development.

In September the Vice-chair and Director have been to London to attend the conference. Next to presenting commentary on for instance the development of digital services and the audit process, time was also reserved to converse with other representatives from other countries' Award organizations.

In the end of 2014 we have received the new strategy of the Duke of Edinburgh's International Award Foundations; "Equipping young people for life: Our 2014-2020 strategy". During the International Forum in 2015 this strategy will be discussed.

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