



Exporting Excellence

The Duke of Edinburgh's Award has an exciting opportunity for schools in the North of England to win a cash prize worth £2,500.

In partnership with ICC Solutions and in celebration of its 60th Anniversary, DofE North is piloting an Export Programme to fit in with the Skill Section of the Award.

Using the resources included in this pack your school will be able to be part of this new initiative

- Pick a product or service to export to a country that currently delivers the Duke of Edinburgh's Award.
- Teams or Individuals will be invited to pitch their research & ideas on how they would export their chosen product or service to their chosen country.
- All finalists participating will receive a commemorative gift and competition prizes are up to a value of £2,500

"This is a unique opportunity for young people in the North of England to develop existing skills and learn new ones whilst equipping them with knowledge for life and work."

**Robert Johnston,
Director North of England**

"We are very excited to be working with the DofE on the skills element of its programme."

"Our objective is to encourage entrepreneurship and innovation in young people. The competition rewards the team or individual who is the most creative and innovative in their approach."

Dave Maisey,

Export Programme Framework:

- Foreign Currency
- Markets and Marketing
- Logistics and Transport
- Cost and Margin
- Culture, Selling and Ethical Issues

