

NON-VIOLENCE[®]

NON-VIOLENCE PROJECT

THE NON-VIOLENCE PROJECT
FOUNDATION

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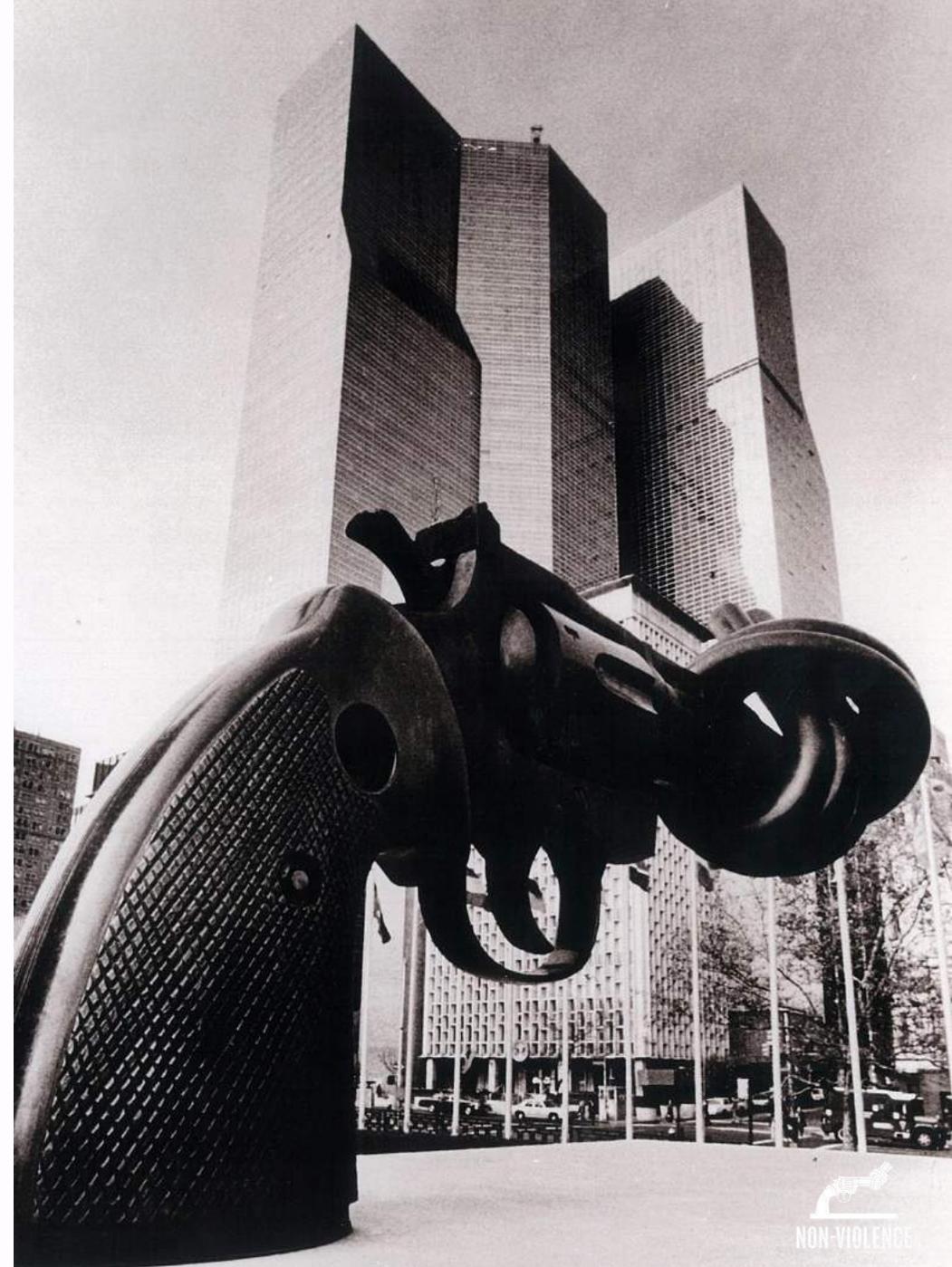
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RACISM & HARASSMENT

VIOLENCE HAS MANY FACES...

BULLYING

1 in 3 students aged 13-15 years old worldwide are regularly bullied in school

SEXUAL VIOLENCE

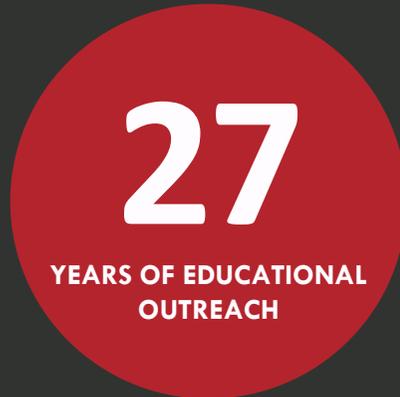
1 in 10 girls have been subjected to forced sexual acts by the age of 20

HOMICIDE

200,000 victims of homicides among youths aged 10-29 each year

**...AFFECTING BILLIONS OF PEOPLE
WORLDWIDE**





The **Non-Violence Project Foundation (NVPF)** is a Swiss based non-profit organization

Founded in 1993 and recognized as a Foundation for public benefit, the NVPF promotes social change through raising awareness and education to reduce violence in society

Our main belief is that knowledge is the best weapon against violence



GOAL

Changing the mentalities and behaviors that lead to violence



MISSION

Use the power of education to reduce violence

THE STORY

1980



Carl Fredrik Reuterswärd created the Non-Violence symbol as a memorial tribute to John Lennon and portraying his vision about a less violent world.

In 1988, the sculpture became the official symbol for peace and non-violence at the United Nations HQ in New York.



1993

With the aspiration of the next generation solving conflicts more peacefully, the NVPF emerged with the mission to inspire, engage and motivate young people to learn how to solve conflicts peacefully.

Launching an educative initiative – embracing that knowledge is power.



2001-2002

The beginning of the new millennium saw changes and new developments of the NVPF educational programs for schools and the sports community.



TODAY

During the latest years NVP has increased its international activities from 10 to 30 countries. During these years we have been acknowledged and awarded by several institutions for best educational practice such as the, the Call to Service Award by President Obama and two times the Paul Harris Award by Rotary International.

We have also been awarded by the US Justice Department, HRH Queen Silvia of Sweden as well as by the Mexican, South African and Ugandan Ministries of Education.

To date we have educated and trained 9 million students, teachers and sport coaches and we have thousands of followers on our various social media platforms.

WHY WE DO WHAT WE DO

“Each year, over 1.6 million people worldwide lose their lives to violence. Violence is among the leading causes of death for people aged 15-44 years worldwide, accounting for 14% of deaths among males and 7% of deaths among females.”

(World Health Organization, World Report on Violence and Health, p. 2)

60%

of the costs to society can be reduced through preventative education, if dealt with in time

Countries where corporal punishment in school (children age 6-17 yrs) is still not entirely prohibited amounts to

50%

(Skandia Insurance study report; World Economic Forum, 2017)

HOW TO SOLVE THIS?



INSPIRE!

Inspire youths and adults to solve conflicts without violence.



MOTIVATE!

Motivate youths and adults by building up self-esteem and awareness.



ENGAGE!

Engage youths and adults to actively and radically reduce violence.

EDUCATION

RAISING AWARENESS

WHAT WE DO



TEACHING MINDS



TOUCHING HEARTS



TRANSFORMING LIVES

We provide transformative educational programs that focus on the development of social and emotional skills and encourage positive and nonviolent actions in the world

EDUCATIONAL PROGRAMS 2021

CORPORATES /GOVERNMENTAL ORGANISATIONS /ACADEMICS

- Sexual harassment program
- Racism program
- Leadership program
- Mindfulness program
- Conflict resolution program

18 years old+

SCHOOLS /SPORT CLUBS

- Kids for Peace (7-10 yrs old)
- Schools for Peace (10-18 yrs old)
- Sports for Peace (10-18 yrs old)
- Non-bullying/Gender Equality program (13-16 yrs old)

7-18 years old



EDUCATIONAL METHOD: SOCIAL AND EMOTIONAL LEARNING (SEL)

SEL is the process through which children (and adults) acquire and effectively apply the knowledge, attitudes, and skills necessary to understand and manage emotions, set and achieve positive goals, feel and show empathy for others, establish and maintain positive relationships and make responsible decisions.

Simply put, SEL has the greatest impact on attitudes towards violent behavior as it supports the development of the following skills:



- **SELF-AWARENESS**
The ability to accurately recognize one's emotions, thoughts, values, strengths and limitations and how they influence behavior
- **SELF-MANAGEMENT**
The ability to regulate one's emotions, thoughts and behaviors; managing stress
- **SOCIAL AWARENESS**
The ability to take the perspective of and empathize with others
- **RELATIONSHIP SKILLS**
The ability to establish and maintain healthy relationships, communicate clearly, cooperate and manage conflicts
- **RESPONSIBLE DECISION MAKING**
The ability to make constructive choices about personal behavior and social interactions based on ethical standards, safety concerns and social norms

DOES IT WORK?

THE NVPF HAS EDUCATED **9 MILLION** PEOPLE
THUS FAR



Young people, students, teachers, sport coaches, families and communities in more than 30 countries since 1993

OBJECTIVES OVER 5 YEARS

1

Reduce violence by at least 30% where we are active

2

Expand our presence and activities all over Europe, USA and Middle East

3

Educate an additional 1.5 million young people, teachers, coaches and community members

4

Become the most recognized and effective organization in the field of non-violence education



MEASUREMENT & EVALUATION

Every year the NVPF publishes an **Evaluation Report**, presenting the outcomes and impact of the NVPF educational programs against its objectives.

The results show that there has been a 30-70% reduction in violence incidents in the areas where the NVPF has been present.

Read the 2019 Evaluation Report here: https://www.nonviolence.com/globalassets/global/08_about/07_publications/nvpf-evaluation-report-2019_final.pdf

CASE: A FEW HIGHLIGHTS IN UGANDA



«I had low self-esteem, I was not believing in myself, joining the Peace Club and undergoing Schools for Peace training has helped me build my self-esteem and communicate better with my friends.»

*Nakiraba Zanara,
Good Hope School, Mayuge*

INCREASE IN SOCIAL & EMOTIONAL LEARNING SKILLS (SEL)

SEL SKILLS

73% Know how to increase self-esteem

74% Can speak to others in a nonviolent way

79% Can identify own thoughts, feelings and behavior in conflict

75% Can think creatively to find win-win solutions to conflicts

CHANGES IN ATTITUDES/BAHVIOR

74% Feel that there are things I can do to make this world a better place

72% Know how to respond more positively during conflicts, fights, or arguments

**These statistics relate to a sample of participants.*



Reduction in violence:

after 1 month, 26%
reduction of violent
incidents/bullying in
63 schools



CASE: A FEW HIGHLIGHTS IN UGANDA



62 Peace Boxes installed in schools to enable reporting of violence cases and expression of ideas, concerns from the students to school administration.

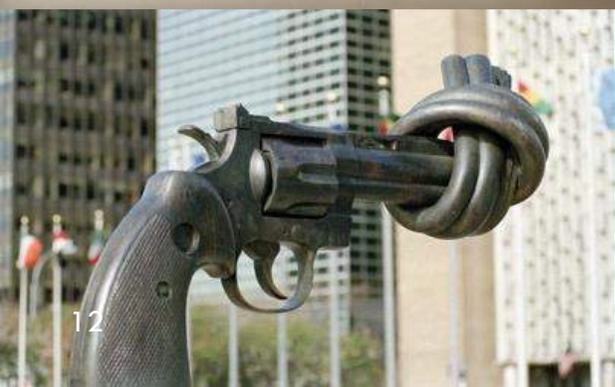
«I was short tempered, the training has helped me learn how to handle my temper and resolve conflicts peacefully. The training we received has been encouraging and I feel every one needs it.»

*Baganzi Hilder,
Kigulu Girls School, Iganga*

«The Peace Club is really good and exciting. I have learned to be free and friendly with the opposite sex, my morals have been positively affected to become a better person who cooperates with my fellows and my siblings at home.»

*Odongo Pius,
Buwenge Town Academy Jinja*

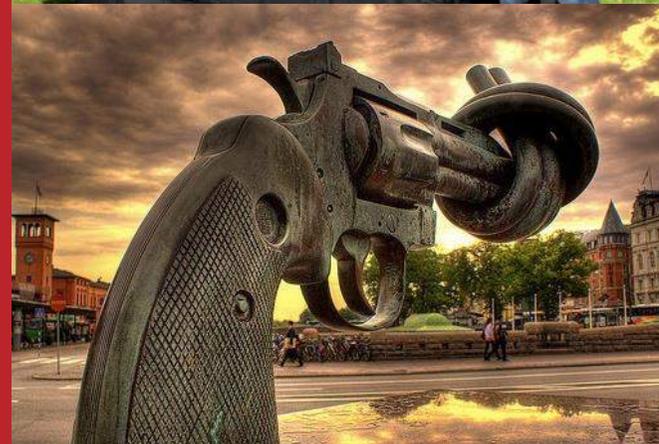
Regarding this successful ongoing 3 years program which NVPF financed, we also would like to thank a lot the City and State of Geneva, the FONDATION SMARTPEACE and the Migros Aid Fund



The symbol of Non-Violence: the knotted gun

Our Symbol is the famous sculpture for peace and non-violence, the Knotted Gun, created in 1980 by the Swedish artist Carl Fredrik Reuterswärd as tribute to his friend John Lennon. Knotted Gun sculptures are located at more than 30 strategic locations around the world, such as the UN Headquarters in New York, the Federal Chancellery in Berlin and at the Olympic Museum in Lausanne, Switzerland.

Our symbol represents a universal idea of peace and non-violence. It carries more meaning than any word, transcending cultures, religions or ages.



OUR AMBASSADORS

We cannot change the world alone. Our work depends on the support of well-known personalities from around the world, each of whom increases public awareness about peace and non-violence, and of the work that NVPF does with young people. Our Ambassadors are primarily from the worlds of music, sport, the arts and culture.

Below are some of our Ambassadors:

KUNAL SOOD

RICKY KEY

PAUL MCCARTNEY

JERRY WONDA

HÅKAN HELLSTRÖM

HENRIK & JOEL LUNDQVIST

NICO ROSBERG

ROGER DUPÉ

MEJA

MAASAKI SAKAI

DERRICK GREEN

FEU JOHN LENNON

YOKO ONO

JOHAN ERNST NILSSON

STEVE ANGELO

SEAN ERIKSSON

YUMIKO IGARASKI

XAVIER DE LA RUE

OKURA SHONOSUKE

OONA CHAPLIN

ROBIN SÖDERLING

DECO

DUSTIN JOHNSON

FEU MOHAMMED ALI

GUS POYET

JAVIER CHICHARITO

RINGO STARR



ONE OF THE BEST YOUTH EDUCATION PROGRAMS IN THE WORLD.

Barack Obama, press conference, Mexico City, May 3rd 2013 .

A FEW ACKNOWLEDGEMENTS



THE DAILY LIGHT AWARD
by President Bill Clinton

THE PAUL HARRIS FELLOW AWARD
by Rotary International

THE SET AFRICA FELLOWSHIP AWARD
by the International Youth Foundation and Makerere University



OUR PARTNERS

We are deeply grateful to all our partners for collaborating with us. Sales from each product supports our global work to reduce violence and to provide education about solving conflicts peacefully.

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CITY OF GENEVA

SMARTEYES - SEVERAL YEARS OF PARTNERSHIP

<https://www.smarteyes.se/>



WEEKDAY: AN INCREDIBLE SUCCESS IN EUROPE & 9 PEACE FORCE AMBASSADORS

Link of their documentary
<https://youtu.be/R1lg1aZrc30>



NOME: A PROMISING NEW PARTNER IN CHINA

<https://nonviolence.com/action/brands-for-peace/non-violence-x-nome/>



URBANISTA



«Urbanista is an audio brand inspired by urban environments and city life. We can see how violence influences our local community as well as globally. This collaboration came naturally and we want to inspire to a less violent world. There's no better way than to start with education.»

Valerie Wigardt,
Marketing Manager Urbanista

ARILD LINKS/ HUMANIUM: MAKING JEWELLERY FROM ILLEGAL FIREARMS



HOW YOU CAN SUPPORT US



DONATE



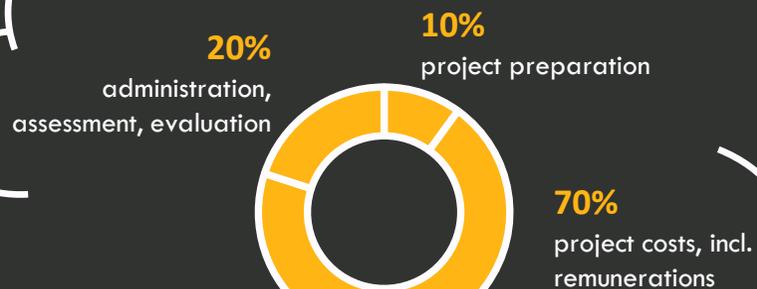
SPONSOR



ACTIVE PARTNER

Read more: <https://www.nonviolence.com/donate/>

OPERATING COSTS



DO

- Become a “Company or City against Violence” by using our Knotted Gun sculpture as a new creation for your business
- Provide direct support to the NVP Foundation
- Become a partner in one of our current or future projects
- Sponsor an NVP educational program

GET

- Logo/credentials in NVPF digital and printed channels
- Use of our NVPF logo for your communication purposes
- Create your own series of our 19/40 cm glass fiber Knotted Gun sculpture
- Employee training program



“It’s not the violence of the few that scares me, it’s the silence
of the many.”

- Martin Luther King





THE NON-VIOLENCE PROJECT FOUNDATION

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www.nonviolence.com