

ANNUAL REPORT 2020

THE NON-VIOLENCE PROJECT
FOUNDATION



*INSPIRE ,
MOTIVATE ,
ENGAGE
PEOPLE
THROUGH
EDUCATION
TO PREVENT
AND REDUCE
VIOLENCE*

ANNUAL REPORT 2020 – THE ESSENTIAL

CONTENTS

LETTER FROM THE CEO	p.2
NVPF AT A GLANCE	p.3
THE POWER OF EDUCATION	p.3
RAISING AWARENESS	p.4
2020 NEWS	
EDUCATION AT GLOBAL LEVEL	p.5
.....	
COUNTRIES ACTIVITIES	
AFRICA	
UGANDA	p.6
ASIA	
INDIA	p.8
JAPAN	p.9
EUROPE	
SWEDEN	p.9-10
DENMARK	p.10
SWITZERLAND	p.11-12
UNITED KINGDOM	p.13
AMERICA	
MEXICO	p.14
BRAZIL	p.14
PARTNERSHIP ACTIVITIES	
BRANDS FOR PEACE	p.15-16
AMBASSADORS FOR PEACE	p.17
.....	
GOVERNANCE	p.18
DONORS AND SUPPORTERS	p.18
FINANCIAL RESULTS	p.19

LETTER FROM THE CEO - BLAISE OBERSON

2020: a difficult but fruitful year



Times have been challenging for the whole world in 2020. With the Covid19 pandemic and the long periods of lockdown on various continents, the Foundation had to put on hold most of its activities including educational programs, projects, partnerships and much more.

Financial pressure was also strong due to a drop in donations and licensing partnerships which are major sources of funding of our work.

An opportunity to think over new ways of working

With something that looked like a “forced” pause, we decided to turn it into an opportunity: an occasion to reorganize the way we work, what we can bring to the world and how.

Digitalization and new programs

We focused our efforts on both immediate and more long-term projects. In the short term, NVP offered its support to some fragile people touched by Covid in some countries (Uganda and Mexico), to offer relief and a means of communication, especially for domestic violence, which surged during lockdown in many countries. With a more long-term focus, we worked on the digitalization of our programs, which was an obvious priority to adapt to the new ways of training.

All the NVP teams showed an impressive capacity to stay active, adapt and be extremely creative! After the success of our workshops on sexual harassment prevention, new programs on mobbing prevention were created to improve our offer in that domain. Our organization, with its special focus on youth, wants to tackle growing forms of violence been generated by the internet, such as cyberbullying. We started to work on issues in the e-gaming world to make it a safer place, an initiative that should be rolled out in 2021.

Long term perspectives

In a long-term and sustainable perspective, NVPF has the project to launch KNOT EDUCATION SA (KESA). KESA will be a Social Enterprise gathering all commercial activities (licensing, merchandising, artpieces related to the Knotted Gun, some selected educational programs etc) and will secure the long-term financing of the Non-Violence Project Foundation. This new structure will allow to look at the future of the Foundation with serenity.

NVPF AT A GLANCE

OUR MISSION IS TO PREVENT AND REDUCE VIOLENCE

THE POWER OF EDUCATION

Since 1993, NVPF has developed educational programs adaptable to all kinds of audiences - from children to adults - with an important focus on youth. Our objective is to use the power of education to inspire, motivate and engage people to solve any kind of conflict peacefully without resorting to violence.

KEY ELEMENTS OF NVP PROGRAMS

- A holistic approach integrating all parties involved (families, work colleagues, administrations, communities, etc.) with a 'Train the Trainers' module incorporated into each program.
- A recognized educational methodology (SEL - Social Emotional Learning) to impact behaviors and prevent violence.
- An assessment and monitoring system based on the Kirkpatrick model measuring the impact on attitudes and behaviors after the programs' implementation

NVP AT A GLANCE

- Registered NGO headquartered in Switzerland since 1993
- 28 years of expertise in training
- 9 million people trained since its creation
- NVPF programs used by various organizations on four continents
- The Knotted Gun sculpture exhibited in nearly 30 countries
- Multiple partnerships (companies, international organizations, federations, cities, celebrities etc.) to raise awareness and educate about non-violence
- Various prominent international awards

IMPACT OF NVP PROGRAMS

- A reduction in school violence
- A greater aptitude to manage conflictual situations in any environment (academic, sportive, work...)
- An increased capacity to recognize harassment (moral, school, sexual) and act upon it
- A stronger skillset of the teachers, coaches or community leaders who will deploy and implement NVPF programs to students of all ages



RAISING AWARENESS

To improve violence's prevention and reduction, NVP uses various means to raise awareness globally and locally.

Various **partnerships** are created every year, especially with brands through an initiative called Brands for Peace. This licensing initiative uses the NVP symbol - the **Knotted Gun** – which enables the Foundation to fund educational programs and campaigns against violence. On top of **Brands for Peace**, other partnerships are agreed with **Ambassadors** and various organizations to promote the cause and raise funds for the Foundation's work.

Each country independently organizes **campaigns** with local partners (advertising agencies or other institutions) on specific issues (gender equality, shootings, domestic violence, etc.,) according to its priorities.



2020 NEWS: GLOBAL

EDUCATION

New Director of Education



The Non-Violence Project Foundation lost its great Director of Education, Ivana Busjleta who left an immense legacy of her know-how, developing skills and programs of more than a decade, to the Foundation.

To continue her work, the Foundation appointed Jérôme Lhost as new Director of Education in November 2020. Jérôme brings great expertise in coaching and strategic facilitation developed in corporates, international organizations and institutions all over the world during the past 20 years.

NVPF will greatly benefit from Jerome's experience in teambuilding, benevolent leadership and tools to improve well-being at work, all important issues the Foundation is focused on to reduce some forms of violence in the workplace. Jérôme will also support the digitalization of the Foundation's educational programs and develop specifically those dedicated to adults.

Expansion of educational programs to adults

On top of its ongoing educational programs *Schools for Peace* and *Sports for Peace*, NVPF has reinforced its expertise on other topics such as sexual harassment and mobbing prevention.

Standing Together, the program on sexual harassment prevention was digitalized to adapt to situations as experienced in lockdown in 2020. It is available both face to face and in a digital version through a series of interactive workshops. A video on the program including testimonials has been created and is available on NVP Youtube channel.

Faced with an increasing demand for solutions to prevent violence in the workplace (bullying, mobbing, pressure,) NVPF decided to expand its offerings.

The organization started to work on programs more focused on corporates or organizations with workers that could encounter issues on the workplace affecting the well-being of employees. Specifically, NVP worked on a program for adults focused on mobbing, bullying and sexual harassment prevention in the workplace that should roll out in 2021.



2020 NEWS: COUNTRIES ACTIVITIES

AFRICA – UGANDA

Very active year for NVP Uganda (NVPU) despite Covid19 major disruption



As with many countries, Covid-19 pandemic disrupted NVPU's activities when Uganda went into lockdown from March to July 2020. On top of the pandemic, the country was also hit by floodings caused by Lake Victoria's overflowing, leading to the displacement of many people.

25 partnerships with schools

Just before the lockdown, NVP Uganda was able to visit over 50 schools in the three districts of Jinja, Iganga and Buikwe, located in central Uganda. After an in-depth school mapping to assess the situation in terms of needs and commitment to NVP programs, 25 schools were selected as partners.

After the school selection, NVPU ran a safety and violence survey, submitting it to almost 2000 students. The results confirmed the need to start action to reduce violence in and outside the school environment.

TRAINING OF TEACHERS, STUDENTS AND SCHOOL ADMINISTRATIVE STAFF



In 2020, three new Master Trainers were trained in addition to the 20 already coached in 2018. NVP Uganda was also able to deliver its training to 300 teachers, and more than 3000 students completed the Schools for Peace level-2 program.

The radio as a new platform

During the lockdown, some programs were dispatched on the radio to reach students and communities. Using the radio as a platform allowed great coordination with the school administrations, during and after the lockdown. The radio talks engaged a wider audience of listeners - estimated to five million people - on issues of gender, child abuse and domestic violence. Counseling and referral services were provided to 68 victims of violence.

Work with communities

NVP interventions in Uganda go beyond schools. Every year, the organization engages community stakeholders such as parents, local leaders and out-of-school youth in dialogues on specific issues. In 2020, due to Covid-19, only two community dialogues were organized with a focus on domestic violence, child abuse and community systems to promote responsible parenting. For example, in Kaliro district, NVPU engaged with 50 young people in the community after cases of drug abuse, teen pregnancies and domestic violence were escalating. The community leaders invited NVPU to conduct a dialogue and to provide group counseling to victims of violence and teenage mothers.

Coordination of food relief

When lockdown was announced, NVPU started receiving many calls for help from communities where at-risk families were starving. The team, led by Country Manager Eddy Balina, launched an Covid-19 relief aid project raising USD \$2000, from local staff, the head office team and from former international volunteers. The funds helped NVPU to provide food for over 70 families, and seeds to plant four acres.

Entrepreneurship for Peace

The collaboration with another NGO “Hope for Maamas Uganda” generated a fruitful week-long workshop for women (unemployed single mothers) living in the slums of Jinja. “Hope for Maamas Uganda” provided startup grants for the workshop beneficiaries enabling the creation of some businesses in different sectors: tailoring, juice selling, small grocery shops, clothes and shoe selling, charcoal and food market stalls.

Uganda for Peace

As Uganda got closer to presidential elections of 2021, violence loomed, and more than 100 people died in December 2020. Together with other youth-oriented organizations NVPU launched “Uganda for Peace”, a campaign advocating for peaceful, violence-free, and fair elections.



ASIA – INDIA

Strong mobilization of NVP India (NVPI) in the fight against Covid19

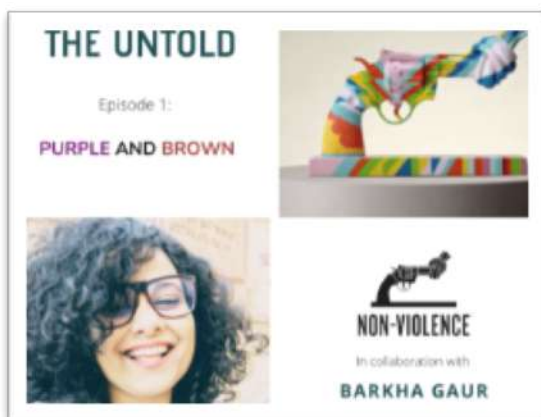
NVPI ran various activities to support the Health Department before and during lockdown: data collection on people returning from foreign countries but also elderly isolated people, assistance to draw travel map of tested positive people, calls to raise awareness done by volunteers.



NVPI also focused a lot of its efforts on checking on families and isolated senior people on a regular basis.

Help to the Health Department was also brought in the matter of shifting sick people to hospitals, extend counseling facilities to people on need, deliver essential supplies to quarantined people and transport equipment, supplies or medication between sites.

Collaboration with Indian artists



In the light of violence generated by lockdown and quarantine, NVPI collaborated with Barkha Gaur, poet and writer, to bring a weekly series of poetry called "THE UNTOLD". In her creative words, the artist shed light on the untold events of hate and violence, with a hope to foster empathy and compassion during such trying times. She generously agreed to write one poem every week for two months, each episode in the form of audios.

Another collaboration was set with Tanaya Sharma, an Indian artist, who interpreted the Knotted Gun in a beautiful way.



ASIA – JAPAN

NVP Japan (NVPJ) switches to online classes at Tsukuba University



Due to health constraints, all face-to-face programs were put on hold, but thanks to Associate Professor Toshinobu Kawai, some remote learning classes took place. Professor Kawai was able to run the 10 sessions of the "Sports for Peace and Non-Violence" program and was positively surprised by the participation of the students. He was able to train the students online, and had extensive discussions with them.

NVPJ also took the opportunity of this lockdown to work on a new website - fully in Japanese - to be launched in the first quarter of 2021.

EUROPE – SWEDEN

Various activities led by NVP Sweden (NVPS) to fight violence

NVPS head office office changed during 2020. It is now led, in the interim, by Rolf Skjöldebrand, one of the co-founders of NVPF, after the departure of Zena Fialdini, the NVPS former Country Manager.

Digital educational platform

During lockdown, NVPS was able to pursue its collaborative work on building a digital educational platform, in partnership with two other similar organizations. This collaborative work should materialize into a innovative digital application in 2021.



Stena Group partnership

On the educational side, NVPS was able to book some programs in schools for the fall semester and the partnership with the Swedish STENA group will hopefully materialize into more training in a couple of Swedish schools in 2021.

Actions on domestic violence and youth trainers



Some of NVPS **Ambassadors for Peace** participated in [@Live at Heart Festival](#), an event focusing on domestic violence that has been 100% online in 2020 due to Covid.

New Ambassador

Roger Dupe, Swedish model, was appointed as NVPS Ambassador. More on this in the Ambassadors section.



Partnership with SOS CHILDREN

The partnership with SOS CHILDREN villages is still up and running, and training of youth trainers planned with the Kavli Foundation that has already supported NVPF during 2019 - 2020.

EUROPE – DENMARK

Due to Covid disruption and the maternity leave of NVP Denmark Country Manager, no activities of NVP Denmark were possible in 2020.

EUROPE – SWITZERLAND

Focus on bullying and sexual harassment prevention for NVP Switzerland

The first quarter of 2020 was marked by intense activity in Switzerland, specifically in the French speaking part. NVP Switzerland had the opportunity to train students about the benefits of non-violence through workshops in both secondary schools and management schools. After March 2020, many programs had to be put on hold due to Covid and health restrictions.

Ongoing work on sexual harassment prevention at EHL, international hospitality school, establishing a long term partnership

NVP Switzerland was able to provide EHL with online classes on sexual harassment prevention. Almost 500 students aged 18-21 were given training, with practical tools to recognize and handle sexual harassment situations. Since fall 2019, the Foundation has successfully trained over 1,400 first year EHL students as part of the institution's Sexual Harassment Prevention initiative spearheaded by EHL's Women in Leadership (WIL) in collaboration with Academic Services.



Awareness on school bullying



Geneva based primary and secondary school Institut Florimont hosted a workshop led by NVP Switzerland during the Human Rights Week.

The objective was to raise awareness on school bullying and cyberbullying involving students of the secondary level. Interaction through discussion and role plays between the trainer and more than 50 students were very fruitful.

Strengthening of partnership with Charlie Chaplin Museum and Foundation

The Non-Violence Project Foundation and The Charlie Chaplin Museum Foundation with Chaplin's World, the only museum dedicated to Charlie Chaplin in the world, announced the strengthening their collaboration through joint initiatives that will develop throughout 2021.

The collaboration between the organizations, started in October 2020 and planned for the whole year of 2021, aims at celebrating the 80th anniversary of Chaplin’s movie “The Great Dictator” famous final speech that honors strong values such as hope, tolerance, respect and humanism.

NVPF, along with Amnesty International Swiss Section, has been appointed as partner of the year on this specific initiative. We fully supported all the activities including #LetUsAllUnite, a global campaign organized by Chaplin’s World, to promote the values cherished by Chaplin himself.



NVP chosen as charity by BALEXERT, Swiss retailer

Balexert, one of the biggest Swiss retailers in Geneva choose NVP Switzerland as the NGO to receive the profits, at Christmas time, from the sale of recycled bags made out of plastic billboards.



Organization of a Non-Violence AUCTION

As Covid19 and confinement became a reality on many parts of our planet, another collateral effect unfortunately surged: the increase of domestic violence. Hotlines lit up dramatically and, in some countries, domestic abuse rose up to 40 %.

NVP Switzerland organized, in partnership with CB EVENTS, an auction to raise some funds. The auction was launched at the end of May 2020 and closed in July.

Some unique items were available as well as some unique prizes, such as a piano concert



EUROPE – UNITED KINGDOM

Intense work on domestic violence for NVP UK and fruitful partnership with Studio Eight

In the absence of any NVP school training due to health restrictions, NVP UK worked on various collaborations with different service providers aligned with the same values and objectives.

Taboo Talks podcasts

During the global COVID-19 lock-down, restrictions on interactions and an unprecedented rise in domestic violence, NVP UK and Studio Eight partnered with [Youth Realities](#), a youth-led organisation addressing teenage relationship abuse through creative education.



Together they delivered studio based creative workshops aimed at using digital media as a mean of expression and as a conduit for delivering programs to survivors of domestic violence. Over the course of six two-hour workshops a series of podcasts entitled **Taboo Talks** were created in which young women, from 14 - 24 years old, highlighted the fact that no matter what you are going through you are not alone.

The series are available on Youtube.

Non-Violence Studios



NVP UK and Studio Eight partnered to create Non-Violence Studios (NVS). Videos are being produced to form pillar content on various topics related to Violence. The monthly LIVE STREAM is now up and running and can be seen on our YouTube channel.

NVP UK also launched a pilot program in which a guest artist is invited to create a 'non-violence' t-shirt to be sold locally to raise funds for the NVP's work. The first artist was Cyril Fernandez an artisan screen printer and urban designer.

AMERICA – MEXICO

Difficult conditions for NVP Mexico

2020 was a very difficult year for NVP Mexico. Due to the pandemic, all programs and workshops had to be put on hold. Some trainers and volunteers helped in collecting information regarding violence during lockdown and the data was delivered to INEGI, the Mexican statistic institute. This work was nevertheless challenged by the fact that a high percentage of NVP trainers did not have access to a smartphone or a computer to set up remote workshops on violence.

Depending on how fast the country will be able to overcome the pandemic and depending on the outcome of elections, NVP Mexico will be able to restart its activities and its collaboration with key players such as UNAM. The work with advertising agency Anonimo on campaigns against violence should resume in 2021. NVP Mexico is confident that solutions for conflict resolution, non-violence and the promotion of a culture of peace will really be needed after a strenuous year.

AMERICA – BRAZIL

Due to Covid disruption and lack of sponsors, NVP Brazil, no activities were possible in 2020.

PARTNERSHIP ACTIVITIES

BRANDS FOR PEACE - RAISE AWARENESS

2020: successful campaigns with long term licensing partners and development of new collaboration with fashion brands.



SMARTEYES

Launch of 5th collection with Non-Violence

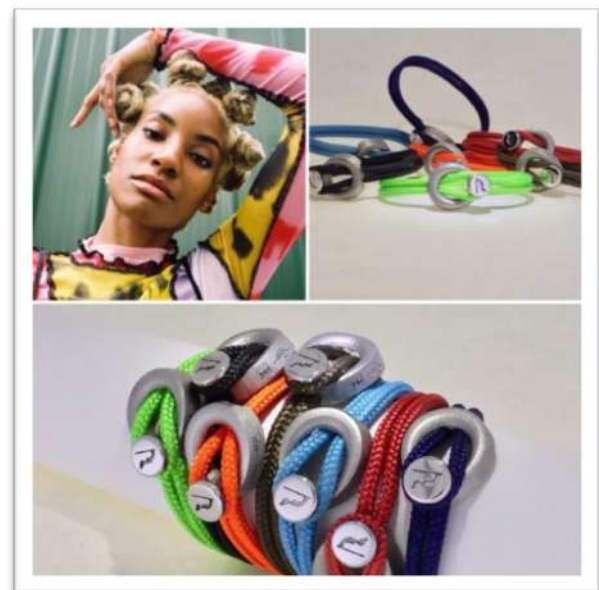
Eyewear company Smarteyes released in January 2020 their 5th NVP collection called "**Non-Violence Collection by Smarteyes**". 5€ from every pair of eyewear sold were given to Non-Violence global work.

ARILD LINKS

New Non-Violence collection "Changes »

CHANGES is the 3rd collection from Arild Links with NVP.

The collection, launched in May 2020, is made from destroyed illegal firearms and recycled plastic bottles (PET).



ELLY PISTOL

Collaboration on "Fight fighters with flowers" NVP collection



In November, Swedish street-and active-wear brand Elly Pistol launched a limited collection in collaboration with NVP called "Fight fighters with flowers".

A communication campaign on the social media was organized both by Elly Pistol and NVP to spread the message against violence, especially towards women. The three models chosen by Elly Pistol had all a personal story of violence to share which made the campaign even more powerful.



THE STAGE COLLECTIVE

A sweater inspired by Yoko Ono "Imagine" Knotted Gun



A collaboration was created between NVP and The Stage Collective, a platform gathering high-end items in fashion, music and artifacts. The collaboration translated into the production of a unique cashmere sweater (the Dakota knit), inspired by the design of The Knotted Gun sculpture version « Imagine » created by Yoko Ono.



The sweater is light blue with fluffy clouds just like the Yoko Ono's sculpture.

AMBASSADORS FOR PEACE – RAISING AWARENESS

Melissa La Bozzetta - NVP Global Ambassador and specifically for Australia



Melissa LaBozzetta, an Italian-Australian artist based in Melbourne, was appointed a new Global Ambassador for the Non-Violence Project Foundation (NVPF) in January 2020.

As a Non-Violence Ambassador Melissa designed her own Knotted Gun sculpture, originally created by Swedish artist Carl Fredrik Reuterswärd as a symbol of peace in tribute to his friend John Lennon's death. Best known for her life drawings and abstract pieces, Melissa has named her sculpture "Ocean of Love".



Roger Dupe – NVP Global Ambassador and specifically for Sweden

Roger Dupe, the first black model from Sweden to have made an international impact, was appointed Ambassador for The Non-Violence Project Foundation (NVPF) in September 2020.

GOVERNANCE

NVPF ORGANISATION

Jan Hellman, Co-founder & President of the Board

Rolf Skjöldebrand, Co-founder

Nicke Backlund, Member of the Board

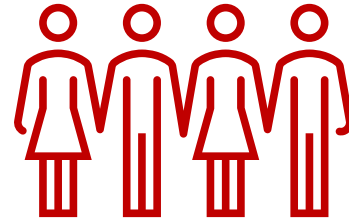
Claes Cronstedt, Member of the Board

Jens V. Holm, Member of the Board

Blaise Oberson, CEO

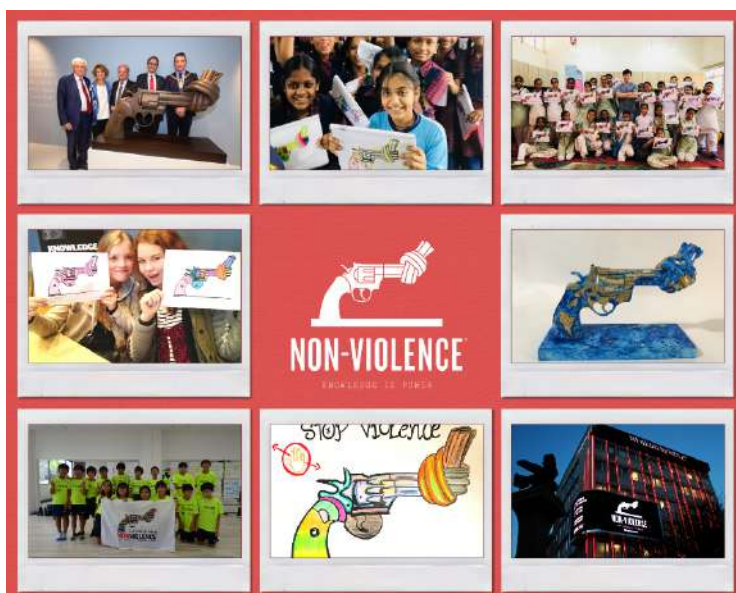
Jérôme Lhost, Global Education Director

Sophie Ryan, Head of Communication



DONORS, SPONSORS, PARTNERS AND SUPPORTERS

A huge thank you to all our sponsors, partners, volunteers and specifically to the STENA group, the City and Geneva Canton, the Migros Foundation, the Smartpeace Foundation, Terraequitas and the Fluidum Foundation. Our institutional donors and main private donors during the last couple of years: the Millénaire Foundation, the Bjäringer Charitable Foundation, the Heineman Foundation, the Anders Lönnqvist family, the Stephen Heinrich family, the Claes Ancher family, the Carl Rosvall family, the Hellman family and the Oberson family.



**A HUGE
THANK YOU !**

FINANCIAL REPORT 2020 (Swiss francs)

Revenues	2020	2019
Donations	136 276	144 015
Grants for specific projects	32 000	96 000
Licensing	71 818	78 159
Partnerships with companies	-	115 000
Training courses	27 770	28 900
Other revenues	1 871	47
Balance (negative)	14 455	707
Total revenues	255 281	461 415
Operating costs		
Education	61 737	67 578
Projects-related expenses	44 866	111 842
Travel expenses	3 666	204
Marketing communication	12 376	34 575
Fundraising	0	20 000
IT	2264	6 726
Staff expenses	107 555	245 801
Overhead expenses	37 048	44 367
Insurance	3 230	3 230
Other expenses		5 708
Total costs	272 98	540 031
Extraordinary charges		10 266
Extraordinary income	57 291	98 923
Operating result	39 591	10 040



NON-VIOLENCE®

THE NON-VIOLENCE PROJECT FOUNDATION

Maison Internationale de l'Environnement 2 - Chemin de Balxert 9

CH-1219 Geneva - SWITZERLAND

Email: info@nonviolence.com

Tél: +41 22 940 42 47

www.nonviolence.com

Follow us on our social media !



@nvpfoundation



@NonViolenceProject



@NVPFoundation



The Non-Violence Project Foundation



Non Violence Project