



THE NON-
VIOLENCE PROJECT
FOUNDATION

ACTIVITY REPORT 2022



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WORD FROM THE CEO

Dear all,

as many of you know, Covid hit the whole organisation pretty hard two years ago so I am truly happy how far NVPF has rebounded since. Most of the teams around the world were “back in action” in 2022 and I take this opportunity to thank them all for their commitment. I also thank my predecessor, Blaise Oberson, who retired after five years of relentless work, as well as the Co-founders Jan Hellman and Rolf Skjöldebrand who trusted me with this important role.

An intense year for NVPF worldwide

2022 was dedicated to various activities, one of which was strengthening our pool of trainers, now coordinated by Cindy Hancock, NVPF Central Learning Manager for the whole organisation.

In Europe, we ensured that all trainers were available to serve the demand and I am happy that, for example, five new trainers dedicated to sexual harassment prevention were appointed in Switzerland to deal with increasing requests in that field. NVPF Sweden was particularly involved on the measures needed to act on hate speech on social media, a serious problem for all audi-

ences, especially young people. A new partnership between NVPF UK, NVPF Portugal and an asset management company, RE Capital, underlined the impact we can have on communities.

In the Americas, NVPF USA was able to run many workshops in NY through its ‘Why Knot NY?’ pilot project, designed to address violence-related issues in schools. The enthusiasm shown by students showed the relevance of restarting our US activities in 2021. Assessment of the business potential around building a sustainable model for the coming years is ongoing. In Brazil, the work done to support children in favelas in conjunction with other NGOs was outstanding, and in Mexico we are happy that a movie on domestic violence gained recognition.

In Asia, NVPF Japan resumed workshops for children and started collaborating with universities to enlarge its scope of action.

A special mention goes to the NVPF Uganda team that faced a high rate of violence and issues concerning female teenagers, some related to the post-pandemic period. The passionate commitment of the whole Uganda team is an example for the whole organisation.

WORD FROM THE CEO

2023 Outlook: a new learning and business model

I have truly been inspired by the people I have met and amazed by the potential I have seen in this organisation since I joined NVPF in late 2022. Three things particularly stood out for me: NVPF's work is needed more than ever, empowerment is the most efficient way to promote social change, NVPF has the opportunity to unite forces even more.

I see 2023 as a year to develop a learning model we can customise for local markets, and to adapt our method to local violence-related issues, and to the most pressing concerns of the audiences we want to reach. The months to come will also be dedicated to creating a new education model through a tiered fellowship program. It will be a year to take a big step towards a united NVPF, offering education, art, licensing, & merchandise, a year that marks NVPF's 30th anniversary.

My objective is to build a solid support system to roll out this project and link it with our other channels (art, licensing, merchandise) to create consistency and broaden reach. One way to gain a larger reach and impact would be to address youth through social channels and social learning. I feel excited about this journey and hope we can take NVPF to the next level, knowing it will take time (more than one year) and resources.

I am confident that we can achieve our goals with the support of everybody, the NVPF teams, our donors and partners, as well as all the other people that support our organisation.

Thank you for your continuous support and for being part of our journey!

Anouk Tenten
CEO of the Non-Violence
Project Foundation

NVPF AT A GLANCE

EDUCATION TO PROMOTE SOCIETAL CHANGE

Inspire, motivate and engage

The Foundation's conviction is that education is a powerful tool to inspire, motivate and engage people to solve conflicts peacefully without resorting to violence. Since 1993, NVPF has developed educational programs and awareness-raising campaigns to prevent and reduce violence for all kinds of audiences – from children to adults – with an important focus on youth.

- A **holistic approach** integrating all parties involved (families, work colleagues, administrations, communities, etc.) with a 'Train the Trainer' module in each program.
- A **recognised educational methodology** (SEL – Social Emotional Learning) to positively impact behaviours and attitudes.
- A **measurable impact** on attitudes and behaviours after the programs' implementation thanks to a well-developed assessment and monitoring system.



KNOWLEDGE IS POWER.

Key facts and figures about NVPF

- Registered NGO headquartered in Switzerland **since 1993**.
- Strong expertise in **education** and **awareness raising**.
- **Nine million people** trained since 1993.
- NVPF programs used by various organisations on **six continents**.
- The Knotted Gun sculpture exhibited in more than **30 countries**.
- **Multiple partnerships** (companies, international organisations, federations, cities, celebrities etc.) to raise awareness and educate about non-violence.
- Various **prominent international awards** for Best Practice.

NVPF AT A GLANCE

BUILDING AWARENESS LOCALLY AND GLOBALLY

To prevent and reduce violent behaviours, NVPF strongly supports actions to raise awareness among the public, local authorities, companies, organisations and change-makers.

Over the years, NVPF has developed various ways to raise awareness, both globally and locally.



9 MILLION
PEOPLE HAVE BEEN
TRAINED BY NVPF
SINCE 1993

NVPF AT A GLANCE

THE KNOTTED GUN, AN INTERNATIONAL SYMBOL OF **NON-VIOLENCE**

The Non-Violence sculpture, also known as the Knotted Gun, is a bronze sculpture created by Swedish artist Carl Fredrik Reuterswärd to honour his friend John Lennon, and his vision of peace after the artist was dramatically shot in 1980.

It is recognised as an international symbol of peace and is part of the Non-Violence Project brand. The Foundation owns the exclusive rights to use it. Initially exhibited in NY in front of the United Nations' headquarters, today more than 30 cities host a Knotted Gun sculpture.



BRANDS FOR PEACE

NVPF is grateful to collaborate and partner with several international companies. BRANDS FOR PEACE fits perfectly with CSR policies and materialises as Non-Violence collections featuring the Knotted Gun, delivering a powerful message of peace.



NVPF AT A GLANCE

AMBASSADORS FOR PEACE

NVPF is always looking for support in spreading the word of non-violence and encouraging people to act in a responsible way without resorting to violence.

Several celebrities, appointed as NVPF Ambassadors, have shown valuable support to the Foundation over the years since 1993: Ringo Starr, Paul McCartney, Oona Chaplin and Patrizia Gucci just to name a few.



Ringo Starr Knotted Gun DRUMS FOR PEACE

Some of the NVPF Peace Ambassadors have also designed their own Knotted Gun sculptures, where some are still available for sale in our Art division.



Patrizia GUCCI Knotted Gun

CAMPAIGNS FOR PEACE

NVPF 'antennas' worldwide organise their own campaign(s) with local partners (advertising agencies or other institutions) on the issues they identify as a local priority.



GLOBAL NEWS

CHANGE OF CEO



Thank you to **Blaise Oberson**

After five+ years of service, Blaise Oberson retired as CEO on 30 September 2022.

The Foundation warmly thanks him for his relentless work and engagement for all the past years during which Blaise developed the Foundation and specifically partnerships and activities in Switzerland.

The Foundation wishes him a well-deserved retirement and every success with his new passion, poetry writing.



Welcome to **Anouk Tenten**

From 1 October, the Foundation welcomed Anouk Tenten as new CEO. With a strong international profile and after more than 12 years of management experience in the field of education, Anouk Tenten holds great ambition for the Foundation, aiming to make NVPF programs a standard for all organisations in their fight against violence.

Anouk Tenten has an in-depth expertise in the education sector built in many different organisations including companies such as: Laureate Education Group, EF Education First, and universities such as: the Hospitality Business School EHL in Lausanne. Holding a variety of operational and management positions, she worked on various product and project growth hacking challenges.

In her last position, she was a Business leader for EHL's start-up platform in Talent Acquisition and Learning.

THE KNOTTED GUN

Adding to the 30 locations around the world already displaying a replica of the Knotted Gun, 3 new countries hosted the iconic sculpture in 2022.

SWITZERLAND GENEVA



For the first time, a bronze replica of the Knotted Gun, was displayed in Geneva.

Thanks to the partnership with ARTGENEVE, the international art fair, the sculpture was displayed in the summer Geneva Biennale Sculpturegarden, an outdoor event taking place in the heart of the city.

Many visitors were able to see the art piece on the Ile Rousseau, a very central location overlooking the lake.

"The presence of many international organisations striving for peace totally makes sense with the display of the Knotted Gun in such an inspiring location as Geneva."

Jan Hellman, NVPF Co-Founder

SAUDI ARABIA RIYADH

Rolf Skjöldebrand, Co-Founder of the Foundation unveiled in September 2022 a replica of the Knotted Gun in Riyadh.

The event was organised in collaboration with the Muslim World League (MWL), an independent NGO with the mission to spread and establish common values of all religions, as well as working with various initiatives such as: education, food distribution, and infrastructure support.

The collaboration is based on the idea that joint education initiatives can be developed.



THE KNOTTED GUN

PORTUGAL LISBON

As part of the partnership between the Foundation (London and Lisbon) and RE Capital, a pan-European, investment, development and asset management company, a replica of the Knotted Gun was unveiled in Lisbon on 11 November during Armistice Day.

The sculpture was unveiled at RE Capital's development, LX Living in the presence of Newman Leech, RE Capital's CEO, Anouk Tenten and former football icon, Luis Figo.

More information on the partnership is available in the 'Partnerships' section of the Report.

"We are continually re-thinking the social aspect of our operations and are committed to engaging with local communities in a meaningful way. The Non-Violence Project Foundation has a wonderful vision of striving for peace through education, and we look forward to re-thinking and re-imagining community together."

Newman Leech, CEO at RE Capital



NEWS FROM NVPF COUNTRIES

AFRICA NVPF UGANDA

Recovering and re-building after two years of lockdown

2022 has mainly been a year of recovery and rebuilding from the effects of Covid-19's lockdown, which affected all spheres of life in Uganda: schools were closed for almost two years and learning was adapted through radio and community learning models. In this period, NVPF Uganda also experienced unprecedented levels of teenage pregnancies, early marriages, and high levels of school dropouts.

Enlarging activities to Western Uganda

2022 was a milestone in terms of outreach: programs were rolled out in new districts – Hoima and Kikuube – in the Western part of the country which means that NVPF Uganda is now operating in Central, Eastern and Western Uganda. The program was well embraced and NVPF Uganda wishes to spread it throughout the region if the political and health situation keep stable.

Enrolment of new partnering schools

After an assessment of 22 institutions, NVPF Uganda was able to partner with 10 new schools selected based on time, resources allocation and mainly commitment in implementing non-violence policies.



From 2011 to 2022 NVPF Uganda has partnered with 295 schools.

The offered curriculum, 'Schools for Peace', empowers the attendees to solve conflicts peacefully, and to become positive change agents, both in schools and communities. To ensure the sustainability of the 'Schools for Peace' program, NVPF Uganda always involves Teachers and School Administrators.

As part of its methodological approach, NVPF Uganda conducts a survey in each partnering school to assess the situation in terms of all forms of violence that might have been experienced by the students.

In 2022, the survey directed to the 1600 students (aged from 12 to 18) of the new schools, highlighted dramatic results in terms of school violence.

2022 students survey

Out of 1600 surveyed students:

- 82% had experienced physical violence
- 56% had experienced sexual violence
- 73% had experienced emotional violence
- 51% of violence was perpetuated by fellow students
- 46% of violence was perpetuated by teachers



In 2022, 188 teachers and school staff could benefit from training organised by NVPF Uganda.

“Thanks to the NVPF curriculum, I have learnt a lot about myself, which has encouraged positive behaviour change amongst our students.”

Immaculate Magoba,
Teacher at ROH School, Kampala

Master Trainers

NVPF Uganda also held a training for 21 Master Trainers, adults who train, support and coordinate program activities with partner schools and communities. Each training provides a Non-Violence Manual, along with a ‘Safer Families/Communities’ booklet, which are invaluable for awareness and advocacy.



Peace Boxes as violence reporting tools

One of the biggest hindrances to violence management in Uganda’s schools is the lack of systems to report, handle and track incidences of violence. NVPF Uganda supported all partnering schools by giving them Peace Boxes to enable anonymous violence reporting. The effectiveness of the tool could be measured easily as 54% of the violence incidences in the 10 new schools were reported through Peace Boxes.

Students embracing the program

The students of the new schools praised the program and actively participated through their Peace Clubs. 1653 students attended the program in 2022.

67% of the students agreed that their school lacked consistent and effective violence management and therefore this intervention was timely. The training program was conducted over nine months with each level being covered in a particular school term.

After the program, 90% of the students felt they could respond more positively during conflict.

Girls empowerment camp

For the second year, NVPF Uganda held a girls empowerment camp gathering selected young female leaders from partner schools and communities for intensive leadership training, mentorship, and networking.

Entrepreneurship for Peace

As a tool to prevent youth violence linked with unemployment and poverty, NVPF Uganda's team has also developed, for many years now, a program called "Entrepreneurship for Peace".

The objective is to develop skills that can generate an income, and it is also the opportunity for youth to form groups to do joint work.

In 2022, 670 young people were trained on hands on vocation skills and entrepreneurship.

"I am proud that our work has led to a reduction of violence incidences by 56 % in the 10 new partner schools."

Eddy Balina,
NVPF Uganda Country Director



NEWS FROM NVPF COUNTRIES

ASIA NVPF JAPAN

Schools and Sport for Peace available again

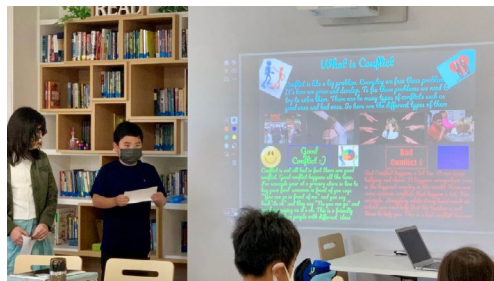
After a long period of inactivity due to the pandemic and lockdown, NVPF Japan was able to organise activities for children again.

In April 2022, students from Grades 4-6 from the TOKYO INTERNATIONAL PROGRESSIVE SCHOOL attended the School for Peace program implemented by NVPF Japan. The course was very much appreciated by the attendees who received a diploma, which was a source of great joy for the children.

“Sports and Peace”, a course inspired from ‘Schools for Peace’, was held in-person by Associate Professor Kawai from April to June 2022.

“The pandemic forced us to put our face-to-face programs on hold. We were delighted to pick up with our all important in-person activities again for youth in 2022.”

Yoshi Morimoto,
NVPF Japan Country Director



100 Trainers now available in Japan

In November, a session of “Train the Trainer” welcomed adults who wanted to contribute to a less violent world in Japan via socio-emotional skills and tools.

By enrolling nine new people, NVPF Japan has now reached a milestone of having 100 people qualified to run NVPF trainings.



NEWS FROM NVPF COUNTRIES

ASIA NVPF INDIA

Rupa Singh joined as a Member of the Board

Once hailed and celebrated as the most promising young person of the year by WEEK magazine, Rupa Singh joined the Board of NVPF India. With her late husband, she trained thousands of young people in theatre especially in conflict situations. She also led awareness sessions for children and parents on violence based on “good touch and bad touch”. She is currently working with Prayas, a leading agency for child trafficking prevention and rehabilitation. Rupa is the only Master Trainer from the 100 million strong Bihar State, and was part of all NVPI Bihar initiatives.

Two Senior Advisors appointed

NVPF India also appointed two Senior Advisors: Jyotsana Verma, a former State Director from the Ministry of Youth and Sports, and Babina Salaam, a Master Trainer from the Eastern States. Jyotsana Verma dedicated her life to engaging



and supporting youth. As part of the Nehru Youth Centres (NYKs), a network of 100,000 youth clubs in India, she brings her expertise and network to the NVPF movement in India. Babina Salaam regularly leads humanitarian and peace campaigns in her home state, Manipur, and will lead in NVPF's strategy in India around training.

During Covid, most of NVPF India's activities were at a standstill, but will gradually increase again in 2023. India will over time be one of NVPF's most important markets.

NEWS FROM NVPF COUNTRIES

EUROPE - SCANDINAVIA NVPF SWEDEN

Support for younger audiences

2022 started with a deep dive into further development of NVPF Sweden's digital offer to market for the young audience. With version two of SanaLabs, NVPF Sweden was able, in a much more inspiring way, to adapt the Schools and Sports for Peace programs, and create a platform that can also be used for other programs. Beta testing will conclude in 2023.

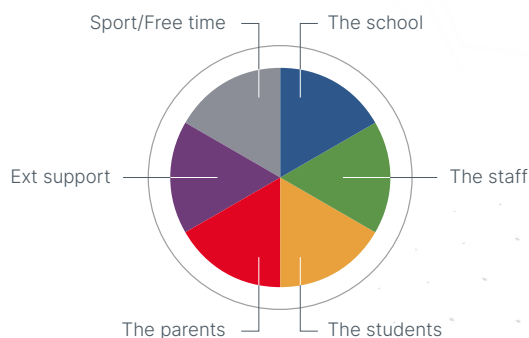
From April - June, some workshops were also achieved in schools in Gothenburg and Stockholm, all following the 'Schools for Peace' curriculum.

"A Healthier School", a holistic program involving all parties (students, teachers, staff, parents) to address bullying and harassment, was prepared and will be tested in schools in 2023. The objective is to address all areas surrounding youth in schools, but also at home and in their free time, to give them more tools to solve conflicts peacefully.

Gun violence prevention

From April - June, connections with representatives from all political parties were organised to discuss stronger initiatives to fight the rising amount of gang related shootings that have become a huge problem in Sweden, primarily involving young people. With the

A healthier school. A healthier society

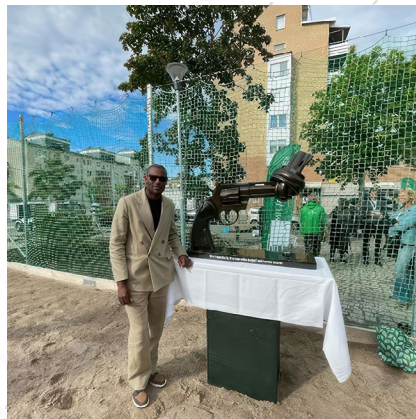


objective to put pressure on all political institutions, the Last Bullet campaign launched in 2021 and continued in 2022. It included suggestions for more efforts as well as financial support for more preventive measures to fight gun violence.

Ambassador's Knotted Gun in Stockholm

In October, NVPF Peace Ambassador, Roger Dupé unveiled his interpretation of the Knotted Gun in one of the crime ridden suburban areas outside Stockholm.

Roger Dupé is the first POC model in Sweden, and now international top model. He has supported the Foundation both locally and globally for several years, and we look forward to strengthening our collaboration with him in the years to come.



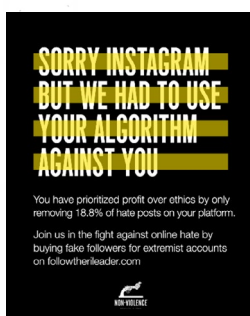
Campaign against hate speech on social media

2 October, the International Day of Non-Violence, NVPF Sweden launched a new campaign focusing on hate speech on social media. The initiative targeted the general public and regulators, with a call for Instagram to act against growing online hate speech on its platform.

The objective was to encourage Instagram's users to buy fake followers to shut down hate accounts. Six accounts were targeted and by buying fake followers, NVPF Sweden was able to demonstrate that Instagram's own system to close down hate accounts needs urgent attention.

"Hate speech on social platforms has a terrible impact on users, especially younger users. We used Instagram's own algorithm to show the platform that there is a high need of improvement to act in order to reduce hate speech."

**Rolf Skjöldebrand, NVPF Co-founder
and Sweden Country Director**



The campaign was done in collaboration with NordDDB, a Swedish agency, that created the campaign and supported its implementation.



Partnership with Interflora during Father's Day

In November, NVPF Sweden ran a partnership with Interflora by decorating four Knotted Gun sculptures (in Stockholm, Gothenburg, and Malmö).

One of the sculptures in Gothenburg was displayed at Samskolan, a Swedish school where the Headmaster invited all parents to celebrate Father's day together with the students.



The Knotted Gun in Riyadh

In September, NVPF Sweden organised the sculpture unveiling in Riyadh, Saudi Arabia, [see page 10 for more information.](#)

Finally, during the last months of 2022, NVPF Sweden focused on a stronger presence in social media channels, as well as adapting the Swedish website to the brand identity of the global site.

NEWS FROM NVPF COUNTRIES

EUROPE

NVPF UNITED KINGDOM

Collaboration with Studio Eight

NVPF UK, in collaboration with Studio Eight pursued the development of the Non-Violence Studio concept, offering creative production workshops that incorporate life skills training for young people and the community. The programs aimed to teach practical skills such as video production, while linking life skills to each production stage.

NVPF UK was also involved in the partnership developed in Portugal with RE Capital.



NVPF PORTUGAL

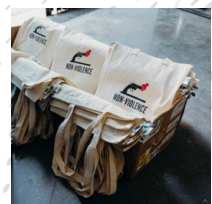
Community work

Through a partnership with RE Capital's RE-Thinking Community campaign, NVPF has become a service provider offering workshops around the Non-Violence symbol, as well as extending the Non-Violence Studios concept to Lisbon.

RE-Thinking Community also provided NVPF with the opportunity to engage with local street artist Pitanga to collaborate on the design of a Non-Violence statue, as well as the unveiling



and placement of a replica of the Knotted Gun sculpture, in Lisbon, by Luis Figo, at RE Capital's flagship development, LX Living.



See page 11 for more information.

NEWS FROM NVPF COUNTRIES

EUROPE NVPF SWITZERLAND

Sexual harassment prevention workshops expanded to international campuses

Since 2019 we have partnered with EHL Hospitality Business School to educate them on Sexual Harassment Prevention (SHP). NVPF ran multiple workshops to both students and management in 2022 not only on the traditional campus near Lausanne but also in Passug (German part of Switzerland), and Singapore.

More than 1300 students and employees were able to attend workshops aimed at empowering attendees in situations that can be defined as sexual harassment.

More and more programs from NVPF will be devoted to corporates and those organisations facing these issues, including in remote working conditions.

"It is very difficult to change behaviours and measure the impact in a short term, but what we do see is an increased awareness of people who speak up. We love working with NVPF's management and Trainers because of their professionalism, flexibility, and because they truly care."

**Sowon Kim Crettex, Associate Professor and
member of the EHL's Women in Leadership**

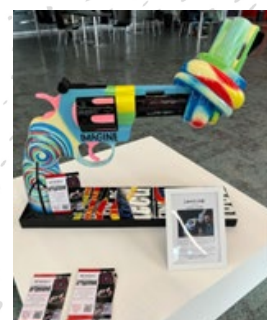


Collaboration with Artgeneve

Artgeneve, the international art fair taking place in Geneva every year, partnered with NVPF throughout the year.

In February, visitors had the opportunity to see two iconic versions of the Knotted Gun: DRUMS FOR PEACE, by singer Ringo Starr and ONE WORLD, by explorer Johan Ernst Nilson. Both Ringo and Johan Ernst are NVPF Ambassadors for Peace.

As part of Artgeneve's summer edition, a large bronze version of the Knotted Gun was displayed in the city.



NEWS FROM NVPF COUNTRIES

NORTH AMERICA NVPF MEXICO

Reactivation of partnership with UNAM

NVPF Mexico reactivated the workshops in collaboration with UNAM, the Mexican University.

1200 students aged between 19 and 23 attended workshops in Mexico City, inspired by the 'Schools for Peace' program. The students attending are then sent to small cities outside the capital to deliver the workshop to other students.

Anonimo campaign on violence awarded by multiple prizes

Anonimo, the advertising agency working with NVPF Mexico, won multiple awards for the social media campaign "virus".

The campaign received multiple awards in the Iberoamérica advertising festival, and was named the best message of 2022.



NEWS FROM NVPF COUNTRIES

SOUTH AMERICA NVPF BRAZIL

Supporting the communities in the favelas

In 2022, NVPF BRAZIL pursued its partnership with HOPE'87 and the YOU FOUNDATION in their projects, promoting wellbeing of children attending a preschool in a Brazilian favela. The project called "Creche Comunitária Amigos-Santos" is the result of UNITED TEAMS, the strategic alliance of the YOU Foundation (Germany) and HOPE'87 (Austria).

Thanks to UNESCO Special Ambassador, Dr. Ute Henriette Ohoven, who raised funds for the YOU

Foundation, this project enabled infrastructural improvement works in the preschool facility, hosting around 150 children, as well as the improvement of the educational programs and educational material, all in a Covid secure environment.

NVPF Brazil brought its educational expertise to children and adults through workshops on peaceful conflict resolution, the importance of self-esteem and other key tools to prevent and reduce violence.

NVPF Brazil workshops were carried over until mid-year 2022, with monthly sessions involving all children, 15 teachers and staff, as well as an outreach program to the community of Morro São Bento.



"I really appreciate our educators and sport coaches being provided with the opportunity to participate in the NVPF program. By focusing on social emotional learning, we have already seen positive changes amongst teachers, students, and the work we are doing with the families that are living in a very violent environment of a typical favela."

Rosângela, Director of the Pre-School

NEWS FROM NVPF COUNTRIES

NORTH AMERICA NVPF USA

NVPF USA was particularly active in 2022, by setting up many collaborations in the educational and health sector, to contribute in the fight against violence.

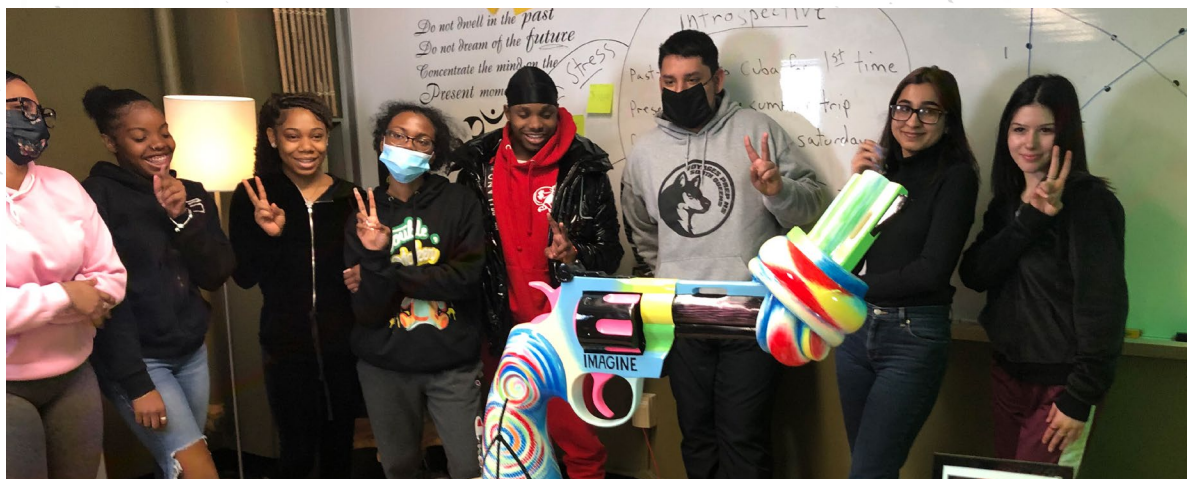
Why Knot NY?

In collaboration with the New York City Department of Education, Counseling In Schools and the Northwell Health Center for Gun Violence Prevention, NVPF USA launched "WHY KNOT NY?," a campus-based initiative focused on gun violence prevention and conflict resolution from a youth-led perspective.

The initiative used art and the powerful imagery of the Knotted Gun sculpture to run creative workshops on the theme of non-violence. WHY KNOT NY? was a pilot project implemented from May to October 2022 in several schools located across all five boroughs of New York City (Manhattan, The Bronx, Brooklyn, Queens and Staten Island).

On average 25 students per campus represented their schools and participated in the peace-building, conflict resolution and creative arts exercises which included the designing and painting of their own "knotted gun" interpretation.

As an outcome, over 175 sculptures were made with the support of the partners, including the Denali Foundation which contributed art supplies.



"Last year July, due to gun violence, my brother was taken from me. My brother always told me 'stop saying bye, it's see you later.' Having to say goodbye to my brother was one of the hardest things. This sculpture represents my brother."

Tatiana, a Why Knot NY? participating student, The Bronx

Attending events to raise NVPF's visibility

NVPF USA attended many events both in New York and Washington using the Knotted Gun sculpture to raise awareness on violence prevention, especially issues related to gun violence.

NVPF USA had a presence at the John Lennon Tribute Concert, Moms Demand Action Rally and Brooklyn Bridge March Against Gun Violence (New York) and the Giffords Gun Violence Memorial (Washington, DC).

One of the major events was 'Measures of Hope', the NY Spring Benefit Concert hosted by Counselling In Schools (CIS). The event took place on 19 May honouring legendary Jazz Maestro, Ron Carter, and featuring a special presentation by Grammy Award-Winner Jon Batiste.

The event promoted the power of creative arts therapy in social wellbeing in schools. Counselling In Schools (CIS) is a non-profit organisation with 35 years of experience supporting the emotional and social wellbeing of New York City public school communities.



Joining forces on violence prevention

NVPF USA Country Director John McKenna attended various conferences focused on violence prevention and youth wellbeing in 2022. He gave presentations and served on panels at many events across the country including the 27th Summit of the Institute on Violence, Abuse and Trauma (IVAT), the Upswell Pop-Up presented by Independent Sector and the ICAN Conference focused on child abuse.



PARTNERSHIPS

RE CAPITAL: PROMOTING SOCIAL CHANGE IN COMMUNITIES

The Non-Violence Project Foundation set up a multi-year partnership with RE Capital, a pan-European, investment, development and asset management company.

The partnership will be centred on engagement and education for entire communities. It was heralded by the unveiling of a Knotted Gun statue, on the event of the celebration of the Armistice Day on November 11th. The ceremony took place at RE Capital's development, LX Living, in Lisbon, with the support of Luis Figo, former international football icon.

Building on from a spray art community workshop on 11th November, which was led by Lisbon-based street artist, Pitanga, future activities will involve educational workshops to include local artists, schools, and educational institutions where RE Capital has a presence, with the aim of promoting social change.

These activities will include additional workshops with Pitanga, spoken word and poetry evenings, and a series of screen-printing workshops that will take place on weekends with a community group from Amadora. The vision is to create programs around



specific audiences - youth groups, women, and older people as an example - tackling key issues such as mental ill health, youth disenfranchisement and women's empowerment. To support this partnership, a new studio was established in Marvila, a neighbourhood of Lisbon, in collaboration with production company, Studio Eight. The studio provided 352 square meters of warehouse space, with the vision of providing a customizable resource for community workshops. The partnership has ambitious plans to extend their efforts to London and Geneva, two other cities in which RE Capital has a significant presence, over the years to come, with the vision of building impactful programs that strive for meaningful community engagement and upliftment.

"While our projects provide brilliant places to live, work or shop, we believe that we have a responsibility to enhance and uplift the local community around them. Launching this partnership in Portugal shows our commitment to a market that is ripe with opportunities, including the one to create initiatives that serve the communities in the areas where our projects are based."

John Neto Valente, Investment Director at RE Capital

FOOTBALL FOR PEACE: SECURED DIGITAL ASSETS TO SUPPORT NON VIOLENCE

NVPF and ChampSDA, a secured digital marketplace, strengthened a partnership through FOOTBALL FOR PEACE, an initiative to promote cohesion, team spirit and other skills among children and youth to prevent and reduce violent behaviours.

To support this project and raise funds, the artist group “Green Capitalists” developed several collections of Secured Digital Assets on the theme of football and non-violence, presented on the SDA-marketplace ChampSDA.

The collections are based on the “10 WAYS”, a tool developed to help young people behave responsibly.



“ChampSDA attaches great importance to sustainable, social and ecological development. We are proud to be able to support FOOTBALL FOR PEACE with our expertise, and thus make an important contribution to a less violent future”

Wolfgang Schwayda, from ChampSDA

BRANDS FOR PEACE

Smarteyes

Our collaboration with Smarteyes started in 2016 and since then there has been several Non-Violence collections created and made available for purchase in Smarteyes stores in Sweden, Denmark and Germany.

Thanks to this collaboration, Smarteyes supports a less violent world through a contribution for the Foundation of five euros to each purchase of glasses or frames. A new collection with Non-Violence will be launched for 2023.



ARILD LINKS

NVPF's long-term partner ARILD LINKS launched **MOTHERS FOR PEACE**, a campaign to promote mothers during mothers' day.

A collection of inspiring bracelets made from destructed illegal firearms (HUMANIUM) and shaped into jewellery embodied with the Non-Violence symbol were created to celebrate mothers around the world.



Collections available in the USA

Arild Links' collections were also launched in the USA in 2022, giving more visibility to the partnership and the non-violence symbol through its jewellery items.

Arild Links also supported NVPF USA at 'Measures of Hope,' the NY Spring Benefit Concert hosted by Counselling In Schools (CIS). The event, took place on 19 May, and was hosted by the legendary Jazz Maestro, Ron Carter, featuring a special presentation by Grammy Award-Winner, Jon Batiste. The event promoted the power of creative arts therapy and social wellbeing in schools.



NVPF ORGANISATION

GOVERNANCE

- 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 until 30th September 2022.
- Anouk Tenten, CEO from October 1st 2022.
- Jérôme Lhost, Global Education Director (mandate).
- Sophie Ryan, Head of Communication (mandate).

DONORS, SPONSORS, PARTNERS, AND SUPPORTERS

A huge thank you to all our donors, sponsors, partners, volunteers and specifically to the STENA group, the City and Canton of Geneva, the Migros Foundation, the Smartpeace Foundation, Terraéquitas, the Fluidum Foundation, and TCV Management and Trust Services as trustee of Etesian. 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 De Heinrich family, the Claes Ancher family, the Carl Rosvall family, the Hellman family, and the Oberson family.

THANK YOU!

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NVP Foundation



Non-Violence Project

The Non-Violence Project Foundation
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www.nonviolence.com



FINANCIAL RESULTS

(SWISS FRANCS)

Revenues	2022	2021
Donations from various entities	264 754	122 842
Grants for specific projects	25 000	47 000
Training courses	34 719	45 131
Other revenues	339 146	253
Total revenues	663 619	215 226
Operating costs	2022	2021
Education	51 008	47 000
Projects-related expenses	23 300	41 262
Travel expenses	10 002	293
Marketing communication	33 598	10 016
IT	543	8 847
Staff expenses	63 804	(2 222)
Overhead expenses	71 442	59 100
Insurance	3 291	3 230
Financial expenses	36 602	3 142
Total costs	293 590	170 668
Extraordinary charges	(3 320)	(1 711)
Extraordinary income	96	742
Operating result	366 805	43 589

HOW TO SUPPORT THE FOUNDATION



BANK TRANSFER:

Credit Suisse

The Non-Violence Project Foundation
Avenue Louis-Casaï 18 - 1209 Geneva - Switzerland
IBAN: CH83 0483 5169 4928 1100 0
BIC/SWIFT: CRESCHZZ80A
Account number: 1694928-11