



NON-VIOLENCE

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THE  
NON-VIOLENCE  
PROJECT  
FOUNDATION  
(NVPF)

# NEWSLETTER SEPTEMBER 2023





# WORD FROM THE CEO

Dear Colleagues, Friends, Partners, and Fellow Advocates of Non-Violence,

We have already reached September. Time always seems to fly by when we're enjoying ourselves, although I must acknowledge that our journey has had its moments of challenges, but with those come invaluable learning experiences. And the opportunity to celebrate the incredible strides we've made over the past 30 years.

This year marks the remarkable three-decade legacy of the Non-Violence Project Foundation. A significant milestone, achieved through the collaborative efforts of our founders, partners, and all of you worldwide. It's a moment to reflect on our rich history, acknowledge our achievements, and chart a course for the future with renewed passion and commitment.

Over the past few months, we've been diligently harmonising our approach across all facets of our organisation. Our rejuvenated Country Directors' meetings have been (re)launched, and we're gearing up for a global trainers' webinar next year. An opportunity to delve into and learn from each other's experiences in promoting peace within various communities around the globe.

There are more exciting developments underway this year...

We're proud to introduce a fresh, revamped brand identity that mirrors our mission under the NVPF Umbrella. This rebranding initiative seamlessly blends contemporary appeal with our 30-year heritage, thanks to our partnership with Publicis Groupe Lausanne, an international media leader.

New educational initiatives are taking shape, targeting schools, universities, corporations, and communities. Our commitment remains unwavering—to nurture the non-violence skills vital for conflict prevention and peace restoration. Through badges and rewards, we aim to expand our impact and visibly champion this cause.

We're delighted to announce upcoming collaborations that will elevate our partnership with the Non-Violence Licensing. An enticing e-commerce platform is in the works, offering an array of Non-violent merchandise and Knotted Gun Art, along with enticing licensing prospects, to support funding for the foundation's operations.



## WORD FROM THE CEO

As we step into October 2023, we embark on campaigns dedicated to celebrating our 30-year journey—honouring our past, embracing the present, and shaping a future filled with promise. Your support and dedication forms the cornerstone of our success, and with confidence, we anticipate that this anniversary year will be engraved in our collective memory.

I am pleased to share with you a glimpse of the progress we've made in 2023. This newsletter presents the latest activities and updates that have shaped the first half of this remarkable year.

Our heartfelt gratitude goes out to each of you for your unwavering commitment and tireless efforts. With your steadfast support, we stand united in our mission to make a transformative difference in communities across the globe.

**Anouk Tenten**  
**CEO**  
**Non-Violence Project Foundation**



Jan Hellman, Co-Founder



Rolf Skjöldebrand, Co-Founder

***What you started will continue to inspire and impact lives for the next 30 years and beyond.***



# AFRICA — NVPF UGANDA

***As we continue to sow seeds of peace through our programs, Non-Violence will become a fruit that we will all enjoy in the future.***

## **Education Insights**

### **Training courses & evaluation**

2023 kicked off with the training of 21 Master Trainers, who are dedicated to furthering our mission of empowering individuals to prevent and reduce all forms of violence.

137 teachers have been trained in level 1 and 2 of the Schools for Peace curriculum. These teachers are equipped to serve as Peace program trainers and mentors, enabling them to support and sustain the program well beyond its initial project year.

1121 students in 10 schools have successfully completed level 1 & 2, and are ready to start level 3 of the Schools for Peace program.

***In the evaluation of students completing level 1, 85% of the learners agree that as a result of the program, they now have a better idea on how to respond more positively during conflicts/arguments.***

NVPF Uganda has made a significant impact by empowering 731 young individuals in the Jinja and Iganga communities. The efforts focused on equipping them with invaluable entrepreneurship skills, seamlessly integrated with peace education. Working in collaboration with community skills centres, they successfully provided hands-on vocational training to out-of-school youth, fostering their personal and professional growth.



***By promoting entrepreneurship as a positive alternative to youth violence, NVPF Uganda has taken a proactive approach in building a brighter future for these communities.***

### **Non-Violent Schools Network**

The Non-Violent School Network is growing stronger and bigger every year. This year, NVPF Uganda welcomed 10 new partner schools in the Iganga district, which is one of the areas with the highest levels of child abuse, labour, and teenage pregnancies.

***We are pleased that the Local Government and District Education Officer were impressed by our intervention and pledged their collaboration to foster the Schools for Peace program.***





### Safety and violence surveys

To gain deeper understanding on the issue of violence, NVPF Uganda conducted anonymous surveys in the new partner schools. 1500 students participated in this exercise by completing a questionnaire. The survey revealed that:

- Physical Violence reached 78%
- Emotional Violence reached 65%
- Sexual Violence reached 44%

**NVPF Uganda noted that the new partner schools lacked effective strategies and systems to combat school-based violence, and therefore their interventions were timely.**



### Awareness

- NVPF Uganda continues to raise awareness via their weekly radio campaign reaching over 5 million people in greater Busoga sub region. Through this platform, they aim to educate and offer referral information to victims of violence while also advocating for government action and engaging with other key stakeholders.
- NVPF Uganda joined the international community to commemorate the Day for the African Child which is recognised annually on 16th June. This year's theme was the "Right to Participate": Children should be seen and heard.

**NVPF Uganda continues to play a pivotal role in advocating for and amplifying the voices of children on issues of human rights, child abuse, and gender equality.**

## Accomplishments

We are thrilled to announce that our NVPF Uganda Team Leader – Eddy Balina was elected for the Mandela Washington Fellowship 2023, a flagship program of the U.S. Government which recognises and empowers accomplished innovators and young leaders across Africa. Eddy will travel to Kansas State University for six weeks to hone his leadership skills and benefit from world-class coaching and networking in order to scale and strengthen the Non-Violent Schools Network in Uganda, under the Non-Violence Project Foundation, which currently oversees over 300 peace clubs.

Let us also express our excitement for his participation as a speaker at the One Young World Summit, taking place in Belfast this year.



## On the horizon

- Committed to maintaining the momentum of the program activities and achieving the annual project targets for 2023. As of now, NVPF Uganda for Peace program and is on track to reach level 3 by the end of the 3rd academic term.
- Enhanced collaboration with partner schools to empower peace clubs and conduct extensive awareness campaigns.
- The Inter-School Gathering of 2023 will unite educators and student leaders from Peace Clubs within the 2023 cohort partners, fostering a day of networking, training, and showcasing innovative peace projects created by students.
- Marking the International Day of Nonviolence: a day where youth engage in community volunteerism while raising awareness about pressing issues related to violence.
- Business Summit 2023: young entrepreneurs who have benefited from the Entrepreneurship for Peace program will come together for a day of networking, pitching, exhibitions, and celebration.





# ASIA — NVPF JAPAN

## Education Insights

### **Training courses**

In Komae City, the Train the Trainer program was conducted, and six individuals successfully earned their diplomas by completing the course.

***As a result, the total number of trainers has reached an impressive milestone of 100.***

Associate Professor of Tsukuba University, Toshinobu Kawai, conducted 10 sessions of “Sports and Peace” (based on the Schools for Peace program) for the 6th consecutive year, with approximately 30 students enrolling in the courses. Students interested in becoming NVPF Trainers will participate in a separate Train the Trainer program. Through this initiative, NVPF Japan aims to further strengthen and expand the already impressive network of trainers.

A Peace program (based on the Schools for Peace program) was conducted via the Komae City Junior Chamber (JC) to children and teens. This program engaged 24 elementary schools, 8 junior high schools, and 9 high schools. This initiative fostered a culture of non-violence and understanding among children and teens in the community. NVPF Japan's Kids book was used, which ignited curiosity and offered a creative and empowering approach to learning.



## Accomplishments

NVPF Japan is thrilled to announce its partnership with the Japan Obstacle Sports Association (JOSA) which aims to foster greater cooperation and raise awareness in the sports movement on non-violence initiatives.

In a collaborative effort between the Japan Obstacle Sports Association and the Philippines Obstacle Sports Federation (POSF), NVPF Japan conducted Train the Trainer programs for executives and coaches in Manila City. This training not only sought to equip 10 trainees with essential skills but also aimed to raise awareness about the positive impact of non-violence in the communities.

***By fostering greater cooperation between NVPF Japan and the Philippines through this initiative, NVPF Japan hopes to create a strong collaboration and implement NVPF's initiatives in the region.***

## On the horizon

- NVPF Japan is fully committed to continuing the Train the Trainer program in Komae City.
- NVPF Japan is exploring the possibility of engaging with the 2025 Osaka Kansai Expo, which would be a wonderful opportunity to showcase their remarkable work and build a beautiful collaboration.

# ASIA — NVPF INDIA

## **Awareness**

NVPF participated as a speaker in the March 2023 Under 25 Summit. The summit spans three days and offers a unique phygital (physical + digital) experience, uniting students, creatives, and thought leaders to commemorate the boundless potential of young individuals. This occasion presented an exceptional opportunity that NVPF enthusiastically embraced, aiming to further fortify the collaboration in the times ahead.

We are excited to extend a warm welcome to a new Ambassador joining the Non-Violence Project family: Anto Philip, Co-Founder and CEO of the Under 25 Universe, India's Largest Student Community across Live, Media and Tech. We count ourselves very fortunate to have him involved and endorsing our mission to curb violence. His expertise and experience will undoubtedly bring a fresh perspective and valuable contributions to our mission.

## **On the horizon**

In 2023, NVPF India's endeavours are steadily on the rise, and efforts are underway to uncover avenues for sustained expansion.



# EUROPE — NVPF SWEDEN

## Education Insights

Multiple shootings and other incidents related to gangs have heightened concerns about security within schools in Sweden. Although this isn't the primary emphasis area of the foundation, NVPF Sweden has advocated for the implementation of sustained, long-term initiatives that can aid schools in their proactive efforts. The aim is to reduce the susceptibility of young boys, in particular, to gang recruitment.

Two initiatives have been put forth: "A Healthier School. A Healthier Sweden" and "The Children Are Paying the Price." These initiatives share a common goal of providing comprehensive support to schools as pivotal pillars in children's lives. By embracing a holistic perspective, these proposals align with schools' overarching mission.

These initiatives have been introduced to four communities. Furthermore, efforts have been made to present them to three potential partners, with the objective of securing the necessary funding to bring them to fruition. The objective is to establish a collaborative network that can effectively counteract the influence of gangs and enhance the school environment for the betterment of Sweden's youth.

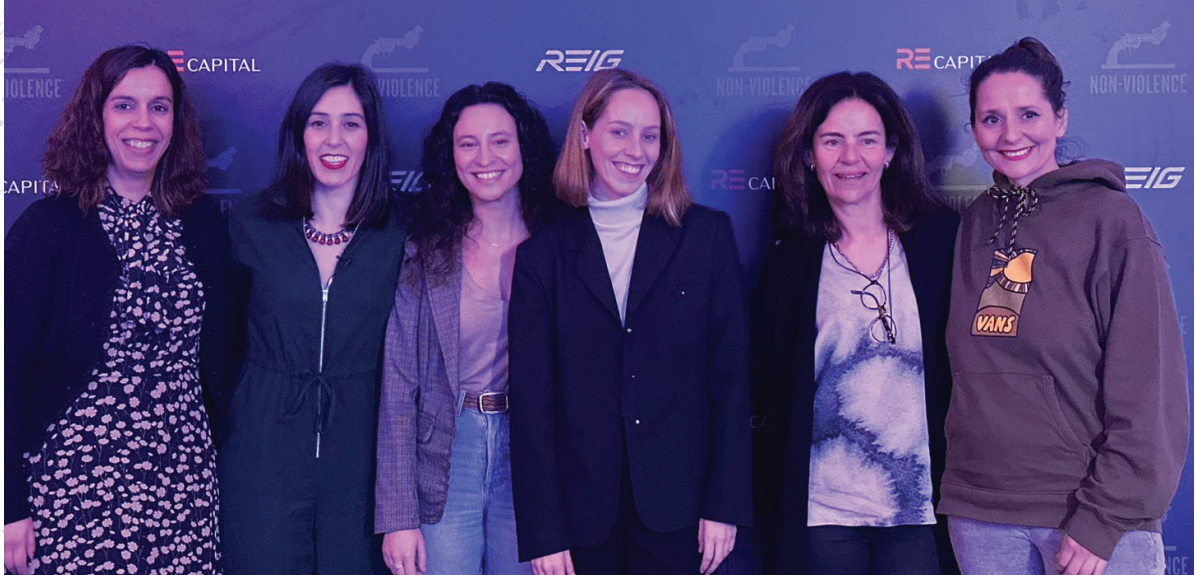
## On the horizon

Starting from 1 September, Sweden's Country Office will be pleased to welcome its new Country Director, Dilara Cetinkaya. With an extensive background as a trainer for our programs and a longstanding association with the foundation, Dilara brings a wealth of experience to her new role. The present Country Director and Co-Founder, Rolf Skjöldebrand, will maintain oversight over all operations within the Scandinavian region.



Dilara Cetinkaya

# EUROPE — NVPF PORTUGAL



## Education Insights

RE Capital presented NVPF Portugal as part of their RE-Thinking Community initiative to the Marvila Education Board in order to boost awareness and expand the reach of its Community Studios.

NVPF Portugal has also collaborated with workshop facilitators to develop a 2023-2024 curriculum, infusing life skills into each session and defining tangible outcomes in the form of exhibitions.

## Awareness

NVPF Portugal's workshops have been curated to provide participants with the opportunity to learn new skills and techniques, build confidence, and engage with their community. NVPF Portugal believe that by offering alternative activities, they can inspire participants to explore new interests and discover their passions.

We invite you to visit the website:

<http://nonviolencestudios.com/>, and follow the Instagram channel: <https://www.instagram.com/nonviolencestudios/> for further updates.



## Accomplishments

***To date, the workshops have included a total of 110 children and 20 senior citizens, with support from 35 group leaders and instructors, all designed to promote peace, inclusivity, and diversity.***

NVPF Portugal is pleased to report that they have been able to maintain a balanced gender ratio amongst the attendees, with equal participation from both males and females in all activities.

Feedback to date has received a 100% satisfaction rating from surveyed participants. NVPF Portugal believes that this is a testament to their dedication to providing high-quality, customised, and engaging activities for the community.

To date, NVPF Portugal has run: screen printing workshops for community members aged 12 – 18, led by Vitor Sanches from Bazofa (a sustainable and ethical clothing brand); a spray art workshop for senior citizen community members, with the oldest participant being 93 years old, led by Lisbon-based artist, Pitanga; and an event on International Women's Day this week called RE-Thinking Equality – Girls who Dare to Dream, hosted by Inspiring Girls Portugal.



This event featured a panel discussion with women who have broken the glass ceiling in male dominated careers, which included a team member from our Sponsor RE Capital Lisbon.

NVPF Portugal has also run youth-targeted skateboarding workshops, more spray art workshops with Pitanga, a range of custom sneaker workshops, and dedicated sessions on upcycling, and bookbinding.

## On the horizon

NVPF Portugal is grateful for the support of the Marvila community, which has enabled them to offer these workshops. NVPF Portugal looks forward to continuing to provide engaging and inclusive activities for the community and is thankful to the Board of Directors at RE Capital for their continued support in achieving our goals. Over the next few months, new workshops will be launched in September with the Marvila Weekender – featuring taster workshops and live events at our Lisbon-based community studios.

# EUROPE — NVPF SWITZERLAND

## Education Insights

NVPF Switzerland is delighted to announce continuation of its training sessions at Swiss universities. These sessions aim to empower students, and faculty, with essential Non-Violence skills for conflict resolution.

In our commitment to delivering the best experience, Swiss universities and NVPF Switzerland are committed to foster a positive, creative and interactive learning environment. Through these sessions, the aim is to equip participants with the necessary tools to handle conflicts in a non-violent way.

## Awareness

***To empower people through creative learning to overcome violence in all its forms.***

At the headquarters level, NVPF is delighted to have joined forces with Publicis Groupe Lausanne to develop a unified and contemporary new brand identity that will be seamlessly integrated across the entire foundation and all its endeavours. This collaboration aims to establish a consistent and invigorating visual appeal, ensuring that our message resonates effectively with our audience while also staying true to our mission. Together, we are excited to embark on this journey, and reaffirm our commitment.



NVPF is thrilled about the partnership with Publicis Groupe Lausanne, and we want to express our utmost happiness about this collaboration. We feel immensely grateful for their invaluable support, dedication, and generosity. Their commitment to our cause is truly inspiring, and we are deeply thankful for their wonderful contributions.

## Accomplishments

NVPF Switzerland is pleased to announce the expansion of its pool of trainers with the addition of dedicated and professional individuals.

## On the horizon

NVPF Switzerland is excited to share that it is actively engaging with new partners in the education and sports movement. These collaborations promise exciting opportunities and further advancements in our mission.

Together, we look forward to making a lasting impact and promoting a culture of non-violence and understanding within our community.



# THE AMERICAS — NVPF BRAZIL



## Education Insights

### **Training courses - BASE BRAZIL Football Schools, Living a Dream**

This project was initiated in 2013 and received support, as of 2014, from United Teams, a global initiative of HOPE'87, an NGO of the Austria Government and UNESCO's special Ambassador Dr Ute-Henriette Ohoven's YOU Foundation. The Base Brazil network of 25 football schools is supporting young children to achieve their dream to develop as an athlete and to succeed in their academic career. Together with the partner organisation Worldwide Soccer Academy Brazil, NVPF Brazil is continuing to conduct the program "Football for Peace" in 25 cities across 13 states.

This initiative is designed to provide a comprehensive educational experience that integrates sports education with the cultivation of essential non-violence life skills.

The football schools in Brazil predominantly operate within the favelas. These programs serve as a crucial "Safe Haven" for participants of all genders, providing them with opportunities and new horizons through the sports of football and futsal. The primary objective of these schools is to foster the development of not only technical skills in sports but also social competences among the participants.

The Football for Peace program is divided into ten different exercises, based on Social Emotion Learning (SEL) in the context of a football "team":

- 1) Build your self-esteem
- 2) Be a good friend
- 3) See the conflict
- 4) Understanding "the zoo conflict"
- 5) Knowing the needs
- 6) Know your emotions
- 7) Cooperate to win
- 8) Listen, to be understood
- 9) Express yourself
- 10) Act for peace

Football for Peace provides its sport and educational program to approximately 3,500 participants. Throughout the program year, several notable events took place, including the highly anticipated visits from the Head Coaches of Worldwide Soccer Academy Brazil and specially trained NVPF Coaches who conducted training sessions, benefiting both the football school's coaches and the children involved in the program. The sessions were held both on the football field and within the classrooms, ensuring a holistic approach to the participants' growth and development.

***Sport serves as a vital and dynamic catalyst for learning, offering a playful platform to understand and embrace healthy competition while adhering to fair rules within the framework of a sports team.***

# THE AMERICAS — NVPF USA

## Education Insights

The Why Knot NY? Initiative continues to make its impact in partnership with the New York City Department of Education. Several more schools participated in the peace-building exercises culminating in student interpretations of the “Knotted Gun”. Among these campuses are Herbert Lehman High School in the Bronx and Abraham Lincoln High School in Brooklyn. Student delegates were treated to visits to the United Nations for official tours which included the Hall of Disarmament and photo opportunities at the original Non-Violence Knotted Gun sculpture. Special events showcasing the initiative included Measures of Hope at the Society for Ethical Culture in May and Alternatives to Violence at Google’s Pier 57 in June.

## Awareness

NVPF USA has launched a partnership with Michigan State University, a campus that suffered a mass shooting on February 13 where three students died. The project includes the production of a full-length documentary and the potential for a sculpture to memorialise the incident on campus. The faculty-filmmakers visited New York City and NVPF USA school programs and toured the United Nations capturing compelling footage for the project.

NVPF USA is partnering with Change the Ref and its national summer tour advocating for safe city and school climates. Organised by Manuel and Patricia Oliver, parents of Parkland victim Joaquin Oliver, the school bus tour makes stops in multiple US cities before arrival on August 15 in New York City featuring NVPF USA events.



NVPF USA participated in public events centered around National Gun Violence Awareness Month. These included the Moms Demand Action Rally and March across the Brooklyn Bridge, Bronx DA Annual March to End Gun Violence and staging at the Poughkeepsie Pride Festival and Parade.

NVPF Country Director John McKenna participated in multiple conferences and events, including the Music Cities Convention in Mississippi, the Northwell Health Annual Forum, Clergy for Safe Cities Community Vigil, and the Jewish Community Relations Council’s Facing the Gun Violence Epidemic: The Voices of Faith and Community.

We are excited to extend a warm welcome to a new Ambassador joining the Non-Violence Project family: Diana Figueroa. We consider ourselves extremely fortunate to have her onboard and to have her support in our quest to stem violence. Her wealth of expertise and background will bring a novel viewpoint and valuable contributions to our cause.





## Accomplishments

NVPF USA formed an Advisory Council consisting of leadership in the education, mass media and popular culture environments. The members, Vesna Cremona (media), David Kener (education/philanthropy), Mark Weiss (education) and Jacqui Wenzel (fashion) will meet regularly in the new offices of the King Baudoin Foundation – USA in Midtown Manhattan, the non-profit umbrella organisation and hosts of NVPF USA's operations.



## On the horizon

NVPF USA is formalising an Ambassador Collaboration Agreement with a renowned fashion-designer to jointly create an exquisite Knotted Gun design. A preliminary design of the sculpture is in production with an anticipated unveiling in the fall of this year.

# NON-VIOLENCE SUPPORTING PARTNER/ NON-VIOLENCE LICENSING (NVLSA)

Non-Violence Licensing (NVLSA) supports the foundation's global work, at the heart of everything that they do, by spreading awareness and providing financial means through its activities.

## Non-Violence Shop

Non-Violence Licensing recently opened its own e-commerce offering, available via our website, where it offers iconic sculptures of the Knotted Gun. The shop currently can deliver in 31 countries, with an initial focus on Europe and US – and will be introduced to other markets in due course. A long-awaited collection of Non-Violence apparel, and wearable art, will soon be launched by NVLSA, so stay tuned for that!

## Partnerships

Non-Violence Licensing's vision and mission are made possible through continued collaborations with like-minded partners. NVLSA is pleased to maintain strong partnerships with Smarteyes, Links Jewels, and Hudson Group, who offer Non-Violence licensed products year-round. Through these collaborations NVLSA is able to extend the reach of the initiatives and engage with individuals on a global scale, where the proceeds from these collaborations goes to continue developing the foundation's global mission and educational work.

In addition to its existing partnerships, Non-Violence Licensing is excited to announce a new licensing collaboration with Swedish fashion brand, Dedicated, who focus on sustainable fashion and statement apparel. The collection will be launched in Europe through the fashion brand's online distribution channels and retailers in late September 2023.



Photo credit: Dedicated

## On the horizon

Looking ahead, Non-Violence Licensing's optimism fuels its efforts, and they are excited for the future to come.



# HOW TO SUPPORT THE FOUNDATION



## BANK TRANSFER:

### Credit Suisse

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

Join the Non-Violence Project Foundation Family and play a role in supporting our cause. Whether you want to contribute as a partner, sponsor, donor, or volunteer, your involvement will make a difference. To learn more about how you can get involved and the various opportunities available, please visit our website:  
<https://nonviolence.com/how-to-support/>.  
Together, let's create a brighter future and make a lasting difference in our community. Thank you!