





# The Non-Violence Project Foundation

## 2023 Annual Activity Report

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# Celebrating 30 years



# SUMMARY

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# WORD FROM THE CEO, ANOUK TENTEN



Dear Colleagues, Donors, Sponsors, Partners, Friends, and Global Advocates of the Non-Violence Project,

With immense pride and gratitude, I am pleased to present our 2023 annual activity report. Despite the numerous challenges we faced throughout the year, it was marked by remarkable performances, unwavering resilience, and steadfast determination.

In a year where new conflicts and turmoil emerged, and global uncertainties prevailed, we stood resilient and united in our pursuit of peace. Our partner countries tirelessly worked on local and regional levels to raise awareness and implement educational programs focused on skill-based learning against violence.

Although all countries and activities were equally important, allow me to highlight some key achievements and activities from 2023:

Firstly, we established a valuable partnership with Publicis Groupe Lausanne, a global media agency. Their dedicated efforts over 8 months resulted in the development of a new brand identity for the NVP group, enhancing our visibility and impact.

Furthermore, our collaboration with the Non-Violence licensing entity managed by Ebba Idsäter grew stronger. The synergy between the foundation and the licensing company proved instrumental in fostering creativity and flexibility in violence prevention initiatives.

In the United States, under the leadership of John McKenna, we witnessed exceptional performances and significant progress in New York State and Michigan. The promising relationships forged and impactful initiatives undertaken lay a strong foundation for future endeavors, amplifying the message of non-violence and anti-gun violence.

In Uganda, despite facing challenges, Eddy Balina exhibited admirable resilience in expanding our educational reach through workshops and seminars for various demographics. Thanks to the support of dedicated fundraisers such as MIGROS, VILLE DE GENEVE, and SMARTPEACE, we were able to support Uganda in its mission.

Clem Leech, managing operations in Portugal (and the UK), forged a close partnership with RE Capital, leading to impactful events and educational outreach programs. We extend our sincere gratitude to RE Capital for their invaluable support in advancing our global mission.

In 2023, we secured funding from PepsiCo, which facilitated new educational developments and initiatives. These funds enabled us to pilot the online training program "The Change Facilitator" and develop an online leadership program in collaboration with our learning partner, SANA Labs. Additionally, digital development of flagship programs such as Sport & School for Peace commenced, alongside the ongoing KNOTOK project aimed at preventing violence in digital gaming spaces. We express our heartfelt gratitude to PepsiCo for their unwavering support.

Our fundraising event, organized in collaboration with Project Playground, was a resounding success, raising funds and awareness for our global mission. Special thanks to all the main sponsors, including Steiger & Cie Sotheby's International Realty and Hectocorn, and all others, for their generous contributions. With these funds, we aim to reopen operations in South Africa in 2024 and support the operational infrastructure in Sweden.

In conclusion, 2023 was a year defined by resilience. As we look ahead with hope and determination, we remain committed to our mission of creating a less violent world in the years to come.

I extend my deepest gratitude to all of you who have worked tirelessly, supported us, contributed, or provided guidance to The Non-Violence Project. Without your unwavering support, our journey towards peace would not have been possible and the following pages would have been left blank...

Thank you,

A handwritten signature in black ink, appearing to read "Anouk Tenten".

Anouk Tenten  
CEO, The Non-Violence Project Foundation

# THE NON-VIOLENCE PROJECT FOUNDATION AT A GLANCE

## THE MOVEMENT THAT UNITES



**KNOWLEDGE  
IS POWER**

Since 1993, we empower people – from children to adults – with creative tools and skills to overcome and reduce violence in all its forms.

It is thanks to our 30-year legacy, symbol of the Knotted Gun, innovative methods, and a growing community of change advocates that we can shape a more peaceful and non-violent world.

We are a non-profit based in Geneva, Switzerland, but operating globally, which means you can join us wherever you are!

## Key facts & figures

- Our initiative began when the artist Carl Fredrik Reuterswärd created the Knotted Gun as a tribute to honor the ambassador for peace – John Lennon. We continue this legacy by embracing creative approaches that help people develop awareness and understanding around non-violence, empowering them to overcome violence.
- Registered NGO since 1993 and headquartered in Switzerland.
- Strong expertise in educational programs and awareness raising.
- Almost 10 million people trained on 5 continents.
- The Knotted Gun sculpture is exhibited in front of the United Nations Headquarters (USA) and in more than 30 countries.
- Partnerships with schools, organizations, corporations, cities, and the sports industry to name a few to enhance awareness and education on non-violence.
- Supported by recognized local heroes and global ambassadors.
- Various international and national awards for Best Practice.



# THE NON-VIOLENCE PROJECT FOUNDATION AT A GLANCE

Read more about:

- The Knotted Gun's [story](#).
- Our [educational programs](#) and [initiatives](#).



# GLOBAL NEWS

## TEAM MEMBERS



We are delighted to have welcomed Judith Lee as Head of Global Education & Development. With a comprehensive background in learning and development, Judith brings a depth of expertise and knowledge to the forefront.

Sweden's Country Office was 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.



## 30TH ANNIVERSARY

2023 marks the remarkable three-decade legacy of the Non-Violence Project Foundation. A significant milestone, achieved through the collaborative efforts of our founders, colleagues, donors, partners, sponsors, and all of you worldwide!



Over the past months, a looking back campaign was launched to revisit significant highlights. If you missed it, make sure to check out our social channels and our [30-year celebration video](#).

## NEW BRAND IDENTITY

We are always looking for partners who share our commitment to non-violence as the guiding light.

Since November 2022 we have collaborated with Publicis Groupe Lausanne, Switzerland, an international media leader, to help take our



THE  
MOVEMENT  
THAT UNITES

organization to new heights. Since then, they have worked on a new brand identity for us to evolve our brand, re-positioning us as the reference when it comes to actionable knowledge and solutions promoting non-violent behaviours in today's world. We look forward to launching this inspirational work in 2024 and onboarding our partners and channels. [Watch](#) to learn more about the spirited group of people we have worked with at Publicis Groupe Lausanne/Switzerland over the past year – thank you team, YOU inspire US!

## EDUCATION & NEW DEVELOPMENTS

In the pursuit of our goal to impact 20 million people by 2028, this year has seen sustained efforts in advancing our worldwide education initiatives. As of now, we have successfully educated nearly 10 million individuals, witnessing tangible outcomes such as increased trust, elevated self-esteem, and a far-reaching ripple effect of positive influence.

We have been committed to innovation and digitalization, enhancing our programs to further broaden our education portfolio.

In 2023, NVP initiated the integration of blended solutions into the Train The Trainer model with the start of the Certified Training Program. This aims to enhance the customization and responsiveness to local needs and to address violence in all its forms and contexts. With the introduction of this program, NVP now engages a new pool of senior trainers, extending its global outreach. These trainers, after completing a 4-week online course, earn several skill badges, which are also reflected in the live sessions they deliver across various markets. This approach enables NVP to acknowledge non-violent initiatives with the Knotted Gun "label," a global symbol representing change.

We aim to continuously broaden our reach and influence, fostering a culture of nonviolence in schools, cities, sports clubs, and social spaces. Our primary objective is to take a significant step toward nonviolent citizenship.





# NEWS FROM NVP COUNTRIES

# AFRICA: NON-VIOLENCE PROJECT **UGANDA**

Country Director: Eddy Balina

## A glimpse into 2023



- 55% drop in violence at partner schools
- Honoured by Jinja City and local government
- Eddy Balina, received the Mandela Washington Fellowship 2023 and was a delegate Speaker at the 2023 One Young World Summit



- 21 Master Trainers, 137 teachers & school administration staff, and 1121 students were trained, resulting in an 85% improvement in learners' conflict resolution skills
- 850 individuals in Jinja and Iganga gained entrepreneurship skills, with 45% finding employment

## Education Insights

The Schools for Peace Program focuses on building the capacity of schools, students, and teachers to prevent and reduce youth violence. Our proven curriculum, emphasizing Self-esteem, Communication, and Conflict Management, has led to a significant 55% reduction in violence in our partner schools.



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

A school mapping exercise was conducted, highlighting Iganga District as the focal area due to its specific challenges related to youth violence, including teenage pregnancy, child abuse, child labor, religious extremism, and violence radicalism. Ten schools were identified, and partnerships were established with the endorsement of the Ministry of Education and Iganga District Local Government.

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

- 83% experienced physical violence
- 72% experienced sexual violence
- 46% experienced emotional violence
- 58% of violence was perpetuated by fellow students
- 38% was perpetuated by teachers
- 60% say their schools lack effective violence management systems

Workshops were delivered using the Nonviolent manual, designed to strengthen schools' capacity to handle violence and develop effective reporting, recording, and action follow-up systems. Partner schools benefited from the introduction of key systems such as nonviolence action committees, peace box installations, and the implementation of case recording and analysis records, along with other recommended practices.



A total of 137 teachers and school administration staff underwent training across all levels of the Schools for Peace Program. The educators expressed appreciation for the program, highlighting its capacity to equip them with enhanced knowledge in communication, conflict management, and nonviolence.

*"I am so proud and grateful, that this club has brought a lot of impact to our children, they have learnt to solve conflicts peacefully, and they advise others to do the same, long live Non-Violence project' - Ivan Nakawanga, Teacher and Peace Club Patron"*

1121 students (in 10 schools) were trained in the Schools for Peace Program, focusing on self-esteem, communication, and conflict management. The program yielded a noticeable positive behavioral change and proactive involvement among participants and the broader community. 85% of learners expressed that they now possess a better understanding of how to respond positively during conflicts or arguments.



A significant impact was made by empowering 850 young individuals and women 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, NVP Uganda successfully provided hands-on vocational training to out-of-school youth, fostering their personal and professional growth. 45% of the participants have accessed or created employment as a result of the workshops.

On September 8, NVP Uganda teamed up with Girls for Climate and others for the inaugural Green-Preneurship event. 35 women received entrepreneurship training, mentorship, and created 10 eco-friendly businesses. They pitched their ideas, securing additional financial support from Girls for Climate. NVP Uganda was recognized by Jinja City and the local government for raising awareness on domestic violence, peace education, and empowering women through entrepreneurship, receiving a certificate of appreciation.

The 3rd annual girls' camp united 150 young leaders from partner schools, fostering inspiration, motivation, and empowerment in leadership, entrepreneurship, and social skills. Addressing prevalent issues like gender-based violence and discrimination, the camp aimed to equip girls to champion peace, act as peer mentors, and become ambassadors for positive social change. By engaging with these exceptional girls, we inspired and encouraged them to stand up and speak out against violence in their homes, schools, and communities.

## Awareness

NVP Uganda addressed youth violence through advocacy and awareness initiatives in targeted communities, focusing on issues such as violence,



gender equality, and child rights. The methods include radio broadcasts, community dialogues, parent meetings, publications, events, fellowships, and collaboration with other partners and stakeholders.

- Busoga's weekly radio campaign reached 5 million people, offering 213 referrals, addressing violence through information sharing, and creating a safe platform for knowledge and skills.
- NVP Uganda's booklet on child rights, gender equality, and violence, combined with school collaborations, engaged 2120 parents and empowered students through creative advocacy, resulting in improved community attitudes and reduced violence.
- NVP Uganda celebrated the Day for the African Child on June 16, focusing on "Right to Participate: Children seen and heard." This aligns with their ongoing advocacy for children's rights, combating abuse, promoting gender equality, and supporting quality education.

## Accomplishments

NVP Uganda ranked among the top 23 impactful youth-led organizations (among 2500 nominees). Consequently, our Country Director, Eddy Balina, received the esteemed Mandela Washington Fellowship 2023 from the U.S. Government. Eddy underwent a 5-week leadership in civic engagement training at Kansas State University, followed by a weeklong summit in Washington DC, where he networked with US and African young leaders, including the Uganda Ambassador to the USA.

Eddy Balina was also a delegate Speaker at the 2023 One Young World Summit in Belfast, Northern Ireland, where he was recognized for his leadership. During his speech, he highlighted The Non-Violence Project's work, urging stakeholders to contribute to building safer and healthier communities. Eddy visited the Girdwood Community Hub in North Belfast, an international host location for the Nonviolence sculpture, The Knotted Gun.

## Support to NVP Uganda

We wholeheartedly thank the City of Geneva and the Smartpeace Foundation for their continued support and dedication to our cause. We also take this opportunity to sincerely thank our new partners as of 2024, Fonds Mécénat SIG and Fondation Philanthropique Famille Sandoz.

*"We extend our sincere appreciation to all key stakeholders for your significant contributions which have enabled us to accomplish great impact this year 2023 –  
Eddy Balina, NVP Uganda Country Director"*



# ASIA: NON-VIOLENCE PROJECT JAPAN

Country Director: Yoshiaki Morimoto

## A glimpse into 2023



- NVP Japan’s Kids book “Peace for Kids” was published and used in training
- NVP Japan is thrilled to announce its partnership with the Japan Obstacle Sports Association (JOSA) and the Philippines Obstacle Sports Federation (POSF)



- The total number of trainers in Japan has now reached an impressive milestone of more than 100

## Education Insights

In Komae, Tokyo, the Train the Trainer program was continued, and 10 individuals successfully earned their diplomas by completing the course. The Train the Trainer program was also successfully delivered for the first time in Kansai, Osaka, where 10 individuals were trained and earned their diplomas. As a result, the total number of trainers in Japan has reached an impressive milestone of more than 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 37 students enrolling in the course. 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 remarkable 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 initiative involved 24 elementary schools, 8 junior high schools, and 9 high schools, encompassing a total of 42 children and teenagers aged 9 to 17 years old. This initiative fostered a culture of non-violence and understanding among children and teens in the community. NVP Japan's Kids book "Peace for Kids" was used, which ignited curiosity and offered a creative and empowering approach to learning. Illustrator Ayumi Ushiyama and designer Naoto Kanashiro made valuable contributions.



## Accomplishments

NVP 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, coaches, and top athletes in Manila, Philippines. This training not only sought to equip 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 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: NON-VIOLENCE PROJECT INDIA

## A glimpse into 2023



- The Non-Violence Project Foundation (global) participated as a speaker in the March 2023 Under 25 Summit



- New Ambassador: Anto Philip, Co-Founder and CEO of the Under 25 Universe, India's Largest Student Community across Live, Media and Tech

## Awareness

The Non-Violence Project Foundation (global) 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, NVP India underwent a restructuring. NVP India and NVPF are determined to discover new opportunities to propel India and its activities to full operations in 2024.

# EUROPE: NON-VIOLENCE PROJECT SWEDEN

Country Director: Dilara Cetinkaya

## A glimpse into 2023



- Targeted mail campaign reaching all relevant political committees of the government to assist them in moving forward with proactive initiatives within both school and after-school settings
- Follow-up activities with tech companies that are responsible for cleaning up their platforms to block hate speech, racism, and attacks
- Promotion of our holistic management model "A Healthier School - A Healthier Society"
- Continued partnership with Action for Society

## Education Insights

Sweden has become a haven for gang-related crimes, standing out as the European country with the highest incidence of gang-related shootings and bombings involving rival gang factions throughout both 2021 and 2022. Alarming in its scope, this issue extends beyond major urban centres and has rooted itself throughout the entire country.

NVP Sweden, in collaboration with the scientific community and various non-governmental organizations, has emphasized that the optimal solution lies in substantial investments in proactive initiatives. According to scientific insights, such endeavours are seven times more cost-effective than reactive measures.

As a result, NVP Sweden chose from the outset not to directly involve itself in the discussion on handling severe offenders in a shooting incident. Instead, our emphasis remains on advocating the significance of at least doubling the proactive measures. We advocate and actively work towards doubling the support for educational institutions, addressing the challenging matter of integration, combating instances of sexual harassment and domestic violence, and addressing the persistent undercurrent of racism that poses a significant challenge in Sweden.

Yes, Sweden, once regarded as a role model among Western democracies, is currently navigating through a challenging period characterized by a broken social support system.

NVP Sweden is dedicated to contributing to positive change, firmly believing in the efficacy of proactive measures. Scientific evidence suggests that up to 90% of at-risk youth can be identified as early as kindergarten and during their early school years. One of our most important missions is the development of tools aimed at inspiring these young individuals and guiding them toward a path of health and prosperity throughout their lives.

We started 2023 by following up on the two major campaigns conducted in Sweden during the fall/winter of 2022. Our primary emphasis was on the Last Bullet campaign, where we actively pursued further engagement with political leaders from all parties represented in the Swedish parliament. Our goal was to encourage serious consideration of increased investments in proactive initiatives within both school and after-school settings. This involved a targeted mail campaign reaching all relevant political committees of the government, along with a guiding checklist to assist them in moving forward.



We advocate for more educators and support staff, especially focusing on the 13,000 students who skip school despite legal obligations. Their absence poses a serious risk of long-term social exclusion. Early identification of issues, coupled with adequate professional support in schools, can address problems like bullying, harassment, and racism, reducing the staggering societal cost of 274 billion SEK per age group.

Through our follow-up campaign, we are witnessing a clear change in attitudes among the political decision-makers, and in recent months, political initiatives have been initiated with a clear proactive focus. While there is room for further improvement, this marks a positive start.

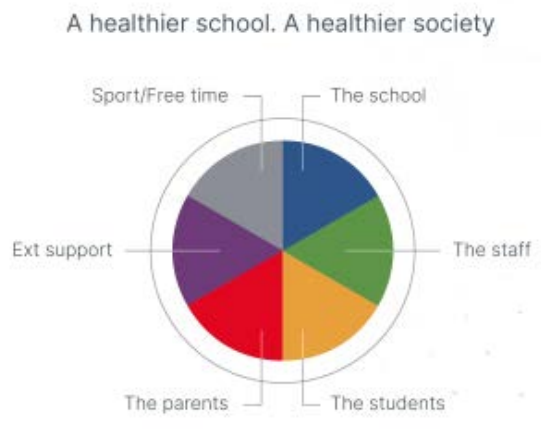
The "Follow their Leader" campaign was followed up with the same approach, but the target for our follow-up activities were the tech companies that are responsible for cleaning up their platforms and as best they can taking away and/or blocking hate speech, racism and attacks on different ethnic minorities, etc.



We cannot state that we have been successful since it is more or less impossible to initiate a dialogue with responsible people within the tech sphere. But as they ushered away our billboard truck outside the Meta office at Mountain View, California, we have at least made a mark. On the other hand, the campaign created in collaboration with the very talented advertising agency Nord DDB has during the year been acknowledged with several awards for outstanding communication.



During the second quarter of 2023, the focus has been to continue to promote our holistic management model "A Healthier School - A Healthier Society". Undertaking this significant effort, we've learned that supporting the entire school system is crucial for success. This includes the physical environment, dedicated staff, involving students in discussions about their school experiences, and engaging parents. We believe that for our education initiative to truly make a difference, the school must function well in all aspects. Without this comprehensive approach, the effectiveness of our initiative, as envisioned by us and the school management, will be limited.



Every school or sports club needs a transparent and coordinated plan, steering away from the commonly adopted silo approach. Throughout the year, NVP Sweden faced the challenge of convincing the Department of Education, school authorities, communities, and the schools themselves that this approach would make a difference in the well-being of staff and students, as well as improve student results. Consequently, in 2023, we engaged with numerous stakeholders across different levels and will continue these efforts. Our aim is to have a fully operational pilot by mid-2024.

Throughout the year, we have continued our partnership with Action for Society, a holistic safety platform that emphasizes infrastructure,

architecture, transportation, housing, and more. Our expertise in school and sports infrastructure plays an important role in this extensive initiative. Action for Society engages in partnerships with top-tier universities, science departments for AI integration, communities, and city planners. This significant endeavour involves shaping the vision of a future city and determining how individuals interact and feel secure in their daily lives.

## Awareness

During the fall, we engaged in two important seminars focused on creating change. The first, by North Bridges, united 100 individuals from diverse backgrounds. The second, hosted by the Berghs School of Communication in Stockholm, involved 80 students from high-crime areas. NVP conducted a special seminar guiding people on becoming upstanders instead of bystanders and how this shift can contribute to change.



# EUROPE: NON-VIOLENCE PROJECT PORTUGAL

Country Director: Clem Leech

## A glimpse into 2023



- Successfully conducted impactful International Women's Day events focused on gender equality and generational unity through art
- Promoted environmental consciousness through sustainable fashion workshops, inspiring 26 young individuals in creative fashion sustainability
- Unveiled the first Non-Violence statute at RE Capital's LX Living development



- Facilitated 15 unique workshop genres within the Marvila community
- Engaged a total of 361 participants in various cultural and educational activities.

## Education Insights & Awareness

### RE-Thinking Community

This past year, we marked a significant milestone in the collaboration between Non-Violence Project Lisbon and RE Community Studios under the umbrella of RE Capital's initiative, RE-THINKING COMMUNITY. The partnership has fostered innovation and active participation within the Lisbon community, embodying the essence of creativity and social cohesion.

In 2023, the partnership between Non-Violence Project Lisbon & RE Community Studios facilitated 15 unique genres of workshops, successfully engaging 361 participants.

This diverse array of workshops, ranging from screen-printing and B-Girl Breakdancing to more thematic sessions like International Women's Day

events and sustainable fashion projects, underscores a comprehensive approach to community engagement and education.

Each workshop, designed to cater to various interests and age groups, fostered individual creativity and skill development and promoted social cohesion and awareness of critical issues, demonstrating the power of creative and educational activities in building a more connected and socially conscious community.



### **Workshops that Engage**

The vision behind our workshops is to engage the community in interest-led sessions that foster creative expression and serve as dynamic alternatives to violence. By tailoring our workshops to the diverse interests of Marvila's residents, we provide a constructive outlet for energy and passion that might otherwise lack a positive direction. Each workshop is designed as a microcosm of creativity and learning, where participants can immerse themselves in activities that resonate with them personally.

This approach not only cultivates individual talents and interests but also weaves a stronger social fabric through shared experiences. The ultimate goal is to replace the seeds of conflict with those of innovation and peace, fostering collaboration, respect, and non-violence.

### **A Masterclass in Workshop**

Our workshops are designed to engage individuals in masterclasses that encourage creative exploration while presenting constructive alternatives to violence. Led by respected facilitators and artists, each session is more than a



learning opportunity—it's a chance to be mentored by the best, fostering skills and confidence. These workshops nurture talent and fortify the community's social fabric, proving that shared creative pursuits can build a more peaceful, cohesive community.

### Engaging Workshops for Diverse Interests

Our workshops have been the cornerstone of our efforts, drawing in 361 participants who delved into various cultural and artistic disciplines—the year started with screen-printing workshops in January and February, attracting 15 attendees per session, underscoring the community's enthusiasm for tangible, creative expressions.



The March International Women's Day events were particularly impactful. They sparked discussions on gender equality while bridging generational gaps through art. These activities demonstrated the power of art in connecting diverse age groups, from seniors to the youth, in meaningful dialogue and creation.



### Fashion, Creativity, and Environmental Consciousness

April's focus on sustainable fashion highlighted the importance of individuality and environmental responsibility. Our Custom Sneakers and Upcycling de Moda workshops inspired 26 young minds to think creatively about fashion and sustainability.



## Fostering Cultural Connections

Our efforts in May and July to encourage cultural exchange and appreciation included the Pitanga Spray workshops and the Nomadic Notebooks project, alongside a Hip Hop Workshop that appealed to a wide age range, including senior citizens. These initiatives played a crucial role in storytelling and connecting generations.



## Promoting Performance Arts

The presence of the Praga Theatre Company in October added a vibrant performative element to our space, culminating in a DJ Workshop in November that captured the youthful spirit of music and performance.

## Community Development and Peace Initiatives

A standout moment was the unveiling of the Non-Violence statue at RE Capital's LX Living development in Lisbon, symbolising our commitment to peace and unity. The widespread participation in our International Women's Day events highlighted our dedication to creating a space where creativity and social development go hand in hand.

## On the horizon

Reflecting on the past year, we are proud of the vibrant community we've nurtured—deeply engaged in innovative and cultural pursuits. As we look to the future, Non-Violence Project Lisbon and RE Community Studios are excited to continue fostering a creative, unified community.



# EUROPE: NON-VIOLENCE PROJECT SWITZERLAND

Country Director: Jessica Hellman

## A glimpse into 2023



- The Non-Violence Project Foundation (global) joined forces with Publicis Groupe Lausanne, Switzerland
- Expansion of pool of Swiss trainers



- NVPF Switzerland continued its training sessions at Swiss universities to empower students, and faculty, with essential Non-Violence skills for conflict resolution
- Actively engaging with new partners in education, sports, and philanthropy

## Education Insights

NVPF Switzerland continued 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

At the headquarters level, NVPF 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. We are incredibly thankful for the invaluable support, dedication, and generosity extended to us. Publicis Groupe's inspiring commitment to our cause fills us with gratitude, and we are excited to embark on this journey and reaffirm our commitment. For more information, please view the Global News section of this report.



## 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 education, sports, and philanthropy. 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.

# SOUTH AMERICA: NON-VIOLENCE PROJECT **BRAZIL**

Country Director: Markus Schruf

## A glimpse into 2023



- Continuation of the sports initiative "Base Brasil – Living a Dream", a program developed in collaboration with WWSA Brasil
- The project has reached around 3,500 boys and girls from different football schools in more than 30 cities in Brazil with Worldwide Soccer Academies (WWSA)

## Education Insights

In Brazil, we promote the sports initiative "Base Brasil – Living a Dream," a program developed in collaboration with our partner WWSA Brasil (Worldwide Soccer Academy). This project provides opportunities for socially disadvantaged children residing in the Favelas, empowering them through sports.



The project involves 30 football schools working together to improve and contribute to the children's education. The idea behind the project is that the children - through their physical participation in soccer - use sports as a vehicle for their motivation to engage actively in society, develop their cognitive skills as well as work on their social skills in a sports team.

Overall, the project promotes the development of the children's psychomotor skills, their development of good sportsmanship as well as the achievement of general life skills by learning to respect the game, their teammates, coaches, opponents, and referees. Within this context, several coaches, who have been professionally trained by us, are helping the children in applying sports with a strong emphasis on the educational aspect. This means that the children learn



about the importance of healthy self-esteem, emotional control, communication skills, and conflict management. These are key qualifications that young people need to become successful in life and to develop their own individual skills. Overall, the coaches aim to inspire, motivate, and engage these young people in peaceful conflict-solving. We provide the Social Emotional Learning (SEL) content of a Coaches Education Program for football coaches that project partner WWSA Brasil (Worldwide Soccer Academy) has provided the trainers.

With the help of the project, educational opportunities and future prospects are being improved for the children and young people of the Favelas and in total, the project has already reached around 3,500 boys and girls from different football schools in more than 30 cities in Brazil with Worldwide Soccer Academies (WWSA) offering the children weekly training sessions for 15 to 25 participants per team for 12 months under the supervision of a coach.



## Project Partners

- Non-Violence Project Brazil
- Universidade de São Paulo (USP/CEPEUSP), State of São Paulo
- Municipalities in the location of the football schools, 30 cities in 15 States of Brazil
- Escola Total in Santos, State of São Paulo
- National Commission of Brazil for UNESCO
- CUFA, Central Única das Favelas (ONG)

## Diplomatic Representatives

- H.E. Ambassador Dr Stefan Scholz, Ambassador of Austria to Brazil
- Mr Klaus Hofstädter, Commercial Consul Austria
- Mr Stefan Nemetz, Commercial Vice-Consul Austria

*“Base Brasil – Living a Dream” contributes directly to the achievement of the following SDGs: 3, 4, 5, 10 and 16*

# NORTH AMERICA: NON-VIOLENCE PROJECT USA

Country Director: John McKenna

## A glimpse into 2023



- Launch of a unique partnership with Michigan State University
- Partnered with Change the Ref and its national summer bus tour
- Exciting partnership with the Artist for Action (AfA) campaign



- The Why Knot NY? Initiative continues to make its impact in alliance with the New York City Department of Education and the New York City Arts in Education Roundtable

## Education Insights

The Why Knot NY? Initiative continues to make its impact in alliance with the New York City Department of Education and the New York City Arts in Education Roundtable. Several additional schools participated in the special peace-building exercises culminating in student interpretations of the "knotted gun." Among the campuses on-boarded 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 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.



NVP USA launched a unique partnership with Michigan State University, a state suffering from several incidents of violence, and a campus that suffered a mass shooting on February 13 where three students were killed. The project includes the production of a full-length documentary and the potential for a sculpture to memorialize the incident. The faculty-filmmakers visited New York City and NVP USA school programs plus toured the United Nations capturing compelling footage for the project. The partnership's next engagement will be in February 2024 in East Lansing, Michigan, for a series of activities marking the one-year anniversary of the violence.

NVP USA hosted the global leadership, Co-Founder and President Jan Hellman and CEO Anouk Tenten, in a series of creative, educational, and business-development meetings, including visits to the Masters School and Michigan State University.

## Awareness

Country Director John McKenna toured several universities raising awareness and expanding the network of faculty leaders embracing non-violence principles and practices. Campuses visited included the University of Alabama, Alabama A&M University, University of Mississippi, Tennessee State University, and UCLA.

NVP USA participated in high-profile public events centered around National Gun Violence Awareness Month (June). These included the Moms Demand Action Rally and March across the Brooklyn Bridge, Bronx DA Annual March to End Gun Violence, and the Poughkeepsie Pride Festival and Parade.

Country Director John McKenna participated in multiple conferences such as the Music Cities Convention in Mississippi (Grammy Museum – Mississippi), Northwell Health Annual Forum, Clergy for Safe Cities Community Vigil, JCRC Facing the Gun Violence Epidemic: The Voices of Faith and Community, New Horizons Community Leadership Breakfast at the Franklin D. Roosevelt Presidential Library and Museum and the Center for American Progress (CAP) 9th Annual Gun Violence Prevention Summit.

NVP USA partnered with Change the Ref and its national summer bus tour advocating for safe city and school climates. Organized by Manuel and Patricia Oliver, parents of Parkland victim Joaquin Oliver, the tour made stops in multiple U.S. cities before arriving on August 15 in New York City. NVP USA hosted events featuring a tour and radio broadcast at the United Nations, a Why Knot NY? community education forum at Pier 57, and the staging of a full-day activation in Times Square unveiling artist-activist Manuel Oliver's Non-Violence sculpture, "School Ride."

NVP USA was introduced to DDB Worldwide by the global leadership. NVP USA is meeting and strategizing with DDB Worldwide's New York office to explore "culture shifting" opportunities and creative channels to raise awareness and resources for the NVP mission.

An exciting partnership was forged between NVP USA and the new Artist for Action (AfA) campaign, bridging creative artists to the gun violence-prevention movement across America. AfA artists include Sheryl Crow, Peter Gabriel, Kevin Bacon, Billie Eilish and Peter Frampton. NVP USA collaborated in the launch of the first three events, Irving Plaza (featuring Bush), Javits Center (hosted by the John Lennon Educational Tour Bus) and NYU Skirball Center (headlined by Sheryl Crow and Peter Frampton). The inaugural AfA Humanitarian Awards were bestowed upon community champions making profound contributions to non-violence. The awards are specially engraved "Love All" sculptures created by NVP Artist Ambassador Jonas Akerlund. Prominently displayed at each event were sculptures designed by NVP Artist Ambassadors Sir Paul McCartney and Ringo Starr. The 2024 schedule of AfA events includes stops in Austin (Texas), Nashville, Los Angeles and additional shows in New York City.



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

NVP USA was pleased to recruit and form an Advisory Council consisting of leadership in the education, mass media, and popular-culture environments. The members, Vesna Cremona (merchandising/media), David Kener (programming/philanthropy), Mark Weiss (education), and Jacqui Wenzel (fashion) convene regularly to create, map, and apply the evolving strategies of the mission.



# SUPPORTING PARTNER

## NON-VIOLENCE LICENSING SA

*At Non-Violence Licensing SA, our commitment to promoting a more peaceful world and supporting NVP's mission is at the heart of everything we do. In this section, we are excited to share some of our achievements throughout the year that strive to foster positive change in communities worldwide and support our global work.*



In 2023, we proudly introduced our new core team, dedicated to leveraging our iconic symbol "The Knotted Gun" and fostering strategic partnerships to support the Non-Violence Movement. Assuming the role of CEO, Ebba Idsäter has swiftly taken the lead in steering sustainable growth, working closely in collaboration with NVPF to expand our reach and impact.

We were also delighted to welcome back Maria Norberg as Head of Licensing and Partnerships, who will continue to advance our corporate collaborations on the ongoing journey that we have embarked upon.



This year marked a significant milestone with the launch of the first Non-Violence webshop. Offering a selection of ambassador sculptures, as well as fine art on request, the webshop facilitates global sales and reach, with each sold item contributing directly to our mission.



In March, our faithful licensing partner, Smarteyes, released their 7th collection of Non-Violence eyewear frames. In addition, we were proud to welcome a new collaboration with Dedicated, a Swedish sustainable fashion brand. Dedicated's unisex clothing collection was successfully launched both online and offline in Europe, as well as online the US. The collaboration not only showcased their commitment to sustainability but also raised awareness about coping with violence through a campaign featuring everyday heroes.



We express our gratitude for the meaningful collaboration with the [Junior Eurovision Song Contest](#), where the Non-Violence Project was featured in the final show's interval act. A young peace choir sang "We are the world," delivering a powerful message of peace from our young participants to the world. We are excited about how this collaboration can be further deepened and explored during 2024.



Looking ahead, we are engaged in discussions with several potential partners, and we are excited for new business opportunities, projects and collaborations for 2024.

# DONORS, SPONSORS, PARTNERS, SUPPORTERS AND VOLUNTEERS

We extend our heartfelt gratitude to all our donors, sponsors, partners, supporters, and volunteers, whose unwavering support is instrumental in our mission. Your generosity has fueled our efforts and made a significant impact. We would like to express our deepest appreciation for your commitment to our cause and the invaluable contributions you have made toward creating positive change. Thank you for being an essential part of our journey!

Special acknowledgement to:

- The City of Geneva and the Fondation Smartpeace for their steadfast support and valuable contribution which have been instrumental in advancing our efforts in Uganda. And our new partners as of 2024, Fonds Mécénat SIG and Fondation Philanthropique Famille Sandoz for their generous and valuable support, which continues to fuel our efforts in Uganda.
- Stephen De Heinrich Family, TCV Management and Trust Services as trustee of Etesian, Terraequitas, and The Bjäringer Charitable Foundation for their unwavering support, pivotal in propelling our global development initiatives forward.
- PepsiCo for their exceptional support, helping to lift game-based education to new heights in the years ahead.
- The UN for their recognition and close collaboration for a safer world.
- Publicis Groupe Lausanne, Switzerland, for their outstanding partnership in working together on our new brand identity, enabling us to evolve our brand and re-position ourselves as the reference for actionable knowledge and solutions that promote non-violent behaviours in today's world.
- Steiger & Cie Sotheby's International Realty, Florian Steiger and team, and Hectocorn, Darya Shaterloo and team, for their generous sponsorship of our fundraising event dedicated to worldwide advancement. We also warmly thank all the partners, sponsors, artists, and participants for their significant contributions.
- The Swedish Lunch – at the World Economic Forum in Davos – for providing us with the chance to collectively promote sustainable practices, equality, innovation, and inclusive growth.
- EHL Hospitality Business School for their ongoing trust and partnership in our educational endeavors.
- Project Playground for their collaboration towards a joint educational project, demonstrating a shared commitment and collective effort for a safer world.

# NVPF ORGANIZATION

## Governance

### NVPF Board

- Jan Hellman, Co-founder and President of the Board
- Rolf Skjöldebrand, Co-founder and Board Member
- Nicke Bäcklund, Board Member
- Jens V. Holm, Board Member
- Kim Sowon, Board Member
- Blaise Oberson, Board Member

### NVPF Team

- Anouk Tenten, CEO
- Jude Lee, Head of Global Education & Development
- Jessica Hellman, Manager Corporate Operations & Development Projects

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And on [Mynewsdesk](https://www.mynewsdesk.com)



# FINANCIAL RESULTS

## *Swiss Francs*

<b>Income</b>	<b>2023</b>	<b>2022</b>
Donations	35'213	264'755
Grants for specific projects	54'500	25'000
Action of education	121'499	34'719
Fundraising event	170'030	-
Other income	-	339'146
<b>Total operating income</b>	<b>381'242</b>	<b>663'620</b>

<b>Operating costs</b>	<b>2023</b>	<b>2022</b>
Material and service expenses for education	(28'125)	(51'008)
Grants paid	(44'100)	(23'300)
Travel expenses	(17'820)	(10'002)
Communication expenses	(20'733)	(34'141)
Personnel expenses and core consultants	(329'364)	(63'804)
Event expenses	(126'099)	0
Office, IT and administration expenses	(15'613)	(12'494)
Insurance and tax expenses	(4'535)	(4'870)
Professional expenses	(22'648)	(57'369)
Financial expenses and incomes	(5'842)	(36'603)
<b>Total costs</b>	<b>(614'879)</b>	<b>(293'591)</b>
Extraordinary and prior-period expenses	(51'588)	(3'320)
Extraordinary and prior-period income	3'300	96
<b>Operating result</b>	<b>(281'925)</b>	<b>366'805</b>

# HOW TO SUPPORT THE FOUNDATION

## Donate



Free amount via a 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-II



Access our PayPal account [here](#).



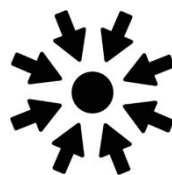
We welcome contributions in various forms for our campaigns and educational programs.

Start a fundraising campaign with your network or collaborate with us to organize an event.

## Become a Sponsor/Partner



Primary Non-Violence Sponsor/Partner: support the central foundation's development



Support a specific program or initiative. Let's work together for a safer world



Pro Bono Collaboration: align your strengths with our mission

