THE NON-VIOLENCE PROJECT FOUNDATION

2024 Annual Activity Report

Celebrating more than 30 years



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202 A YEAR OF RESILIENCE AND PROGRESS



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This past year, 2024, has brought both challenges and opportunities. Around the globe, acts of violence have escalated, shaking communities and reminding us of the urgent need for our work.

From escalating global conflicts to the ongoing struggles of displaced populations, the reality of violence continues to demand bold and decisive action.

Yet, despite these challenges, our resilience as an organization has shone through. We have remained steadfast in our commitment and continued to operate in our established countries, and successfully expanded into new regions, including Greece, Ecuador, and South Africa. These additions mark an important step in broadening our reach and empowering even more individuals with the tools to prevent violence.

This year, we:

- Expanded digital learning tools to make violence prevention more accessible
- Built new global and local partnerships to amplify our impact
- Grew our network to reach more communities than ever before

We also laid the groundwork for a more sustainable, well-governed future, positioning ourselves to grow resources and deepen our global impact in 2025.

Progress is possible when we work together. Every action contributes to a safer, more peaceful world.

Thank you to all our country directors, partners, trainers, donors, sponsors, and internal NVP stakeholders for your guidance, collaboration, and above all, your resilience and dedication.

Warm regards,

On behalf of The Non-Violence Project Foundation (NVPF), **Anouk Tenten** CEO

THE MOVEMENT UNITE



NON-VIOLENCE NON-V

The Non-Violence Project Foundation (NVPF), (www.nonviolence.com) has been a major leader in violence prevention education for over 30 years. Our mission is to reduce violence in society through education, rooted in the belief that violence is a learned behavior and what is learned can also be unlearned.

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

Our initiative began when artist Carl Fredrik Reuterswärd created The Knotted Gun as a tribute to peace ambassador John Lennon. We continue this legacy by embracing creative approaches that raise awareness and foster understanding of non-violence, empowering individuals to overcome all forms of violence.



A registered NGO since 1993, headquartered in Switzerland, with strong expertise in educational programs and awareness-raising initiatives.



Over IO million people trained across five continents.



The Knotted Gun sculpture is exhibited in front of the United Nations Headquarters in New York and in over 30 countries worldwide.



We partner with schools, organizations, corporations, cities, and the sports industry to promote awareness and education on nonviolence.



Our work is supported by recognized local heroes and global ambassadors, and has been honored with multiple international and national Best Practice awards.

THE NON-VIOLENCE PROJECT FOUNDATION A GLANCE

Read more about:

- 🗷 The Knotted Gun's story 🝖
- 🗷 Our educational programs 🛛 🗞
- 🗹 Our initiatives 🖏



NVPF Team

We would like to take this opportunity to thank Anouk Tenten, CEO NVPF and Jessica Hellman, Country MGR Switzerland for their dedication, teamwork, and contributions during their time with us until 2024. We wish them all the best in their new ventures and look forward to their continued success.

New Countries Join NVPF in 2024

NVPF continues to grow in its mission to prevent violence. In 2024, we proudly welcomed three new countries to our global initiative:

Ecuador

Victor Huerta J., Country Director for the new country office

Victor Huerta, a survivor of kidnapping, turned to activism after his personal healing journey. Ecuador, now Latin America's most violent country, faces significant challenges, but Victor remains dedicated to peace.

South Africa

Bafana Nzimande, Country Director for the new country office

Bafana has been with NVPF for nearly 15 years, leading the Soweto program during the 2010 FIFA World Cup. He has contributed to youth empowerment and gender-based violence awareness initiatives and is an experienced multimedia journalist with a strong understanding of diverse communities.

Greece

Theodoros Bamparoutsis, Country Director for the new country office

Coming from a sporting family, Theo grew up with Olympic ideals and values of Fair Play. Inspired by The Non-Violence Movement, he applied his Human Resource expertise to empower youth and promote a non-violent future. With rising violence in Greece, Theo believes long-term solutions

focused on education and awareness are key. The Non-Violence Project is re-establishing itself in Greece, drawing on its experience in violence prevention.

Other Countries in Discussion

NVPF continues conversations with countries such as Haiti, Somalia, Botswana, Jordan, Burkina Faso, and Iraq/Kurdistan. While resource limitations currently prevent expansion, we remain committed to providing support where it is needed most.

EDUCATION & NEW DEVELOPMENTS

In 2024, we refreshed our education strategy to meet the needs of a fast-changing world while staying true to what has made the Non-Violence Project Foundation (NVPF) impactful for over 30 years: creative, practical, and empowering learning experiences for young people and educators.

What's New in Our Strategy

I. Our Learning DNA

- Focus on real-life skills and positive behaviors.
- A global Train-the-Trainer model, supported by both in-person and digital options.
- Smart use of digital tools-only where resources and trusted tech partners are in place.

2. Our Skills Framework

- Emphasis on conflict resolution, emotional intelligence, intercultural skills, and ethical leadership.
- Tools and resources built to be flexible, impactful, and easy to use, recognised through a badge reward system.
- Ready-to-use toolkits to support educators and trainers around the world.

3. Measuring What Matters

- A clear, holistic strategy to track our impact.
- Integration of SANA's digital platform tools for real-time measurement.
- Dashboards and data-driven insights for quality control and recognition.

NEWS FRQ VP COUNTRIES



NON-VIOLENCE NON-V

A glimpse into 2024...

FRICA / SOUTH AFRICA / SOUTH AFRICA

NON-VIOLENCE PROJECT SOUTH AFRICA

Country Director: Bafana Nzimande



Under development and further information will follow

UGANDA / UGA

NON-VIOLENCE PROJECT UGANDA

Country Director: Eddy Balina

Uganda 2024 Impact

- ∠ 62% drop in violence
- IO new partner schools
- ∠ 1,298 trained in peace curriculum
- ∠ In partnership with Western Union Foundation & Watson Institute

Education Insights

School Mapping Exercise

In January and February, Uganda enrolled 10 new partner schools for the 2024 project year, supporting the Schools for Peace program with nonviolent school training, peace training for teachers and students, Peace Boxes, and Peace Clubs.

Safety and Violence Survey

In February, Uganda conducted a survey with 1,000 students (ages 12-16) from 10 schools. Key findings include:

- 81% experienced physical violence
- 75% were teased, insulted, or threatened
- 39% say schools sometimes protect victims, while 40% say they do not.

Teacher and Student Training

In 2024, 210 teachers and 1,088 students completed all three levels of the curriculum, with 85% of students reporting better conflict management. The program helped reduce violence by 62% across 10 schools.

Peace Program Evaluation Workshop

On May I8, 2024, Uganda held a workshop to evaluate the Schools for Peace Program, with school heads and government officials reviewing the programs and suggesting improvements.

Investing in Young Leaders

Uganda hosted two leadership camps:

Young Leaders Camp

(April 9) for 60 primary school students, focusing on leadership and the Schools for Peace vision.

STEP UP Youth Camp

(3 days) for I50 secondary school students, focusing on leadership and nonviolence. I,298 trained in peace curriculum.

Community Engagement

A weekly radio program reaches 5 million listeners, covering domestic violence, gender equality, and human rights.

ASK Leadership Summit

In March 2024, Uganda hosted a leadership summit in Jinja with over IOO delegates, focusing on leadership, conflict management, and accountability. A community engagement event followed, supporting teenage mothers and donating a sewing machine to the Zoe Girls Health Initiative.

Entrepreneurship for Peace

In 2024, 870 youth and women from Jinja and Iganga were trained in vocational and entrepreneurship skills. 66% are now engaged in incomegenerating activities. A graduation event on May 26, 2024, celebrated 15 beneficiaries completing the tailoring program.

Business Booster Basecamp

On October I2, 2024, Uganda hosted a Business Booster Basecamp in partnership with Western Union Foundation, Watson Institute, and local organizations, empowering 60 women entrepreneurs to grow their businesses.



NON-VIOLENCE PROJECT JAPAN

Country Director: Yoshiaki Morimoto



NVP Japan is thrilled to have entered into 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 over IOO+ — and is still growing, with a continued focus on sports for peace.

Education Insights

In Japan, NVPJ directors also serve on the Japan Obstacle Sports Association (JOSA), creating a strong link to promote non-violence in sports. In April 2024, JOSA opened the first Obstacle Course Racing (OCR) facility in Tokushima and embedded "no bullying" and "no harassment" principles into judge and coach training.

JOSA hosted a demo race in April and the first Japan Championship in October, with athletes and coaches from the Philippines Obstacle Sports Federation (POSF) joining as key advocates of Non-Violence in Sport.

Former NVP students who attended the Sports for Peace program in Manila (August 2023) are now coaching and promoting non-violence through sport in Japan.

Accomplishments

NVP Japan's partnership with JOSA is off to a strong start. Together with POSF, they conducted Train-the-Trainer programs in Manila for coaches, athletes, and executives, focusing on non-violence awareness and skills.

We also participated in Noh, one of the oldest Japanese dance performances dating back to the I4th century, with a peace-themed performance.

On the Horizon

In early 2025, Sports for Peace training will be held in Kansai, with participation from obstacle sport coaches and athletes.

NON-VIOLENCE PROJECT GREECE

Country Director: Theodoros Bamparoutsis



Under development and further information will follow



PORTUGAL / PORTUGAL /

NON-VIOLENCE PROJECT PORTUGAL

Country Director: Clem Leech



Over the past 24 months, the Non-Violence Project has strengthened its presence in Lisbon through key partnerships, including a collaboration with RE Capital to unveil the iconic Knotted Gun sculpture at LX Living. This initiative, alongside creative workshops led by local artists, has engaged the community in discussions around non-violence, using art as a catalyst for social change.

Our core focus remains the school-based prevention campaign delivered in partnership with UMAR. Using the Youth Realities framework, we have engaged over 600 students across Lisbon on how to recognise and respond to early signs of abuse in teenage relationships.

We have also initiated a public art series in Marvila with community group SOMAR, designed to raise awareness locally and spark conversations in public space. The first piece was delivered with street artist Senhor; a second commission is planned for this summer.

We are looking to expand this across other sites and position Lisbon as a leading case study for prevention-first engagement.

NON-VIOLENCE PROJECT SWEDEN

Country Director: Dilara Cetinkaya



Education Insights: 2024 – A Challenging Year

2024 began with a tough start as the Swedish Government imposed a savings mandate on regions and communities, severely impacting nongovernmental organizations like NVP. Schools and sports organizations struggled with limited resources for extracurriculars amid a recession and high inflation.

In response, NVP Sweden began offering free violence prevention guidance, primarily to schools. The rise in youth violence, including peer attacks, violence against school staff, and gang-related crimes, presented major challenges. This included the recruitment of young people into the drug trade and involvement in gang violence.

Key Initiatives:

- Free Violence Prevention Trainings: NVP provided free training sessions.
- Guidance for School Personnel & Students: NVP offered guidance and introductory sessions for school staff and students.
- School Visits: NVP helped schools start local violence prevention programs.
- Eurovision Collaboration: Partnered with the Eurovision Song Contest Finals to provide violence prevention training and develop related curriculum.
- Summer Camps: Focused on violence prevention through entrepreneurial activities.
- Face Violence: Raised awareness for the upcoming film project on the roots of violence.
- "It's Not Hopeless" Play: Supported the play at Sweden's Royal Theater, promoting community initiatives.
- New Educational Initiatives: Developed mobile-based educational content for teachers, counselors, and students, with plans for a full launch in spring 2025.



NON-VIOLENCE PROJECT SWITZERLAND

Country Director: Jessica Hellman



Education Insights

In 2024, NVP Switzerland continued its partnership with EHL Business School as part of a five-year collaboration aimed at preventing sexual harassment. Since the partnership began, over 1,500 students have been trained. Students, alumni, and staff have benefited from live sessions on Social and Emotional Learning (SEL) and have developed skills to act as upstanders in the face of violence.

During the year, six Swiss participants joined the certified Change Facilitator program, gaining essential skills to deliver workshops on violence prevention and non-violence.

Awareness

In 2024, NVPF partnered with the World Economic Forum under the theme "Rebuilding Trust," focusing on transparency, consistency, and accountability. NVPF CEO Anouk Tenten and Co-founder Jan Hellman represented the organization at the Swedish delegation's luncheon, participating in seminars to empower youth with skills for peaceful conflict resolution. The iconic "Knotted Gun" sculpture was displayed as a symbol of peaceful conflict resolution.

Due to this partnership, NVP will be invited again in 2025 and is able to reconnect, and build new essential networks in the collaboration of our cause.



NON-VIOLENCE PROJECT UNITED KINGDOM

Country Director: Clem Leech



London

In London, our focus has been on working directly with young people through Youth Realities, an organisation tackling youth violence, particularly in the context of relationships. Through workshops and peerled programmes, the initiative has empowered young people with the tools to navigate conflict, build resilience, and challenge harmful behaviours, fostering a culture of non-violence among the next generation. We are also relaunching Non-Violence LIVE, our monthly livestream featuring young artists discussing how music has shaped their lives as an alternative to violence. This will form part of our youth engagement strategy in the UK, and open doors for future partnership and community work.

NORTH AMFRICA

SA / USA /

NON-VIOLENCE PROJECT USA

Country Director: John McKenna



In 2024, several programs were advanced across America to raise awareness of the Non-Violence mission, blending cultural, educational, and public health activities in an engaging way. Culturally, we realigned with the organization's original inspirations in music and the arts, reconnecting with the teams of Ringo Starr and Julian Lennon. This included a visit with Ringo's management in Los Angeles, a trip to his peace monument, and attending his rock tour in Prescott, Arizona. We also connected with Julian Lennon for his Wake & Dream exhibit in San Francisco, and toured Sir Paul McCartney's Eyes of the Storm exhibit in Brooklyn.

In San Francisco, we met with the senior staff of the NBA's Golden State Warriors to explore opportunities for a creative "culture shift" in professional sports. Our ongoing partnership with Artist for Action, a new generation of peace advocates including Sheryl Crow and Billie Eilish, continued with a collaboration with the WNBA and the Washington Mystics. During Gun Violence Awareness Month, we gifted the team a custom "knotted gun" sculpture, titled Run It Back by artist Jess Goldsmith, presented at a sold out game with over 20,000 attendees at Capital One Arena. This collaboration was supported by the Center for American Progress, the 988 Lifeline, and the White House Office of Gun Violence Prevention.

Over the July 4th weekend, the project made its mark in Times Square with Vesna Cremona and AMER-ICAN. The national holiday featured a pop-up of Non-Violence messaging at Legacy in Midtown Manhattan, showcasing Ringo Starr's Drums for Peace sculpture. Throughout the year, we collaborated with adam&eveDDB on public campaigns to promote Non-Violence. We're incredibly grateful to James Rowe, Emma Falkenberry, and the entire agency for their dedication to creating a safer, better America.

The mission strengthened its work with public high schools, the NYC Department of Education, and universities through the WHY KNOT workshops. At Michigan State University, activities marking one year since the campus mass shooting included a student healing circle and an exhibit of Manuel Oliver's school bus-themed sculpture, School Ride. The USA Team also promoted GUAC, Manuel's one-man play honoring his son Joaquin, a Parkland shooting victim. Manuel and Patricia Oliver were recognized with the 2024 Measures of Hope Award for their noble and creative activism across America.

We supported conflict-resolution programs at UTEC in Lowell, MA, and led a youth summit with the New York Academy of Medicine and Columbia University. NVP also attended the New Yorkers Against Gun Violence Annual Dinner, joining key advocates and Congressional leaders.

On John Lennon's birthday, we co-hosted a creative event at the Javits Center with Artists for Action and the Lennon Educational Tour Bus, and joined Governor Hochul's press conference on community safety with Congresswoman Gabby Giffords.

The Country Director spoke at major forums, including Northwell Health's Gun Violence Prevention Forum, PAGV's Annual Meeting, and IVAT's San Diego Summit. The year concluded with showcases at Instituto Marangoni Miami and Art Basel Miami Beach, highlighting the NVP symbol and message in world-class artistic settings.

NON-VIOLENCE PROJECT BRAZIL

Country Director: Markus Schruf



Living a Dream: Preventing Violence Through Brazil's National Passion

Brazil, the Non-Violence Project Foundation (NVPF) continues to promote "Base Brasil — Living a Dream", a transformative initiative using football to empower disadvantaged youth in the favelas. Launched during the 2014 FIFA World Cup with support from the Austrian Consulate General in São Paulo, the program began through a partnership with HOPE'87 and the YOU Foundation, led by UNESCO Special Ambassador Dr. Ute-Henriette Ohoven.

Since its inception, the program has built a network of 25 football schools and now operates in 30 cities across I3 Brazilian states. With the support of the Associação Non-Violence Project Brasil (ANVPB) and in collaboration with Worldwide Soccer Academies Brazil (WWSA), the initiative has evolved into "Football for Peace — Living a Dream". This violence prevention program combines sport and education to offer a safe haven for around 3,500 boys and girls from marginalized communities.

The program blends:

- Sport Education
 Training in football and futsal.
- Life Skills Development Social-Emotional Learning (SEL) through NVPF's "Football for Peace" curriculumy

Participants engage in IO interactive lessons focused on teamwork, fair play, and conflict resolution delivered either on the field or in the classroom, each lasting 45–60 minutes.

WWSA Brazil provides coaching expertise and implements the program alongside trained NVPF coaches, who regularly visit the football schools to ensure quality delivery and mentor local trainers. This effort aligns with NVPF's mission since 1993: "to inspire, motivate, and engage young people worldwide to solve conflicts peacefully."

Institutional Contacts & Project Partners:

- Non-Violence Project (NVP Foundation)
- HOPE'87 (Austrian Government Agency, UN Mandate)
- YOU Foundation of UNICEF Special Ambassador Dr. Ute-Henriette Ohoven
- Universidade de São Paulo (USP/CEPEUSP)
- Municipalities in the locations of the football schools and edprograms
- Escola Total in Rio de Janeiro and Santos
- National Commission of Brazil for UNESCO
- CUFA, Central Única das Favelas (NGO)

Founder Institute Sao Paulo / Campinas, State of Sao Paulo

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

NON-VIOLENCE PROJECT ECUADOR

Country Director: Victor Huerta



Since 2024, the head office of Fundación No-Violencia Ecuador has been based in Quito's historic center, with additional offices in Guayaquil and Cuenca.

In 2024, three non-commercial replicas of the knotted revolver sculpture were donated in Guayaquil - one made of unreadable books to a private museum, another to Ecuador's largest public university, and the third to the leading LGBTI organization, Silueta X.

From July 2023 to March 2024, Fundación No-Violencia Ecuador participated in a youth mental health project supported by the Junta de Beneficencia de Guayaquil, Universidad Javeriana (Colombia), and Swiss TPH. The findings contributed to the approval of Ecuador's new Mental Health Law and were presented in a 45-minute conference at the National Assembly in Quito to 200 health professionals.

Lectures were also given at two private universities in Samborondón-UEES, on social entrepreneurship, and ECOTEC, on child violence in and out of schools. The latter, titled "Breaking the Silence," gathered 300 attendees from various foundations.

In Quito's La Mariscal area, once considered dangerous due to crime, we are leading a community regeneration project. This includes improved lighting, murals, surveillance, and citizen empowerment. The initiative includes a recurring fair every 2I days featuring local entrepreneurship and music.

NON-VIOLENCE LICENSING SA



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We remain committed to promoting peace and supporting the Non-Violence Project's mission. This year saw meaningful progress, thanks to our partners, ambassadors, and global community and we look forward to continuing this important work.

Key Achievements

Expanding Art Retail in Scandinavia

We have secured new retail partnerships, including a prominent presence at Nordiska Kompaniet, and are growing our global network.

Collaboration with Andy Okey Gallery

A successful partnership with Andy Okey generated donations to Non-Violence, with eight artists and Andy Okey contributing a portion of their profits. We plan a follow-up campaign in 2025.

Eurovision Pop-Up Gallery in Malmö

Our partnership with the Junior Eurovision Song Contest and Malmö Citysamverkan led to a successful pop-up store and a live painting event by Ambassador Shai Dahan at the Eurovision Song Contest Finals.

New Young Ambassador for Peace

We welcomed Zoé Clauzure, 2023 Junior Eurovision winner, as our youngest Peace Ambassador. She designed her own sculpture, presented to 2024 winner Nemo—highlighting peace and non-violence through music and creativity across cultures and generations.

Limited Edition "Fragility of Peace"

We launched a limited-edition sculpture by Shai Dahan, available online and in select Scandinavian retailers.

United Nations Gift Centre & Expansion in New York

Non-Violence has returned to the UN Gift Centre, now offering a new apparel collection in collaboration with Hudson Group / Avolta, along with an expanded range of sculptures.

Partnership with Park & Agencies (UK)

Our collaboration aims to increase Non-Violence's online presence and expand retail partnerships.

Cover Feature in Mondial Magazine

Non-Violence was featured on the cover of Mondial Magazine, thanks to our partnership with Citizens for Global Solutions.

∠ Launch of "Imagine" Jewelry Collection

We partnered with Orrling Jewellery to launch a bracelet collection "Imagine by Orrling Jewelry", with proceeds supporting our mission.

Impactful Event at Stockholm's Royal Theatre

We co-hosted an event focused on combating violence, with key partners including the Swedish Police and Fryshuset.

Timeless Jewelry Collection with Vacier

We launched a new jewelry line, with proceeds benefiting Non-Violence's work.

Website Launch

Our updated website is now a hub for news, donations, and awareness-driven activities.

Social Media Growth

We expanded our social media presence, increasing engagement and global reach to further our mission.

Looking Ahead

In 2025, we will continue to expand our global reach with new partnerships and events, bringing us closer to our vision of a world free from violence. We are deeply grateful to everyone supporting this journey and excited for the year ahead.

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!

NVPFORGANIZATION



NON-VIOLENCE MON-VIOLENCE MON-V

GOVERNANCE 2024

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

The Non-Violence Licensing SA

- ∠ Ebba Idsäter, CEO
- Maria Norberg, Head of Communication & Partnership
- Filippa Idsäter, Head of Art Operations and Sales

Follow us on social media















HOW TO SUPPERINTALION



NON-VIOLENCE NON-V

DONATE

Free amount via a bank transfer

The Non-Violence
Project Foundation
Avenue Louis-Casaï 18
1209 Geneva - Switzerland

CREDIT SUISSE IBAN: CH83 0483 5169 4928 1100 0

BIC/SWIFT: CRESCHZZ80A Account number: 1694928-11

Paypal

Access our PayPal account



We welcome contributions in various forms for our educational programs. Start a fundraising campaign with your network or collaborate with us to organize an event.

BECOME A_{SPONSOR/PARTNER}





PRIMARY PARTNER

Join as a key partner and help shape impactful global initiatives



LOCAL PROJECT SPONSOR

Support local projects and drive change in your community



EDUCATIONAL PARTNER

Promote non-violence through education and skill-building programs



LICENSING & BRAND PARTNER

Collaborate with us to create meaningful co-branded products.



ART PARTNER

Create your unique interpretation of The Knotted Gun, using creativity to inspire peace and support our global mission











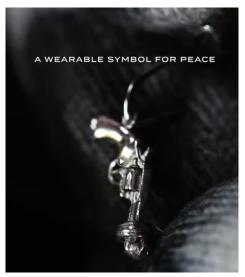
















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