



NON-VIOLENCE[®]

NON-VIOLENCE PROJECT

ANNUAL REPORT 2017

THE NON-VIOLENCE PROJECT FOUNDATION (NVPF)

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CHAIRPERSON'S MESSAGE



Dear all,

The year 2017 has been decisive for NVPF. Indeed, a new Managing Director has joined our team, allowing our Foundation to move to the next level in the development of its activities. We are currently in a world where violence, in all its forms, is dramatically increasing. In this context our work has become more and more necessary and indispensable and the global demand to implement our education programs has increased considerably.

Our goals for 2018 and beyond will focus on the development of new educational programs and their global implementation. We have a fantastic, knowledgeable and passionate team working across five continents, and together with our partners and sponsors, we believe in the success of our commitment to stem violence around the world.

Best regards,
Jan Hellman

A handwritten signature in black ink that reads "Jan Hellman". The signature is written in a cursive style.

INTERVIEW WITH THE CHIEF EXECUTIVE



Blaise Oberson, you've been running the Foundation for just over a year. After a long international career, why did you accept this position?

I believe in destiny and my chance meeting with the founder, Jan Hellman, was the best surprise I could have possibly had. I've discovered a foundation that's unique in its genre, which has been fighting for nearly 25 years to change attitudes and to make it clear to young people, and therefore to adults, around the whole world, that we only have one life and that it is disastrous and immensely sad to waste it. Starting from a simple principle: strike while the iron is still cold, and transform attitudes through education.

By providing self-confidence, responsibility, and therefore a certain level of happiness. Thus, anything becomes possible.

What were the most satisfying highlights for you in 2017?

There have been plenty! The biggest was discovering the impact of our message. Our education programs, as soon as we talk about them, have an immediate effect. And most importantly, they're universal. It's fascinating to see that young people from Sweden to Uganda, from Japan to Mexico, from India to Brazil, are all educated with the same program.

Other positive points were obtaining funding from the City and Canton of Geneva to implement our ambitious program in Uganda, and the opening of our office in New Delhi, which will enable us to reach millions of young people in the next few years.

And finally, the number of volunteers interested in joining us has been tremendous to the point that we don't have enough space in our office in Geneva!

What has been the biggest challenge?

Not being able to respond to everyone. In 2017 alone, we received requests to start activities from around ten countries. Another issue was that we were not yet well-known enough in Switzerland so we had to begin a bit like a start-up. Also, the fact that fundraising takes so much more time than I would have imagined. But our visibility is gaining momentum and I'm optimistic about the next few years.

What are the challenges for the Foundation in 2018?

There are many. The most crucial is the launch of our new bullying program. It is absolutely fundamental, and it will be available to all countries where we are present. The implementation of our new evaluation tool is also very important. It is essential to be able to evaluate our real impact not only in schools but also more globally in the cities or communities where we work. For schools our digital application will also help a lot.

The other challenge is securing our budget for the years to come. It is a challenge at all times, but our message can't fail to catch the attention of donors!

How do you see the Foundation in 10 years?

We are the world's largest foundation for educating young people about non-violence, and will have a strong and visible global presence with competent local organisations implementing our programs.

WHO ARE WE ?

OUR VALUES

INPUT

we are part of changing the world

INSPIRATION, MOTIVATION & COMMITMENT

our driving forces from the beginning

PERSEVERANCE

we never give up and have persevered towards the same goals for 25 years

OPTIMISM

we believe in each other

COMPASSION, RESPECT & TOLERANCE

nothing can be achieved without them

WHY DO WE DO WHAT WE DO?

The Non-Violence Project Foundation (NVPF) is a non-profit organisation based in Geneva. It was founded in 1993 and is recognised as an organisation of public utility. Its purpose is to promote social change through education and prevention.

Our mission is to create and deliver personalised education programmes to motivate and guide young people in learning about peaceful resolution of conflicts.

Our ambition is to prevent violence from perpetuating itself by developing training programmes with the goal of changing mentalities and transforming the behaviours that lead to said violence.

For 25 years, the Foundation has been teaching young people how to resolve conflicts peacefully, improve their self-esteem in difficult situations, learn to say no to violence and bullying, take responsibility for themselves and learn how to gain control of their lives.

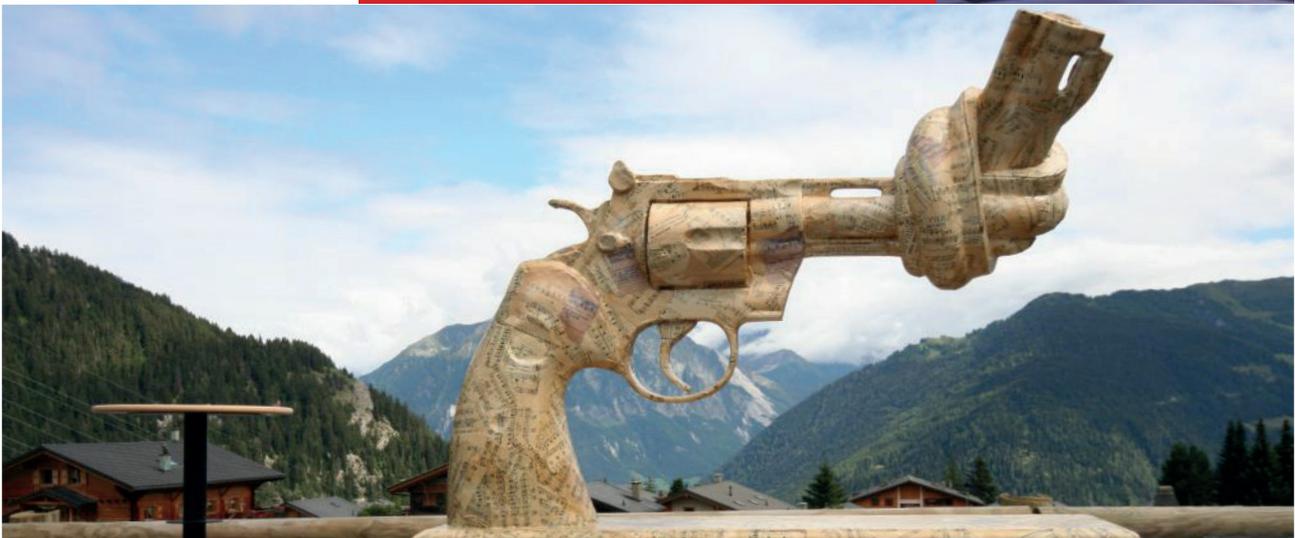




**THE SYMBOL
OF NON-VIOLENCE :
THE KNOTTED GUN.**

Our Symbol is the famous sculpture for peace and non-violence, the Knotted Gun, created in 1980 by the Swedish artist Carl Fredrik Reuterswärd as tribute to his friend John Lennon. Knotted Gun sculptures are located at more than 30 strategic locations around the world, such as the UN Headquarters in New York, the Federal Chancellery in Berlin and at the Olympic Museum in Lausanne, Switzerland.

Our symbol represents a universal idea of peace and non-violence. It carries more meaning than any word, transcending cultures, religions or ages.



NO ONE IS BORN VIOLENT



We believe that violence is a learned behaviour and that if **young people can learn to be violent they can also learn to be non-violent** and responsible and grow into people who will contribute to a better and more peaceful world.

The Non-Violence Project Foundation works on the assumption that many conflicts are the result of how young people see themselves and their relationships with others. We also believe that the influence young people have on their environment plays an important role in creating change.

That is why we base our work on individual development and on raising awareness in wider environments, particularly schools and sports facilities.

KNOWLEDGE IS THE BEST WEAPON AGAINST VIOLENCE

To date we have trained and educated more than 8 million young people, teachers and sport coaches.

We provide education for students in schools, young athletes in sports clubs, and other youth organisations by means of individual training with teachers, sports instructors, university students and youth leaders.

The programs cover topics such as **self-esteem, conflict management and resolution, emotional intelligence, communication skills, the philosophy of non-violence, bullying and multicultural differences.**



VIOLENCE AROUND THE WORLD

INTERNATIONAL STATISTICS

Sources

«A familiar face: violence in the lives of children and adolescents», United Nations Children's Fund (UNICEF), New York, 2017

Every 7 minutes, somewhere in the world, a teenager is murdered

732 million children aged 6-17 (1 out of 2) live in countries where corporal punishment at school is not entirely prohibited

300 million children aged 2-4 (3 out of 4) regularly experience disciplinary violence from relatives; 250 million (6 out of 10) receive physical punishment

130 million young people aged 13-15 (1 out of 33) face bullying

¹ Source OMS, 2010 ² Source OMS, 2014

In Europe, youth violence is a leading cause of injury and death for young people aged 15 to 24 years. More than 150,000 young people are murdered every year¹

18 million children have been sexually abused, 44 million physically abused and 55 million psychologically abused.²



WHAT HAS THE NON-VIOLENCE PROJECT FOUNDATION DONE 2017 TO COMBAT THESE STATISTICS ?

Total number of young people educated: 190,315

Total number of schools & sport clubs participating in our programs: 83

Number of non-violence trainers educated: 1,213

Number of volunteers: 1,570

SINCE THE BEGINNING, WE TRAINED ABOUT 8,000,000 PEOPLE (STUDENTS, COACHS, TEACHERS, ETC.)

OUR TRAINING PROGRAMS

1 MISSION

reduce violence through education

2 METHODS

group and team learning in a sports or school environment

3 KEY TOPICS

SELF-ESTEEM

Needs- Perception, feelings & emotion

CONFLICT MANAGEMENT

Dynamics and escalation of conflicts
Management (different conflict styles, opponents, their schematisation, resolution)
Communication (active listening, peaceful discussion)

NON-VIOLENCE

Violence and non-violence
The Knotted Gun
Role models of non-violence

DURATION

Between 30-45 min per session

10 sessions in each level

TARGET AUDIENCE

Young people from 10 to 19 years old

Programs available in 8 languages, and the simple to set up group sessions involve multiple levels of interaction, creativity, communication, role playing, and experiencing inner change



Research shows that if implemented in time, preventive education in non-violence can reduce the costs that are borne by society (as a result of violence) by almost two thirds



SPORTS FOR PEACE

BROUGHT TO YOU BY THE NON-VIOLENCE PROJECT FOUNDATION

An introduction for coaches and trainers, inspiring young athletes (12-19).



SCHOOLS FOR PEACE

BROUGHT TO YOU BY THE NON-VIOLENCE PROJECT FOUNDATION

NVPF PROJECTS AROUND THE WORLD



NVP UGANDA : A FLAGSHIP PROJECT SUPPORTED BY THE CITY AND CANTON OF GENEVA

In 2017, NVP Uganda initiated a three-year, large-scale project in partnership with local stakeholders. The goal of the project is to educate and train 2,500 teachers in NVPF programs, who will be able to influence 25,000 young people in local schools. Over a period of 3 years, we estimate that a total 250,000 people will have been reached through local communities, families, friends, media campaigns and entertainment partnerships.

National Director Eddy Balina is proud of this project, and convinced that this is the best way to reduce the levels of violence that have increased dramatically in recent years. The increase is primarily due to the high unemployment

rate among young people aged 20 to 30, which is one of the highest in Africa. Previous programmes run by NVP Uganda have proven to be an effective source of change in

young people's lives.

Eddy Balina says that he wants to "inspire young people to become builders of peace rather than engaging in violence and risky behaviour." Violence is a very serious problem in Uganda, in all sectors of society.

907 Ugandan students were trained in 2017 (823 in schools and 84 in sports). Increasing global unemployment mainly affects young people, and creates social exclusion, often leading to violence and crime. NVP Uganda also runs projects that are not directly related to The Non-Violence Project Foundation's education programmes. Some examples are:

- Employability training for young mothers and an elementary school for 200 street children
- The Pick-Up Yourself Program that empowers young "at-risk" women with skills and start-up capital to earn a decent living instead of resorting to prostitution or crime
- The Social Entrepreneur Program, designed to guide and support young people towards self-employment and to help them take charge of their own lives.



«NVP program is very rich because it is empowering me to become a better me»

Joel Bamwise,
Master trainer in Uganda



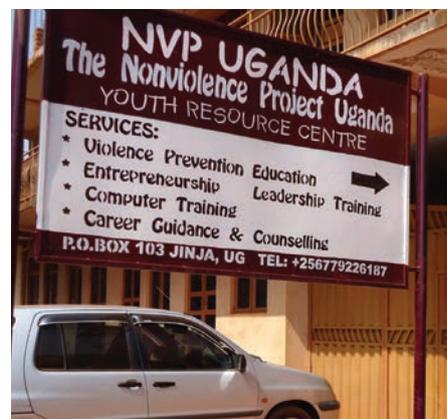
During a training program at school in Uganda



NVP Uganda also works in secondary schools, where more than 80% of the young people have experienced violence in all its forms. More than 67% of the students have been victims of sexual violence.



Country Director Eddy Balina (at the left) with the new group of new non-violence trainers



Entrance of our office in Jinja



NVP BRASIL : SPORT FOR PEACE INSIDE FAVELAS

About 2000 children have been trained 2017 mainly in the favelas where sport is combined with non-violence education. It is avoiding their involvement in gangs and providing bearings for children. NVP Brasil was founded in 1997.





NVP Japan's team with the cofunder of NVPF Jan Hellman (at the center)



NVP Japan with students from the University of Tsukuba taking part in a running race

NVP JAPAN : A PROMISING START

TSUKUBA UNIVERSITY

NVP Japan was launched on 2 October 2015, the date of the International Day of Non-Violence. Soon after its creation, the team established a relationship with the University of Tsukuba, one of the most prestigious universities in Japan. In 2017 the university confirmed its official partnership, starting in April 2018.

In a few years, graduates of the University of Tsukuba working in the world of education or sports will become local NVP trainers and contribute to a wide diffusion of our educational programs in Japan. NVP Japan currently has 11 master trainers and 11 trainers.

The Japanese organisation is also supported by a significant number of local ambassadors such as:

Ashida Tae (fashion designer), Fujiwara Norika (actress), Hakuho Sho (sumo wrestler), Hibino Acoon (pianist), Iwakuma Hisashi (baseball player), the Japanese Association of Basketball Players, Sasaki Akira (Olympic skier), Jyunichi Kawai (president of the Japanese Paralympic Association), Okura Shonosuke (Japanese drummer) and several more.



NVP INDIA: NEXT STEP !

NVP India was launched in November 2017 in the presence of local authorities. This was followed by the training of 10 Master Trainers and 30 Trainers. The objective for 2018 is to train 2,600 young people from 11-18 years of age and 220 trainers in 55 schools across 8 Indian states.

With a national role model like Mahatma Gandhi and the resulting philosophy of non-violence, our projects in India are extremely promising.



A part of the indian team of trainers and master trainers

NVP MEXICO: NATIONAL RECOGNITION



During the national youth conventions organised by IMJUVE (Instituto Mexicano de Juventud) NVP Mexico rounded off the annual workshops in the city of Guerrero at the end of 2017, with more than **200,000 participants**, and having visited **14 Mexican states** (picture below).



NVP Mexico was one of the first national organisations created by NVPF. From its launch through the end of 2017 **the Mexican office trained several millions of young people, teachers and sports coaches**. Country Director, Mauricio Bermudez, is proud to have contributed to this movement and continues to captivate young people all over Mexico.

In 2017, the Mexican NVP office established partnerships with various youth and sports organisations and has been present at many national festivals and campaigns.

In December 2017, it finished the year by providing a final workshop with an extraordinary message of peace and non-violence. On this occasion, NVP Mexico offered training for 15,000 students in the Museum of Memory and Tolerance in Mexico City. **These students have been recognised by NVP because they have become role models and strong leaders in their respective regions.**

In 2017, partnerships have been established with ESPN, Mexican National Football Federation, professional football teams like America, Tigres, Pachuca, many festivals like Lollapalooza, Vive latino, Ritmo Joven, and so on.



For many years, NVP Mexico has appointed a key role model for non-violence every year. In 2017 the award was dedicated to Mr Keisuke Honda and to Club Pachuca for their outstanding work in promoting education and non-violence through cultural and sports activities.

NVP Mexico also participated in an event CONCACAF 2017, (The Confederation of North American and Caribbean Association Football) with FIFA for North and Central America produced 13 million followers on social networks.

NVP SWEDEN : WHERE IT ALL BEGAN IN 1993

The 5 km «Non-Violence Run» was a success, bringing together athletes, students, artists, companies and families to run for a non-violence cause. (picture below)



The Fittja School (in the suburbs of Stockholm) has 520 students. In 2017, it celebrated 10 years of NVPF Level 1 training. The Fittja School was the first school in Sweden to receive NVPF Level 2 training.

«Form Us with love» was launched in October 2017, collaborating with professionals from the design industry and holding workshops in secondary schools. The Knotted Pen symbol that they created for the occasion was introduced as a practical symbol for changing the world. This workshop allowed students to express their thoughts and feelings creatively through sketches, texts and prototypes.

The Swedish team has furthermore initiated a #metoo campaign on Instagram.



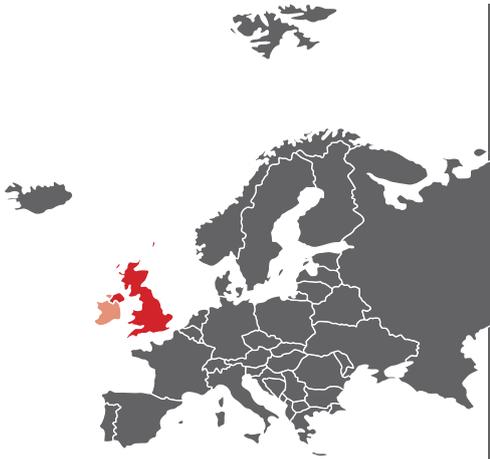
«The program allowed us to practise simple and methodical exercises during our orientation and lessons at school»

*Camilla Beijmo Samuelsson,
Director of Fittja School*



NVP USA : A MAJOR PLAYER SINCE 1995

The United States is developing a very innovative approach to non-violence, involving training in prisons. NVPF first trained one inmate in a Californian prison through to the Master Trainer level. He subsequently trained several other inmates to also become NVP trainers, and they are now training other inmates. This program has created a lot of interest from authorities and NVPF is now in discussion to continue this program in other prisons throughout the US.



NVP UK AND IRLANDE

In 2017, NVP UK implemented the Speak UP! digital application at Guildford Girls High School. The app was well received by both teachers and students and continues to demonstrate its ability to prevent and anticipate problems in schools. Speak UP! has also encouraged students to notice and appreciate acts of kindness and benevolence among one another, rather than just focusing on violence, bullying and other antisocial behaviour.

In August 2017, with the support of the artist Bermano, an NVP “Knotted Gun” statue was presented to the Pope Francis, who recognised the work of NVPF and gave his blessing.

Lucas Piazzon (football player at Fulham) broadcast a series of images over social networks to mark the International Day of Non-Violence in October 2017.



NVP DENMARK



«After the implementation of the “Schools for Peace” program, the students learned to take time to think before acting»

A teacher from Brøndby Strand School, Denmark



In March 2017, the Danish team hosted a workshop on the theme of conflict management, involving 90 future education professionals from the Calsberg Campus in Copenhagen. Disagreements, misunderstandings and conflicts are common between education professionals, learners and parents, especially in the case of newcomers. This workshop equipped them with key skills which will assist them as they begin their careers. .

Sports for Peace is also working with a group of young coaches from Copenhagen.

In total, more than 450 teachers and 3,000 students were trained in Denmark’s «Schools for Peace» programme in 2017.

EDUCATION DEVELOPMENT

EVALUATION TOOLS & SPEAK UP!

In 2017, we translated our programs into both Hindi and Japanese in addition to the previous languages already available (English, Spanish, Swedish, Danish, Portuguese). In 2018, we are also translating the programs into French.

2017 saw the development of a standardised procedure and guidelines for the Monitoring and Evaluation (M&E) process for our educational programs.

These new systematic M&E practices will allow us to better measure the results and impact of our educational actions in different schools and communities. With this new procedure in place, we will also be better able to understand what works and what doesn't work, to listen to suggestions, and to improve our educational programs

accordingly, so that we can increase their effectiveness.

In order to evaluate the results of the programs, we chose the Kirkpatrick training evaluation model, which is based on 4 levels: Reaction (during the training; Learning (changes in knowledge, attitudes and skills); Behavioural change; Results. This evaluation method will be used for each of the NVPF training programs, including training of Master Trainers, training of teachers/coaches and the training of young people.

This new Monitoring and Evaluation method, which will be applied by all local offices, will allow us to demonstrate even more accurately and in greater depth the positive impact that our programs have on adults and young people around the world.

DIGITAL APPLICATION : SPEAK UP!

Speak UP! is a digital application developed by a social enterprise in direct coordination with the Non-Violence Project Foundation. Its global implementation is planned for 2018/2019.

Speak UP! has been tested for more than 12 months in Sweden, Great Britain and the USA, with excellent results. It has already received several awards and is also supported by the European Commission.



SPEAK UP!

- Gives students a voice
- Works to prevent any form of violence in school or elsewhere
- Reduces harassment/bullying and turns passive spectators into responsible actors
- Allows anonymity via a secure, confidential management system, which is managed by one or more authorised and trained person(s)
- Helps the school to better understand where the problems lie, thanks to a precise table allowing them to have a comprehensive overview of the situation via statistical indicators.

LEARN UP!

Learn UP! Is the education program library linked to Speak UP! The schools can choose the program that best meets the need of situation in their school, according to the statistics shown from the use of the Speak UP!

OUR PARTNERSHIPS AROUND THE WORLD

Over the years, NVPF has partnered with more than 100 companies around the world, including: H&M, for the design of its range of "knotted gun" motif clothing; Smarteyes and its "Non-Violence Collection" of glasses and sunglasses; Coca-Cola and its awareness campaign on non-violence via vending machines, and its targeted campaign in South Africa and Sweden; the promotion and sale of "NVPF" pins in selected McDonald's restaurants; Tetra Pak's endorsement in several countries; the sale of "NVPF" ski goggles and helmets by DrZipe; the creation of public interest promotional videos by McCann Ericson; the support of the Scandic Hotels group, where a large part of the NVPF staff received NVP conflict management training; the sponsorship of an NVPF training centre by BTS in Johannesburg as well as in other countries where the Foundation is active.

We have also received significant funding from foundations, families and private individuals including: the Heineman Foundation, the Millennium Foundation, the Bjäringer Charitable Foundation; the Anders Lönnqvist family; the Stephen Heinrich family; the Claes Ancher family; the Carl Rosvall's family; the Johan Bygge family and a significant contribution from Lilian Af Jochnick for a NVPF project in Africa.



SOME EXAMPLES OF PARTNERSHIPS IN 2017



Smarteyes launched its third Non-Violence collection with 20 new models. For each pair bought, Smarteyes donated 5 euros to the Foundation's programs. Throughout 2017, Smarteyes donated 200,000 euros for the benefit of NVPF's global educational work and development. Smarteyes is an important sponsor to NVPF globally.

H&M launched a collection of T-shirts and sweatshirts for men featuring our Symbol, which was sold in all H&M stores in 64 countries.

DrZipe is a long-established NVP partner. Their designs of glasses and ski helmets featuring our symbol are sold in ski resorts throughout Europe.



Additionally, NVPF has partnerships with two companies selling merchandise and works of art based on the Knotted Gun for the benefit of the Foundation:

- Non Violence Licensing AB for merchandise and licensing
info@nonviolencelicensing.com
- Non Violence Art Project AB for NVPF Art
info@nonviolenceartproject.com

The Non-Violence Art Project develops the Knotted Gun Symbol into art, both in bronze and in fiberglass. Various limited-edition sculptures are designed and hand painted by NVP Ambassadors and other role models throughout popular culture. Every purchase of a sculpture supports the NVPF educational work around the globe.

SUPPORT US & JOIN US

The Foundation sincerely thanks all of its donors, both private individuals and those from the corporate world.

Some of our supporters are long-time faithful donors while others have come on board more recently. They come from different geographical horizons, from all social environments, and from all age brackets.

When a project is well established locally, the work of the Foundation gradually withdraws in order to give full autonomy back to the local NVPF organisation.

COST OF TRAINING

ON AVERAGE WORLDWIDE, OUR COST TO TRAIN ONE SCHOOL WITH 500 STUDENTS IS 5,000 €

BECOME A GLOBAL SPONSOR OR A SPONSOR OF A SPECIFIC PROJECT

The choice is yours.

It is possible to participate in the financing of our global activities (**unassigned donations**) or to finance a specific project (**assigned donations**).

Unassigned donations allow us to allocate the resources where the needs are most urgent generating more of a balance between projects.

Unassigned donations are more frequent, but it is also possible to select a specific project of your choice.



WHAT ARE THE DIFFERENT WAYS YOU CAN SUPPORT US?

Financial donations

The most common form of support is usually by payment slip or bank transfer; either a one-off donation or regular set payment

Partnerships

We are happy to partner with private or public companies, foundations, public authorities or associations

Sponsoring

Especially during events, it is thus an occasional partnership, generally with counterparts for the sponsor

Legacies

It is possible to donate a part of your estate by mentioning the Foundation as a legatee in your will. It is strongly recommended that you file the will with a notary

Donations in kind

Donations of advertising space, materials, skills (graphics, design, accounting, customer relations, translation, creation of educational workshops, training of staff, etc), production of materials (printing of documents, advertising material)

Mobilising your network

Family, friends, school, workplace

Our online sales

Discover our range of products for sale on our online store:

<http://nonviolence.com/store/>

PLEASE DO NOT HESITATE TO CONTACT US IF YOU HAVE ANY QUESTION OR WOULD LIKE ADDITIONAL INFORMATION !³

WOULD YOU PREFER TO BE CALLED BACK ?

If you are available at a specific time (e.g. evenings and weekends) simply send us your contact preferences by email to info@nonviolence.com:

date, time, your phone number, your question and ideally your first and last name.

WOULD YOU LIKE TO JOIN US AS A VOLUNTEER ?

Examples of common volunteer activities: coach/trainer, administrative work, accounting, social media, graphics and design, fundraising, events, project assistant, etc.

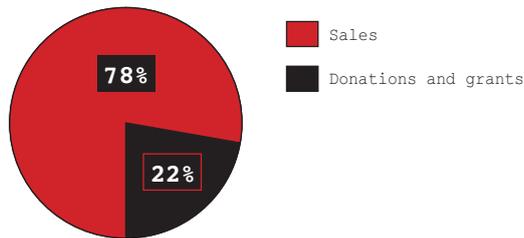
³ You can find the list of our offices around the world at the end of this report

FINANCIAL REPORT

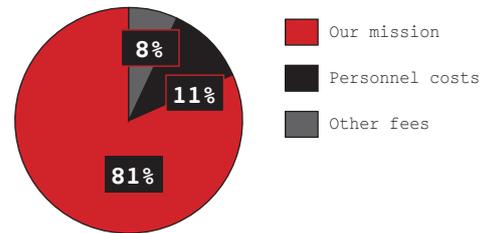
TRANSPARENCY & CONTROL IN SWITZERLAND
AUDITED & VALIDATED ACCOUNTS FROM FIDAG FIDUCIAIRE SA



Incomes 2017



Expenses 2017



Designation	2017 CHF	2016 CHF
Revenue		
Net sales of sculptures	551'215.32	40'068.50
Losses/ receivables	(487'237.50)	0.00
Educational programs sales	7'780.98	0.00
NVLAB royalties	135'688.21	37'311.16
Eight Art Gallery royalties	0.00	90'470.55
Other royalties	125'756.71	3'728.25
Free donations and grants	92'850.97	120'556.25
Allocated donations and grants	9'168.84	0.00
Allocated grants - City of Geneva	25'000.00	0.00
Allocated grants - State of Geneva	40'000.00	0.00
Administrative costs related to local projects	31'267.20	0.00
Extraordinary incomes	3'021.24	0.00
Eight Art Gallery	0.00	(23'461.07)
Commissions NVL SA	(39'046.35)	(12'364.37)
Total revenue	495'465.62	256'309.27
Expenses		
Personal costs	109'507.40	0.00
General costs	231'022.66	193'649.77
Allocated grants	65'000.00	0.00
Sweden	26'727.28	15'145.95
USA	10'179.08	4'274.58
Brazil	4'890.30	0.00
Mexico	1'370.87	0.00
Denmark	3'340.78	2'194.23
Uganda	1'921.12	10'070.60
Japan	3'022.00	7'801.65
India	21'495.10	2'147.70
Lebanon	323.10	428.00
Nigeria	511.27	0.00
Liberia	0.00	1'045.13
Interest costs	861.86	3'780.55
Currency differences	1'261.86	6'577.10
Amortization	9'830.00	12'288.00
Expenses total	491'264.68	259'403.26
Net outcome	4'200.94	(3'093.99)

GOVERNANCE, MEMBERS & AMBASSADORS

Jan Hellman, president and co-founder

Jan has held numerous senior management positions in the hospitality industry, at a consulting company specialised in international business development and in the IKEA Group, responsible for group purchasing, strategic country research, business development and international reciprocal trade and policy agreements.

Jan was also a long-time member of a UN project whose goals were to identify and develop new opportunities for production and export in some sixty developing countries.

Rolf Skjöldebrand, co-founder

Rolf grew up between the business world and the fashion world. Holder of a master's degree in communication, for many years he directed famous advertising agencies in Sweden, with clients such as Levi Strauss, McDonald's, Nissan, Apple, H&M, and IKEA. Today he runs "GoSpeakUp International", and is in charge of developing the digital application Speak UP! Learn UP! at an international level.

Blaise Oberson, chief executive

With nearly 30 years of international experience in the worlds of humanitarian work and media, Blaise has led many teams in complex and highly competitive multi-cultural environments within large groups.

He has worked in Asia, the USA, the Middle East, Latin America and Europe. Blaise holds a master's degree in humanities from the University of Geneva and is also a professional coach specialising in systemic and holistic approaches. He took over the management of the Foundation in April 2017.

Ivana Busljeta, global director of education

Ivana Busljeta specialises in the creation and development of global education programmes and has extensive international experience in business. She has worked with hundreds of managers, trainers and volunteers across 5 continents. Originally from Croatia, she has experienced violence on the front line and is deeply convinced that a non-violent world begins with our own inner change.

Maria Norberg

Maria has been a communications and marketing professional since 1997 with broad experience from strategical, brand building and executive project management, both with larger entities in the TV and production branch and co-founder and manager of start-ups in Sweden and Internationally. She joined the foundation in 2015 in the key position of licensing and communication.

Claes Cronstedt

Claes has been a board member of the Non-Violence Project Foundation since 2003. A lawyer and former international partner of Baker & McKenzie, Claes has been a member of the European Bar Council's CSR committee and has been involved in several international human rights disputes, including the Raoul Wallenberg case. He is the founder of the Raoul Wallenberg Academy for young leaders. He was also a member of the Swedish Committee of the International Chamber of Commerce Commission and a director of International Alert in London, which ensures peaceful transformation of conflicts. He has been a member of the expert legal panel of the International Commission of Jurists on corporate complicity in international crimes.

Jens V. Holm

Jens has lived on three continents. He has held leading positions in hospitality and technology. He took the lead of the International Association of Masters Games Association in 2006 and introduced the World Masters Games, as well as the World Winter Masters Games. These have become the most important participative multi-sport events in the world. He has also been appointed to several commissions of the International Olympic Committee.

Fully committed to the peaceful resolution of conflicts and of education, he has been a member of the Board of Directors of the Non-Violence Project Foundation since 2014.

Nick Staheyeff

Nick joined the board of directors in 2018. His parents were Russian and English.

He has lived and worked in 13 countries, holding high-profile positions in many industries including positions at Coca-Cola, Nestlé, eBay & PayPal.

NVPF's work motivates him because of its global reach in improving children's lives over the long term, and teaching them how to integrate in a rapidly changing world.

OUR AMBASSADORS : ABOUT ONE HUNDRED

We cannot change the world alone. Our work depends on the support of well-known personalities from around the world, each of whom increases public awareness about peace and non-violence, and of the work that NVPF does with young people. Our Ambassadors are primarily from the worlds of music, sport, the arts and culture.

Our local offices also have their own ambassadors.

PAUL MCCARTNEY

FEU MOHAMMED ALI

DERRICK GREEN

GUS POYET

FEU JOHN LENNON

LIONEL MESSI

RINGO STARR

YOKO ONO

A FEW ACKNOWLEDGEMENTS

THE DAILY LIGHT AWARD

by President Bill Clinton

THE PAUL HARRIS FELLOW AWARD

by Rotary International

THE SET AFRICA FELLOWSHIP AWARD

by the International Youth Foundation and Makerere University




ONE OF THE BEST YOUTH EDUCATION PROGRAMS IN THE WORLD.

Barack Obama, press conference, Mexico City, May 3rd 2013 .

OUTLOOK FOR 2018-2019

In 2018, we will continue to develop our education activities, both in Switzerland as well as in the countries where we currently operate. Increasing our fundraising activities and building new international and national partnerships continue to be a priority.

In India we will continue to implement education programs in eight Indian states by training more teachers to become Master Trainers in order to consolidate our presence throughout the territory. Our new anti-bullying program will be an important part of our activities here.

In Brazil we will launch a project to reduce the different forms of violence in the favelas with a program combining football and non-violence education. It will target 16,000 young people aged 11-17 in the country's 10 main cities.

In Mexico, our goal is to open a NVPF training centre in Mexico City, which will enable us to provide essential workshops and classrooms.

In Uganda, the program we launched in 2017 will continue and expand further inland. We will continue our search for funding to ensure the continuity of the program, but also to be able to expand our activities into East Africa. The regional manager should gradually extend his activities to the surrounding countries.

Japan will continue to implement its program at some of the country's leading universities. NVP Japan will also focus on the preparation of the education events that will take place at the Tokyo 2020 Olympics and at the 2021 Masters Games in Kansai.

In Europe, the development and implementation of our programs **in Sweden, in Denmark, in Norway, in Ireland** and **in the UK** will continue.

In Switzerland, the objective is to offer our programs, including the Speak UP! and Learn UP! applications, to local authorities in cities and communities, starting with the city of Geneva, where both schools and sport clubs will participate.

We will also recruit two French-speaking master trainers to provide «School/Sport for Peace» training in Swiss and French schools.

No new countries will be added during 2018 as our focus will be on the consolidation of project in existing ones. Our «**Ambassadors**» program will be further strengthened in order to optimise the Ambassador's message of peace and non-violence.

The objective of the NVP Cities for Peace program is to build an educational platform, including the unveiling of a Knotted Gun sculpture and a series of local events, in as many cities as possible around the world. The first city to become a «**City for Peace**» is Beirut in October 2018.

On the 2 of October 2018, the International Day of Non-Violence NVPF will celebrate **the 30th anniversary of the Knotted Gun Symbol**, with the re-unveiling of the Knotted Gun sculpture at the UN headquarters in New York City. The unveiling will be followed by a press conference and the issue of three UN stamps based on the Knotted Gun. Several other events will be organised around this day to make our message heard throughout the world.

NEW ANTI-BULLYING PROGRAM

Our new anti-bullying program will be introduced globally during 2018.

Why? Intimidation and harassment are present all over the world and are becoming epidemic

Goal? Prevent harassment, reduce it, increase everyone's role as a proactive spectator, and create a safe, supportive and secure school environment

How? Socio-Emotional Learning (SEL) teaches the skills that children and adults need in order to behave respectfully with others and with ourselves, to understand and manage our emotions, to feel and empathise with others,

to build and maintain positive relationships, and to make responsible decisions. «**SEL**» has five basic skills: self-management, self-awareness, social consciousness, relationship skills and responsible decision-making

Target group? Young people and students in schools and sport clubs, but with a holistic approach to involve everyone, such as: school and sport club's administrators, teachers, sport coaches, and family members

Tools? We will use four manuals based on both prevention and intervention: the School Guide, the Teacher's Manual, the Student Manual and the Family Information Booklet.

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For our programs and more informations

www.nonviolence.com



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