



NON-VIOLENCE[®]

NON-VIOLENCE PROJECT

ANNUAL REPORT 2019 – THE ESSENTIAL

THE NON-VIOLENCE PROJECT FOUNDATION

THE NON-VIOLENCE PROJECT FOUNDATION AT A GLANCE

WE INSPIRE, MOTIVATE AND ENGAGE PEOPLE TO SOLVE CONFLICTS PEACEFULLY THROUGH EDUCATION

- Registered NGO headquartered in Switzerland since 1993
- 27 years of expertise in non-violence training with more than 8 million people trained since its creation
- Presence in nearly 30 countries
- NVPF programs used by various organizations on four continents through license agreements
- The Knotted Gun sculpture in nearly 30 countries
- Many ambassadors (sports, music, cinema, etc.) support the Foundation
- Multiple partnerships (companies, international organizations, federations, cities, etc.) raise awareness and educate about non-violence
- Received prominent international award

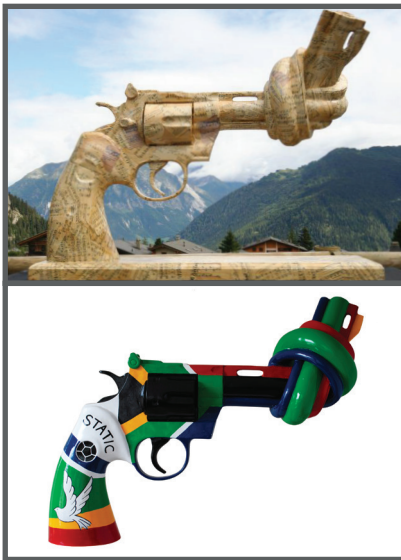
TWO PILLARS EDUCATION AND AWARENESS

EDUCATION

Training programs adaptable to **ALL AUDIENCES** - children, teenagers, young adults and adults - in all settings (academic, professional...)

- A recognized educational methodology (SEL-Social Emotional Learning) addressing themes as emotional intelligence
- A holistic approach integrating all parties involved (families, work colleagues, administrations, communities, etc.)
- A 'Train the trainers' module incorporated into each program
- An assessment and monitoring system with indicators (Kirkpatrick model) to measure the impact on attitudes and behaviours





OUR SYMBOL

The Knotted Gun represents a universal symbol of peace



AWARENESS

To help raise awareness on violence issues, various partnerships are created every year, notably with brands such as 'Smarteyes' and 'Weekday' through our Non Violence items for sale, enabling the Foundation to fund educational programs and campaigns against violence.

PARTNERSHIPS TO PROMOTE NON VIOLENCE AND FUND EDUCATIONAL PROGRAMS AROUND THE WORLD

BRANDS FOR PEACE

ART FOR PEACE

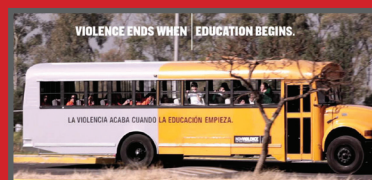
AMBASSADORS
FOR PEACE

CAMPAGNES

WEBSTORE



SOME CAMPAGNS ARE ORGANISED REGULARLY AT A GLOBAL OR LOCAL LEVEL TO RAISE AWARENESS ABOUT NON VIOLENCE

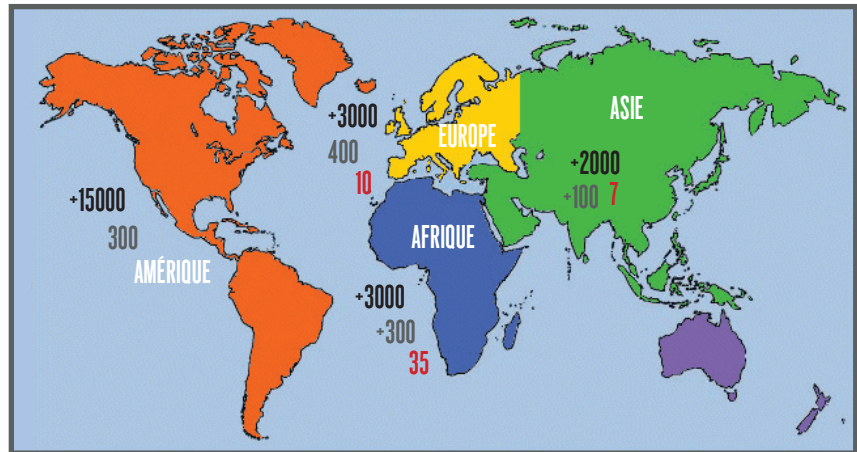


SINCE 2019, NVP LAUNCHED A WEBSTORE (WWW.NONVIOLENCESTORE.COM) OF ITEMS CARRYING THE KNOTTED GUN SYMBOL IN ORDER TO FINANCE ITS ACTIVITIES



PROGRAMS WITH IMPACTFUL RESULTS

2019 KEY FIGURES



- Number of new partner schools/academic institutions/sports clubs
- Number of teachers/coaches trained
- Number of students trained

**IN 2019, NVP TRAINED MORE THAN 23,000 PEOPLE
(CHILDREN, TEENAGERS AND YOUNG ADULTS) AGAINST VIOLENCE**

IMPACT OF NVP PROGRAMS

- A greater **aptitude to manage conflictual situations** in any environment (academic, sportive, work...)
- An increased capacity to **recognize harassment** (moral, school, sexual) and act upon it
- A stronger **skillset of the teachers, coaches or community leaders** who will deploy and implement NVPF programs to students of all ages
- A **reduction in school violence**

SOME RESULTS ACHIEVED IN 2019*

- **INDIA:** 84% of students trained have a better idea of how to respond / act positively in a conflict situation
- **SWITZERLAND:** 85% of students trained in a prestigious vocational school learned how to deal with situations of sexual harassment
- **UGANDA & SWEDEN:** a reduction in school violence respectively by 36% and 50% where a NVP program was adopted
- **JAPAN:** 87% of trained teachers are convinced that programs are extremely useful and feel ready to implement them to students

* Figures on the basis of answers provided by a sample of participants in NVP programs in 2019. Full results can be found on NVPF 2019 Evaluation Report <https://www.nonviolence.com/about/nvpf-publications/>

AFRICA

NVP UGANDA - ACTIVITY CONSOLIDATION AND PROGRAMS' IMPLEMENTATION

In 2019, NVP Uganda was able to successfully continue its three-year plan started in 2018 and implement its activities in both education and awareness. We hope that NVP Uganda can be a model in the region and extend their activities to the Great Lakes area.

Thanks to a strongly committed local team, nearly 4,000 students were able to benefit from NVP's educational programs. Various awareness-raising actions among young people and community leaders were proposed throughout the year.

NVP Uganda has received numerous international awards for its dynamism and the results obtained.

**OVER TWO YEARS CLOSE TO 10,000 STUDENTS
WERE ABLE TO BENEFIT FROM A NVP PROGRAM**



NVP Ouganda a reçu de nombreux prix internationaux pour son dynamisme et les résultats obtenus.

EDUCATION

- 35 new schools
- 323 teachers
- 3191 students
- 400 attendees at the *Peace Clubs*

"The NVP program encouraged me to better understand my personality and improve my self-esteem. I can now solve problems better with my friends, my family and be a better student in class"

A student from Uganda



AWARENESS

- 5000 young people benefitting from a major campaign about the danger of drugs
- Several million people reached through the media (local radios) on the topic of children's rights and gender equality
- Promotion of entrepreneurship and professional mentoring as an alternative to violence
- 446 community leaders involved on the benefits of non-violence for the entire community



ASIA

NVP INDIA – MAJOR ENDEAVOURS DEDICATED TO PROMOTE CONFLICT-FREE ZONES

2019 was marked by a vigorous collaboration between NVP India and local authorities for the creation of conflict-free zones in the state of Kerala. The local NVP team, present in New Delhi and Kerala State, is strongly mobilized on all fronts - educational and awareness - with the support of many volunteers.

The local government and KILA (Kerala Institute of Local Administration) have committed to ensure that all teachers in schools receive training through NVP India.

There are also plans to set up Peace Plus modules including topics specific to Indian culture and those related to children's rights, teenagers mental health, gender equality etc.

EDUCATION

- 3 new schools
- 102 teachers
- 2150 students

AWARENESS

- Multiple **activities** (shows, paintings, creation of a Pistol Knotted from recycled materials ...) in schools participating in a Schools for Peace program, especially during Non Violence Day.



"After three days of intense training, I felt quite ready to deploy and implement this program. For me, it's a program that has a major transforming power in terms of behaviour."

A teacher trained by NVP India



NVP JAPAN – ONGOING PARTNERSHIP WITH TSUKUBA CITY

After having educated a significant pool of trainers (master trainers) in 2018 thanks to the partnership with the University of Tsukuba, NVP Japan continues to train teachers and has also launched, for the first time, a program for children aged 10 to 13 years.

This program, carried out as part of the extracurricular and sporting activities called “Tsukuba Sports Academy”, was a great success with the children.



“I see now the link between mocking and escalating violence.”

“I learned to put myself in the other person’s shoes when we have to find a solution to a dispute”

Children between 10-13 years old from Tsukuba Sports Academy

EDUCATION

- 32 teachers
- 9 children within the Tsukuba Sports Academy

AWARENESS

- Ongoing discussions with the Organizing Committee of the World Master Games which will take place in Kansai in 2021 in order to participate in the event.



EUROPE

NVP UNITED KINGDOM – WORK ON FUTURE PODCASTS ON THE BENEFITS OF NON-VIOLENCE

2019 has seen the creation of Non-Violence Studios where a series of podcasts entitled 'Peace Talks' will be recorded and broadcast in 2020. Various participants involved in the education of young people with violence issues will share their experience and the benefits of non violence in their environment.



NVP SWITZERLAND – PROMISING LAUNCH OF THE EDUCATIONAL ACTIVITY AND PARTNERSHIP WITH A PRESTIGIOUS HOSPITALITY MANAGEMENT SCHOOL

2019 has marked a promising start for the activities of NVP Switzerland. In addition to the creation of a pool of French-speaking trainers, NVP Switzerland met with numerous organizations (educational, administrative and professional) interested in NVP training expertise, specifically in the programs dedicated to harassment (school, cyber and sexual).

NVPF is very proud of the partnership achieved with one of the most prestigious international management schools in the hospitality industry based in Switzerland (Ecole Hôtelière de Lausanne). Various sessions in 2020 and in 2021 are planned to train students (18-21) on sexual harassment issues through the specific program "Standing Together" created by the Education Department of the Foundation.

- 1 management school
- 3 French speaking trainers
- 424 students



"This program gave me the confidence and the courage to defend myself and others if I were to experience situations of sexual harassment."

An EHL student



NVP SWEDEN – ONGOING EDUCATIONAL ACTIVITIES AND VARIOUS AWARENESS INITIATIVES AGAINST DOMESTIC AND GUN VIOLENCE

In addition to implementing educational programs in six partner schools, many events were organized in 2019 to raise general awareness around an upsurge in episodes of violence. NVP Sweden also collaborated with other NGOs such as 'SOS Children's Villages' through the training of young people, some of whom should attend a program in 2020.



"Thanks to the NVP program and all the exercises, we have learned to work with our students on important topics like feelings, needs, listening as well as confidence and self-esteem. This program made perfect sense for both teachers and students."

A teacher from the Malmö Skolan

EDUCATION

- 6 new schools
- 313 teachers
- 2273 students



AWARENESS

- **THE NON VIOLENCE TORRENT**
Campaign against weapons created with 3D printers
- **THE VIOLENT NIGHT**
Campaign against domestic violence during Christmas period
- **Film et exhibition NEMESIS**
Partnership with HAUGER WATCHES NVP
- **DENMARK** - Schools and sports clubs

Campagne 3 Torrent



Campagne affichages



NVP DENMARK – SCHOOLS AND SPORT-FOCUSED TRAININGS EFFORTS

NVP Denmark focused in 2019 on continued training in schools but also on the sport sector. More than 600 students benefited from NVP training expertise and an important partnership with the Danish Football Association enabled coaches to be better prepared to deal with violence issues internally and externally.



Collaboration with the Danish Football Association through conflict management training of 12 young adults (sports educators) and 17 sports coaches

EDUCATION	AWARENESS
<ul style="list-style-type: none">— 3 new schools— 75 teachers— 655 students	<ul style="list-style-type: none">— Introducing the NVP Programs at the University of Copenhagen, at an event marking Gandhi's 150th birthday, coordinated by the Center for Global South Asian Studies and Asian Dynamics Initiative. A NVP Swedish representative gave a speech on the benefits of education and the NVP program.



"We felt that young people were very receptive to the NVP approach during the program. This was confirmed in the following days when the trainees used their learnings by organizing activities with the children of the Fremad Valby club."

A coach of the Danish Football Federation



AMERICA

NVP USA – COLLABORATION WITH DIFFERENT ORGANIZATIONS AND PROJECT FOR A NEW NYC STRUCTURE IN 2020

While collaboration with several organizations, both in prison and sports (NBA) continued, intense work has been undertaken to set up a new structure based in New York.

In 2019, at the United Nations, NVP participated in numerous events and discussion panels on topics related to violence and education.



NVP MEXICO – EDUCATIONAL ACTIVITIES DESPITE DIFFICULT CONTEXT

Due to the increase in violence, NVP Mexico's activities were considerably more complicated to carry out in 2019.

NVP has nonetheless succeeded in training several thousand students and at present 20,000 UNAM university teachers are providing educational programs throughout Mexico. Several campaigns were carried out on key themes related to the fight against violence.



EDUCATION

- 15 teachers
- 300 sport coaches
- 15000 students
- 7500 volunteers

AWARENESS



- Campaign for gender equality.
- Campaign NoSoloEsMarcela aimed at ending Violence against women.

NVP BRAZIL – SLOW ACTIVITY DUE TO POLITICAL UNCERTAINTY

NVP Brazil carried out some activities in the football schools of its main partner Base Brazil. The beneficiaries were coaches and young footballers (5 to 17 years old). The political context makes the pursuit of NVP activities uncertain.

OTHER INITIATIVES

PARTNERSHIPS

ART FOR PEACE – COLLABORATIONS INVOLVING THE KNOTTED GUN SCULPTURE

AXEL ARIGATO

Partnership with the founders of the Swedish fashion brand and production of a Knotted Gun edition called 'Peace of Mind'.



BRANDS FOR PEACE – LICENSING AGREEMENTS WITH BRANDS

SMARTEYES



As one of the most important partners of the Foundation, the eyewear company 'Smarteyes' signed an agreement on collections incorporating the Knotted Gun for the third year running. From the start of our collaboration till the end of 2019, 5 million Swedish crowns have been contributed thanks to the sale of a total of 100,000 pairs of glasses from the Non Violence collections. The funds collected have enabled the Foundation to run programs and campaigns to reduce violence around the world.

DIVE MADHOUSE

Collaboration with a Swedish artist through a Non Violence collection of T-shirts and sweatshirts.



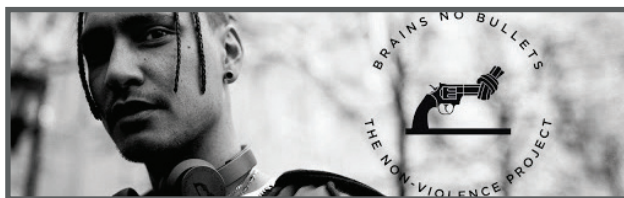
ARILD LINKS

Partnership with this brand of jewelry on a collection of bracelets made of metal from recycled weapons (Humanium Metal).



URBANISTA

Pursuit of partnership started in 2018 with the Swedish brand Urbanista for a collection of headphones.



UNITED NATIONS GIFT CENTER

Since May 2019, around 15 items from the Non Violence collection are available in the United Nations Gift Center in New York.



LAUNCH OF THE WEBSTORE NONVIOLENCESTORE.COM

During 2019, an online store was launched with a collection of items (t-shirts, sweatshirts, bags and pins) bearing the symbol of the Foundation, the Knotted Gun.



COMPANY FOR PEACE – PARTNERSHIPS WITH BUSINESSES

STENA GROUP

During 2019, the Foundation signed a very important partnership with the STENA group which has many divisions.

The partnership will cover different aspects, including the production of Knotted Gun sculptures in metal from melted weapons by STENA's recycling branch.

A sculpture is already on display in Northern Ireland honoring the historical links between the maritime division and Belfast's harbour.

The partnership with the STENA group opens the way to other partnerships with companies adopting a responsible and committed approach to promote a better world.



AMBASSADORS FOR PEACE

Celebrities from the world of Music, Sports and Culture continue to support the Foundation. To mention some of them: Sir Paul McCartney, Sir Ringo Starr, Lionel Messi, Gus Poyet and many others.

NEW AMBASSADORS APPOINTED IN 2019



JOHAN ERNST NILSON, Swedish explorer and philanthropist, he designed The Knotted Gun sculpture by decorating it with all UN state members' flags and named it One World – a symbol to unite all the countries in peace.



OONA CHAPLIN, Actress and granddaughter of Charlie Chaplin.



VAL KILMER, American actor.



CRAIG HATKOFF, Philanthropist and Co-founder of Tribeca Film Festival.



BEATRICE FINN, 2017 Nobel Prize, Lawyer and Campaign Director to abolish nuclear weapons.



SHAMMA NASEER, Musician and Ambassador for Iraq.

GOVERNANCE

FOUNDATION ORGANIZATION

Jan Hellman, Co-founder & Honorary President
Rolf Skjöldebrand, Co-founder
Nick Staheyeff, President of the Board
Blaise Oberson, CEO
Ivana Busljeta, Global Education Director
Maria Norberg, Head of Communication and Licensing
Sarah Burkhart, Project Coordinator
Ronan Roucher, Fundraising Manager
Claes Cronstedt, Member of the Board
Jens V. Holm, Member of the Board

NVP SWITZERLAND - HQ

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A HUGE THANK YOU

A huge thank you :

To all our sponsors and specifically: the STENA group, the City and Geneva Canton, the Migros Foundation, the Smartpeace Foundation and the Fluidum Foundation.

Our institutional donors and main private donors during the last couple of years: the Millénaire Foundation, the Bjäringer Charitable Foundation, the Heineman Foundation, the Anders Lönnqvist family, the Stephen Heinrich family, the Claes Ancher family, the Carl Rosvall family, the Hellman family and the Oberson family.

More information :
www.nonviolence.com



FINANCIAL REPORT 2019 (IN SWISS FRANCS)

REVENUES	2019	2018
Donations	144 015	270 370
Grants for specific projects	96 000	45 000
Licensing	78 159	157 879
Partnership with companies	115 000	
Training courses	28 900	
Other revenues	47	
Balance (negative)	<u>(707)</u>	<u>(2 711)</u>

TOTAL : REVENUES	461 415	470 540
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OPERATING COSTS	2019	2018
Education	67 578	64 003
Projects-related expenses	111 842	103 319
Travel expenses	204	10 873
Marketing communication	34 575	43 729
Fundraising	20 000	9 278
IT/DIGITAL	6726	32 761
Staff expenses	245 801	202 470
Overhead expenses	44 367	52 663
Insurance	3 230	2 205
Other expenses	5 708	30 800

TOTAL : OPERATING COSTS	540 031	552 101
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Extraordinary charges	10 266	22 825
Extraordinary income	98 923	

OPERATING RESULT	10 040	(104 386)
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