



ACTIVITY REPORT 2021

The Non-Violence Project Foundation

www.nonviolence.com



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WORD FROM THE CEO

Dear members of the NVP family, despite uncertain conditions due to the COVID-19 pandemic that still characterized 2021, NVPF was able to carry on its mission thanks to all of you, and I wish to thank you for your tireless support.

One of our major goals was to broaden our activities considering the collateral effects COVID-19 was shown to have on adults: sexual harassment and bullying at work, the toxicity inherent in the world of E-sports and domestic violence just to name a few. We pursued our efforts to digitalize many of our programs to be impactful even when carried out remotely.

Some of our local offices - such as Uganda or Sweden - were able to stay open while others found it harder to run activities due to health restrictions still being enforced for the greater part of the year. The possibility of re-launching our activities in the US was a beautiful surprise as we closed the year, and we are looking forward to once again welcoming those Americans who seek our help.

Our educational team was extensively involved in the co-development of an innovative program for adults together with a prestigious management organization that will be launched in 2022. Partnerships that we have strengthened with various organizations reinforce the relevance of our activities and the impact our work can have to promote societal change, from school to office environments.

Setting up a social enterprise to support the long-term sustainability of the Foundation has been another main project of 2021, and which will potentially conclude in 2022.

A lot of work still awaits our Foundation, and it cannot be achieved without the support from sponsors, donors, and partners. I therefore take this opportunity to, once again, thank all the people supporting our work.

Blaise Oberson - CEO of the Non-Violence Project Foundation

“Partnerships that we have strengthened with various organizations reinforce the relevance of our activities and the impact our work can have to promote societal change”

Blaise Oberson - CEO

NVPF AT A GLANCE

EDUCATION TO PROMOTE SOCIETAL CHANGE

INSPIRE MOTIVATE ENGAGE

The Foundation's conviction is that education is a powerful tool to inspire, motivate and engage people to solve conflicts peacefully without resorting to violence. Since 1993, NVPF has developed educational programs and awareness-raising campaigns to prevent and reduce violence for all kinds of audiences - from children to adults - with an important focus on youth.

- A **holistic approach** integrating all parties involved (families, work colleagues, administrations, communities, etc.) with a 'Train the Trainers' module in each program.
- A **recognized educational methodology** (SEL - Social Emotional Learning) to positively impact behaviors and attitudes.
- A **measurable impact** on attitudes and behaviors after the programs' implementation thanks to a well-developed assessment and monitoring system



KEY FACTS AND FIGURES ABOUT NVPF

- ❖ Registered NGO headquartered in Switzerland since 1993
- ❖ 28 years of expertise in education and training
- ❖ 9 million people trained since 1993
- ❖ NVPF programs used by various organizations on 6 continents
- ❖ The Knotted Gun sculpture exhibited in 30 countries
- ❖ Multiple partnerships (companies, international organizations, federations, cities, celebrities etc.) to raise awareness and educate about non-violence
- ❖ Various prominent international awards for Best Practice

NVPF AT A GLANCE

AWARENESS RAISING LOCALLY AND GLOBALLY

To prevent and reduce violent behaviors, NVPF strongly supports actions to raise awareness among the public, local authorities, companies, organizations and change-makers.

Over the years, NVP has developed various ways to raise awareness, both globally and locally.



9 million people have been trained by NVP since 1993

NVPF AT A GLANCE

THE KNOTTED GUN, AN INTERNATIONAL SYMBOL OF NON-VIOLENCE

Initially exhibited in NY in front of the United Nations' headquarters, today more than 30 cities host a Knotted Gun sculpture representing our logo and an international symbol of peace.

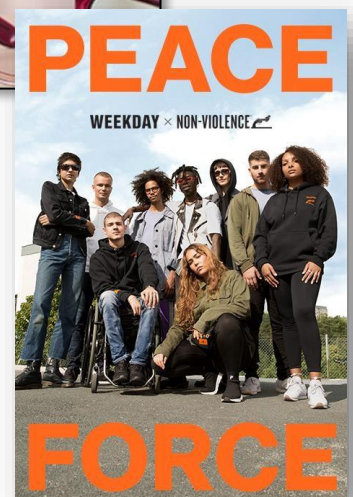
To read about the Knotted Gun's fascinating story, visit [www.nonviolence.com/About/The Knotted Gun](http://www.nonviolence.com/About/The_Knotted_Gun)



BRANDS FOR PEACE

For many years now, the Foundation has been offering companies the opportunity to partner in the battle against violence.

This initiative, BRANDS FOR PEACE, fits perfectly with CSR policies and materializes as Non-Violence collections featuring the Knotted Gun, delivering a powerful message.



To inquire about NVP collaborations, please contact jan@nonviolence.com

NVPF AT A GLANCE

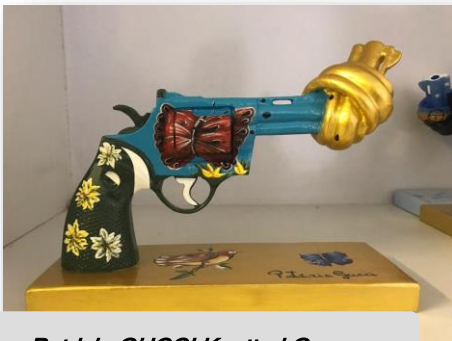
AMBASSADORS FOR PEACE

NVPF is always looking for support in spreading the word of non-violence and encouraging people to act in a responsible way without resorting to violence.

A number of celebrities, appointed as NVP Ambassadors, have shown support to the Foundation over the years since 1993: Ringo Starr, Paul McCartney, Oona Chaplin and Patrizia Gucci just to name a few.



Ringo Starr Knotted Gun DRUMS FOR PEACE



Patrizia GUCCI Knotted Gun

Some of the NVP Peace Ambassadors have also designed their own Knotted Gun sculptures, some still available for sale in our Art division.

To inquire about our Ambassadors Sculptures collection, visit www.nonviolenceartproject.com

CAMPAIGNS FOR PEACE

Each NVPF country organizes its own campaigns with local partners (advertising agencies or other institutions) on specific issues (gender equality, shootings, domestic violence, etc.) according to its priorities and needs.



EDUCATION NEWS

A GROWING TEAM DEDICATED TO EDUCATION

Joining Jérôme Lhost, appointed Director of Global Education in 2020, NVP had the pleasure to welcome two high level trainers in 2021 who bring their expertise to the team.



Cindy Hancock
South Africa

Cindy Hancock has more than 10 years of facilitation and coaching experience behind her.

She has already worked for various UN agencies as well as numerous other clients in the private and public sectors.

Cindy Hancock is both the Founder and an occupationally directed education, training and development practitioner at Phlox Training. Currently living in South Africa, Cindy travels around the world to deliver her training sessions.

Her areas of expertise are **sexual harassment, bullying, communication, leadership, project development, negotiation and public speaking.**



Tatiana Matveeva
Switzerland

Tatiana is an accredited coach, mediator, personality assessment analyst and project management lead. She is COO and Lead Facilitator at Performant Group, specializing in building high performance teams.

Tatiana holds a Master's degree in education and has worked in the people development domain for over 20 years, with clients from both the private and public sectors, including NGOs. Currently living in Switzerland, Tatiana delivers training sessions internationally.

Her areas of expertise are **leadership, performance, difficult conversations and project management.**



"We are planning to recruit more NVP Trainers to support the growing needs of all kinds of organizations facing bullying or mobbing issues"

Jérôme Lhost, Director of Education

EDUCATION NEWS

YOUTH AS A PRIORITY AND MORE PROGRAMS FOR ADULTS

Beginning education from early youth and then let it continue well into adulthood is a key idea of the Social Emotional Learning's methodology. Following this approach, NVP has focused much of its attention on youth.

NVP has also been developing various programs and workshops dedicated to young adults as well as adults to address the demands coming from various businesses.



SCHOOLS FOR PEACE and **SPORTS FOR PEACE** are the most well-known NVP programs.

They address such problems as physical violence in schools, bullying and many more issues children and teenagers can face in their early age.



MAKING E-SPORTS A SAFER PLACE

NVPF and Rightbridge Ventures (RVB) announced a partnership in 2021 through KNOT OK, an initiative to make E-sport and gaming a safer space. The goal of the partnership is to empower teenagers and young adults to better manage toxic behaviors in e-sport and on gaming platforms.

KNOT OK intends to provide young people with references, tools and discussion spaces that empower them against toxic behaviors.



DID YOU KNOW ?
MOBBING AT WORK

MORE THAN 76 MILLION WORKERS ARE BULLIED IN THE USA

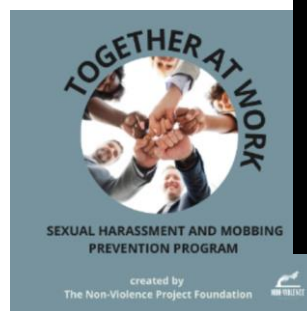
43% OF REMOTE WORKERS IN THE USA SUFFER FROM MOBBING

61% OF BULLYING IS SAME GENDER BULLYING

The Bullying Workplace Institute

TOGETHER AT WORK and **STANDING TOGETHER** are training programs delivered by experienced NVP Master Trainers to prevent sexual and bullying in the work/academic environment. They are increasingly relevant due in no small part to issues aggravated during the COVID-19 pandemic and remote working.

They are available to any organization and can be customized in length, formats and content.

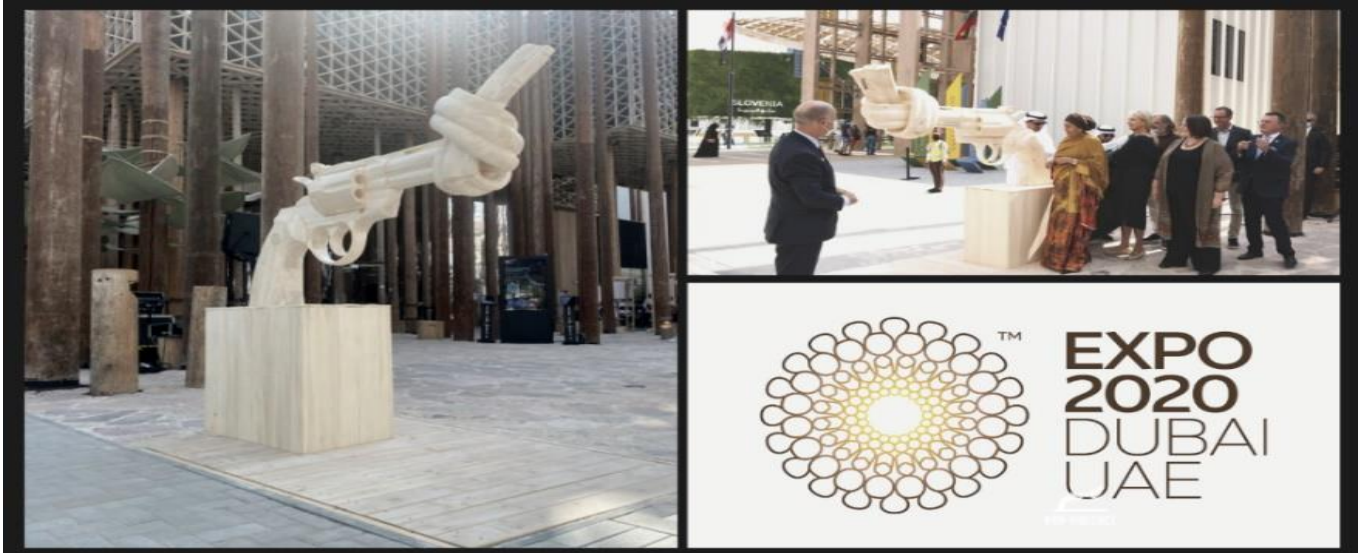


For more information on trainings, please visit www.nonviolence.com/education

GLOBAL NEWS

THE BIGGEST KNOTTED GUN EXHIBITED IN DUBAI AT EXPO 2020

Thanks to the support of private investor Ulrich John, the first wooden and thus far biggest replica of the Knotted Gun was unveiled at the Swedish Pavilion of the Dubai 2020 Expo, October 2021.



The unveiling was attended by Amina Mohammed, UN Deputy Secretary General of the United Nations. The choice of wood for this 2m size replica highlighted the importance of sustainability, a value that both the Foundation and Ulrich John share. "With Dubai, we are taking a step further" said Jan Hellmann, co-founder of NVPF. "We indeed want to show how important it is to stem violence with a specific attention to cyberbullying and all forms of violence impacting kids, teenagers but also adults in their personal or professional lives".



NVP GETS CONSULTATIVE STATUS

FROM THE U.N

After a two year process, NVP has in 2021 obtained Consultative Status from the United Nations Economic and Social Council (ECOSOC) within the NGO category. This is the highest status granted by the United Nations to non-governmental organizations (NGO's), allowing them to participate in the work of the United Nations.

A SOCIAL ENTERPRISE TO SUPPORT THE FOUNDATION ?



The Non-Violence Project Foundation's executive Committee gathered at various points in 2021 to discuss the project of setting up a social enterprise.

The initiative, involving private investors, has the objective to ensure the sustainability of the Foundation in the long term.

The project should materialize in 2022.

NEWS FROM NVP COUNTRIES

AFRICA

NVP UGANDA

Despite a 2nd wave of Covid in 2021, NVP Uganda was able to realize many achievements: food relief to families in distress, peacebuilding during election period, students and teachers' training, just to name a few. Using the media, NVP Uganda was able to reach a variety of communities. Serious focus was put on girls' empowerment to address issues of sexual harassment and teenage pregnancy.

Supporting vulnerable people during the 2nd wave of Covid

During the second wave of Covid-19 in 2021, the entire NVP team fell ill, with some close family members dying. Using crowdfunding, \$1,614 were raised to provide food relief and hygienic soap to 73 vulnerable families.



Peace building to reduce election tensions

NVP Uganda led a coalition of Peace building organizations in the Busoga region in January 2021 during the election period to advocate for a violence-free election. Engaging youth groups and politicians, the objective was to raise awareness and call for peace via radio and community meetings.



A great success was the training of Peace Ambassadors in the communities, resulting in a peaceful election unlike that of other regions where thousands of people were injured and hundreds died. After the elections, NVP also educated newly elected District Councilors on methods of violence prevention.

Using the power of media

In response to the high increase in violence, especially sexual, during the pandemic, NVP leveraged the power of radio to raise awareness on violence and provide referral pathways to victims. The team also collaborated with Uganda's police and shelters to support victims of violence.

Schools for Peace completed by more than 2600 students

Schools registered very high levels of school dropouts, drug abuse, and teenage pregnancy (a rise from 24% to 44% of teenage girls), depression and violence in 2021.



After having trained 3,214 students in 2020 on Level 1 and 2 of School for Peace, 2,653 students enrolled for Level 3 due to many school closures in 2021. 300 new Master Trainers were also trained in addition to the 20 already coached in 2018.

Training community leaders

Uganda's government gave permission to NVP to train community leaders representing different interest groups such as youth, women, people living with disabilities, and religious and local council representatives (under strict Covid-19 restrictions). 120 Community leaders in the Jinja and Kaliro districts were trained and equipped with "Families and Communities" booklets to promote a model of prevention and advocacy against violence. These community leaders play a key role in influencing behavioral and attitude change, sensitization, and violence-reporting in their communities. NVP Uganda has been grateful to the local governments of Jinja, Kaliro and Iganga districts, the partnering schools, the radio channels and all community-based radios, local and community leaders. Their collaboration with NVP has been essential to prevent and reduce violence in these areas.

Teenage Girl empowerment to address sexual harassment and violence

In December 2021, NVP conducted a 3-week Peace and Sexual Harassment Prevention training program for 60 Girls in Musima village (Jinja District). The aim of the program was to empower girls with self-esteem, knowledge of their rights, ways to report violence despite the silence of some communities as well as refer support to victims.



Entrepreneurship for Peace training

NVP Uganda conducted a 3-day Entrepreneurship Boot Camp for 50 youths in the multi-ethnic community of Masese on the shores of Lake Victoria, in collaboration with the Masese Child Development center. The training focused on equipping them with entrepreneurship skills and knowledge of nonviolence methods to enable them to become peaceful and economically productive citizens. The participants received certificates for completing the training.

City of Geneva and Fondation SMARTPEACE renewing support to NVP Uganda



Following the positive results achieved by NVP Uganda, the City of Geneva and the Fondation Smartpeace renewed their support for the next 3 years.

NVP Uganda is planning to train 60 Master Trainers, 30 partner schools, 600 teachers, 3,000 students and 6,000 youth in NVP Peace program focusing on non-violence education and integrating entrepreneurship skills among others.



2653
Students completed
Schools for Peace Level 3

170 people
trained
in Entrepreneurship for
Peace



5 million
People reached via Radio
on Domestic Violence and
Child Abuse awareness

NEWS FROM NVP COUNTRIES

ASIA

NVP JAPAN

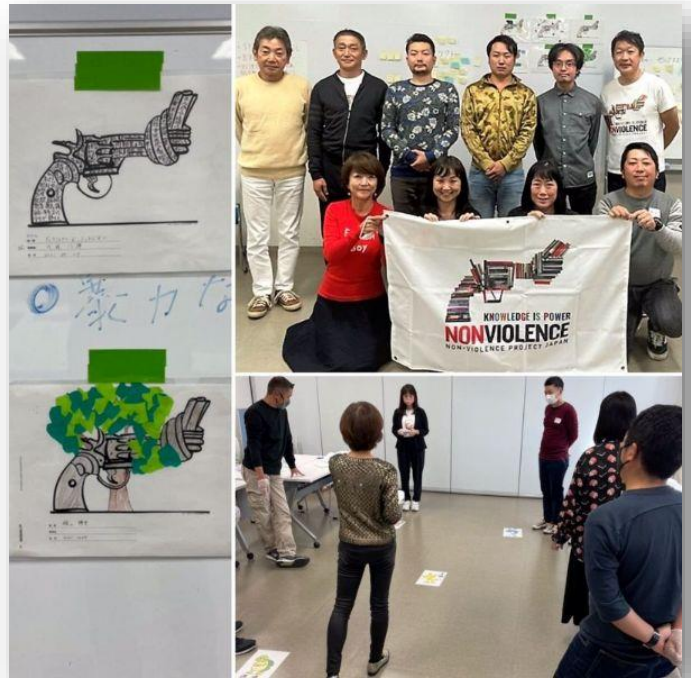
Online trainings from Prof. Kawai

As in many countries, NVP confronted difficulties in holding face-to-face meetings in Japan during 2021 due to the Covid-19 pandemic.

Nevertheless, online sessions were delivered to 22 students by Professor Kawai at the University of Tsukuba from April to June 2021. Mr. Kawai plans to hold additional sessions for approximately 40 students over the same period in 2022.

More Trainers now available

In October 2021, NVP Japan finally had the opportunity to organize face-to-face sessions. 84 trainers and 8 Master Trainers are now part of the organization across the country.



Collaboration with the World Masters Games (WMG)

Despite the 2021 Kansai edition of the competition being postponed to May 2022 with a risk of being further delayed, both organizations will resume their discussion as soon as the new dates are confirmed.

The aim is to prepare peace programs and/or happenings during the game period.

NVP INDIA

Non-Violence Education Platform

Convinced of the post-Covid need for blended trainings programs, the People's Development Council has created a learning platform under the guidance and leadership of Augustine Veliath. The organization will work in 2022 with NVPI in conflicts prevention and management through the JVS Academy led by Janhit Vikas Samiti, a non-profit organization established in 1985.

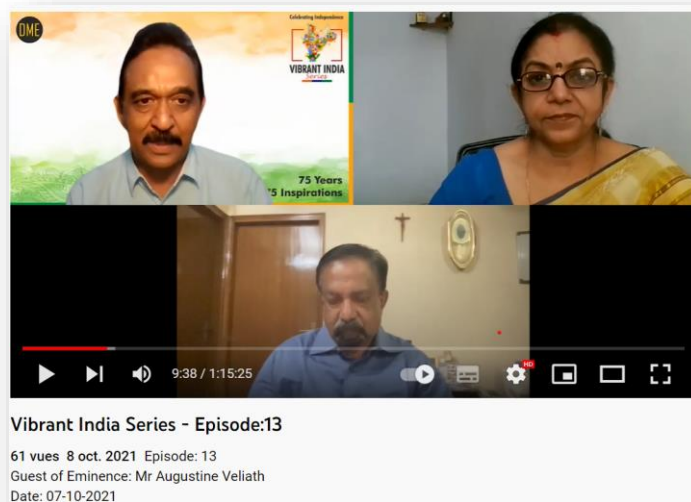
NVPI 's Person of the Year

NVPI appointed Bhavana Pathak, a specialist in the media industry, as the Person of the Year for her work of communicating in diverse languages and her work on Solutions for Peace. Bhavana Pathak is a media research scholar who runs the multilingual Media Dictionary Project. She does it in 21 languages! As a reminder India has hundreds of languages and dialects. Four hundred Media Dictionary videos are up there on YOUTUBE. The Media Dictionary-Media Literacy is also active for kids and NVPI strongly welcomes this educational initiative.

When receiving the award of Person of The Year, Bhavana Pathak stated "I am ready to make India talk the language of peace and nonviolence." She lives and teaches media in Indore



Dehli University awarding NVPI's CEO



In celebration of the 75th anniversary of Indian independence, Indraprastha University in Dehli selected 75 "Vibrant Indians" for their contributions.

NVPI's CEO, Augustine Veliath was awarded as a Vibrant Indian and a whole session of questions and answers was organized by the University. Mr Veliath answered the questions posed by the students and the faculty's management.

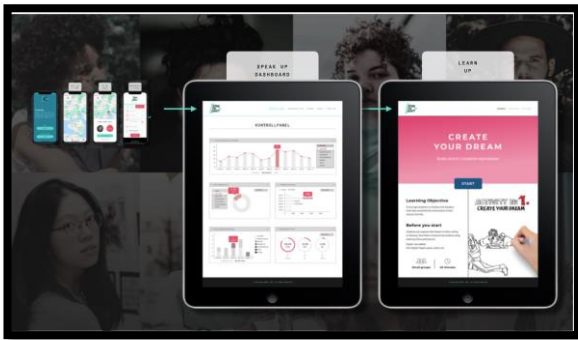
The event's replay is available on Youtube

NEWS FROM NVP COUNTRIES

EUROPE - SCANDINAVIA

NVP SWEDEN

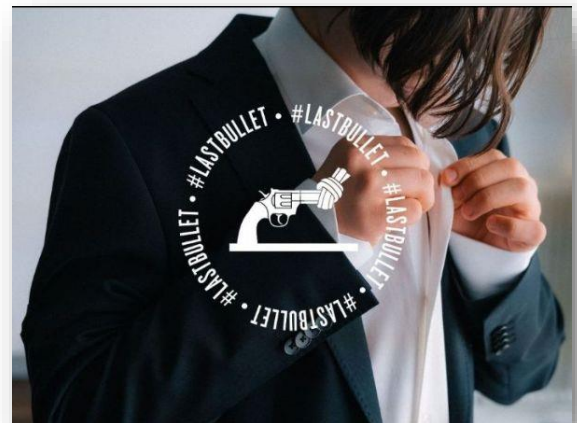
Ongoing work on a digital tool against violence



Since many activities were on hold for part of the year due to health restrictions, NVP Sweden actively focused on improving NVP's digital tools against violence as well as testing various digital educational content.

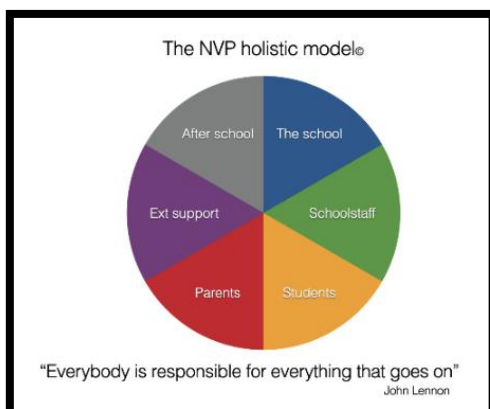
Launch of #Last Bullet campaign against gun shooting

#Last Bullet is a campaign launched on social media during early fall 2021 which received support from many influencers around the country, reaching over 1 million people overall. During late 2021, the petition generated by the campaign was brought to the Swedish Parliament with the objective of doubling the resources devoted to prevention available to schools, youth centers, sports clubs, health organizations and NGOs actively working to reduce violence.



Acting for a healthy school environment

Due to an increase of serious violence-related incidents over the past years, NVP Scandinavia has initiated the development of the concept "A Safer School. A safer Society", which will be piloted during 2022.



This program takes a holistic approach, mindful that their experiences at school are essential for young people's ability to create healthy platforms for their future lives. The aim is to address six key components that are crucial for a healthy school environment and to evaluate the performance in each of them. NVP Scandinavia is taking a broader look at what kind of prevention is needed in addition to the existing education programs that we are currently offering.

NEWS FROM NVP COUNTRIES

EUROPE

NVP UNITED KINGDOM

The Non-Violence Creative Outreach

2021 was dedicated to empowering young people through creativity. On top of being very active on social media to promote non-violence, NVP UK, in partnership with Studio Eight, built a program based on a series of creative media courses that focus on developing positive content to explore universal issues affecting young people. Each program was held over four weeks. The group began with planning and brainstorming sessions to explore themes or issues that inspired them to create content. From there, a variety of workshops fueled ideas and provided both skills and guidance.

The content was then “revealed” on the NVP UK’s YouTube channel.



Happy Homes: focus on domestic violence victims

NVP UK developed a yearlong series of creative workshops addressing teenage abuse, in partnership with the charity Youth Realities. Each month, up to ten survivors of domestic violence participated in a three-week workshop aimed at providing them with studio production skills and a voice against domestic abuse.

The objective of these workshops was to provide skills and guidance on forming sustainable relationships that ultimately create happier home environments for young people to thrive in. The workshops, first started in July 2021, are an extension of the pilot program run post-lockdown in August 2020. They were led by Youth Realities and included a module from Reinvention on vision boards and goal setting.

Standing in the Room Only (SRO) live platform



NVP UK was also able to announce, in December 2021, a six-show partnership with the Standing in the Room Only (SRO) live platform for 2022. The collaboration will be based on offering access to SRO platform and associated services to local artists and musicians.

The partnership will provide two acts per show with a live performance on the Non-Violence YouTube live show.

NEWS FROM NVP COUNTRIES

EUROPE

NVP SWITZERLAND

Strengthening collaborations with organizations to prevent harassment



In 2021, NVPF trained over 1000 students from the prestigious hospitality management school Ecole Hôtelière de Lausanne (EHL) on Sexual Harassment Prevention (SHP), as part of the school's Women in Leadership (WIL) initiative. Among them, almost 600 first year students and 30 students in the Management section followed the first level of training, aimed at raising awareness.

Close to 400 third year students were trained on an intermediate level, a more in-depth approach to victim empowerment. NVPF has partnered with EHL since 2019. EHL management staff was also able to benefit from the NVP program on workplace bullying and sexual harassment prevention, adapting its program "Together at Work" to the organization's needs.

More and more programs from NVP will be devoted to corporates and other organizations faced with these issues, including in remote working conditions. In the framework of its activities in Geneva, NVPF has adapted its programs to the different needs identified. In this context, an action was planned for apprentices in the city of Geneva, following a worrying report on the percentage of young people harassed during their apprenticeship.

The Foundation was also ready to engage with staff in prisons, the police department and refugees, having developed a specific program for these groups. Similarly, the program developed for amateur football players in Geneva, following the serious incidents that had taken place prior to Covid, was readapted and will be presented again to the people concerned in 2022.

Collaborative co-development of innovative program with EHL

NVPF has worked fervently on a training initiative with the international management school EHL in Lausanne. The objective is to offer a self-paced program using "social emotional intelligence" in the work environment. The program, a strong partnership of the two entities, will be launched in 2022.



Thank you to Swiss retailer Balexert customers

In March 2021, the Swiss shopping center Balexert displayed NVP Switzerland's "Thank You" message addressed to all the customers who supported the Foundation during the 2020 winter through the acquisition of recycled items quoting NVPF.



Chaplin's World and Foundation

NVP Switzerland, within the context of its global partnership with Chaplin's World, supported the #Letusallunite campaign that paid tribute to the 80th anniversary of the final speech of "The Great Dictator", celebrating humanism, tolerance, and respect.



NEWS FROM NVP COUNTRIES

AMERICA

NVP MEXICO

Difficult conditions for NVP Mexico

2021 was a very difficult year for NVP Mexico. Due to the pandemic, all programs were put on hold. A campaign on domestic violence was launched on social media thanks to the support of the advertising agency Anonimo, which has supported NVP Mexico in the past.

NVP Mexico hopes to resume some activities in 2022 as there is a high need of actions promoting peaceful conflict-resolution.



NVP BRAZIL

Supporting a pre-school project



Despite being hit hard by Covid-19 and health restrictions in 2021, NVP Brazil partnered with the “Creche Comunitária Amigos - Santos” project. The pre-school initiative is the result of the tireless work of United Teams, the strategic alliance between YOU Foundation (Germany) and HOPE’87 project (Austria). Thanks to UNESCO Special Ambassador Dr. Ute-Henriette Ohoven, who raised funds for the YOU Foundation, “Creche Comunitária Amigos-Santos” will enable infrastructure improvements in a pre-school facility hosting around 150 children as well as the development of the educational programs and materials, all in a Covid-19 protected environment. NVP Brazil is bringing its educational expertise both to children and adults through workshops on peaceful conflict resolution, the importance of self-esteem and other key tools to prevent and reduce violence.

NVP USA

Relaunch of NVP activities in the USA

A nice surprise at the tail end of 2021 was the re-launch of NVP USA. John McKenna, new NVP Director, will help NVP to enlarge its activities through awareness and educational initiatives in the USA. John brings a large executive-level experience in nonprofit management, development, public affairs and media relations. John also directed projects for international trade associations, global mass media alliances and high-profile community-based organizations. He steered large-scale fund-raising, special events, sponsorship, and membership development campaigns.



PARTNERSHIP ACTIVITIES

BRANDS FOR PEACE

SMARTEYES

Eyewear company Smarteyes released a sunglasses collection called "Disco Ball Collection" in 2021.



This is the 6th collaboration between Smarteyes and the Foundation. The collection of sunglasses was inspired by the colorful club life of the 1970s with its iconic designs.

Each model came in three colors and was named after famous dance moves from the 70s, such as "The Disco Finger", do "The Hustle" and "Bump around".

ARILD LINKS

Launch of "Changes" Non-Violence collection in the USA

In September 2021, NVP announced the extension of its ongoing partnership with Arild Links to the US market. The launch on the US market of the collection "CHANGES" was supported by the Swedish-American Chamber of Commerce in New York (SACCNYS). Arild Links jewelry brings meaning and purpose, not just a look. Made in part with Humanium Metal derived from destroyed illegal weapons taken off the streets and melted for this new purpose, these pieces make a statement beyond other precious metals.

TURNING WEAPONS OF VIOLENCE INTO INSTRUMENTS OF PEACE.

NON-VIOLENCE
IN COLLABORATION WITH
ARILD LINKS

#BRANDS FOR PEACE
ARILD LINKS
NOW AVAILABLE IN THE USA

NVPF ORGANIZATION

GOVERNANCE

Jan Hellman, Co-founder & President of the Board

Rolf Skjöldebrand, Co-founder

Nicke Backlund, Member of the Board

Claes Cronstedt, Member of the Board

Jens V. Holm, Member of the Board

Blaise Oberson, CEO

Jérôme Lhost, Global Education Director (mandate)

Sophie Ryan, Head of Communication (mandate)

DONORS, SPONSORS, PARTNERS AND SUPPORTERS

A huge thank you to all our sponsors, partners, volunteers and specifically to the STENA group, the City and Geneva Canton, the Migros Foundation, the Smartpeace Foundation, Terraequitas 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.

FINANCIAL RESULTS (SWISS FRANCS)

Revenues	2021	2020
Donations from various entities	122 842	136 276
Grants for specific projects	47 000	32 000
Licensing	0	71 818
Partnerships with companies	-	-
Training courses	45 131	27 770
Other revenues	253	1 871
Balance (negative)	-	14 455
Total revenues	215 226	255 281

Operating costs	2021	2020
Education	61 737	61 737
Projects-related expenses	41 262	44 866
Travel expenses	293	3 666
Marketing communication	10 016	12 376
Fundraising	0	0
IT	8 847	2 264
Staff expenses	(2 222)	107 555
Overhead expenses	59 100	37 048
Insurance	3 230	3 230
Other expenses	-	-
Total costs	170 668	272 981
Extraordinary charges	1 711	-
Extraordinary income	742	57 291
Operating result	43 689	39 591

THANK YOU



THE NON-VIOLENCE PROJECT FOUNDATION

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