



## THE NON-VIOLENCE PROJECT FOUNDATION (NVP)

Inspiring Youth Through Education

### 1. INTRODUCTION AND HISTORY

Every day more and more people realize that violence is not an isolated problem that only affects the underprivileged. It affects us all, whether we are rich or poor, or living in Soweto, Shanghai, Mexico City, Miami, Paris or Stockholm. Every day young people are desperately reaching out for guidance and support to help them deal with violence and other related problems.

The problem has become even more relevant with the wave of immigrants and local terrorist attacks that we currently are experiencing in Europe.

#### Some key facts:

- Worldwide some 250 000 homicides occur among youth 10–29 years of age each year, which is 45% of the total number of homicides globally each year.
- Homicide is the fourth leading cause of death in people aged 10-29 years, and 83% of these homicides involve male victims.
- For each young person killed, many more sustain injuries requiring hospital treatment and high cost for society.
- In one study, from 3–24% of women report that their first sexual experience was forced.
- When it is not fatal, youth violence has a serious, often lifelong, impact on a person's physical, psychological and social functioning.
- Youth violence greatly increases the costs of health, welfare and criminal justice services; reduces productivity; and decreases the value of property.

Imagine we could guide young people to take charge of their own lives and fulfil their dreams. Then these statistics would change dramatically.

The Non-Violence Project Foundation, (NVP) was launched in 1993, and is a Swiss based non-profit organization that promotes social change through education. We have national offices in: Switzerland, Sweden, Denmark, Beirut (for the Middle East), Greece, USA, Mexico, Brazil, UK, Uganda, Japan, India and associate partners in: Italy, South Africa, Liberia, Sierra Leone, Congo and at the University of St Andrews in Scotland, the New School University in New York, UNAM University in Mexico City and at the Soledad Prison in California.

Our vision is a world without violence. Our mission is to inspire, motivate and engage young people to understand how to solve conflicts peacefully. Our belief is that knowledge is the best weapon against violence. To date we have educated eight million young people, students, teachers and sport coaches on five continents and have more than two million followers on our various social media platforms.

## 2. PHILOSOPHY OF CHANGE

Violence is learned behavior; there is no 'violent' gene that anyone inherits. We believe that if young people can learn to be violent, they can also learn to be nonviolent, kind, and responsible, and grow into adults and leaders who can create a more peaceful world.

We work under the assumption that many conflicts are the result of how young people perceive themselves, and how they perceive and relate to others. We also acknowledge that young people's influence of their environment plays an important role in creating change.

Therefore, we base our work on individual personal development and on raising awareness in wider environments, including schools, sports clubs, and within families and the media. Our belief is that knowledge is the best weapon against violence.

## 3. OUR SYMBOL

Our symbol is the well-known image of peace and non-violence - the Knotted Gun, created 1980 by the Swedish artist Carl Fredrik Reuterswärd, as a tribute to John Lennon. The symbol features at more than thirty strategic locations around the world, including the United Nations headquarters in New York, at the Olympic Museum in Lausanne and in the Peace Park in Beijing.

## 4. NVP EDUCATION PROGRAMS

Our five main programs are:

- Kids for Peace, age 3-10
- School for Peace, age 10-20, levels 1-3
- Sports for Peace, age 10-20, levels 1-3
- Universities for Peace, age 20-25
- Entrepreneurship for Peace, age 17-25

These programs cover topics including the philosophy of non-violence, conflict management, self-esteem, multi-cultural differences and bullying. To effectively implement our core subjects, we focus on two methods; interaction and creativity.

Our main focus is on preventing violence from happening, and educating communities to help change attitudes and behaviours that have allowed violence to flourish. Violence amongst the young often leads to social exclusion and vice versa. This leads to high costs in terms of human suffering and in financial terms. Research shows that preventive education and initiatives can reduce costs to society by up to two thirds, if dealt with in time.

The NVP education model is built on two methods:

- Live training; designed to provide teachers, sport coaches, and university students with the skills and knowledge necessary to pass the NVP educational programs on to students and young people, and to have the competence and understanding to train other teachers.
- Digital training; through a web-based "NVP virtual classroom" that reaches out to a global audience that goes far beyond what would be possible through live training.

## 5. AWARENESS AND AMBASSADOR PROGRAM

Awareness is a very important part of the NVP agenda, and we know that we cannot change the world alone. Our work depends on the support of well-known personalities from around the world, and they are helping us to increase public awareness about peace and non-violence, and about the global educational work we are doing. Our Ambassadors come from the world of music, sport, and the arts, and include among others; Yoko Ono, Ringo Starr, Sir Paul McCartney, Muhammad Ali, Nico Rosberg, Lionel Messi, Norika Fujiwara, Shonosuke Okura, Steve Angello, Meja, Xavier de la Rue, Anahi, Luigi Buffon, Michael Ballack, Derrick Green, Amir Kahn, Robin Söderling, and Dustin Johnson. All together we have more than a hundred international and national NVP Ambassadors.

## 6. SPECIAL PROJECTS

- The Cities for Peace Program connects cities and citizens around the world into one large network for peace and non-violence, including the implementation of the NVP education program, level 1, to a minimum of 100 schools in each city.
- The NVP Prison Program aims to develop a Personal Empowerment and Conflict Education Program (P.E.A.C.E) for prisoners, with the objective of reducing remaining individual sentence time thus saving costs to society.
- The NVP Juvenile Detention Education Program has the objective of creating a “sentence reduction” for young offenders, to help keep them from suffering a life-long social exclusion.
- The Social Entrepreneur Program has been designed to guide and support young people towards self-employment and to help them to take charge of their own lives. Increasing global unemployment mainly affects young people, and creates social exclusion, often leading to violence and crime. This entrepreneurship program has been developed in Uganda and will be further developed and implemented in other countries.
- The Pick-Up Yourself Program empowers young “at-risk” women with skills and start-up capital to earn a decent living instead of resorting to prostitution or crime.

## 7. OBJECTIVES

To have reached out to 50 million young people, teachers and sport coaches with a relevant education programs based on live and virtual training by 2020.

## 8. EVALUATION, QUALITY ASSURANCE AND SOCIAL RETURN ON INVESTMENT

We are evaluating all of our educational programs in order to assess how well the training programs meet the learner’s needs and program objectives, to find out what knowledge and skills our programs have given to the learners, and what changes they have brought to the learner’s behaviour.

The NVP Quality Assurance supports performance according to set standards, and helps us establish and maintain quality improvement activities as an integral and sustainable part of NPV. This includes monitoring all activities that contribute to the design, delivery, and assessment, as well as improving the quality of delivery and satisfaction amongst the target group of students, teachers, sport coaches, and master trainers.

The NVP Social Return on Investment policy is a framework for understanding, measuring and managing the outcomes of our activities. It can encompass all types of outcomes – social, economic and environmental – but it is based on involving stakeholders in determining which outcomes are relevant.

## 9. LEGAL STRUCTURE AND ORGANIZATION

The NVP is a registered Swiss based non-profit foundation with its head office in the canton of Valais. Both federal and cantonal authorities control the foundation and FIDAG SA, a major Swiss auditing company, audits it. The national organisations are required to have non-profit organisation status, or similar status according to national requirements.

The collaboration between NVP and national organisations and partners is stipulated in separate agreements between NVP and each country.

The NVP board has a minimum of four board meetings per year. At the time of this summary the board has the following members:

Jan Hellman	Chairman
Claes Cronstedt	Member
Jens Holm	Member
Rolf Skjöldebrand	Executive Director, non member

## 10. FINANCIAL STRATEGY

NVP has the following sources of income:

- Partners
- Corporations and organizations
- Donations
- Art, merchandise, and licensing
- Program sales

## 11. DISTRIBUTION OF REVENUES

- 10 % Preparation and related administrative costs
- 80 % Project costs (incl. related remunerations)
- 10 % Assessment and Social Return on Investment (SROI)

## 12. AWARDS, ACHIEVEMENTS AND TESTIMONIALS

*The President's Call to Service Award, by President Barack Obama for NVP's devotion to shape a better tomorrow for the youth of the United States.*

*At a press conference in Mexico City, President Obama referred to NVP as being one of the best youth education programs in the world.*

*The Daily Light Award, by President Bill Clinton, "The work of the Non-Violence Project is an outstanding example of what we can do for our fellow citizens through community action."*

*The Outstanding Young Leader Award by President Bill Clinton.*

*The Rotary International's Paul Harris Fellow Award (awarded twice) for the Non-Violence Project's efforts to curb youth violence around the world.*

*The American National Safety Council Award (awarded twice) for Best Practice.*

*Facebook Non Profit Award.*

*The SET Africa Fellowship Award for an outstanding social enterprise transforming Africa, by the International Youth Foundation, the MasterCard Foundation, the USAID, and the Makerere University Business School, Kampala, Uganda.*

*The Metro International Award.*

*The Best Practice Award, by Florida Association of Drug and Alcohol Counsellors.*

*The Miami Times named NVP as the "Best Non-Profit to donate anything to."*

*The National Football League (NFL) Community Award.*

*HRH Queen Silvia of Sweden, HRH Princess Victoria of Sweden, and the Mexican, South African and Ugandan Ministries of Education, have also awarded the Non-Violence Project.*

*"Over the past few months this school hall has been the venue for funeral services for many a victim of violence: an apt place to lay the demons to rest with the launch of Non-Violence Project. This groundbreaking project originated in Western Europe and centres around the concept of self-empowerment or "fix-it yourself." - Christina Kennedy, journalist, Johannesburg.*

*"The Non-Violence Project is seen as the answer to our prayers." Margret Webber, Director of Education, South Africa.*

*"It is imperative that we take some time to reach out to at-risk youth as well as to all youth in our communities. It is people like yourself and programs such as The Non-Violence Project that help bridge that gap in our community by removing all the negative and replacing it with positive. Not only are your community actions well received by the youth but also complimentary to everyone, young and old alike, in the community." Alex Penelas, former Mayor of Miami.*

*"Your Project made me a better person and opened my eyes. Without you I would not have been writing this letter. I would probably be dead in a gang fight." Jesnina Felton, student, Miami.*

### **13. CONTACTS**

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