



Annual report 2018

Introduction

In 2018, the foundation Cross Cultural Bridges (CCB) took some important steps towards the future by reformulating its vision, mission and design principles. For this we applied a service design methodology, which is being facilitated by Erik Reiman, who has a lot of expertise in this subject. Furthermore -although outside the framework of the foundation- members of Cross Cultural Bridges undertook some important activities on the issues of shrinking civic space, cross-cultural education, identity politics, good living (*buen vivir*), food transition, and the promotion of agroecology, and specifically agroforestry with a catalyst role for cacao/chocolate. These efforts resulted in the approval of a concrete project called the Mobile Chocolate School in the last week of 2018.

Activities in 2018

The foundation CCB did not implement any financed activities in 2018. However, thanks to the voluntary contribution of service design specialist Erik Reiman, we have been able to adapt our vision, mission and design principles to tackle current and future problems of our world, and play an avant-gardist role in this process. Furthermore several board members and other people connected with Cross Cultural Bridges have been active in the issues of shrinking civic space, cross-cultural education, identity politics, good living (*buen vivir*), food transition, and the promotion of agroecology, and specifically agroforestry with a catalyst role for cacao/chocolate.

The position of Cross Cultural Bridges in its playing field

Thanks to our service design process we have been defined our current playing field.

- Actors of the bean to bar chain: promoting better incomes, communication and traceability with especially farmers, but also chocolatemakers, traders, transporters, importers, distributors, and retailers.
- Students from 4 to 24 years old (e.g. Mobile Chocolate School), and indirectly their parents and teachers.
- Influencers, policy makers and public opinion. By conducting studies, writing articles and lobby activities, we want to change food policy, focusing on cacao and chocolate, and introduce the concept of *buen vivir*.
- We also consider the Earth (Gaia/Pacha Mama) as an active actor. We promote cacao from agroforestry systems and wild forests, especially in buffer zones between intensive production regions and conservation areas.

In 2018, by networking, teaching, publication of articles and other activities, we have strengthened our position in the aforementioned playing field.



Vision towards the near future

In 2019 we'll start the project the Mobile Chocolate School, that has been approved in the last week of 2018 thanks to a donation by N&NF foundation, who already put a deposit of €5000 in our banking account. We aim to visit or receive the schools through a 50%/50% (own contribution schools, subsidy N&NF) construction.

In general, in the Netherlands but also in other parts of the world we live in a favorable context of promoting bean to bar cacao/chocolate, and consequently food transition and *buen vivir*. We are increasingly becoming a reference organization on bean to bar chocolate and on the issues of food transition and *buen vivir*. This the result of constant promotion, networking and other activities. The general experience of CCB (since 2005) strengthens this process. Although we are still operating in a small playing field market, it seems that we have a rather unique position. It is however a great challenge to remain our unique position, deliver high quality, to co-construct and benefit from communities, and to grow within and beyond the Netherlands.

Jaarrekening 2018

Balans tot en met 31-12-2018

	Activa	Passiva
Inventarissen	€ -	
Bank	€ 4.986,72	
Debiteuren	€ -	
Algemene reserves		€ 4.986,72
Crediteuren		€ -
	€ 4.986,72	€ 4.986,72

Winst en Verliesrekening 2018

	Verlies	Winst
Bankkosten	€ 147,98	
Donaties leden		€ 200,00
Subsidies ¹		€ 5.000,00
Saldo winst	€ 5.052,02	
	€ 5.200,00	€ 5.200,00

¹ €5000 by N&NF foundation for the project "Mobile Chocolate School"



ANNEX 1 SERVICE DESIGN PROCESS CROSS CULTURAL BRIDGES

NARRATIVE CCB

CCB was founded in 2005 by 5 friends, thinkers, men and women, most of them being “mixed couples” from different countries and continents who wanted to contribute positively to the world with all its diverse societies and a healthy environment. The initiative was based on an idea that surged in 2002 in Cusco, Peru and it aimed at reversing the paradigm of “North to South Development”, measured by macro-economic success and supporting South to North “development” or better said cooperation. Furthermore, it wanted to facilitate the transfer of knowledge and values, South to North, since a traditional development model is applied one way the other way around, therefore in this model the North can also learn a great deal from the South, with this reversing the paradigm in order to have a relationship of respect among equals.

The first CCB activity was a multicultural (“mixed”) couple’s workshop on issues that included gender and multicultural relationship based on respect and equality. It showed that the relationship between the Global North and South can learn from the dynamics, problems and positive aspects of multicultural couples, and that mutual respect and equality is essential to ensure constructive cooperation.

Continuing from this central idea (or core value) of mutual respect, CCB began accompanying indigenous peoples processes in the context of the Regional Integration of South America. Through this work the organisation became involved with el “Buen Vivir” or Good Living, a concept whose values were fully shared by CCB. It was then that the office of Bolivia was set up.

In the next few years CCB continued to work in Bolivia and South America serving as facilitator and advocate, implementing a variety of projects that covered several issues including food and agricultural transition, conflict transformation, and land and water management, working with a variety of actors such as indigenous leaders, NGO networks, farmers, cooking chefs, artists, immigrants, and other likeminded persons and organisations. At the time, Europe, CCB also had sporadic activities that focused on the relationship between Latin America and Europe.

After a decade of work, CCB did a critical evaluation of its work, impact and effectiveness which concluded that the organization should undergo some deep structural and organizational changes in order to be able to face up to current and future challenges. As a result of this, CCB is working with an external Service Design Consultant on updating the DNA of the organization based on today’s relevant issues and the interest of the current CCB stakeholders.



VISION

Cross Cultural Bridges envisions a world in which people in the North and the South act together in order to instigate high-quality lives by applying the philosophy of *Buen Vivir* (Good living), based on the following values:

- personal and collective happiness
- solidarity, complementarity and responsibility
- economic equity
- respectful living together, not only as a human-centered society but within a complete ecosystem (humans as an integral part of nature)

MISSION

Cross Cultural Bridges mission is to support, co-design, facilitate and implement short and long term initiatives,

- able to create and/or enhance transitions which contribute to *Buen Vivir* (Good living)
- and consequently have an impact on the global South-North dialogue, in the sense of transforming it into an open and reciprocal learning environment.

DESIGN PRINCIPLES

- 1) Take into consideration a) the different perspectives of all stakeholders within the ecosystem and b) mutual dependency as a starting point for transformation processes
- 2) Enhance protagonism and empowerment of groups with important -often underexposed- potentialities, specifically artists, youth, migrants, indigenous people, small-scale producers and third age people.
- 3) The local end users act as co-designer: empower the capacity of the stakeholders in the areas of leadership, social innovation and problem solving.
- 4) Focus on small scale contributions with a pilot character that catalyze and contribute to ongoing and new transition processes.
- 5) Act multilevel, interconnecting mini, meso and macro spheres.
- 6) Transfer initiatives and wisdom from the global South to the global North.
- 7) All organizational activities and practices serve as a collective and interactive learning environment.