



POLICY PLAN CROSS CULTURAL BRIDGES 2019

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.

THE METHOD OF ACQUIRING INCOME

Currently the foundation Cross Cultural Bridges acquires its income by receiving donations for specific projects. Specifically in 2019, CCB receives a donation from the Stichting Fonds Neven en Nichten van Zadelhoff for the project "The Mobile Chocolate School" and from Wereldwinkel Gemert for the project "Fair Trade, ook voor producten uit Nederland, te beginnen uit Brabant!" with students from Avans, University of Applied Sciences.

THE MANAGEMENT AND USE OF THE INSTITUTION'S ASSETS

The director and treasurer under the control of the other board members responsible for the management and use of the institution's assets. The board members do not receive an income for their activities as board members, but may declare the costs made the costs they made in the implementation of their activities as board members. They may receive an income as personnel in projects that are financed by third parties.

If the board decides to dissolve the foundation, the 'll determine the destination of the liquidation balance, which should be according to the objective of the foundation. In other cases the liquidators will determine the destination of the liquidation balance.

ACTIVITIES IN 2019

- CCB will finish its service design process, and share the results with the board and members of its network
- Implementation of the project "the Mobile Chocolate School":
With the "mobile chocolate school" we visit schools throughout the Netherlands, to treat chocolate for half or full days or a longer learning path with the emphasis on the following topics:
 - Sustainability, climate
 - Fair working conditions
 - Healthy and delicious food
 - Transparency: where does the cocoa come from, who is the farmer?
 - Fun: in growing, making and eating chocolate
 - Understanding, exchange and respect between children from different cultures.
 Learning is participatory and creative. All senses are involved in the process. There is made, smelled, seen, listened and tasted.
- Implementation of the project: "Fair Trade, ook voor producten uit Nederland, te beginnen uit Brabant!"
 1. Research and work on the possibility of behavioral change in the coffee and chocolate consumption of Avans University of Applied Sciences, including:
 - Contracts from Avans and / or caterers with suppliers
 - Willingness of students and teachers to pay a little more for Fair Trade coffee and for a higher purpose; is that willingness to broaden to fair chocolate?
 - Taste perception of Fair-trade origin coffee and origin chocolate
 - Possibility of CO2-neutral coffee and chocolate by other forms of transport (sailboat and, bicycle)
 - Communication strategy towards students and employees to promote Fair Trade products at Avans. The role of Frans van der Hof in this
 - Awareness activities from the Mobile Chocolate School
 2. Investigate whether Brabant can become the first province in the Netherlands where a bottom-up movement can arise to apply Buen Vivir, with Fair Trade and Sustainable Production as important elements and Frans vd Hoff as inspirator.
- Networking, idea development and project formulation and presentation on the themes of direct trade (chocolate), food transition, commons and *buen vivir*.