



Annual report 2019

Activities in 2019.

In 2019 CCB had three funded projects: the first and second phase of the Mobil Chocolate School) and the promotion of fair trade and direct trade at the “Avans” High School. We also implemented activities in Amsterdam, on “commons” and “good living plans”, from this perspective Czaar Peter Street, where the Cacaomuseum is located and where the CCB office works, won a € 4049 prize, which will possibly be managed by CCB. Within the University of Amsterdam (conferences) and the Groningen Academy of Art (project week) we were able to promote the "good living" from the CCB perspective. Institutionally we are finishing our service design process, in which we define our new mission and vision, our “playing field” and our principles (see annex).

Vision towards the future

We see that in Europe, the Netherlands, and more specifically in Amsterdam there is a lot of openness and interest in the topic of good living, and how this could be applied through the “commons” and life plans, from a South-North exchange perspective. We’ll also continue the possibilities and opportunities of contributing to transition processes (towards good living), specifically to the process of food transition with the use cocoa/chocolate in direct food chains as a catalyst/seducer.

Jaarrekening 2019 Cross Cultural Bridges

Balans tot en met 31-12-2019

	Activa	Passiva
Inventarissen	€ -	
Bank	€ 2.639,09	
Debiteuren	€ -	
Algemene reserves		€ 2.639,09
Crediteuren		€ -
	€ 2.639,09	€ 2.639,09

Winst en Verliesrekening 2019

	Verlies	Winst
Subsidies		€ 5.000,00
	Neven en Nichten- € 2.500,00	
	Wereldwinkel Gemert - Project Avans € 2.500,00	
Bankkosten	147,45	
Website onderhoud; internet	86,25	
Reis- en verblijfkosten	97,16	
Inhuur externe consultants	€ 6.009,45	
Institutionele kosten (Notaris)	€ 507,68	
Huur vergaderruimte	€ 445,64	
Saldo winst		€ 2.293,63
	€ 7.293,63	€ 7.293,63



ANNEX: 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.