



ANNUAL REPORT

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INTRODUCTION

In spite of the Corona Crisis, in 2020 CCB took some significant steps forward.

Several new members incorporated CCB's structure, two main services have been designed, and some new projects have been started.

Furthermore, during the International Peruvian Cacao and Chocolate Virtual Forum 2020, CCB had a major input, and established itself as a leading organisation in this particular field of action.

ABOUT US

● 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.

● 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)

● 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 peoples, small-scale producers and third age people.

3) The local end users act as co-designers: they 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.

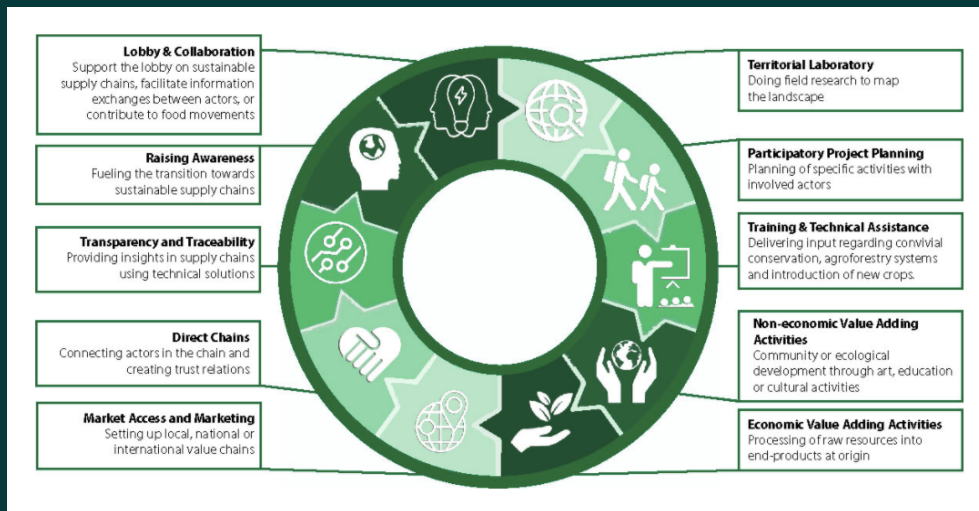
6) Transfer initiatives and wisdom from the global South to the global North.

7) All organizational activities and practices serve as a collective and interactive learning environment.

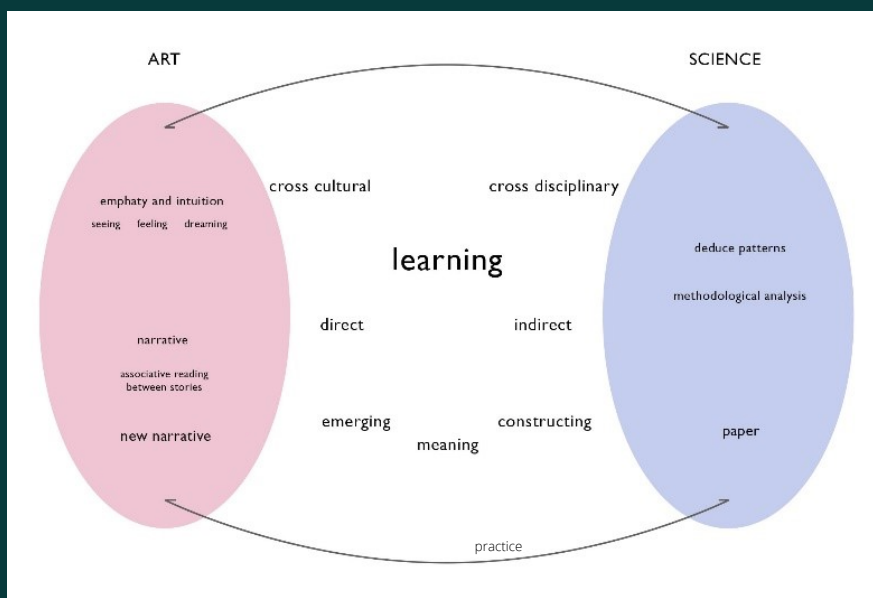
SERVICES

Institutionally, we designed two services that comprise all our actions, as part of our service design process.

DIRECT FOOD CHAINS



CROSS CULTURAL LEARNING



ACTIVITIES IN 2019

1) The Mobile Chocolate School

Since 2019, the Mobile Chocolate School educates children in a creative interactive way about fair, sustainable, pleasant (craft), tasty and healthy food, and specifically about how food chains work in global food chains, and where our food comes from.

The project, so far implemented in the Netherlands and funded by FNNZ, has been five times as effective than formulated in the original project proposal, because with 61% of the budget almost 3x more students were reached in 2019 than planned (828 students from 32 classes instead of the targeted 300 students of 15 classes in the Netherlands).

Most of the lessons are taught in the facilities of schools themselves, and in some cases children (ages 6-24) come to the facilities of the Cacao Museum in Amsterdam, a place co-directed by Cross Cultural Bridges and the Cacao Museum.

In 2020, the Mobile Chocolate school had its activities only in February, March and November, because in the remaining part of the year, school visits were not allowed because of Covid-19 restrictions. This project will continue in the coming years, interested schools along the globe can contact us to participate online in this project.

ACTIVITIES IN 2019

2) Youth Debating the Future of Europe (U4EU)

The U4EU project, which is funded by the Europe for Citizens Programme of the European Union, aims at encouraging democratic and civic participation of Greek, Bulgarian, Spanish, Italian, German, Belgium, Hungarian, Portuguese and Dutch young citizens, and give them an opportunity to express their concerns about common challenges related to the European identity, diversity and its future.

The implementation consists of 7 main activities that will take place from March 2020 to September 2022 in 9 countries (Greece, Italy, Spain, Portugal, Germany, Bulgaria, Hungary the Netherlands, Belgium) and will end with a final video, gathering all the participants' views regarding the future of the EU that will be shown at the European Parliament.

In 2020 we finished a video with interviews with 17 young citizens aged between 18 and 30 years. In November 2021, CCB will organize a community dialogue event as part of this project.

Video: <https://www.youtube.com/watch?v=gltrcm1mZXw>
website : www.U4EUproject.eu

ACTIVITIES IN 2019

3) Cross Cultural Learning on How to Deal with the Corona Crisis

The aim of this project funded by FNNZ is:

- (1) to strengthen resilience at the individual, community and national levels to promote the well-being of people in times of crisis.
- (2) Develop strategies or solutions that enable people, communities, health professionals and policymakers to reduce the impact of the Corona crisis on health and well-being.

For this project people from many countries wrote "letters of vulnerability and resilience", which serve as an interactive/cross cultural learning experience between people, communities, health professionals and policymakers. Furthermore, the project interviewed 17 young persons who gave their view on how they experienced the Corona crisis, both positively and negatively.

As part of the World Humanities Forum (November, South Korea), Cross Cultural Bridges co-organized the panel "Towards a new (economic) world post-Covid19: Buddhist Happiness (Asian empathy), Ubuntu (African sharing), Buen Vivir (Latin American embrace of Good Living)" with presentations from the Netherlands, Ecuador, Bhutan and South America.

ACTIVITIES IN 2019

4) International Cacao and Chocolate School

Since 2016 CCB promotes sustainable and fair cacao and chocolate value chains. In this context, CCB organizes and implements an innovative educational program which is unique for Latin America.

In the international Peruvian Cacao and Chocolate Virtual Forum 2020, CCB's International Chocolate School organized 9 webinars and a master class aiming at a reactivated, strengthened, and resilient cocoa and chocolate global chain.

CCB worked in cooperation with organizations such as APP Cacao (the national trade association that represents Peruvian cacao producers on national and international policy issues that are important to the cacao sector), the Belgian NGO Rikolto and award-winning specialists on bean to bar chocolate.

The mission of the International Cacao and Chocolate School is to support, co-design, facilitate and implement short and long term initiatives that create and/or enhance food transitions and specifically the transition towards bean to bar cacao/chocolate chains. Currently, we are in negotiations to sign an agreement of collaboration with a prestigious university in Peru to strengthen our innovative educational program.

ACTIVITIES IN 2019

5) "Buen Vivir " life plans and activities in the Czaar Peterkwartier

CCB manages an award of € 4,069 that the Czaar Peterstraat won in 2019 as part of the "United Streets" call from Amsterdam Municipality. Meetings were organized and goals were formulated with residents and entrepreneurs on how this prize will be managed. Furthermore, together with the Municipality of Amsterdam, CCB assigned five students of the Amsterdam University of Applied Sciences to study whether the Czaar Peter Kwartier may apply a "commons" perspective (according to the design principles for commons by Elinor Ostrom).

**Finished projects:
After a final presentation in December 2019, in 2020 CCB finished the project "Fair and Direct Trade, for products from abroad and from the Netherlands, starting in Brabant".**

CCB successfully carried out this activity in collaboration with students from the Avans University of Applied Sciences in the Province of Brabant in the Netherlands.

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 philosophical concept of Buen Vivir, and how this could be applied through the "commons" and life plans, from a South-North exchange perspective.

CCB will also continue harnessing the possibilities and opportunities to contribute to transition processes towards Buen Vivir, specifically to the process of food transitions with the use of cocoa/chocolate in direct food chains as a catalyst/seducer.

Specifically in 2021, CCB aims to further implement successfully the projects "The Mobile Chocolate School", "U4EU", "Cross Cultural Learning on the Corona Crisis", and "Czaar Peter Kwartier".

CCB will also present more projects to be implemented from the 2nd semester of 2021 onwards. Additionally we will offer several services related to "direct food chains" and "cross cultural learning" aiming for a diverse public. Complementary, CCB will continue writing articles and organize and participate in national and international events.

FINANCIAL REPORT 2020

Balans tot en met 31-12-2020

	ACTIVA	PASSIVA
Inventarissen	€	-
Bank	€ 13.158,74	-
Debiteuren	€	-
Algemene reserves	€	€ 13.158,74
Crediteuren	€	-
	€ 13.158,74	€ 13.158,74

FINANCIAL REPORT 2020

Winst en Verliesrekening 2020

	VERLIES	WINST
Subsidies		€ 17.513,89
Neven en Nichten- Mobiele Chocoladeschool	€ 5.000,00	
Neven en Nichten- Corona stories	€ 2.500,00	
Wereldwinkel Gemert - Project Avans	€ 2.500,00	
Gemeente Amsterdam - Pr. Czaar Peterstraat	€ 4.049,00	
ANCE Project U4EU	€ 3.464,89	
Opbrengsten - verleende diensten		€ 2.874,62
Salon de Chocolate Perú		
Bankkosten	€ 210,66	
Website huur & onderhoud	€ 1.141,56	
Reis- en verblijfkosten	€ 371,08	
Inhuur externe consultants	€ 7.534,42	
Digitale communicatie en kantoorkosten	€ 355,77	
Overige projectkosten	€ 309,37	
Saldo winst		€ -7.591,03
	€ 9.922,86	€ 9.922,86

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