

2022

# ANNUAL REPORT

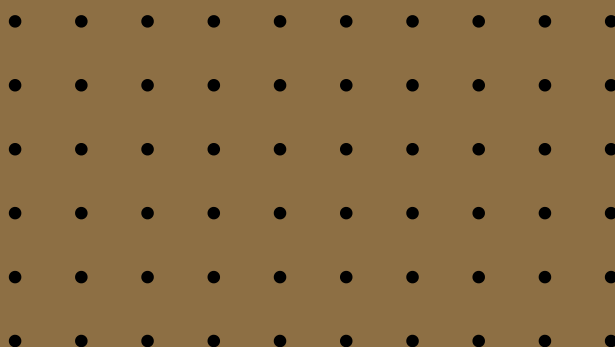


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# INTRODUCTION

In 2022, compared with 2020 and 2021, more activities were possible, because the measures in the framework of the Corona Pandemic slowly disappeared in the course of the year. However, we also considered the Corona Pandemic as a learning opportunity, which we incorporated in a specific project on this theme (Cross Cultural Learning on How to Deal with Corona Crisis) and as a component of other projects such as the Youth Debating the Future of Europe (U4EU). In this report we inform on the activities that we implemented during 2022 and our plans for the future.



# ACTIVITIES IN 2022

## PROJECTS

### 1) The Mobile Chocolate School

The Mobile Chocolate School project teaches children in a creative interactive way about fair, sustainable, pleasant (craft), tasty and healthy food, and specifically about how food chains work, and where our food comes from. Thanks to the donations of SFNNvZ, CCB has reached many different schools in the Netherlands.

The project has been seven times more effective than formulated in the original project proposal, because with the budget (€ 12,500) many more students have been reached than planned (2581 students instead of the intended 375 students from 2019 – 2013).

In 2022 1033 students participated from 38 groups and 11 schools/other educational organisations. This was also possible thanks to a financial contribution from the schools concerned. Most of the budget has therefore been spent on lessons at schools with pupils with less opportunities. The activities of CCB are carried out by self-employed facilitators who work for low rates.

Most of the lessons are in the schools themselves, and in some cases the schools come to the Cocoa Museum placed in Amsterdam.



## *Activities 2022*

*January 28 and 29*

- 5 Chocolate lessons Het Baken Almere
- 125 students

*March 8, 10 and 11*

- 6 Chocolate lessons Primary School Lukasschool
- 130 pupils

*April 28*

- 3 Chocolate activities, Levvel, psychiatric youth care
- 25 children

*May 19*

- 1 Chocolate lesson, HAVO HML The Hague
- 28 students



## ***Activities 2022***

***October 13***

- 5 Chocolate lessons Het Baken Almere
- 125 students

***October 22***

- 6 Chocolate lessons Primary School Lukasschool
- 130 pupils

***November 15 and 16***

- 3 Chocolate activities, Levvel, psychiatric youth care
- 25 children

***November 1, 23, 24, 29***

- 6 Chocolate lesson HSV The Hague
- 120 students

***December 1 and 2***

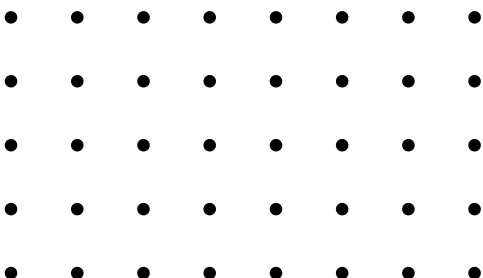
- 4 Chocolate lessons Primary school de Cirkel, Haarlem
- 100 students

***December 6***

- 4 Chocolate lessons, Primary School Het Kompas IJmuiden
- 100 pupils

***December 22***

- 3 Chocolate lessons, Vita College and Gaudi College Purmerend
- 75 students





## 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 activities that took place from March 2020 to September 2022 in 9 countries (Greece, Italy, Spain, Portugal, Germany, Bulgaria, Hungary the Netherlands, Belgium).

In 2020 we finished a video with interviews with 17 young citizens aged between 18 and 30 years which has been projected during several occasions in 2021. In September 2021 two representatives of CCB participated in a community dialogue event in Germany. In November 2021, CCB organized a community dialogue event as part of this project. In 2022 delegates from CCB participated in U4EU events in Portugal, Bulgaria and Greece.

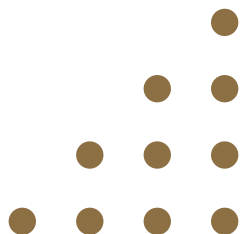




**Youth Debating**  
**The Future**  
**Of Europe**



**[www.U4EUproject.eu](http://www.U4EUproject.eu)**





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

The aim of this project funded by FNNZ is (1) to strengthen resilience at the individual, community and national level to promote the well-being of people in times of crisis and (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.



The following activities were carried out under the project:

1. Formulation and collection of dozens of Corona stories from people from Europe, Africa, Latin America and Europe, with the following logic: "People all over the world are confronted with the Corona crisis that leads to feelings of stress, uncertainty, anxiety or even physical complaints. Yet there are also many stories, in which people and organizations show creative ideas about dealing with the crisis". Read on: <https://www.crossculturalbridges.org/corona-stories/>
2. 17 video interviews were made with young people about how they experience the corona crisis, and what the negative and positive aspects are.
3. We used these stories and videos in a meeting within the framework of the U4EU project, in which, in addition to young people living in the Netherlands, young people from Italy, Germany and Hungary also participated.
4. Organization of a CCB panel with 5 presentations in de Unesco Futures Literacy Summit (8-12 december, 2020) "Towards a new economy post-Covid19: ideas from Latin American Buen Vivir, African Ubuntu and Asian Buddhist Happiness". Presentations by Dr. Dorine van Norren (Nederland), Prof Mogobe Ramose (Zuid-Afrika), Dr. Henk Jan Laats (Nederland), Prof Acosta (Ecuador), Dr. Karma Ura (Bhutan).
5. Presentations by CCBs Dorine van Norren, Gustavo Hernandez and Henkjan Laats at the 2nd international conference, ILAS-HUFS HK+, "Implementing a New Paradigm in the Post-COVID 19 World" (February, 2022).

## LETTER OF VULNERABILITY AND RESILIENCE

meaningful expressions and understandings from different cultures on  
how to deal with the crisis



In this corona time i actually have experienced a lot.

The first thing i really noticed is the different people you have in such a crisis.

You have the type of persons who are empathic, but you also have a couple of really selfish people.

You can notice the selfish people in the stores, like

the ones who buy all the toiletpaper of all the food. This is one of the times u can notice how people deal with such a crisis.

A thing i did this whole quarantine is thinking. I thought the whole time about a lot of stuff. One of that stuff was my eat habit. I realized how bad it actually is to eat so much animal products and how much it affects the world so i decided to eat vegan. Now i am already a month vegan and i love it. I feel better about myself and i don't feel guilty about what i eat. But it is sometimes difficult because almost everything i ate had meat and now i couldn't even drink milk. But i am willing to do that, so this world gets a little bit better.

Another thing that corona has give me as present is that it gaved me a lot of time with my family and i think this quarantine made my family much closer. And i am thankful for that.

I've only said positive things about this corona crisis but i know it is a terrible virus and its killing people and its destroying the economy of the world but even the virus is that dangerous. I think that this is an eye opener for the whole world. By that i mean that i think everybody is thinking about how bad we are treating this world, how important it actually is to be together and that we have to be more careful with our actions!

16 year old girl, Amsterdam, The Netherlands



#### **4) “Buen vivir” plans and activities in the Czaar Peterkwartier**

CCB manages an award that the Czaar Peterstraat won in 2019 as part of the “United Streets” call from the Amsterdam Municipality. In 2020 and 2021, 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 the design principles for commons by Elinor Ostrom). They organized several meetings with key actors of the neighborhood and produced a final report. In 2022 CCB participated in several meetings in the framework of this project.



#### **5) Sisterschool**

In 2021 in Peru and Costa Rica, CCB organized for the Dutch organization Sister Schools exchanges between the Berlage Lyceum in Amsterdam and a highschool in Costa Rica and a highschool in Peru. This project was finalized administratively in the beginning of 2022.



#### **6) Cacao and chocolate exposition and other activities in the Amsterdam Museum**

During the first 2022 the Cacaomuseum organized together with three other museum that are member of “Museum om de Hoek” an exhibition in the Amsterdam Museum, a walk through the Czaar Peterbuurt and a workshop in the Amsterdam Museum.

## 7) Youth project

In 2022, CCB received a grant for a multi-year youth project. This project aims to continue with the young people who participated in the U4EU project for at least two years with physical meetings and online meetings, in which the participants work concretely on their future plans, and all develop an individual or collective activity based on their "plans for life". Online and possibly physical exchanges are also organized with young people from other countries, including indigenous youth from South America. The aim is for the participating young people to make conscious choices for their own and the common future, resulting in concrete proposals and activities.

In the past 2 years, two activities have already been developed by the participating young people, namely the "moral economy game" and "snail events" (events in which young people relax in an analogue way as an alternative to their hectic digital daily life), the project also helps to further develop these activities.



## 8) Technological innovation for the sustainable production of cocoa and cocoa products

*Regions of Piura and San Martin (Andean-Amazonian of Peru)*

This project that is implemented from the end of 2021 to the beginning of 2023 is managed by APP Cacao, the major Peruvian organization for cocoa farmers. CCB is involved as a collaborating organization.

This project opens opportunities for CCB and its cacao and chocolate specialists to become even more involved in the process of promoting fair and sustainable direct chain cocoa and chocolate in Europe, South America and other parts of the world.

## **Presentations during international congresses**

- Presentations by CCBs Dorine van Norren, Gustavo Hernandez and Henkjan Laats at 2nd international conference, ILAS-HUFS HK+, "Implementing a New Paradigm in the Post-COVID 19 World" (February, 2022).
- Presentation by CCBs Henkjan Laats and Gustavo Hernandez "Education and a Biocentric Future" at the Department of Education, Universidad Peruana Cayetano Heredia, Peru (November 2021). Currently, CCB is organizing a follow up seminar.

### ***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 the biocentric transition to Good Living), specifically to the process of food transition with the use cocoa and chocolate in direct food chains as a catalyst and seducer.*

*Even so, thanks to CCB's participation in the project "Youth Debating the Future of Europe" and the "youth project" that CB will implement in the next years, further opportunities may arise to increase our activities with youth in several parts of the world, focusing on themes related with Buen Vivir.*



# ABOUT US

## SERVICE DESIGN PROCESS

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.

## OUR 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.



## OUR 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 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.

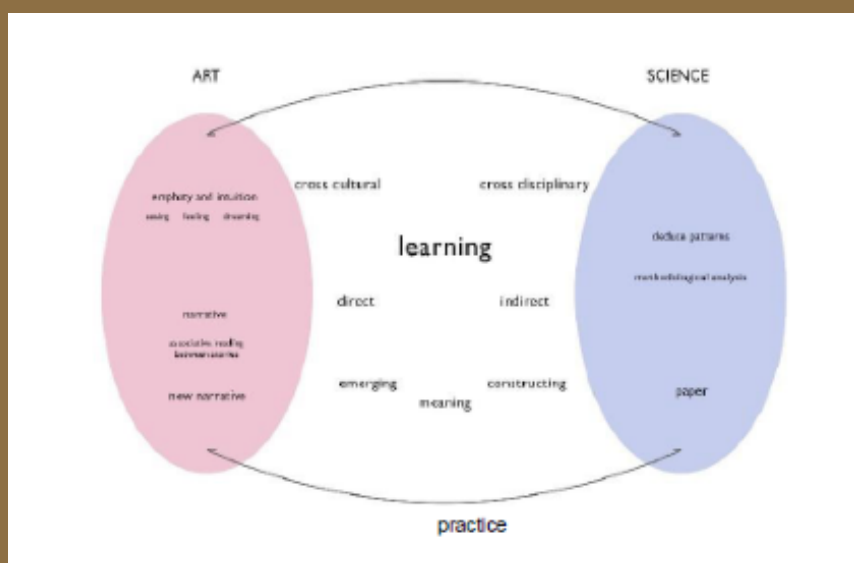
# OUR SERVICES

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

## DIRECT FOOD CHAINS



## SERVICE DESIGN



# FINANCIAL REPORT 2022

**Balance 31-12-2021: €3585,42**

• NNMC	Mobile Chocolate School	1333,81
• NNCO	Dealing with the Corona Crisis	1652,562
• GA	Goed Leef Plan Czaar Peterstraat	3862,648
• AN	U4EU	-3270,21
• OV	Salon de Chocolate Peru	6,612
		3585,4

## Balance 31-12-2022

	Activa	Passiva
Inventory		
Bank	€ 14.082,77	
Debitors		
General reserves		€ 14.082,77
Creditors		
	€ 14.082,77	€ 14.082,77

## Expenses and Profits 2022

	Expenses	Profits
Total		€ 18250

# FINANCIAL REPORT 2022

## Subsidies

• Jongeren project SFNNZ	€ 15000
• Momo Productions (Sister Schools)	€ 750
• Museum om de Hoek	€ 2500

## Expenses

NNMC Mobile Chocolate School	€ 2700
GA Goed Leef Plan Czaar Peterstraat	€ 366,58
AN U4EU	€ 1349,65
OV Salon de Chocolate Peru	€ 6,62
Youth project SFNNZ	€ 79,82
Implementation Momo Productions (Sister Schools)	€ 750
Implementation Museum om de Hoek	€ 2500

**Total expenses**

**€ 7752,67**





# CONTACT US



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