



# **ANNUAL REPORT**

## **2023**

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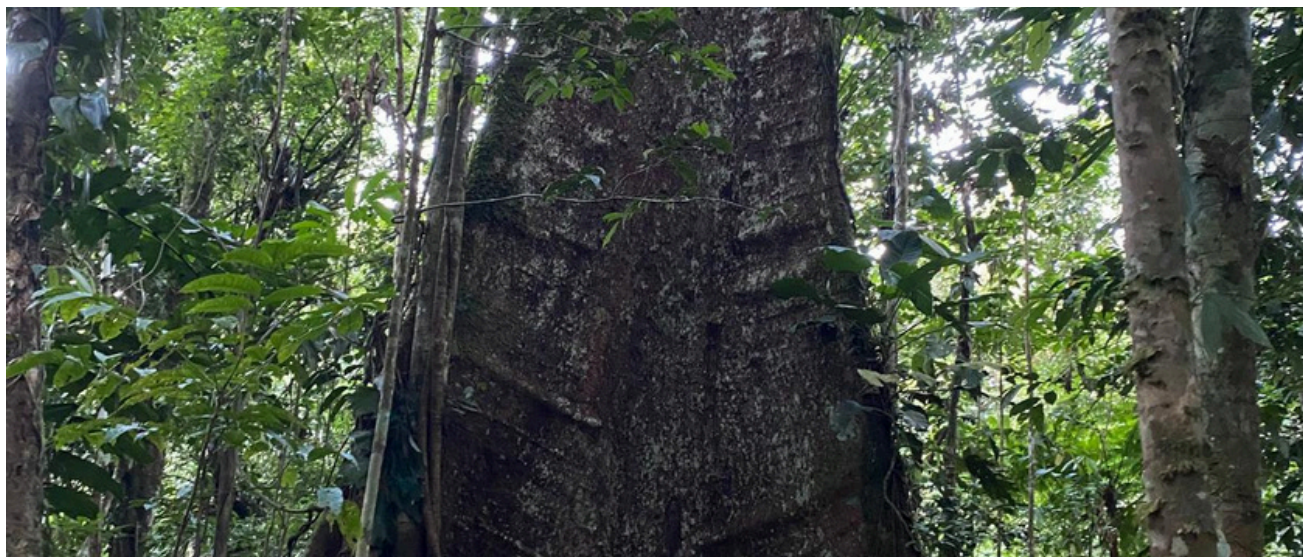
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# INTRODUCTION

In 2023, Cross Cultural Bridges (CCB) continued its process of organizational strengthening and developing its services of strengthening direct food chains and enhancing cross cultural learning.

We concluded successfully the projects Youth Debating the Future of Europe (U4EU) and Cross Cultural Learning on How to Deal with the Corona Crisis, and we started the youth project "Good Life Path". On March 17, we had our annual meeting in Amsterdam with fifteen participants (online and offline).

During this period, CCB strengthened capacities for innovation and research, participating in different international fora, among them: (i) ILAS-HUFS HK+ 3rd International Conference "Transitioning to an Ecological Civilization through the Rights of Nature and Ecological Economics", Santiago de Chile January 17, 2023; (ii) Universidad Peruana Cayetano Heredia, "Contributions to research from the perspective of interculturality", Lima February 2023. A new chapter book for publication started to be prepared, with the title: "Buen Vivir: the challenge of education with bio-centric characteristics".

It stresses Amsterdam, Councilwoman Marjolein Moorman's statement: "Education should not be a competition, life should not be a race with winners and losers".

# Activities in 2023

## 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 this project CCB has reached many different schools in the Netherlands.

In 2023, we also included cacao and chocolate information activities to elder people, such as a visit to Zorgcentrum Aelsmeer.

The project has been seven times more effective than formulated in the original project proposal, because with the budget many more students have been reached than planned (From 2019 – 2023: 3575 students).

Thanks to the success of the project in 2022, we finished with a negative saldo. Fortunately, in 2023 we received a new subsidy of €12500, which allowed us to settle the balance and to continue our activities in 2023 and the next years.



In 2023 participated 996 students from schools and other educational organisations.

This is also 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 to access this type of formation. The activities of CCB are carried out by self-employed people who work for low rates. Most of the lessons are in the schools themselves, and in some cases the schools come to the Cacaomuseum.



# Activities in 2023

## ACTIVITIES :

3 Chocolate lessons Schoonhoven College, 100 students, March 30, 2023

1 Chocolate lesson International French School Amsterdam, 25 students, April 18, 2023

Cacao/Chocolate Presentation University of Amsterdam, 50 students, May 30, 2023

Stadsherstel, Amstelkerk Amsterdam, Cacao and Chocolate in Surinam,  
200 persons, June 26, 2023

1 Chocolate lesson, Eagle Expeditions, 12 students, June 28, 2023

2 Chocolate lessons, BSO Parvaneh, 30 Students, July 24, 2023

1 Chocolate lessons, BSO Nessie Kidz, 12 students, August 31, 2023

1 Cacao and Chocolate presentation, Zorgcentrum Aelsmeer,  
50 participants, September 13, 2023

1 Chocolate education Chocolate Festival Zutphen, 200 children, September 24, 2023,

1 Chocolate lesson, vzw Ignatius Scholen in Beweging, 6 students, October 26, 2023

6 Cacao and chocolate lessons, HSV Den Haag,  
120 students, Oct 30, November 6, 8, 10 2023

2 Cacao and chocolate lessons, International School Haarlem,  
50 students, November 20, 2023

2 Cacao and chocolate lessons, A. Bekemaschool,  
50 students, Nov 24, 2023

2 Cacao and chocolate lessons, IKC de Argonauten, 58 students, Nov 23, 2023

1 Cacao and chocolate related Guest Lecture, University of Amsterdam, 21 students, Nov 27, 2023





# Activities in 2023

## 2 Youth Debating the Future of Europe (U4EU)

In 2023 we finished the U4EU project.

The U4EU project, which was financed by the Europe for Citizens Programme of the European Union, aimed 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 consisted 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).

Activities will end with a final video, gathering all participants' views regarding the future of EU that will be shown in the European Parliament.

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 and 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.

In 2023 we also participated in the elaboration of a follow-up project called U4EU 2.0. In March 2024, we received the notice that this project has been approved, so that we can continue with this important and successful project.

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

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

## 2 Youth Debating the Future of Europe (U4EU)





# Activities in 2023

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

In 2023 we concluded the project "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 level 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.

The following activities were carried out under the project:

1. We have collected 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. 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), and Dr. Karma Ura (Bhutan).

5. Presentations by CCBs Dorine van Norren, Gustavo Hernandez and Henkjan Laats at 2nd international conference in Korea, ILAS-HUFS HK+, "Implementing a New Paradigm in the Post-COVID 19 World" (February, 2022).

6. Opinion article of Henkjan Laats in the Volkskrant (May 2, 2023).



# Activities in 2023

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## Cross Cultural Learning on How to Deal with the Corona 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

# Activities in 2023

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## **“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 Amsterdam Municipality.

In 2020 and 2021, together with the Municipality of Amsterdam, CCB assigned five students from 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. In November 2023 Cross Cultural Bridges organized a meeting in the Buurtkamer of Oostenburg on the possibilities of including a “commons” perspective and the logics of “Buen Vivir” in the dynamics and the future of the Czaar Peterkwartier.

Today, many more dwellers at the Czaar Peter Kwartier are more familiar with concepts and practices of human well-being that reconciles the twin challenges of fighting climate change and enhancing equality and social cohesion.

# Activities in 2023

## 5 “Good Life Path” Youth Project

In 2022, CCB received a grant for a multi-year youth project.

This project continues with the young people who participated in the U4EU project and new participants for at least two years.

Activities include 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 2023 we selected the participants, and we had several on-to-one meetings with most of them.

In 2024 we will continue this project with online and physical meetings.





## Activities in 2023

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### **Technological innovation for the sustainable production of cacao and cacao products in the regions of Piura and San Martin**

This project was implemented from the end of 2021 to the beginning of 2023.

It is managed in association with APP Cacao, the major Peruvian umbrella organization for cocoa farmers.

CCB is involved as a collaborating organization.

This project opened 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.

As a result, we produced research on 25 products that can be produced from the cacao fruit.

CCB also developed marketing proposals that explored the commercial possibilities of these products.

CCB strives to promote sustainable value chain inspired on Nature-Based Solutions, a balance between food production and other values and services provided by the forests, transformation and scalability (micro, meso, macro), associativity and "Good Living", and finally regeneration of the territory, the planet and bio-diversity.

## Vision toward the future

We see that in Europe, the Netherlands, and more specifically in Amsterdam there is a lot of openness and interest in the concept of “Good Living”.

Cf: [Green European Journal](#) [buen-vivir-a-concept-on-the-rise-in-europe.pdf](#) ([greeneuropeanjournal.eu](#)),

Also, on 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 of cacao and chocolate in direct food chains as a catalyst and seducer.

Concretely, for 2024 there are plans for collaboration between CCB and the Cacaomuseum in the context of upcoming Chocoa Festival and the celebration of 750 years of the foundation of the city of Amsterdam.

We also will continue to promote local food systems in coordination with Food Council Amsterdam.

Furthermore, we are articulating different activities to promote and strengthen direct cacao food chains with companies, NGOs, embassies and governmental institutions both in the Netherlands and Peru, regional governments in the Amazonas regions, small producers, cooperatives, and NGOs.

Even so, at the local level, we continue enhancing agroforestry systems that provide carbon´s sequestration and conservation and regeneration of biodiversity in Peru, particularly with examples of symbiotic trade, square valuing and enhanced relationship (Earth´s governance) between human communities and the tropical forest.

Last but not least, in 2024 we will start the U4EU 2.0 youth project and organize several activities in the framework of the Good Life Path youth project. Thanks to CCB’s participation in the project Youth Debating the Future of Europe and the Good Life Path youth project that CCB 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.



# Financial report 2022

## Cross Cultural Bridges

Balance 31-12-2022: €14082,77

### Balance 31-12-2022

	Activa	Passiva
Inventory		
Bank	€ 27435,04	
Debitors		
General reserves		€ 27435,04
Creditors		
	€ <u>27435,04</u>	€ 27435,04

### Expenses and Profits 2022

#### Subsidies

Mobile Chocolate School 2	€12500
U4EU ANCE	€4619,86

#### Balance

		31-dec-22	31-dec- 23
MC1	Mobiele Chocoladeschool 1	-1366,19	0
CO	Cross Cultural Learning Corona	1652,56	0
GA	Gemeente Amsterdam - Pr. Czaar Peterstraat € 4.049,00	3496,074	2521,27
AN	ANCE Project U4EU	-4619,86	0
GLP	Good Life Path Youth Project	14920,18	14438,47
MC2	Mobiele Chocoladeschool 2		10475,30
Total		14082,76	27435,04

# 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 “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.

# **ANNEX: SERVICE DESIGN PROCESS**

## **CROSS CULTURAL BRIDGES**

### **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.

# ANNEX: SERVICE DESIGN PROCESS

## CROSS CULTURAL BRIDGES

### Our services

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

#### Service one: Direct Food Chains:



#### Service two: Cross Cultural Learning:

