



Crossroads
Foundation
國際十字路會

**CONNECTING
PEOPLE IN A
WORLD
OF NEED**
聯繫世界回應需要

To Whom It May Concern,

Crossroads Foundation's Communication on Engagement (COE) due October 28, 2017
Period reported on: Nov 2015-Oct 2017

Crossroads Foundation is a Hong Kong based, non-profit organisation serving global need. We believe that, in a broken world that sees too much suffering, we should do all we can to link those who are in need with those who can provide help. Our goal is to be a crossroads in a broken world, connecting people in need with those who can help. We do so through four services:

- **Global Distribution:** This distributes Hong Kong's quality excess goods as needed, internationally and locally. It provides a crossroads between need and supply.
- **Global X-perience:** This offers simulated x-periences of global need. It provides a crossroads between the lifestyles of the rich and poor.
- **Global Handicrafts:** This sells fair trade goods from people in poverty. It is a crossroads between those needing a fair income and those with buying power.
- **Global Hand:** This provides a 'matching' website for public-private partnerships. It is a crossroads between for-profit and non-profit organisations who wish to address global need.

The following COE outlines the practical steps Crossroads has taken to contribute to the Global Compact's principles and to engage with the initiative. Chief among these is Crossroads' partnership with the Global Compact to further develop the UN-Business Action Hub, business.un.org, in order to engage businesses with the United Nations as a whole and the Sustainable Development Goals. In addition, we have grown businesses' commitment to their own sustainability goals and facilitated partnerships with many companies to help them achieve these, supported the implementation of fair business practices through our Global Handicrafts division and have showcased environmental responsibility throughout our core operations.

We remain committed to supporting the Global Compact initiatives and upholding its principles through our work in the coming years.

Yours faithfully,


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Communication on Engagement

due October 2017

Supporting the Global Compact's work to engage businesses in sustainability efforts

Crossroads Foundation directly supports the work of the Global Compact by building, maintaining and updating the business.un.org website

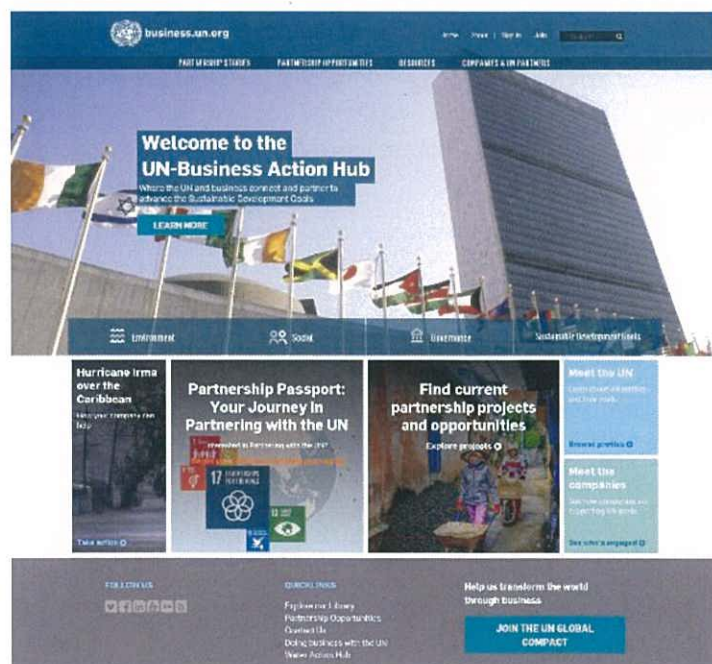
In 2010, Crossroads, through its Global Hand division, launched the UN-business partnerships website, business.un.org. The lead agency within the UN on this project was the Global Compact.

Over the years, Crossroads has made a number of changes to the business.un.org website in order to highlight Global Compact priorities and areas of focus and it is now called the UN-Business Action Hub. In 2016 and 2017, these included publishing a "Partnership Passport" to help businesses discover the best ways to get involved on the website. In addition, the website was more clearly aligned with the SDGs. Throughout this time, a number of disasters were profiled on the homepage to direct users to respond. These included the Refugee Crisis in Europe, Haiti: Hurricane Matthew, Floods in Northern Peru and Hurricane Irma.

The following is a list of measures of engagement made through business.un.org by companies seeking to implement sustainability efforts.

- 119 pledges were made in response to particular issue areas including the Global Refugee Crisis.
- 80 long term business commitments were collected with published targets to hold the businesses accountable. Issue areas included Climate Change, Energy and Human Rights.
- 251 projects were registered by businesses looking to collaborate with other businesses and NGOs.
- 83 business proposals were made in order to connect businesses with appropriate UN agencies.

Many of those companies using business.un.org are Global Compact participants such as Scania, Enel, Credit Agricole, Kellogg Company, Sumitomo Chemical Company, Suez Environment and Infosys Ltd. It is our privilege to help them commit to addressing Global Compact issues and principles through the website we have built.



Matthew Gow, Director of Strategy, Crossroads Foundation, led the project and attended the Global Compact Leaders Summit in June 2016

Growing business commitment to address global need

Crossroads Foundation directly increases businesses' commitment to their own sustainability efforts through our simulation programmes

Crossroads Foundation offers companies the chance to participate in simulation x-periences in conjunction with their Corporate Social Responsibility programmes. In response, companies are looking for ways to develop their policies with programmes meaningful to their industry sector, core competencies and employee interests. Our programmes place strong emphasis on debriefing after the x-periences:

- discussing ways they can use their expertise to engage with global need
- brainstorming re corporate social footprint
- exploring projects/partnership possibilities with which they may engage
- service opportunities at Crossroads

In 2016-2017, the total number of participants from the business world that have taken part in our simulations was more than 3,100. These came from more than 150 different companies, including:

Accenture	Facebook Inc	Microsoft Corporation
AccorHotels	Freshfields Bruckhaus Deringer	Nestle SA
Adecco Group	Goldman Sachs	PricewaterhouseCoopers
Allegis Group	Hermes Group	Procter & Gamble (P&G)
Allen & Overy	Hewlett-Packard (HP)	Siemens
Allianz Group	Hindustan Construction Company (HCC)	Social Finance
American Express	JP Morgan	Standard Chartered Bank
Baker & McKenzie	Linklaters	The Boston Consulting Group
Barclays PLC	Lufthansa German Airlines	The Nielsen Company
BlackRock Inc	Macquarie Group	The Wall Street Journal
Cathay Pacific Airways Ltd.	Maersk Group	Thomson Reuters
Citigroup	ManpowerGroup	Unilever
Crown Worldwide Holdings Group	Marriott International Inc.	UPS
Ericsson	MasterCard WorldWide	Walmart
Expedia Inc.	McKinsey & Company	

Each year since 2009, Crossroads has brought a simulation to the World Economic Forum (WEF) to help WEF delegates engage with poverty issues. In 2016 and 2017, Crossroads ran "A Day in the Life of a Refugee" for more than 1100 participants, including more than 110 from the business world (many of whom are Global Compact participants). These participants stepped into the shoes of refugees for just an hour. They listened to former refugees and humanitarian workers from the field share first-hand perspectives. They were then invited during the debrief to consider how they could each use who they are, their resources, their influence and core strengths, to make a difference to the refugee situation and the root problems that cause people to flee.

"Big discussions take place at 35,000 feet in Davos," said one former WEF staffer. "The Refugee Run brings people back down to earth." It was a privilege to work once again with the WEF in helping many of the world's influential people find a new perspective on issues which are now more relevant than ever.

Many of the CEOs who attend tell us the impact of the event stays with them for years: people who are used to managing their international companies, but who found themselves feeling helpless and

disempowered when confronted with the reality simulated. We had scores of comments that echoed one another's themes. Some of these from across the years are below.

"A profound experience that reminds us of the plight of millions." *Ban Ki-moon, Secretary General, United Nations*

"Thank you for a vivid and real experience of fright, chaos. The motivation for change must be reinforced." *Margareta Wahlström, Special Representative of the Secretary-General for Disaster Risk Reduction, UNISDR*

"Everyone should do this." *Jimmy Wales, Founder of Wikipedia*

"Beautifully done." *Sir Richard Branson, Virgin Management Ltd*

"Truly moving and educational." *Sheryl Sandberg, COO, Facebook*

"Moving and incredible. I will remember it forever." *Raju Narisetti, Managing Editor, Washington Post*

"Very impressive simulation which I will never forget." *Markus Neuhaus, CEO PwC Switzerland*

Enabling business action in response to global need

Crossroads Foundation provides opportunities for businesses to respond to global need through its web platform Global Hand.

As well as our physical warehouse, Crossroads has a virtual one: Global Hand (www.globalhand.org).

Anywhere in the world, real time, any time, businesses with quality goods or services to donate can offer them through our Global Hand service. We then pass on the offer to our network of NGOs in Europe, Africa, SE Asia, Central Asia and the Americas seeking the right 'match.'

Some examples include Microsoft creating computer labs for Syrian refugees in Greece and d.light, a social enterprise, providing solar help for South Sudanese refugees in northern Uganda.

In 2016 and 2017, nearly 40 offers were made available through Global Hand and matched with global needs such as refugees, education, medical clinics, orphanages, gender equality and poverty alleviation.

Promoting and modeling fair business practices

Crossroads Foundation supports the Global Compact principles of Human Rights and Labor through its Global Handicrafts division.

In many ways, ours is an unfair world. Across the planet, people in struggling economies may work hard to produce goods for which they receive little or no profit. Middlemen often buy at unfair prices that leave producers plagued with poor working conditions, health problems, lack of education and damage to the environment. All products of Crossroads' Global Handicrafts Marketplace are purchased on fair trade principles, with appropriate payment given to those who grew or produced them.

The income generated benefits not only the individuals with the gift of dignified work and fair conditions, but also helps the broader community with benefits such as better education opportunities, improved roads, supply of water and more. We also run the Silk Road Café, where refreshments are purchased on a fair trade basis to help provide a fair income for suppliers in struggling economies.

What are Crossroads' fair trade principles?

- Fair price: Trading in ways that support sustainable answers to poverty.
- Fair share: Agreeing to appropriate profit share through dialogue and participation.
- Fair chance: Developing producers' skill sets and access to new markets, local and global.
- Fair work: Ensuring no abuse of child labour, gender equity and safe conditions.
- Fair growth: Investing in community improvement, with producer cooperatives setting priorities.
- Fair deal: Ensuring transparency and accountability at each level of trade.
- Fair care: Applying environmentally responsible methods of production.
- Fair mind: Encouraging shoppers to buy Fair Trade.

The Global Handicrafts division, through its fair trade shop and café, contributes a surplus to the overall functioning of the philanthropic side of the work. In 2016-2017, the overall revenue for the Marketplace and Café combined was HK\$2,131,664. This represents funds flowing to 70 different producers in 38 countries.

Promoting and modeling commitment to environmental best practice

Crossroads Foundation supports the Global Compact principles of Environment by engaging businesses in environmental sustainability actions and also through its core operations

At Crossroads we try to target a range of strategies locally and globally that advocate for environmental sustainability. We support companies by facilitating their actions to implement environmental sustainability policies by receiving their donated goods which we reuse rather than having the company send them to landfill. On our own property, we outwork the Global Compact principle number 8 by undertaking initiatives to support greater environmental responsibility such as using biodegradable plates at lunch, energy-efficient air-conditioners in our buildings, and focusing on recycling materials – to the extent of recycling more than 80,100kg of materials in 2016-2017.

Crossroads Foundation, October 2017