



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,

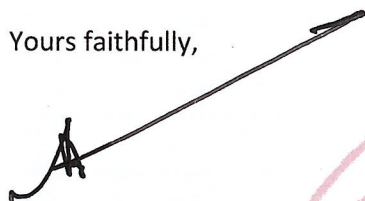
Crossroads Foundation's Communication on Engagement (COE) due October 24, 2021
Period reported on: Oct 2019-Sep 2021

I am pleased to confirm that Crossroads Foundation reaffirms its support to the United Nations Global Compact and its Ten Principles in the areas of Human Rights, Labour, Environment and Anti-Corruption. This is our Communication on Engagement with the United Nations Global Compact. We welcome feedback on its contents.

In this Communication of Engagement, we describe the actions that our organization has taken to support the UN Global Compact and its Principles as suggested for an organization like ours.

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

Yours faithfully,



CROSSROADS FOUNDATION
Malcolm Begbie
Director



Crossroads Village, 2 Castle Peak Road, Gold Coast, Tuen Mun, Hong Kong
Tel: +852 2984 9309 Fax: +852 2771 1715 Email: enquiries@crossroads.org.hk Web: www.crossroads.org.hk
香港新界屯門青山公路2號國際十字路會 電話: +852 2984 9309 傳真: +852 2771 1715 電郵: enquiries@crossroads.org.hk



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Communication on Engagement

due October 2021

Description of Actions

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

Crossroads Foundation directly supported the work of the Global Compact by maintaining 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 made a number of changes to the business.un.org website in order to highlight Global Compact priorities and areas of focus. In recent years, Crossroads' main focus has been on maintaining the website rather than developing new features.

During the reporting period, the decision was made by the Global Compact to "sunset" the website. In October 2020, content on the website was turned off and users are now re-directed to the Global Compact website upon visiting business.un.org.

Participation in Global Compact events

Crossroads Foundation attended Global Compact events online.

While Covid-19 has limited the ability for Crossroads' staff to travel internationally to attend Global Compact and other sustainability related events, we have appreciated the opportunity afforded by technological advancements and familiarity to attend such events online.

In June 2021, Crossroads' staff attended the Global Compact Leaders Summit online. In September 2021, Crossroads' staff attended the online Uniting Business LIVE events.

Increasing business awareness of/commitment to address global need

Crossroads Foundation directly increases businesses' awareness of global needs and commitment to their own sustainability efforts through our simulation programmes

Crossroads Foundation offers companies the chance to participate in simulation xperiences to enhance or kick-start their Corporate Social Responsibility programmes. In response to participation in Crossroads' simulations on global need, companies seek to develop policies and programmes meaningful to their industry sector, core competencies and employee interests. Crossroads'

programmes place strong emphasis on debriefing after the x-periences and, together with the corporate participants, the organisation:

- discusses ways companies can use their expertise to engage with global need
- brainstorms re corporate social footprint
- explores project/partnership possibilities with which companies may engage
- offers service opportunities at Crossroads.

Enabling business action in response to global need

Crossroads Foundation provides opportunities for businesses to respond to global need through donations of Gifts-in-Kind to its warehouse in Hong Kong and globally through its web platform Global Hand, and by volunteering time and services to our operations.

Crossroads takes high-quality goods which Hong Kong no longer wants and redistributes them to people in need, locally and internationally. Many companies in Hong Kong donate goods as part of their actions for sustainability. Donations include computers and electrical items, new clothing and footwear, office furniture, hotel furniture and furnishings, as well as many other goods types.

As well as its physical warehouse in Hong Kong, 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 Crossroads' Global Hand service. Global Hand passes these offers on to its network of NGOs in Europe, Africa, SE Asia, Central Asia and the Americas, seeking the right 'match.'

Some examples between October 2019 and September 2021 include major footwear and apparel companies making available new stock for donation in China, Vietnam, Thailand and Cambodia, and in so doing, giving back to the communities where their goods are manufactured. Other companies donated goods that were received by NGOs on the other side of the world, enabling a truly global response to world need.

As well as receiving and distributing corporate donations of gifts-in-kind, Crossroads is a popular option for companies arranging volunteering days for their staff, to engage them in issues to do with corporate sustainability. Furthermore, Crossroads' own operations are supported by pro bono services given by companies outworking their corporate sustainability goals by partnering with the organisation.

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, this 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. Crossroads also runs 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.

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 through its own core operations

Crossroads targets a range of strategies locally and globally that advocate for environmental sustainability. It supports companies by facilitating their actions to implement environmental sustainability policies by receiving their donated goods which are reused rather than having the company send them to landfill. On its own property, Crossroads outworks 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 its buildings, and focusing on recycling materials.

Supporting progress towards the Sustainable Development Goals

Many of Crossroads Foundation's core activities are in support of the Sustainable Development Goals

SDG 1 - No poverty. Crossroads' core activities are built around the goal of poverty reduction in communities locally and internationally.

SDG 3 - Good health and well-being. Many of Crossroads' international shipments contain donated medical equipment for consignees to use in health and well-being initiatives.

SDG 4 - Quality education. Many of Crossroads' international shipment consignees are working towards this goal. Crossroads' shipments often contain many items needed to support education projects, such as school desks and chairs, computers, teaching materials and stationery.

SDG 5 - Gender equality. Many of Crossroads' international shipment consignees are working towards this goal.

SDG 8 - Decent work and Economic growth. Crossroads contributes to decent work and economic growth through its international shipments of donated goods, providing tools for beneficiary use or for skills training. In addition, through its Global Handicrafts arm, Crossroads provides a market for handicrafts producers around the world, increasing their sales and ensuring their working conditions are fair.

SDG 10 - Reduced inequalities. Crossroads empowers the poor through its core activities.

SDG 11 - Sustainable cities and communities. Most of Crossroads' international shipments are donated goods of a capital nature, promoting self sufficiency in the communities where they are sent.

SDG 12 - Responsible production and consumption. Crossroads provides ways for businesses to ensure responsible consumption of their excess stock by facilitating donations-in-kind of such stock through its Global Distribution and Global Hand arms, where the goods can be given a new life in communities around the world.

SDG 17 - Partnerships for the goals. Over the last 11 years, Crossroads' business.un.org website was one of the key links on the Global Compact's SDG page to direct businesses to actions for achieving SDG 17. In addition, many of Crossroads' core activities involve engaging businesses in partnerships for sustainable development, as outlined in this report.

Measurement of Outcomes

During this reporting period, it was decided to sunset the **business.un.org** website and redirect users to the UN Global Compact website. This occurred in October 2020.

A summary of the website impact over its 10 year life-cycle is as follows:

- 5742 users signed up to the site representing 4089 businesses.
- 2010-2013: Directing corporate engagement to the appropriate UN agencies
 - *Disaster response:* Support was provided for response to the following disasters - Haiti Earthquake (Jan 2010), West Africa: Ebola Outbreak (Mar 2014), Nepal Earthquake (2015), Typhoon Haiyan (Philippines, 2015) and the Global Refugee Crisis. The website had a direct integration to ReliefWeb to enable coordinated efforts and links to CERF appeals to channel funding. Businesses were able to respond to disasters and were directed to the appropriate UN organisations.
 - *Documents:* provided an informational repository to showcase partnerships, standards of best practice and ways to engage. 2365 documents were curated and translated into the 6 official languages of the UN.
 - *Business proposals for assistance:* 668 proposals were published or archived, generating 57 responses from 19 different UN agencies, funds and programmes.
 - *UN requests for assistance:* 161 requests by UN agencies, funds and programmes were published or archived requests, highlighting current needs to the business community.
 - *UN Focal Point newsletters:* Content for the quarterly UN Focal Point newsletters was hosted on business.un.org. UN Focal Points were the main contacts at each UN

organisation tasked with handling corporate engagement specific to donation of goods.

- 2013-2016: Changes made to fulfill the evolving operational goals of the UN Global Compact.
 - *Commitments* helped to showcase MDG / SDG engagement of Global Compact members. 343 corporate commitments were published or archived.
 - *Projects* provided a way for UN agencies and corporates to showcase their initiatives and advertise for more participants. 162 projects were published or archived.
 - *Pledges* enabled business to respond in times of crisis (e.g. West Africa Ebola Outbreak and the Global Refugee Crisis) in order to encourage discussion and foster engagement. 44 pledges were published.
- 2016 - 2020: Transforming towards an informational repository.
 - A *UN Passport* was launched which provided a 'wizard' to discern corporate interests and advise appropriate ways of engagement.
 - Proposal-style engagement was mostly sidelined in favour of curated content.

In Oct 2019-Sept 2021, the total number of participants from the business world that have taken part in our **simulations** was 619, from 18 different companies, including Global Compact members Clifford Chance, St James' Place Wealth Management, PUMA, Santander Group and Baker McKenzie.

More than 200 companies **donated goods** to Crossroads' warehouse between October 2019 and September 2021.

Through the **Global Hand website**, between October 2019 and September 2021, 114 offers of donated goods were matched with 108 unique charitable organisations working in areas such as refugees, education, medical care, Covid response, orphanages, elderly care, job creation, gender equality and poverty alleviation.

Between October 2019 and September 2021, staff from 43 companies supported Crossroads' work by **volunteering** and engaging in its poverty alleviation and sustainability goals. In addition, Crossroads' legal, audit and many other services continued to be conducted **pro bono** by generous companies giving their time to support Crossroads' sustainability goals. The volunteering figures are much lower in this report than previously, due to the impact of Covid-19 closures and resulting restrictions on movements and gathering of people. During the reporting period, Crossroads was closed to volunteers for a substantial amount of time.

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 October 2019-September 2021, the overall revenue for the Marketplace and Café combined was HK\$828,606.41. This represents funds flowing to 58 different producers in 24 countries.

Through our operations, Crossroads **recycled** more than 1251 tonnes of materials from landfill in October 2019-September 2021. This includes both materials sent to recycling plants and goods redistributed to people in need instead of being disposed of.

Crossroads Foundation, October 2021