



**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,

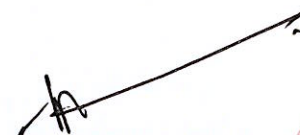
**Crossroads Foundation's Communication on Engagement (COE) due October 22, 2023**  
**Period reported on: Oct 2021- Sep 2023**

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**  
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Director



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Crossroads Foundation Ltd  
Global Distribution | Global X-penience | Global Handicrafts | Global Hand



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## Communication on Engagement

*due October 2023*

### 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](https://business.un.org) website.*

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

After 10 years, in October 2020, content on the website was turned off and for nearly two years users were re-directed to the Global Compact website upon visiting [business.un.org](https://business.un.org). In August 2022, the [business.un.org](https://business.un.org) URL redirect was finally officially retired, concluding Crossroads' involvement in this project.

#### Participation in Global Compact events

*Crossroads Foundation attended Global Compact events online.*

Crossroads Foundation appreciated the opportunity afforded by technological advancements and familiarity developed during the Covid-19 pandemic to attend events online during the pandemic and in the aftermath. In June 2022, Crossroads staff attended the Global Compact Leaders Summit online. In September 2022, Crossroads staff attended the online Uniting Business LIVE events. It was not possible for Crossroads staff to travel to attend the events in person in 2023.

#### 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 its experiential simulation programmes.*

Crossroads Foundation offers companies the chance to participate in experiential simulations 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 xperiences 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 Crossroads' 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](http://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 of product donations matched by Global Hand between October 2021 and September 2023 include major footwear and apparel companies donating new stock in Singapore, Indonesia, Malaysia, China, Vietnam, Thailand and the Philippines, 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. In response to the crisis in Ukraine, many companies offered goods through Global Hand which were taken by its trusted NGOs partners to meet needs in Ukraine and surrounding countries. Among some of the many 'matches' Global Hand made to help businesses respond to the crisis, 8 x 40' containers on a cargo train from the UK to Ukraine were filled with essential items, and companies donated hygiene supplies, PPE, medical supplies, bedding, toys, food, water and baby supplies to NGOs in the Global Hand network.

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. Over the period October 2021 to September 2023, Crossroads' café was not able to operate sadly.

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.** Many of Crossroads' core activities involve engaging businesses in partnerships for sustainable development, as outlined in this report. One of Crossroads' core values is to be "Multipliers: We can't solve world needs alone, so we help others help others."

## Measurement of Outcomes

In Oct 2021 - Sept 2023, the total number of participants from the business world that have taken part in Crossroads' **simulations** was 1037, from 30 different companies. More than 250 companies **donated goods** to Crossroads' warehouse between October 2021 and September 2023.

Through the **Global Hand website**, between October 2021 and September 2023, 226 offers of donated goods were matched with 75 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 2021 and September 2023, staff from 52 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. Covid restrictions still affected Crossroads' activities in the reporting period so the number is a little lower than pre-Covid.

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 2021-September 2023, the overall revenue for the Marketplace (as the Café was not open in this period) was HK\$694,790. This represents funds flowing to 64 different producers in 24 countries.

Through its operations, Crossroads **recycled** around 1400 tonnes of materials from landfill in October 2021-September 2023. This includes both materials sent to recycling plants and goods redistributed to people in need instead of being disposed of.

*Crossroads Foundation, October 2023*