

ANNUAL REPORT

2020-2021

ENGLISH ver



CROSS FIELDS

Beyond the Border, Create the Future.



Beyond the Border, Create the Future.

We want to create “connections” in society, not divisions. It is the time to go beyond the boundaries and continue building bridges.

To overcome the changes occurring in the world today, what we need is to connect and support each other. With this belief, Cross Fields will continue to take on challenges and open up the future.

Our Vision

Create a world in which :

- Social, private and public sectors work together to create solutions to social problems
 - Every person realizes one's passion through his or her work
-

Our Mission

Make a difference to the society by bridging beyond the border and empowering challengers

“

Overcoming the Crisis and tackling with Social Issues

For us, 2020 was a year of trials and challenges. In the beginning of 2020, we were forced to stop both Corporate Volunteering Program (CVP) overseas and Field Study Programs due to the pandemic. At one point, the survival of the organization itself was in jeopardy. However, thanks to our partners' huge support, we have been able to continue our activities until today.

In the time that the whole world is in a critical situation, we'd like to stand up against the division of society with the power of “empathy” and to accelerate social issue solving. With this belief, we will do our best to continue our activities and create social values.

Message



Co-Founder and CEO
Daichi Konuma



Timeline

2020-2021

Cross Fields' brief history under the Covid-19 pandemic

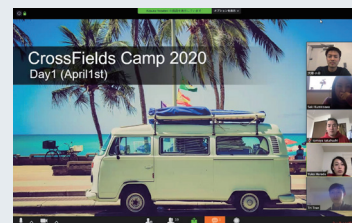
Decide to make all the CVP volunteers return home

From the viewpoint of safety management, we decide to evacuate all the CVP volunteers (9) overseas. They return home safely from the Philippines, India, Cambodia, etc.

All the Cross Fields' members start Work From Home

Conduct online Team-up event

For two days, we conduct a team-up event and discuss Cross Fields' future. Through this active discussion, we gain insights on how to transition our business under the pandemic.



Continuing dialogue with partner organizations

While we are unable to resume our programs, we consider "what we can do now" through dialogues with more than 50 companies and NGOs in Japan and overseas.



Dialogue with partner organization in India

2020.1

2

3

4

5

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Social trends

World Covid-19 infection spread in Wuhan, China

World Confirmed Covid-19 cases all over the world

Japan Cluster outbreak on cruise ship

Japan all schools are closed from Feb. 27.

World The number of cases exceeds 80,000.

World Lockdown measures are taken in India, the Philippines, and many other countries

World 3.11 WHO declares Covid-19 a pandemic

Japan Cases are reported all over Japan.

Japan Tokyo Olympic 2020 is decided to be postponed to 2021

Japan the first state of emergency is declared

Start to develop Online programs

Collaborating with partner organizations/companies, we start to develop online programs.

Japan the State of emergency is fully lifted

Hold Social Sector Emergency Employment Matching event

Due to the pandemic, many NPOs were in high demand for human resource to support issues on-site. Meanwhile, there were many Japan Overseas Cooperation Volunteers (JOCV) returning home and staffs working in NPOs with fewer operations. This initiative was taken to match these people with NPOs in need of support. 150 people participated in this online event and lead to more than 10 matches.



Launch “Online Field Study Program”

The participants connect with NGOs/Social enterprises online and deepen their understanding toward social issues and reflect their purpose through active dialogue.



Send Cross Fields’ member to other organization.

We send one of our members, Misato, to our partner organization, Katariba, for six months. She was in charge of development of the online educational program for children and effect verification of the program with academic institutions.



KATARIBA
Shape the Future

6



Launch “Corporate Volunteering Program (CVP) in Japan”

CVP program in Japan has started. Business persons from Japanese corporates are sent to Japanese NGOs/Social enterprises.



Start developing “Empathy VR workshop program”

We start developing “Empathy VR workshop program” that uses VR/360-degree video to have simulated experiences of social issues from the perspective of the people involved.



Creating a new scheme of International cooperation

Three of Cross Fields members and two of CVP alumni supported, tohe, a social enterprise in Vietnam online. The team supported tohe for 3 months in various ways, such as launching fund-raising activities.



CEG 2020 is held online

Cross Fields Empowerment Gathering (CEG) is held online to bring together our program participants. 120 people join to deepen their understanding toward social issues and think about their own leadership.

Launch “Online Pro-bono Program”

To support solve social issues which our partner organizations overseas are facing, we launch Online Pro-bono program.



[Read More](#)

8月

10月

11月

12月



Start to join STEAM Library Project

As part of the “Learning Innovation” project initiated by the Ministry of Economy, Trade and Industry (METI), we are chosen to provide “Empathy VR” teaching materials on a national online platform called “STEAM Library”. They will be available to all teachers for free.”



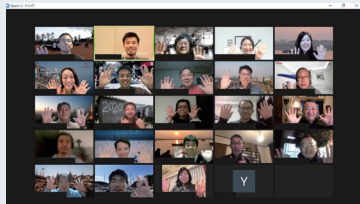
Welcoming more members from other organizations

We welcome more members from other organizations such as JICA, Japan Overseas Cooperation Volunteers (JOCV) and Murata Manufacturing CO.,



SIM2021 is held online

Social Innovation Mission (SIM), a program for corporate executives to understand social issues overseas, is held online. Participants connect and have dialogue with social entrepreneurs in India and Rwanda.



On May 3rd, Cross Fields celebrates its 10th anniversary.

The total number of participants in Online Field Study Program reaches 310.

The total number of participants in Corporate Volunteering Program (CVP) within Japan reaches 15 from 5 corporates.

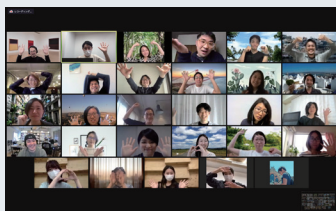
2021.3

5



Start to revise Cross Fields long-term strategy.

Through this pandemic, we start to discuss our long-term strategy for the next 10 years. We cooperate with BIOTOPE, a strategic design firm and have a series of discussions.



Member's voice



Program Director

Saki Kumezawa

It was my first time to see volunteers being forced to return home in the midst of their activities. Since there were no time to get depressed, we immediately started to take challenges of creating what we can do from scratch. We have been cheering ourselves up by believing "Tough times bring opportunity". Even under the pandemic, we could move forward thanks to all the support from our partners. With this gratitude, we will make further progress.



Administrative Director

Kenichiro Hoshino

Not only the programs but also Cross Fields itself needed to make a drastic change due to the pandemic. Our familiar process has been "gathering face to face and have deep conversation" for a long time. But this became impossible by Covid-19. We instantly threw away our common ways and replaced everything to online-basis. After stormy three months, Cross Fields has transformed into an online-based organization and this literally pushed us to move forward.

Program Reports

Under the global pandemic of Covid-19, our programs have taken a huge transformation. It is still difficult to implement overseas programs such as CVP, and this is definitely a big challenge for all of our members.

Nevertheless, we have had many opportunities to talk with our partners, and we are starting to sense new possibilities for further collaboration. In the following pages, we will provide an overview of each of our programs and the activities in 2020.

01 | Corporate Volunteering Program

02 | Social Issue Understanding Field Study

03 | Social Business Creating Workshop

04 | Empathy VR Workshop

05 | Online Pro-bono Program

06 | Social Sector Empowerment

Corporate Volunteering Program(CVP)

CVP sends Japanese corporate employees to NGOs /social enterprises to help solve social issues. Since we could not conduct overseas programs due to Covid-19, we conducted CVP within Japan in 2020. We are seeking for the right timing to restart overseas projects.

[See more about the program](#)

Activities in 2020 (implemented in Japan)



Member's voice



Project Manager **Hirosuke Chiashi**

In the spring of 2020, all overseas programs were suspended. In the midst of confusion, we resume the program with Japanese partner organizations, saying "Let's help each other". Through this process, I re-realized there are many social issues also in Japan, and many wonderful leaders. I will strive to keep improving this program, while aiming to restart programs overseas.



Social Issue Understanding Field Study

A program mainly for corporate executives to deepen their understanding of social issues and reflect their leadership by visiting the site of social issues and having dialogues with social leaders. In 2020, we conducted them mainly online, collaborating with several overseas organizations. We continue to consider increasing overseas projects both online and on-site.

[See more about the program](#)
[SIM 2020 in India movie](#)

Activities in 2020

Projects

15

Participants

310

Corporates

9

Member's voice



Project Manager **Kosuke Yonetani**

Under the pandemic, we were forced to let go “experiencing social issues on-site”, which used to be the core of our program. This brought us huge anxiety since we were unsure if we can really provide value online. However, rather than sticking to what is lost, we started to think of the new values we can create by conducting the programs online. We will continue to develop our program by utilizing the strengths of both online and on the field.



Social Business Creating Workshop

A program in which corporate employees form teams and work with social leaders to generate business ideas over a period of two to three months. In 2020, we conducted online programs mainly.

[See more about the program](#)

Activities in 2020



Member's voice



Field Study Division Manager **Yuko Harada**

This program's key is to spread the enthusiasm of leaders who are confronting social issues to the participants. That's why transforming to online was a big challenge for us. However, as a result of continuous trials with our partners, we were able to create an online program that connects participants to the local community, enables to deepen understandings of social issues, and envisions the future we want to create. We will continue to take on new challenges!



Empathy VR Workshop

A program using VR/360-degree images to provide opportunity for people to experience what it is like to be impacted by social issues, foster empathy for the people involved, and think of what we can do to solve the issues. (currently being developed for educational institutions and companies in Japan)

[VR contents \(interview movie\)](#)



Member's voice



Empathy VR Program Leader **Tomoya Takahashi**

This project was created by aiming to overcome the physical disconnection, which was caused by the Covid-19 pandemic, with the power of technology. Since this is a totally new initiative, this year was very challenging. However, thanks to the cooperation of our partners, we have been given many opportunities, including the development of educational materials for junior and senior high school students. Now, we have a definite feeling that the technology can generate "empathy" for social issues in many people.



Online Pro-bono Program

This is a program which participants allocate 20% of their work time to tackle social issues overseas remotely from Japan.

 Project Report

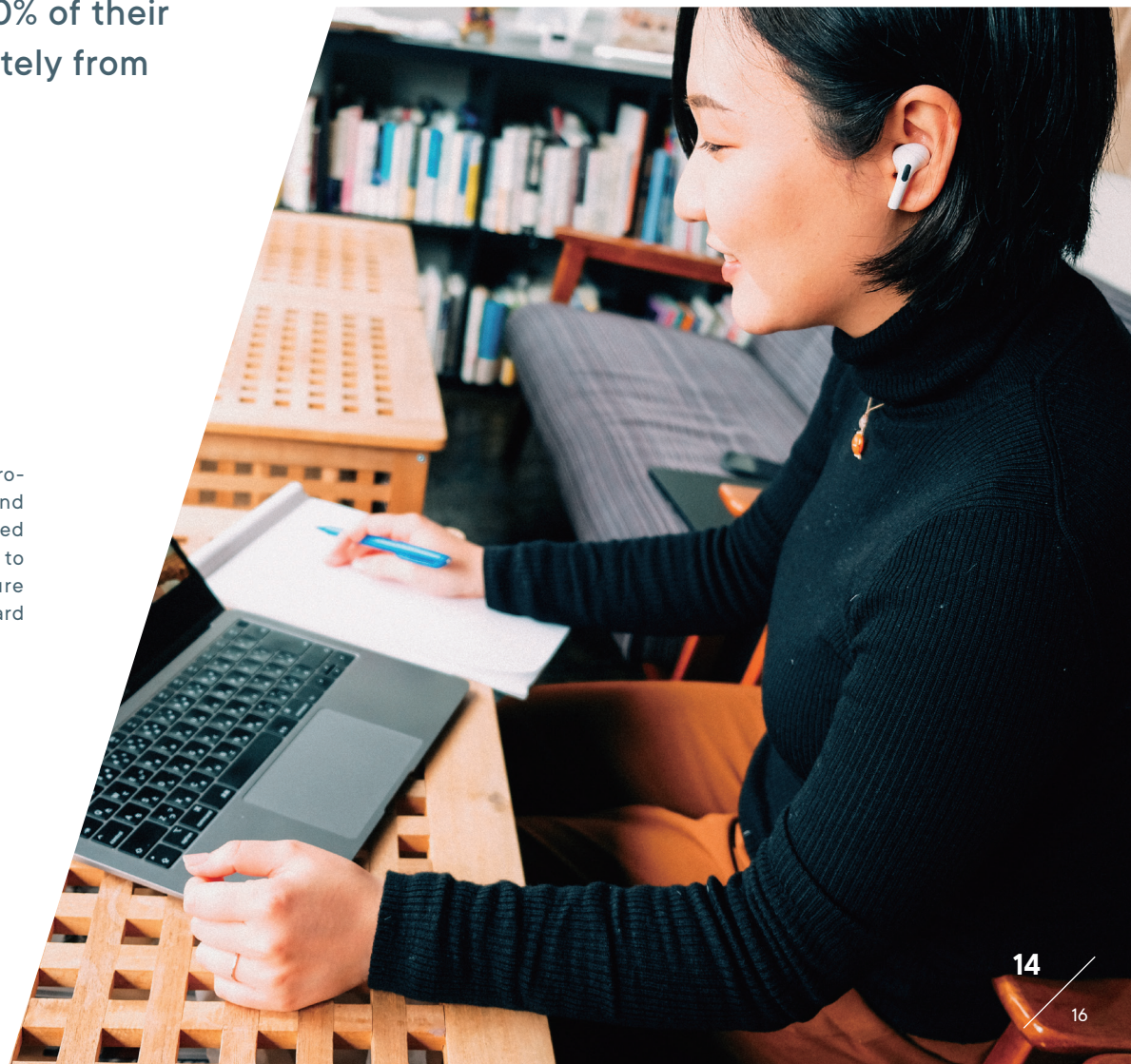
Member's voice



Corporate Partnership Sub-Manager / Project Manager

Yuichi Hoko

This program has started from wondering if we can create a program that would be valuable for both overseas organizations and employees of Japanese companies. In the first project, we faced a series of challenges to build a relationship online as well as to tackle local issues remotely. After the first project, I feel sure that new possibilities have opened up for us. Please look forward to further progress!



Social Sector Empowerment

A program which aims to accelerate social impact creation by cooperating with NGO/social enterprises. We support social leaders with our various networks and experiences. Currently, we are discussing with various organizations the possibility of new initiatives under the pandemic.

[See more about the program](#)[Project Report](#)

Member's voice



New Initiative Leader

Sayumi Nishikawa

It was very frustrating that we couldn't do anything even though we knew that many partner organizations were suffering under this pandemic. This time even made us to question the meaning of our existence. However, we decided to value the dialogue with partner organizations under this situation. Through this, we found new possibilities of collaboration. Some of our experimental activities have led to new projects, while others are still being explored. Even though the future is uncertain, we believe in the possibilities and continue to challenge!



Media

In this part, we put the record of global media appearance in 2020.

Daichi Konuma, our CEO, spoke at the UNDP "Social Business in Asia" webinar.



[The archived video](#)

Project Manager, Sayumi Nishikawa, talked at the online forum: Moscow International Forum "Corporate Volunteering: Business and Society"

PR/Marketing Division Manager, Rina Nishikawa, talked at AVPN webinar "Social Impact Day2020: Act on your Social Impact"