

ANNUAL REPORT 2022-2023

Beyond the Border,
Create the Future.



Message

We will continue to develop each activity to realize our vision



Founder and CEO

Daichi Konuma

FY2022 was a year in which new developments were steadily made in each of our activity areas toward the realization of our Vision/Mission. Thanks to the efforts and cooperation of many who have supported us, the seeds that were sown have sprouted and are now beginning to bear fruit.

As the situation of Covid-19 is settling down, numbers of on-site and overseas programs have increased rapidly, and liveliness is coming back. I hope that FY2023 will be a year in which we can feel this wind at our backs and work together as a team to move forward toward our vision. We truly thank you for your continuous support.



CROSS FIELDS

Our Vision

- A world where social issues continue to get solved

Our Mission

- Increase the number of people who take ownership toward social issues
- Deliver resources to the fields of social issues and co-create solutions

CULTIVATE

Create a culture in society where people take ownership toward social issues

We aim to cultivate fundamental culture by providing opportunities to experience social issues with a wider range of people

03 Empathy VR Program

Approach to People

Increase the number of people who take ownership toward social issues

02 Social Issue Understanding Field Study

Social Business Creating Workshop

01 Corporate Volunteering Program (CVP)

Nurture leaders who make a difference in society

We aim to nurture leaders that take actions to solve social issues by providing “transformational experiences in the field of social issues”

EMPOWER

Expand and spread solutions more widely
Scale Up/Out

04 Co-Create Program

CO-CREATE

Provide resources to the fields of social issues and creating solutions together

We aim to provide appropriate resources to the fields of social issues and create solutions together with stakeholders who are tackling social issues

Approach to Issues

Deliver resources to the fields of social issues and co-create solutions

Our Activity Areas and Programs

Pursue solutions more deeply
Scale Deep

Program Reports

Cross Fields has been developing various programs under the vision of creating “a world where social issues continue to get solved.” Since our founding in 2011, we have worked on offering programs that connect Japanese corporate workers with the fields of social issues.

In addition, we have accelerated our efforts to create a crossing between the different fields of social issues and produce new value to the society through approaches such as collaborating with organizations in the social sector and offering educational programs for high school students.

The following pages provide an overview of each program and the results of activities in FY2022.

EMPOWER

- 01 Corporate Volunteering Program
- 02 Social Issue Understanding Field Study & Social Business Creating Workshop

CULTIVATE

- 03 Empathy VR Program

CO-CREATE

- 04 Co-Create Program

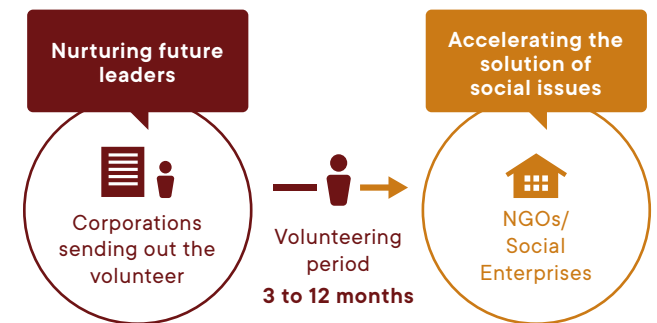
NEW INITIATIVES

- › Global Career Exploration Campus “CROSS BRIDGE”
- › Cross-Border Initiative
- › Alumni Projects



Corporate Volunteering Program

A program that sends corporate employees to domestic and overseas NPO/NGOs and social enterprises for several months to a year to solve social issues utilizing their core business skills.



Accumulated Data until 2022

Number of volunteers	259
Partner corporations	48
Partner organizations	151

Case Report

CVP Overseas Program

Company **Electric Power Development Co.,Ltd.** Partner **My Dream Home**



As the first CVP overseas program to resume after Covid-19, an employee of Electric Power Development Co.,Ltd. was sent to Cambodia as a volunteer. The host organization is a startup which provides affordable housing to low-income people through the manufacture and sales of low-cost and environmentally-friendly housing materials. The volunteer worked on projects such as improving factory facilities.

CVP in Japan

Company **Sompo Japan Insurance Inc.** Partner **SALASUSU**



An employee of Sompo Japan volunteered at SALASUSU, a non-profit organization based in Cambodia. While based in Japan, the volunteer was in charge of sales support and fundraising operations. The volunteer contributed to the acceleration of SALASUSU's business, which aims to solve issues of poverty by providing life skill training to those living in rural areas of Cambodia.

After Story

Company **Triumph Co.** Partner **V-shesh**

An employee of Triumph (a Japanese HR/recruitment consulting firm) who participated in the CVP in India in 2017 became an executive officer of Triumph in 2021, four years later. She reflected on her experience and the impact the program had on her career, commenting, "I became no longer afraid of failure after my stay in India."



Member's voice



Corporate Volunteering
Program Leader

Hirosuke Chiashi

In the fall of 2022, I visited Phnom Penh, Cambodia. The purpose of the trip was to prepare for the first CVP after two years of suspension. The heat, the loud voices of people talking, the sound of cars, the unfamiliar smell..... all of this made me think, "Ah, I'm finally back." On the other hand, the volunteers participating in the CVP within Japan are also contributing to their host organization greatly, expanding the impact of the program as a whole. We will continue to drive our programs forward without being afraid of overcoming existing frameworks; such as updating how we can support the volunteers.

Social Issue Understanding Field Study

Social Business Creating Workshop



Social Issue Understanding Field Study **FS**

Social Issue Understanding Field Study is a short-term, intensive program for corporate executives to develop a keen sensitivity to society and reflect on their vision through “hands-on” experience of social issues and dialogue with local leaders in Japan and abroad.

Social Business Creating Workshop **WS**

Social Business Creating Workshop is 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.

Accumulated Data until 2022

	FS	WS
🚩 Number of projects	97	50
👤 Participants	1,932	753
🏢 Partner corporations	51	18

Case Report

FS On-site Social Innovation Mission in Kenya



SIM (Social Innovation Mission) is a program in which executives from major Japanese corporations and startups visit the fields of social issues overseas and explore the future of business. We were able to hold this program in Kenya this year, for the first time after a three-year suspension due to Covid-19. (This program was implemented as part of the Ministry of Economy, Trade and Industry's program) [more detail on the WEB](#)

FS Online OMRON / Global program in Japan and Indonesia



We coordinated an online field study program for OMRON, as part of its leadership training program for future managers based in offices worldwide. Sixteen participants from the U.S., Europe, Asia, and other countries took part in the program and had dialogues with leaders who are working to solve social issues in Japan and Indonesia. (The entire session was conducted in English.)

FS On-site Sumitomo Corporation / Program in Nishiwakura, Japan



21 next generation leaders from Sumitomo Corporation participated in an on-site program in Nishiwakura, a village in Okayama Prefecture, Japan. The participants were stimulated by the dialogues with leaders who are working on regional revitalization in the areas of forestry and other areas using various approaches, triggering them to think of their own aspirations.

After Story

WS Company Hitachi Systems Place Onagawa, Miyagi Prefecture / Japan

Hitachi Systems launched a project in which its employees move to live in Onagawa, Miyagi Prefecture, aiming to solve social issues at a local level. As the project leader was a former participant of our Social Business Creating Workshop, we interviewed her about how the experiences at the workshop led to the project.



Member's voice



Unit Leader
Ayako Takuma

Looking back this year, we took on new challenges through trial and error, such as resuming the Social Innovation Mission (SIM) after the spread of Covid-19. These challenges are what helped us to grasp an image of the path towards realizing our vision. For the coming year, we will continue to deliver opportunities to nurture individuals who drive change in the organization, so that more organizations take a step toward creating a better future for society.



Empathy VR Program

Empathy VR Program is a program which simulates experiences of fields of social issues in Japan and overseas through VR technology/360-degree images, fostering empathy with the people involved in social issues as well as deepening the understanding of the issues.



Accumulated Data in 2022

Corporation	
Partner corporations	4
Participants from companies	more than 4,000
School	
Partner Schools	5
Students	200

Case Report

Developing an e-learning program taken by more than 4,000 employees of Mitsui & Co.



In the program, the participants watched a 360-degree video of a production site in Guatemala, in which Mitsui & Co procures basic ingredients from. Through the content, participants deepened their understanding of social issues inherent in the supply chain and discussed with their colleagues about their own department's efforts to achieve sustainability. Participants commented that the experience felt very real and provided a good opportunity to think in depth about sustainability.

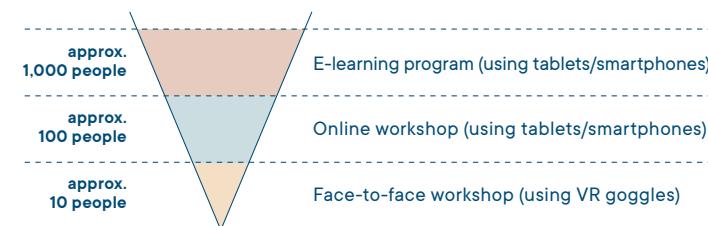
Creating cases of Empathy VR Programs with schools across Japan, publishing the teaching materials in the STEAM Library for free use



So far, we have developed 10 digital teaching materials as part of a project commissioned by the Ministry of Economy, Trade and Industry. This fiscal year, we worked with public junior high and high schools across Japan to create multiple cases using the materials we have produced. We were able to confirm its effectiveness in student learning, such as inquiry-based learning.

Program Menu

Under the mission of "Creating a culture in society where people take ownership toward social issues," in FY2023, we aim to deliver our programs to a cumulative total of 10,000 people. Its program menu is the following:



Member's voice



Project Manager
Mae Watanabe

So far, we have been taking various measures toward our mission of "Creating a culture in society where people take ownership toward social issues." In the process, we have created cases of usage in schools and developed a sustainability training program for companies. Looking back, I feel that this was a year in which our efforts have led to good results, making great progress. We will continue to strive to move this project forward so that we can approach as many people as we can!



Co-Create Program

“Co-Create” is an area in which we aim to provide appropriate resources to the fields of social issues and create solutions together with stakeholders who are tackling social issues.

Member's voice



New Business Development
Leader

Sayumi Nishikawa

It has been about a year since we took the first step in exploring new business after deciding to “focus on solving the issue of social isolation and loneliness.” Throughout the year, we had numerous conversations with people tackling issues of social isolation and loneliness from various positions, across boundaries of nations and sectors. Recently, Cross Fields has begun to see the direction it is aiming to take. Now that the Co-Crete team has grown, we will continue our search for concrete solutions with our partners with whom we have established relationships on the themes of “connection” and “places of belonging.”

Case Report

Focusing on the area of social isolation and loneliness

In the Co-Create area, which is one of Cross Fields' new initiatives, we are exploring the possibilities of focusing on the area of social isolation and loneliness, which has become an increasingly serious issue in recent years. In this fiscal year, Cross Fields conducted a survey to understand the actual status of activities by NPOs and other organizations that contribute to measures against social isolation and loneliness, as part of an initiative by the Japanese Government Cabinet Office. In addition, as a project subsidized by the Japan Foundation, we conducted a research project on the current situation and case studies in Japan, Asia, and the United States under the theme of "Solving the issue of social isolation and loneliness through collective impact" in collaboration with the Japan Association of New Public. As a first step, we visited San Francisco in February 2023, together with Ms. Shirai, representative of the Japan Association of New Public, Mr. Yuasa, representative of Musubie, and Mr. Seki, representative of Code for Japan, to learn more about cases in the U.S.





Visiting organizations that are tackling issues of social isolation and loneliness in San Francisco, U.S.

Corporate Volunteering Program in Africa

As part of the Ministry of Economy, Trade and Industry's project, we coordinated a CVP program in Uganda. The purpose of the program was for employees from Japanese startups to contribute to solving issues in the region with their own resources and to explore business opportunities there. Five participants from three companies spent three months working on solving local issues in the areas of healthcare and infrastructure, while also exploring new social business opportunities in Africa.

Details of Volunteers and Host Organizations

Volunteers	Host Organization @Uganda
 Fvital Inc. Executive Officer/ R&D Officer (Male in 20s) R&D Researcher (Female in 20s) R&D Researcher (Male in 20s)	A startup that uses technology to improve access to healthcare in rural areas with a severe shortage of medical resources
 Knowledge Communication Co., Ltd. Executive/ Data Engineer (Male in 40s)	A startup that provides affordable and safe perinatal care through the development and provision of maternal and fetal heart rate monitoring devices that can be used with a smartphone app
 Murata Manufacturing Co., Ltd. New Business Development (Male in 30s)	A startup that uses ID authentication to automate management of wells and fee collection to ensure a stable supply of safe water in rural areas

NEW INITIATIVES

We are continuing to take on multiple new challenges this year to realize our vision of “A world where social issues continue to get solved.”

1 Global Career Exploration Campus “CROSS BRIDGE”

As part of a program commissioned by the Ministry of Economy, Trade and Industry, we conducted our first program for high school students. This program allowed high school students to explore social issues, and to consider their future career paths from a global perspective. 27 high school students from all over Japan participated in the program. Through experiencing social issues on-site/online and having dialogues with NGO leaders, the students deepened their knowledge of global social issues and also broadened their view of their career.



The students understand and consider “social issues” online and on-site programs



Member's voice



Project Manager
Ichitaro Hanai

Through the program, we were able to see how the students understood that social issues were something close to them, and how they boldly changed their own thinking and actions. We hope to continue to take on new challenges to nurture future leaders of our society.

2 Cross-Border Initiative

We have launched the “Cross-Border Initiative” to accelerate the exchange of personnel at the board level between the business/social sector. This initiative aims to accelerate the solution of social issues by encouraging collaboration across sectors. As a first step, we held a “Board Match Event.” This event brought together corporate executives and NPOs/social ventures who wished to accept board members, and served as a place for the business sector to make multiple actions to participate in the social sector.



Participants exchange ideas through the event

Member's voice

Project Manager **Remi Yamazaki**

At the “Board Match Event”, I was reminded of how encounters between various peoples have the power to expand the potential of businesses and initiatives. I would like to continue to create opportunities for people to meet and collaborate across borders.



3 Alumni Projects

We would like to further accelerate our efforts to support alumni of our past programs who have the aspiration to “take action for the society.” This year, we have launched a few projects under the objective, “collaboration within the alumni community contributing to a world where social issues continue to get solved.” In FY2022, we started a mail magazine called the “Sailors” and a program called “Sailors Acceleration Program.” We aim to realize our vision by collaborating with our alumni.



How we organized the past events

Member's voice

PR **Shohoko Matsumoto**

We will do our best to support our alumni so that they can take action based on their aspirations and interest in social issues in which they developed through past programs. Therefore, we will continue to further strengthen our alumni engagement projects.



Working Environment

In order to create social impact sustainably, Cross Fields is committed to creating a comfortable work environment for each and every member.

What we value in organizational development

Transparency

Transparent and open communication

Fairness

Design and operation of a fair system for accepting diverse work styles

Understanding

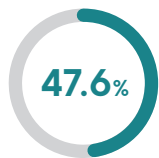
Understandable environment design with responsibility of questioning and explaining



Examples of organizational development

Side-job System

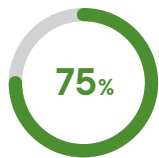
We encourage each employee to achieve self-fulfillment in a variety of fields by utilizing our side-job system.



Percentage of members with second jobs

Creating an environment where employees can balance work and childcare

Since many of our members are having children, the number of those taking childcare leave is increasing. We aim to create an organization that respects each member's lifestyle and provides a comfortable workspace.



Percentage of employees taking childcare leave in a year



male 33%
female 67%

Ratio of male to female employees taking childcare leave

Topics

The first new-graduate joining the team!

In April 2023, a new graduate member joined the team for the first time since our founding. We will continue to welcome members with diverse backgrounds and grow into an organization where each individual can play an active role.



Team building event was held

A team building event within members of Cross Fields was held for two days toward the next fiscal year. During the event, members had dialogues amongst each other across different teams and also spent fruitful time together on Sarushima Island in Kanagawa. Members deepened their bonds while relaxing outside the normal working environment. All members of Cross Fields, now fully recharged with energy, will aim to create further social impact.



Media

Media coverage: **19** times in total this year

Newspapers, magazines, radio

Nikkei, Diamond Online, Works



Works

Published in Recruit Works Institute "Works" No. 172



Educational Public Opinion

Published in the November 21 issue of "Educational Public Opinion," a media for educational leaders



AERA.

Published in the November 14 issue

Lectures and events

Lectures and events we participated in: **30** times in total this year

Speaking at “The Future of Sustainability Management”



December 9, 2022

Our CEO Daichi Konuma spoke at the event “The Future of Sustainability Management: Corporate Value Creation and Human Capital Management Supporting SX” hosted by Nikkei Shimbun. Daichi spoke on the theme of “How to make a move toward Sustainability Transformation while avoiding SDG washing.”

and more

10th Anniversary Event Held



August 27, 2022

To celebrate our 10th anniversary in 2021, we held our first in-person event in three years after Covid-19. A total of over 50 people attended the event, including program alumni and our partners in social and business sectors.

Seminars

held by Cross Fields

5 online seminars were held this year



“How can we create purpose-driven people and organizations?”

June 29, 2022



Let's rethink: what is the value of “crossing borders” to emerging countries?

July 6, 2022



“What kind of cutting-edge education is required today?”

November 24, 2022

Message from Cross Fields Members

Here are some “Words for the coming year” from members of Cross Fields.

*development and
harmony!*



Project Manager
Meiko Okazaki

form and create



Project Manager (outsourcing contract)
Yui Kakiuchi

be your true self



Project Manager
Akiko Kubo

"spin" and "weave"



Senior Project Manager (outsourcing contract)
Saki Kumezawa

*move forward,
step-by-step!*



Co-Founder & CEO
Daichi Konuma

jump with stability!



Project Manager
Sonoko Suzuki

stay neat and tidy



Administrative Manager (outsourcing contract)
Takeshi Takahashi

progress



Unit Leader
Ayako Takuma

loosen up



Project Manager
Akimi Tanaka

paradigm shift



Corporate Volunteering Program Leader
Hirotsuke Chiashi

smile everyday



Project Manager

Midori Nakamura

*hoping to eat
delicious food*



Secretariat

Yoko Nagashima

planting seeds



Co-Create Division Manager

Sayumi Nishikawa

Airy and Flexible



Director

Rina Nishikawa

let's go!



Project Manager

Ichitaro Hanai

be your natural self



Project Manager

Takahiro Hamada

potential



Corporate Partnership Leader

Yuya Harashina

cultivate fields to create



Director

Yuko Harada

nurture



Empathy VR Program Leader

Misato Fujiwara

half step forward



Project Manager

Takumi Fuchigami

evolution!



Division Manager

Yuichi Hoko

move freely



PR

Shohoko Matsumoto

*maintain balance, no need
of clarification*



Project Manager

Remi Yamazaki

*¡Disfrutaré de mi
nuevo viaje!*



Project Manager (outsourcing contract)

Kosuke Yonetani

ambition



Project Manager

Mae Watanabe

Financial Statement FY 2022

(JPY)

Subject		the number of FY2022
Revenue	Operating Revenue	229,984,170
	Membership Fees Received	1,222,500
	Donations Received	2,600,000
	Grants Received	20,288,168
	Other Revenue	1,525,398
Total Revenue		255,620,236
Expenses	Operating Expenses	237,691,156
	Administrative Expenses	4,181,611
	Corporate Tax	70,000
Total Expenses		241,942,767
Balance of Payments	Net Income	13,677,469
Net Asset Carried Forward from Previous FY		95,657,156
Net Asset Carried Forward to Next FY		109,334,625

*1)Operating Expenses are such as Labor costs, Compensation fee, Rent expenses and so on

*2)Administrative Expenses are such as Compensation fee, Rent expenses, Payment fee and so on

Afterwords

Thank you for taking the time to read this report to the end.

Every year, through the production of our annual report, we feel that the scope of our activities is expanding steadily. This could not have been possible without the support of our partners who work with us everyday.

We are grateful that we were able to successfully publish another annual report this year. We truly look forward to the journey we will take in the coming year and what we will be able to share with you.

From the Cross Fields PR Team

**Beyond the Border,
Create the Future.**



CROSS FIELDS

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See more details on the WEB 