



CROSS FIELDS ACTIVITY REPORT

since 2011

Beyond the Border,
Create the Future.

CROSS FIELDS

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CROSS FIELDS

Pioneering the Path to the Future

Cross Fields was founded by a team of two individuals on 3 May, 2011. With the overwhelming support of many people, we were able to expand our field of activity with Corporate Volunteering Program (CVP) at its core. In 5 years, we have bridged more than 30 Japanese corporates with nearly 70 organizations across Asia and created significant impact on both business and society. With ever more complex social challenges we face today, there is greater call for partnership across sectors and borders. By providing opportunities to cross over and encourage people to take action across different fields, we continue our activity to pioneer new paths to the brighter future.



2016.7

Reached the 100th CVP project

Dispatched 100 volunteers to 66 partner organizations across Asia. In 2017, the number of host countries reached 10, with a volunteer dispatched to Malaysia

2016.6

Launched the first project for Social Enterprise/NGO Support Program

Invited the management team of Greeneration, an Indonesian Social Enterprise, to Japan to strengthen partnerships with organizations addressing common issues

2016.1

Joined the World Economic Forum in Davos



Yuka Matsushima, our co-founder, joined World Economic Forum held in Davos, Switzerland as a Global Shaper

2015.7

Launched the Field Study Program

2014.10

Organized CSV Innovation Forum

Cross Fields co-organized a forum in Tokyo focusing on "Creating Shared Value" with Deloitte Tohmatsu Consulting

2014.9

Started CVP in Japan

Dispatched 3 volunteers to a Social Enterprise in Miyagi, where it was affected by the Great East Japan Earthquake

2013.6

Joined the World Economic Forum on East Asia

Daichi Konuma, our co-founder, joined the World Economic Forum on East Asia in Nay Pyi Taw, Myanmar as a Global Shaper



2012.6

Launched the Workshop Program

2012.2

Dispatched the first volunteer on Corporate Volunteering Program (CVP)

An engineer from Panasonic worked on cost reduction project for Solar Serve, a Vietnamese Social Enterprise



2011.5

Founded CROSS FIELDS with a team of two co-founders



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

Develop leaders who make a difference to their organizations and create social value

Our Name and Logo



CROSS FIELDS

Cross Fields was named with our desire for a brighter future and a better world, which is based on two key words of our mission, "To provide people opportunities to work CROSSing the boundaries of their own FIELDS". The word, "FIELDS," is plural to indicate not only the sectors of Public, Private and Social, but also to include boundaries such as country, philosophy and preconceived ideas. We truly believe that the experience of crossing over these fields will make a better tomorrow.

The logo of Cross Fields comes from the image of a ship making its voyage in a stormy sea, which represents the current situation in Japan that is facing various complicated social issues. We think that three major sectors of Public, Private and Social should cooperate to address those issues and form a shared outlook of the world that points to the direction that the society should move towards, like an arrow. Lastly, our color of red symbolizes the passion of each individual, which is the driving force to move towards betterment of the world.

Our Activities

Through our activities, we bridge NGOs/Social Enterprises in Asia, and corporates in Japan to create new social impacts and values for the society.



Corporate Volunteering Program

Corporate Volunteering Program (CVP) delegates Japanese corporate employees to NGOs and Social Enterprises in Asia for 2~12 months as volunteers using their professional skills. To ensure that volunteers can make full contributions, Cross Fields carefully designs each project by matching the skills of each volunteer with the needs of organizations, and providing hands-on and thorough support. CVP aims to contribute to solving social issues using professional skills and expertise, as well as nurture leaders in Japanese corporates.

NGOs and Social Enterprises

Environment/Energy Livelihood improvement Agriculture/Food
Healthcare Education/Job training etc.



and many others

Japanese Corporates

Electronics IT/Network system Food and Beverage
HR/Education Consulting Pharmaceutical etc.



Contribute to solving social issues with professional skills and expertise

Dual Objective



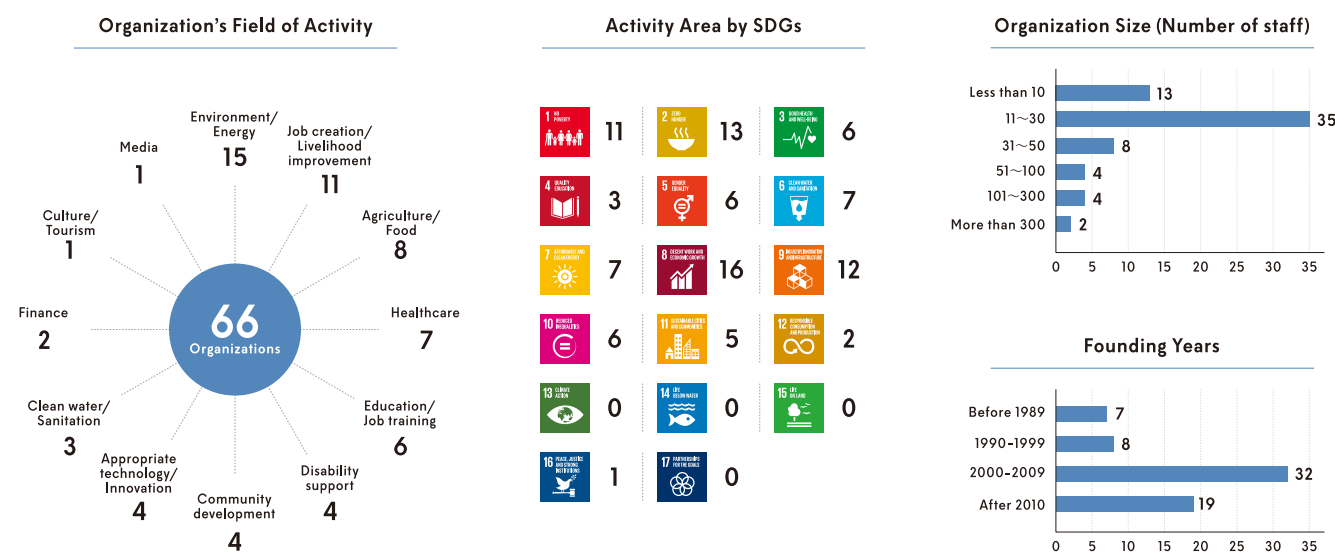
In designing and operating CVP, Cross Fields commits to bringing benefits to both NGOs/Social Enterprises and Japanese corporates. For NGOs/Social Enterprises, CVP aims to leave lasting impact in accelerating their efforts to address social issues using the professional skills and expertise of the volunteers. For Japanese corporates, CVP strives to develop their employees into leaders who will revitalize the companies with their renewed passion towards their work.

Develop leaders who pioneer the path to the future

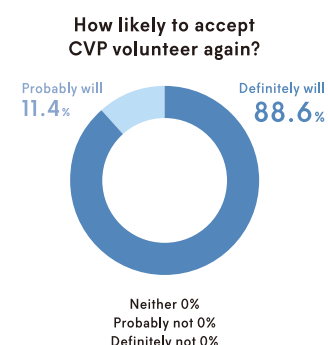
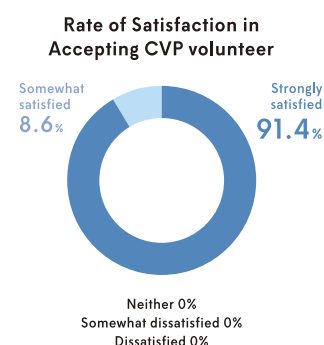
CVP in 5 Years

Through 100 CVP projects in 5 years, we connected 66 NGOs and Social Enterprises across Asia with 28 corporates in Japan to create new impacts.

Program Data of 66 Partner Organizations



Survey Result (Response from 35 organizations)



What benefits did CVP have on the organization?

Benefits for its Activities and Project	
Development or improvement of product/service	24
Enhancement or efficiency improvement of operation	18
Benefits for Organizational Capacity	
Strengthened organizational capacity	18
Development of human resource at the organization	16
Improved design of organization's strategy	4
Others	
"Japanese working ethos" (discipline and hard-working)	5
Cross cultural understanding	

Comment from Partner and Supporting Organization

Grateful for the thorough support



Rachel House, Founder & Trustee
[Indonesia]
Ms. Lynna Chandra

The volunteers were carefully selected to match our needs, and guided to ensure that they could make full contribution. We are impressed by Cross Fields' commitment and are grateful for its assistance. The two wonderful volunteers supported us with database management, and production of beautiful PR videos. Both were also kind, providing care for the children with cancer and HIV.

A true sense of partnership with all stakeholders



v-shesh, Co-Founder
[India]
Mr. Shashaank Awasthi

Having worked closely with Cross Fields' energetic team, it is no surprise to see the impressive progress of the program. The team stands out in how it works with all stakeholders with a true sense of partnership, investing considerable energy to understand the needs of all and identify suitable matches. It is its involvement in the entire process that delivers outstanding outcomes.

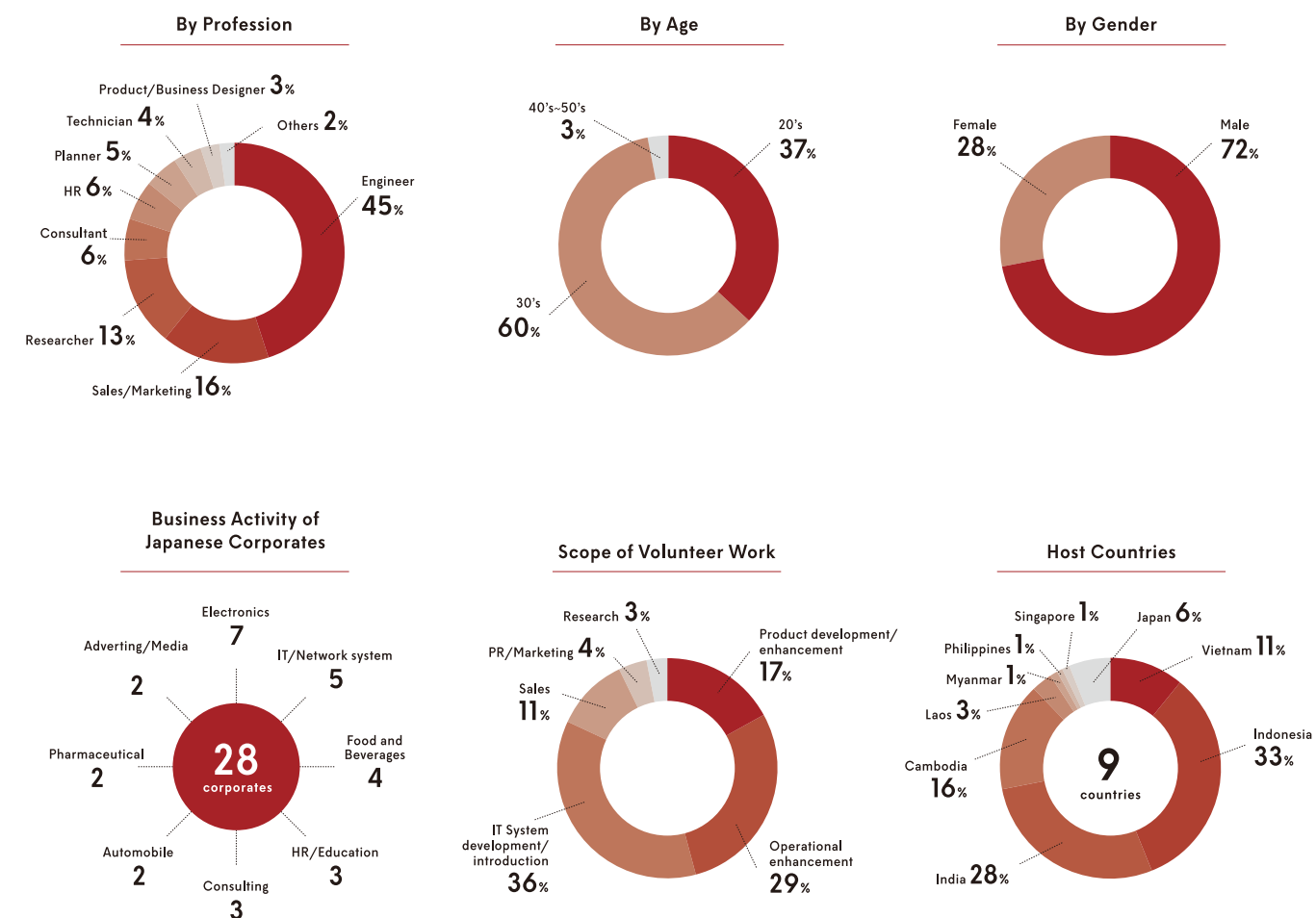
Pioneering new social business



UnLtd Indonesia, Executive Director
[Indonesia]
Mr. Romy Cahyadi

Cross Fields has been pioneering a new social business using the blue ocean strategy, which brings benefits not only to Japanese companies and young professionals, but also to social purpose organizations in various Asian countries. I hope Cross Fields continues to grow its impact and business going forward.

Program Data of 100 Participants



Comment from Japanese Corporate

An experience to tackle "tough situations"



Hitachi Institute of Management Development, President
Mr. Naohiko Tamiya

While valuing a volunteer's expertise and characteristics, CVP provides opportunity for the employee to understand the local society through first-hand experience, and to tackle tough situations to mature as an independent person. We appreciate Cross Fields for its passionate aspiration and care. I look forward to its continued involvement in providing development opportunities.

A path of discoveries to nurture the core as leaders



House Foods Group Inc., Human Resources Development Dept., Team Manager
Mr. Masakazu Shijimaya

Through CVP, volunteers can experience the process of identifying and solving issues, along with establishing relationship of trust in new environment and inspiring others for cooperation. By tackling social issues with local leaders, one also reconsiders, "What do I work for, and what kind of society do I want to realize through my work." This is a big step of growth towards being a leader.

Establishing win-win relationships for both corporates and NGOs



Panasonic Corporation, CSR & Citizenship Department
Mr. Haruhisa Okuda

CVP provides an opportunity for establishing a win-win relationship in that the volunteer can contribute to NGOs and Social Enterprises in emerging countries with their professional expertise, while Japanese corporates can nurture employees with interest towards business in emerging market and social contribution.

Project Report

One Project, One Story

Every project comes with its own unique and memorable story. While understanding the reality of social issues and being inspired by passionate leaders of partner organizations who strive to solve them, the volunteers give their best effort with their expertise and different perspectives to create meaningful and sustainable impact.

At the same time, through the contribution to the organizations, the volunteers have new discoveries about leadership and renewed aspirations for their work. Upon their return to Japan, they have the commitment to make a difference in their corporates to create value for the society.

Since 2014, CVP has expanded its field to Japan and its social issues, such as depopulation, aging society and earthquake disaster reconstruction.

in Cambodia 2 months

Contributing to Cambodia with his expertise as a professional researcher

Japanese Coporate
Industry: Food and Beverages
Profession: Researcher

Asahi



Social Enterprise
Area of Activity:
Agriculture/Food



Mr. Shotaro Maekawa was dispatched to So! Nutritious, a social enterprise that develops nourishing beverages and supplements with the mission to enhance the health and well-being of the people in Cambodia. As a researcher with expertise in fermentation and optimizing food developing process, the volunteer contributed in development of new soymilk product and further research on stevia, a by-product of sugar, for new usage. Moreover, he worked on improving the quality control and production efficiency of the spirulina cultivation facility. The organization said, “Mr. Maekawa built the capacity of our organization and stimulated our staff.” On the other hand, inspired by the entrepreneurial passion and dynamism of the CEO, Mr. Maekawa learnt the importance of taking action in any situation. After his return to Japan, he is proposing new ideas with the goal to develop social-driven products.



in India 3 months

Gaining personal growth as an engineer through task of medical improvement

Japanese Coporate
Industry: Electronics
Profession: Engineer

HITACHI
Inspire the Next



Social Enterprise
Area of Activity:
Healthcare



Mr. Shunsuke Minamitake, a software engineer, was appointed to Neurosynaptic Communication Pvt Ltd. To improve access to affordable healthcare in rural areas of India and other developing countries, this social enterprise provides remote medical care using ICT. To achieve this objective, the organization ran a project to develop an android application to the health workers in rural areas. The volunteer supported in designing an Android Graphical User Interface (GUI). In order to save lives, he simplified the data input process so that patients are consulted instantly. He also introduced a QR code system as a measure to avoid patient mix-up. The organization commented, “The QR code is excellent. We would like to launch our product using this GUI.” For Mr. Minamitake, he realized that if he gives his fullest in doing what he can, he can make small, yet positive impact in the society.



in Cambodia 2 months

Strengthened organization's advocacy activities through production of promotion videos

Japanese Coporate
Industry: Advertising/Media
Profession: Technician

NHK Media Technology, Inc.



NGO
Area of Activity:
Healthcare



With professional experience as a cameraman, Mr. Yuki Yamazaki spent 3 months at Rachel House in Indonesia, a non-profit organization that provides palliative care to children from marginalized communities with pediatric cancer and HIV. His work focused on filming and editing of several video clips and photos for PR and advocacy purpose. In addition, he provided tutorials for the staffs on filming and editorial techniques so that they can continue the work themselves. Mr. Yamazaki participated in CVP with the strong passion to be involved in international cooperation. After the program, he came to realize that working effortlessly in the current position and producing TV programs that speaks to the people and the society will be a form of social contribution, and be a part of international cooperation. He is currently embodying his form of social contribution through his daily work.



in Vietnam 3 months

Profound outcome on expanding customer base by improving service and process management

Japanese Coporate
Industry: Food and Beverages
Profession: HR

JT



Social Enterprise
Area of Activity:
Agriculture/Food



Dispatched to Hanoi Safe Vegetables and Food Exchange in Vietnam was Mr. Takahiro Fujita. The organization is a social enterprise that provides support on aspects like food safety management and self-reliance for rural farmers. Experienced in sales and marketing, Mr. Fujita proposed to expand the customer base by targeting local restaurants and the Japanese community in Hanoi for new individual customers. He also made improvement in the order & sales service and process management to handle efficiently the increase in the number of costumers. To Mr. Fujita's work and his diligence, the organization applauded, saying, “The way he works influenced our attitude towards our own work, our motivation to provide much better products, as well as reinforced the staff's relationship. Our confidence as an organization grew.”



in Japan 3 months (1 month each)

With 3 experts, promoted a new system for sustainable development of the brand

Japanese Coporate
Industry: Food and Beverages
Profession: Sales/Marketing

House



Social Enterprise
Area of Activity:
Agriculture/Food

金己石の屋

Three members from House Foods, Ms. Ryoko Shintani, Mr. Yuta Watanabe and Mr. Isao Miyake, were dispatched to Hironoya, an enterprise in Iwate Prefecture that processes and produces fishery commodities under the brand, “Kita-Sanriku.” The three members spent one month each at the organization during a three months-period in the form of relay system. With the enterprise aiming to build a sustainable business in the local community, the team combined their skills and experience together to work on several projects including product development using local cuisine, plan of food education, and launching of new sales network. By overcoming many difficulties and having discussions with leaders of the local community, each volunteer discovered his or her own leadership style.



100 Project List

as of July 2016

		Name of Corporate	Profession of Volunteer	Duration	Country	Scope of Volunteer Work	Activity Area of NGO/SE
2012	1	Panasonic Corporation	Consultant	1 month	Vietnam	Product development/enhancement	Environment/Energy
2013	2	Terumo Corporation	Researcher	2 months	Indonesia	Operational enhancement	Healthcare
	3	Benesse Corporation	HR	1 month	India	Operational enhancement	Education/Job training
	4	Hitachi High-Technologies Corporation	Sales/Marketing	1 month	Cambodia	Operational enhancement	Job creation/Livelihood improvement
	5	Hitachi*	Engineer	2 months	Vietnam	IT System development/introduction	Agriculture/Food
	6	Hitachi*	Engineer	2 months	Laos	Product development/enhancement	Environment/Energy
	7	Hitachi*	Engineer	2 months	India	IT System development/introduction	Education/Job training
	8	Panasonic Corporation	Engineer	1 month	Indonesia	Operational enhancement	Environment/Energy
	9	Panasonic Corporation	Engineer	1 month	Indonesia	Operational enhancement	Environment/Energy
	10	Benesse Corporation	Planner	6 months	Indonesia	Product development/enhancement	Education/Job training
	11	Benesse Corporation	Planner	6 months	Indonesia	Operational enhancement	Education/Job training
	12	NEC Corporation	Researcher	6 months	India	Operational enhancement	Community development
	13	NEC Corporation	Researcher	5 months	India	IT System development/introduction	Disability Support
	14	Hitachi Solutions	Engineer	2 months	Indonesia	IT System development/introduction	Community development
	15	Panasonic Corporation	Engineer	1 month	Indonesia	IT System development/introduction	Environment/Energy
	16	Panasonic Corporation	Engineer	1 month	Indonesia	IT System development/introduction	Environment/Energy
	17	Hitachi*	Engineer	3 months	Indonesia	IT System development/introduction	Job creation/Livelihood improvement
	18	Hitachi*	Engineer	3 months	Indonesia	IT System development/introduction	Job creation/Livelihood improvement
	19	Hitachi*	Engineer	3 months	Vietnam	IT System development/introduction	Environment/Energy
	20	Panasonic Corporation	Sales/Marketing	1 month	India	Sales	Job creation/Livelihood improvement
	21	Panasonic Corporation	Planner	1 month	India	Operational enhancement	Clean water/Sanitation
2014	22	Information Services International-Dentsu	Engineer	3 months	India	IT System development/introduction	Finance
	23	Terumo Corporation	Researcher	2 months	Indonesia	Operational enhancement	Healthcare
	24	Hitachi*	Planner	2 months	India	Research	Job creation/Livelihood improvement
	25	Hitachi*	Engineer	2 months	Indonesia	IT System development/introduction	Healthcare
	26	Hitachi*	Engineer	2 months	Vietnam	IT System development/introduction	Healthcare
	27	Hitachi*	Engineer	2 months	Indonesia	IT System development/introduction	Media
	28	Hitachi Solutions	Sales/Marketing	2 months	Indonesia	Sales	Community development
	29	NTT Data Corporation	Engineer	2 months	Cambodia	IT System development/introduction	Clean water/Sanitation
	30	NTT Data Corporation	Engineer	2 months	Cambodia	IT System development/introduction	Environment/Energy
	31	Japan Tobacco	HR	3 months	Cambodia	Operational enhancement	Job creation/Livelihood improvement
	32	Nissan Motor	Engineer	2 months	India	IT System development/introduction	Environment/Energy
	33	Nissan Motor	Engineer	2 months	India	Operational enhancement	Environment/Energy
	34	Panasonic Corporation	Engineer	1 month	Indonesia	Product development/enhancement	Environment/Energy
	35	Panasonic Corporation	Engineer	1 month	Indonesia	Product development/enhancement	Environment/Energy
	36	Panasonic Corporation	Sales/Marketing	1 month	Cambodia	Research	Environment/Energy
	37	Hitachi*	Engineer	3 months	India	IT System development/introduction	Disability Support
	38	Hitachi*	Engineer	3 months	India	IT System development/introduction	Disability Support
	39	Hitachi*	Engineer	3 months	Cambodia	IT System development/introduction	Community development
	40	Hitachi (Research & Development Group)	Researcher	3 months	India	Product development/enhancement	Environment/Energy
	41	Recruit Career	Sales/Marketing	1 month	Japan (Ishinomaki)	Operational enhancement	Healthcare
	42	Recruit Career	Sales/Marketing	1 month	Japan (Ishinomaki)	Operational enhancement	Healthcare
	43	Recruit Career	Sales/Marketing	1 month	Japan (Ishinomaki)	Operational enhancement	Healthcare
	44	Panasonic Corporation (AVC Networks Company)	HR	3 months	Vietnam	Operational enhancement	Job creation/Livelihood improvement
	45	Hakuhodo	Sales/Marketing	2 months	Vietnam	PR/Marketing	Appropriate technology/Innovation
	46	KDDI Corporation	Planner	3 months	Indonesia	PR/Marketing	Community development
	47	Hitachi (Monozukuri Strategy Division)	Technician	2 months	India	Operational enhancement	Appropriate technology/Innovation
2015	48	Panasonic Corporation	Engineer	1 month	India	Product development/enhancement	Healthcare
	49	Panasonic Corporation	Engineer	1 month	India	Product development/enhancement	Healthcare
	50	House Foods Group	Researcher	3 months	Indonesia	Product development/enhancement	Agriculture/Food

*Information & Telecommunication Systems Company

		Name of Corporate	Profession of Volunteer	Duration	Country	Scope of Volunteer Work	Activity Area of NGO/SE
	51	Hitachi Systems	Product/Business Designer	2 months	Indonesia	Sales	Job creation/Livelihood improvement
	52	Hitachi*	Engineer	2 months	India	IT System development/introduction	Environment/Energy
	53	Hitachi*	Engineer	3 months	India	IT System development/introduction	Disability Support
	54	Hitachi*	Engineer	3 months	Vietnam	IT System development/introduction	Disability Support
	55	Hitachi*	Engineer	3 months	The Philippines	IT System development/introduction	Finance
	56	Hitachi*	Engineer	3 months	Indonesia	IT System development/introduction	Healthcare
	57	Hitachi*	Engineer	3 months	Singapore	IT System development/introduction	Environment/Energy
	58	Non-Disclosure (Electric Equipment Manufacture)	Technician	4 months	India	Operational enhancement	Environment/Energy
	59	Non-Disclosure (Electric Equipment Manufacture)	Sales/Marketing	4 months	Cambodia	Operational enhancement	Job creation/Livelihood improvement
	60	Triumph	Consultant	3 months	Cambodia	Operational enhancement	Environment/Energy
	61	PricewaterhouseCoopers	Consultant	4 months	Indonesia	Sales	Agriculture/Food
	62	PricewaterhouseCoopers	Consultant	3 months	Indonesia	Operational enhancement	Education/Job training
	63	Non-Disclosure (Consulting Firm)	Consultant	3 months	India	Operational enhancement	Appropriate technology/Innovation
	64	Non-Disclosure (Consulting Firm)	Consultant	4 months	Indonesia	Operational enhancement	Environment/Energy
	65	NTT Data Corporation	Engineer	3 months	Laos	IT System development/introduction	Healthcare
	66	NTT Data Corporation	Sales/Marketing	3 months	Cambodia	Operational enhancement	Environment/Energy
	67	Panasonic Corporation	Sales/Marketing	1 month	Indonesia	Sales	Job creation/Livelihood improvement
	68	Ajinomoto Company	Researcher	3 months	India	Operational enhancement	Agriculture/Food
	69	Ajinomoto Company	Researcher	3 months	Cambodia	Operational enhancement	Environment/Energy
	70	House Foods Group	Sales/Marketing	6 months	Indonesia	Sales	Agriculture/Food
	71	Japan Tobacco	HR	3 months	Vietnam	Sales	Agriculture/Food
	72	Nissan Motor	Technician	2 months	India	Product development/enhancement	Appropriate technology/Innovation
	73	Nissan Motor	Technician	2 months	India	Product development/enhancement	Environment/Energy
	74	Asahi Group Holdings	Researcher	2 months	Cambodia	Product development/enhancement	Agriculture/Food
	75	Hitachi*	Engineer	3 months	Cambodia	IT System development/introduction	Environment/Energy
	76	Hitachi*	Engineer	3 months	India	IT System development/introduction	Healthcare
	77	Japan Tobacco	HR	3 months	Cambodia	Sales	Job creation/Livelihood improvement
	78	Information Services International-Dentsu	Engineer	3 months	Vietnam	IT System development/introduction	Environment/Energy
	79	Hitachi Systems	Sales/Marketing	2 months	Vietnam	Sales	Education/Job training
	80	Panasonic Corporation	Researcher	1 month	India	Product development/enhancement	Environment/Energy
	81	Panasonic Corporation	Researcher	1 month	India	Product development/enhancement	Environment/Energy
	82	House Wellness Foods Corporation	Product/Business Designer	1 month	Japan (Kita-Sanriku)	Product development/enhancement	Agriculture/Food
2016	83	House Foods Group	Product/Business Designer	1 month	Japan (Kita-Sanriku)	Product development/enhancement	Agriculture/Food
	84	House Foods Corporation	Sales/Marketing	1 month	Japan (Kita-Sanriku)	Sales	Agriculture/Food
	85	Panasonic Corporation	HR	6 months	Indonesia	Operational enhancement	Education/Job training
	86	Panasonic Corporation	Researcher	6 months	Myanmar	Research	Appropriate technology/Innovation
	87	Hitachi*	Engineer	2 months	Indonesia	IT System development/introduction	Environment/Energy
	88	Hitachi*	Engineer	3 months	Laos	IT System development/introduction	Education/Job training
	89	Hitachi*	Engineer	3 months	India	IT System development/introduction	Job creation/Livelihood improvement
	90	Hitachi*	Engineer	2 months	Cambodia	IT System development/introduction	Disability Support
	91	Hitachi*	Engineer	3 months	Indonesia	IT System development/introduction	Clean water/Sanitation
	92	Hitachi*	Engineer	3 months	India	IT System development/introduction	Clean water/Sanitation
	93	Hitachi*	Engineer	3 months	Indonesia	PR/Marketing	Culture/Tourism
	94	Hitachi*	Engineer	3 months	Indonesia	IT System development/introduction	Healthcare
	95	Astellas Pharma	Sales/Marketing	4 months	Indonesia	Sales	Job creation/Livelihood improvement
	96	Astellas Pharma	Sales/Marketing	4 months	Cambodia	Operational enhancement	Clean water/Sanitation
	97	Astellas Pharma	Pharmacovigilance	4 months	Indonesia	Operational enhancement	Healthcare
	98	Panasonic Corporation (Eco Solutions Company)	Researcher	3 months	Vietnam	Product development/enhancement	Environment/Energy
	99	NHK Media Technology	Technician	3 months	Indonesia	PR/Marketing	Healthcare
	100	Information Services International-Dentsu	Engineer	3 months	Cambodia	Operational enhancement	Job creation/Livelihood improvement

*Information & Telecommunication Systems Company

Social Business Creating Workshop

Creating business plans with NGOs/Social Enterprises to address social issues

Our workshop is a 2–3 months program for corporate employees to address specific social issues with NGO/Social Enterprise leaders by creating business models as solutions. Participants understand the importance of making social impact through the process.

The program begins with a NGO/Social Enterprise leader providing information on their activities and the specific social issues they address. Then participants work in teams to generate business ideas. At the second and final session, they present their proposals and gain feedbacks from the NGO/Social Enterprise leader, and the corporate executives for the possibility of turning them into actual business.

One workshop in 2015 focused on Indonesia, where 20 engineers from R&D center of Yamaha Motor worked with the leader of an Indonesian NGO. Each team proposed unique business plans in fields such as agriculture, transportation and waste management. Committed to develop a social business in the future, some members continued to explore their ideas and conducted on-site research in Indonesia.



Participants actively interacting with a Social Enterprise leader and discussing ideas



Voice of Participants

I learned the importance of thinking not just about technology, but also about someone's happiness and taking action to achieve them.

It was a precious experience as I was able to return to the starting line of manufacturing.

External stimuli is extremely important to create new value.

Field Study

Social Issue Understanding Field Study

Corporate executives visiting the field to understand social issues in depth

Having conducted many projects aimed at relatively young employees, Cross Fields now also focuses on raising awareness of social issues among senior members, who have an influential voice in decision-making in Japanese corporates.

Our Field Study is a program for corporate executives to deepen their understanding of social issues and the role of corporates in the society. For 3–5 days, participants visit a specific country to learn firsthand the social issues on the ground and have dialogues with leaders of NGO/Social Enterprises who address those issues.

In 2017, 12 senior management members of Ezaki Glico Company, a leading food company in Japan, visited Vietnam. Through their visit to a disadvantaged community and discussions with NGO/Social Enterprise leaders who address issues like poverty and disadvantaged children, the participants had an opportunity for an in-depth understanding of social issue, as well as for reflecting on the social philosophy behind their own company.



Participants of Glico interacting with a Social Enterprise leader and visiting a disadvantaged community



Voice of Participants

All the leaders I have met in Vietnam have strong aspirations which give them the power to overcome hardship and their leadership.

I reaffirmed my belief that solving a social problem is the origin and the purpose of our business. Now, I am proud, more than ever, of the mission of Glico's business.

Social Enterprise/NGO Support

New collaboration with partner organizations

With the goal to accelerate the activity of solving social issues in Asia, Cross Fields now cooperates with partner organizations on new projects to support their activities through creating new partnership across sectors and borders.

Case Story 01

Coordination for visit to organizations focused on environmental issues

Strengthening partnership between key players across borders

Greeneration Indonesia (GI), a Social Enterprise that tackles the environmental issue in Indonesia, visited Japan in June, 2016. Cross Fields invited the CEO of GI, Mr. Mohamad Bijaksana Junerosano as a guest lecturer for our Social Business Creating Workshop. Upon Mr. Junerosano's request, Cross Fields also arranged visits and discussion sessions with organizations and institutions in Tokyo, Osaka and Tokushima Prefecture. Through these engagements, we supported the realization and strengthening of the partnership between organizations tackling similar issues in two countries. In addition, Cross Fields organized the first event with invited overseas guest. GI shared their activity and presence in Japan.



CEO of Greeneration Indonesia [Indonesia]

Mr. Mohamad Bijaksana Junerosano

What we discovered in Japan not only gave us ideas for our organization's strategy, it was an opportunity to indicate ways of private-public collaboration.



GI met key organizations specialized in waste management and spoke at our event.

Case Story 02

Support for mutual learning on PWDs

Building inclusive and sustainable society in Japan and Indonesia

Since November 2016, Cross Fields is cooperating with Saujana Indonesia, a social enterprise that promotes employment of Person with Disabilities (PWDs), to reinforce an inclusive society by publishing a practical guideline for Indonesian corporates on employing PWDs. To gain new insights for the project, we have involvement of Future Dream Achievement, a nonprofit organization supporting those with difficulty finding work including PWDs, and Mr. Soya Mori, the senior researcher at Institute of Developing Economies-JETRO. Moreover, for mutual learning and exchange of ideas on good practices in two countries, we coordinate study trips for both sides in Japan and Indonesia.

*This project is made possible by the grant from the Toyota Foundation.



Founder & Executive Director of Saujana Indonesia [Indonesia]

Mr. Muhammad Rubby Emir Fahriza

The visit to Japan gave us new ideas including feasible approaches for creating inclusive work environment for PWDs, which we'd like to share in the guideline we are working on.



Indonesian team on a study trip to organizations in Japan to gain new insights in 2017



Top Messages



About Cross Fields



Co-Founder and CEO
Daichi Konuma

MA in Sociology, Hitotsubashi University. Two-year field experience as a JICA volunteer in Syrian Arab Republic. Worked at McKinsey & Company, and co-founded Cross Fields in 2011. Selected as a Global Shaper (Tokyo HUB) by the World Economic Forum in 2011. An executive board member of Japan Association of New Public (JANP) and the Japan NGO Center for International Co-operation (JANIC). Published “How to discover the purpose of work” (Diamond, Inc.) in 2016.

Make a difference by bridging field of business and social issue solving

My personal experience, which drove me most to found Cross Fields, dates back to the time I was working in Syria from 2005 to 2006 as a JICA volunteer, the Japanese version of Peace Corps. While I was there, I had an opportunity to work for the people who had temporarily transferred from one of the German business consulting firms to head the management team of the NGO I was working for. In observing them who made tangible impact in the Syrian society with their professional skills, I realized a huge potential in an experience of letting people co-work beyond the boundaries of their field to solve social issues.

Since its foundation in 2011, with the great support from our partners across sectors and countries, Cross Fields has dispatched over 100 professional volunteers from Japanese renowned corporates to NGOs/Social Enterprises across Asia. I saw each volunteer thriving to make tangible social impact while honing their leadership to create new value. I strongly believe cross boundary collaboration could create mutual benefits to all the stakeholders involved and make a difference for our society.

Going forward, we declare that Cross Fields will pioneer new path to a brighter future. We are thrilled to collaborate with more partners across sectors and boundaries to realize our vision.



Co-Founder and Vice President
Yuka Matsushima

BA in Economics, University of Tokyo. Worked at a NGO, Kamonohashi Project, which operates program in Cambodia, during university. Joined Boston Consulting Group in Tokyo office as a business consultant in 2008. Worked at a Japanese nonprofit organization, Table for Two International as a Pro-Bono consultant. Since 2011, co-founded CROSS FIELDS, and launched and managed Corporate Volunteering Program. Selected as the World Economic Forum's Global Shaper (Tokyo HUB) since 2015.

We believe Cross Fields collaboration makes greater social impact

We, Cross Fields, have built relationship with many NGOs/Social Enterprises through our Corporate Volunteering Program. My happiest moment is to realize that our volunteer's outputs still have positive impact to our partner NGOs/Social Enterprises. Some of our partners told us that they have continued to utilize our volunteers' outputs when we visited them again. The leaders of NGOs/Social Enterprises already have strong passion and ability to achieve a goal, but their activities can be accelerated by collaboration with Japanese professionals. I personally find a rewarding sense of satisfaction for these positive collaborations. Moreover, most of these corporate volunteers who worked with social entrepreneurs in our program continue to think of and try to do what they can for the society and their companies.

We will continue to make “Cross Fields” collaboration happen between various countries and sectors for more social impact.

Overview

Organization Name	CROSS FIELDS
Date of Establishment	3 May 2011
Address	Machihara Building 4F, 3-8-3 Nishi-Gotanda, Shinagawa, Tokyo, JAPAN
Executive Board	Chairman of the Board / Daichi Konuma Vice Chair of the Board / Yuka Matsushima Vice Chair of the Board / Yoshimi Okamoto Vice Chair of the Board / Tsuyoshi Komori Vice Chair of the Board / Hajime Sugiura Auditor / Hiroki Kawai (CPA) Auditor / Mangyo Kinoshita (Lawyer)

Media / Recognition

Since 2011, Cross Fields has been reported in nearly 300 media publications both domestically and internationally, including “Nikkei Weekly” (Newspaper), “NHK World” (TV), and “Harvard Business Review”. Our activity also received many prestigious awards and recognitions, such as “Japan HR Award 2014” and “Nikkei Social Initiative Award 2015.” In 2012, we were selected as one of the investees of Social Venture Partners Tokyo. Our co-founders have also been widely recognized. They were both nominated as Global Shaper by the World Economic Forum (WEF). As a Global Shaper, Konuma joined the WEF on East Asia in Myanmar in 2013, while Matsushima joined the WEF in Davos in 2016. In addition, Matsushima gave a speech titled, “Continue to challenge without fear” at TEDxUTokyo in 2012. Konuma was elected as one of “Japan's 20 best U-40 Leaders to create the future” by Harvard Business Review in 2016.



Nikkei Weekly
April 26, 2012



Harvard Business Review
November 2016



TEDxUTokyo
May 2012



“How to discover the purpose of work”
Diamond, Inc. in 2016