



SUSTAINABILITY REPORT 2021

PREPARED BY

BOX OF HOPE

www.boxofhope.org



OUR SUSTAINABILITY MISSION

Opening Statement

From Sian Taylor, Box of Hope CEO.

"In today's world we are acutely aware of the importance of being sustainably responsible. Each year we look for more ways to improve our practices as we strive to reduce Box of Hope's environmental impact, balanced with bringing both joyful and essential items to the children who receive our gifts."

Our Sustainability Mission

We hope that our annual campaign, to bring gifts of joy to children living in poverty over the festive period, will help children discover the joy and merits of gifting to children less fortunate than themselves.

Our mission is to create joy for underprivileged children and teens throughout Hong Kong and South-East Asia, by ensuring they receive a community donated gift box full of relevant and good quality items to be used and treasured.



OUR APPROACH

Our approach

We believe we have the responsibility to drive our operation sustainably, in a manner that will bring positive impact to our donors, our communities, our box recipients, and the environment.

We are continuously finding ways to improve our approach, both in terms of recipient box content, and through our operations, including these key focused areas:

- Promote a sustainable mindset in our gifting
- Collaboration with NGOs and businesses for sustainable content
- Our dedication towards a more sustainable operation

We are also committed to aligning our approach for the long term with five of the identified United Nations Sustainable Development Goals.





OUR PERFORMANCE

Promote sustainability mindset in our gifting

We have always encouraged donors to take a shoebox, decorate it, and fill it with new, useful, educational, and fun items.

2021 saw us receive over 33,000 donated 'boxes' from the Hong Kong community.

Approximately 90% of these were repurposed shoe boxes, with donors sourcing boxes from their homes, or contacting local footwear retailers for excess supplies. Encouraging the use of backpacks, drawstring, and book-bags, to house their donations, providing a long term, useful resource, for box recipients to make positive use of. This is something we will promote to all donors in 2022.

Collaboration with NGOs and businesses for sustainable content

In terms of box contents, we were delighted to collaborate with several Hong Kong NGOs and businesses to repurpose and redistribute their products. e'.

Some of the highlights included:

SoapCycling HK donated over 35,000 soap bars, redistributed from hotels and retailers throughout Asia, which were added into every donated box.

Cathay Pacific donated 7,000 kids' surplus in-flight activity bags, which we put into boxes for age 3-6 years old recipients.

Clean the World HK provided us with several hundred recycled soap and hygiene packs, which we included in our teen focussed boxes and bags.

We helped The Amber Foundation repurpose over 5,000 sleeping masks, which may have otherwise gone to landfill.

Aruna Homeware donated 35,000 fun and novelty pens from an unwanted retail order which went into each box/bag.



OUR DEDICATION

Our dedication towards a more sustainable operation

Redistribute / recycle

Each box is meticulously checked by our trained volunteers before reaching its intended destination. This guarantees a minimum and comparable standard of gift box content across all recipients, regardless of location. This also ensures that any inappropriate content, as prescribed by customs requirements to some of the countries we serve, is removed.

Items that are unable to be shared in these territories or are not suitable for our recipients, such as food items, clothing, liquids etc. are redistributed either within our own operations, to other NGOs, or lastly recycled.

Reduce energy consumption

With no need for permanent facilities, our team work from home, reducing our energy consumption and financial outlay.

Key operations are run from a central location in Hong Kong over a four-week period, by a majority voluntary team, where financial outlay for these temporarily vacant premises is generously donated by sponsors

Better logistical arrangement

- Working with local partners, our goal is to ensure that the boxes reach their intended recipient in the most environmentally efficient manner.
- Our local couriers meticulously plan their routes to collect boxes donated by schools throughout Hong Kong, to minimise excessive driving, fuel consumption and duplication of routes.
- Planning is done in the same manner for delivering boxes to the recipients at the charities' premises.
- Our overseas boxes are delivered by sea, filling available capacity in containers and cartons. We again work with local couriers in getting the boxes to their recipients in the most efficient manner.



OUR FUTURE GOALS

Our future goals

The United Nations Sustainable Development Goals remain the leading global force in adopting and implementing measures to create a more sustainable world, environmentally, socially, and economically. Of the 17 goals, the following five are at the forefront of our ethos.

SDG1. Eliminating poverty is an intrinsic Box of Hope value. By working with charity partners all over the region, we will ensure our boxes reach those that need them most.

SDG3. Access to health and hygiene products has always been a vital component of our gift boxes, and we will continue communicating the importance of including these items to our donor community, whilst also keeping in touch with our charities to cater to their requirements.

SDG4. Education is a fundamental right, but educational materials are often in short supply. Our boxes provide educational basics such as writing materials, notebooks and age-appropriate maths kits. This will not change.

SDG5. We believe in gender equality and so for 2022 we look to ensure our mix of boxes for both genders is as equal as possible. Approximately one third of our boxes are suitable for either gender, and we aim grow this going forward.

SDG12. Responsibility for consumption and production is a key aim for 2022, as we promote the use of bags in favour of boxes as the gift receptacle, allowing for secondary and longer-term use by the recipient. We would aim to achieve a target of 30% of bags in our 2022 campaign, looking to grow this number year on year.



LOOKING FORWARD

Looking Forward

In 2022, through improved communication, our aim is to increase our sustainability to achieve the following goals:

Encourage use of reusable bags to house gifts, instead of boxes. Our target is to reach 10,000 bags, approximately one third of our anticipated box total. This is in line with donor feedback, which highlighted some difficulty in sourcing boxes. Minimise inclusion of single-use plastic items and less well cared for pre-loved items, to minimise our waste impact.

Strengthen our local NGO network to take advantage of mutually beneficial relationships in repurposing box items, such as hygiene and educational items. Work with local logistics partners to improve upon efficiency of box-collection and onward distribution.