



Corporate Social  
Responsibility Report  
**2020**

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The scope of this 2020 Corporate Social Responsibility (CSR) Report covers global operations for the Crown Worldwide Group and highlights our progress for the 2020 calendar year. This report also provides supplemental information about our business. Our most recent past report was Crown’s 2019 CSR Report, available [here](#). To find out more about CSR at Crown or to provide feedback on our reporting, please contact us at: [CSR@crownew.com](mailto:CSR@crownew.com).

# Who We Are

## Our Purpose

“Making it **simpler** to live, work, and do business **anywhere** in the world”

**CROWN**  
WORLDWIDE GROUP

# Our Values

Our core values help bring our purpose to life.

They outline the behaviors we expect from our people, and shape the expectations of our customers and clients.

They help unite and align everyone across our entire business.

They are the foundation of why we do what we do.



## Determined

**Determined** to be the best we can for our customers, our colleagues and ourselves.

Our hunger to find ways of improving all that we do, inside and out, is what gives us our edge in our market place.



## Caring

We care about people. We **care** about their experience, their feelings and their environment, whether personal, local or the wider world.



## Sharing

What is a network without knowledge? The physical infrastructure and the technology are mere carriers. The experience and the insight that is shared between people, offices, and countries, that is the network.

**Sharing** knowledge and experience is the platform for wisdom.



## Open Minded

To lead the way we have to think differently. To overcome challenges we embrace them with **open** and inventive **minds**. Whether it's using innovative techniques or adapting the way we work, we're constantly thinking of new ways to achieve more for all.



## There

We are truly "**there**" for our customers and colleagues when and where they need us. We are attentive, with genuine interest and guidance.

# Crown in Context

Our brands:



Crown Relocations supports families on the move, whether its across the country or the world we are there to make it simpler. Our network and our heritage in moving, combined with the expertise of our people in delivering relocations and settling in services, give confidence to all.



Through our unique perspective, service range and network facilities, Crown Records Management works with organizations to maximize value from their corporate memory. This is achieved through digital and hard copy storage, active management, and smart and timely distribution of information assets across the enterprise.



Crown Workspace is dedicated to supporting clients' workplace needs as they change and grow. Our services and expertise span across office moving and changes, IT services, furniture reconditioning, interiors and storage.



To the corporate assignment manager, Crown World Mobility offers a range of business critical assignment services backed by a unique international network of offices and experienced people.



Crown Logistics uses cutting-edge technology to serve major manufacturers in the power, energy, construction, retail and hospitality industries. Crown provides project management, specialized handling, freight forwarding, installation and third-party distribution.



With priceless artifacts, choosing a reliable partner is critical. Developing the world's first, intergrated international art logistic service, Crown makes it possible to have the security and reliability of one supplier for fine art movements across the world.



Crown Wine Cellars provides for the storage, long-term maturation and enjoyment of wine in the most advanced facility of its kind in Asia.

# Crown Worldwide Group

## Fast Facts

Privately held company

Established in 1965



\* Figures representing full-year 2020

# Message from our CEO

2020 was the most challenging year we've faced. Unpredictable market conditions affected trading, severe and variable lockdown restrictions inhibited the way we worked in all markets.

Despite the challenges of the global pandemic, our people showed tenacity and innovation. We're smarter about the way we work, re-aligning our processes to our purpose, restructuring and implementing new strategies to make Crown a more sustainable organization. We're focusing on who our customers are, the services we should be selling and where we should be operating.

In 2020 we defined our Purpose – “**Making it simpler to live, work, and do business anywhere in the world.**” Our purpose articulates why Crown exists, what drives us and what connects us.

Strength has been a key theme over the past year. The health and wellbeing of our employees is paramount. We organized two wellness initiatives, **Crown's Virtual Mission** and **20/20 Stronger Together**. Our HR teams globally organized local initiatives to ensure our employees are prioritizing their mental and physical health.

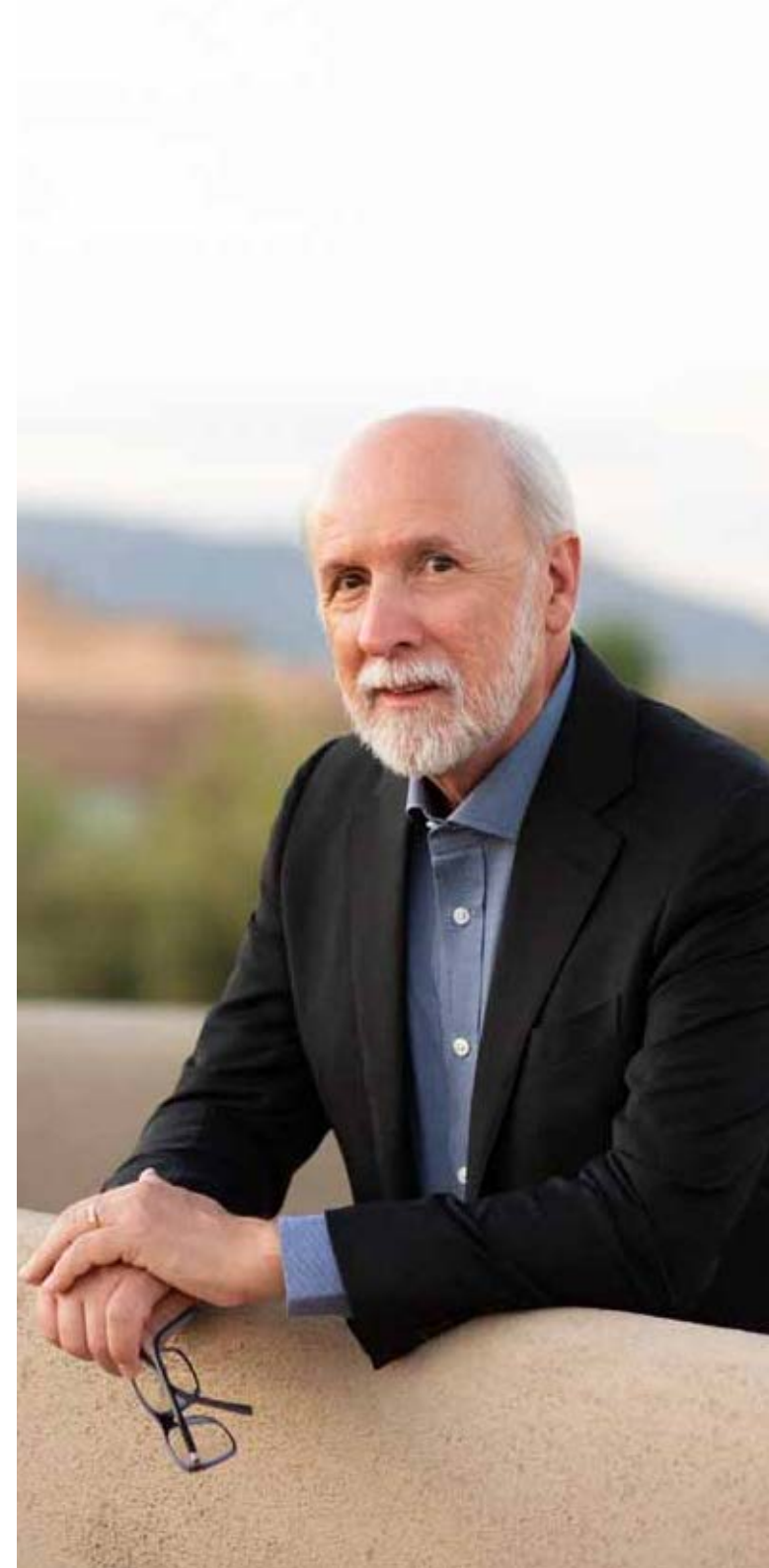
**Diversity and inclusion** remained high on the agenda as our senior leaders came together to reflect on our journey so far and help us build our vision for the future.

Our employees supported innumerable causes including breast cancer, men's health and underprivileged children.

In 2021, we will continue to put the customer at the heart of everything we do, focus on the wellbeing of our employees and remain committed to building a diverse and inclusive organization, ensuring that Crown will be stronger tomorrow.



**Ken Madrid**  
Chief Executive Officer



# 2020 Highlights



**80%**

of employees believe they are making a difference



**5,855**

“badges” given to colleagues to recognize their hard work and support



**2**

global wellness initiatives delivered

**D&I Focus Groups** – senior leaders guiding the way forward



**23,515**  
training hours



**Covid-19**

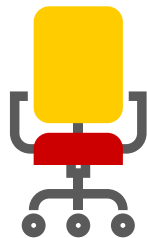
**50 tons of essential equipment** delivered for the U.K. National Health Service

**68,000 Covid-19 test kits** delivered on behalf of the Indian government

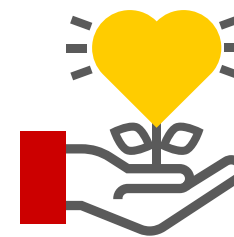
**Crown Workspace Renew Centre**

**297**

tons of furniture re-manufactured



**New Zealand** awarded the Salvation Army’s “**Valued Partner**” accolade for charitable giving



**2,969**

trees saved since 2016 with our virtual surveys and e-Packing technologies



# 2020 Progress

When setting our 2020 commitments, we could not have foreseen that a pandemic would change the way we live and work. It meant that we were unable to achieve all of our objectives. However, we did make good on our commitment to make health and wellness and the training and development of our employees a priority. We also continued to reduce our negative environmental impact.



**Commitment**  
**Put employee health and wellness front and center of our CSR efforts.**

**Response**

- Two global wellness initiatives delivered.
- Virtual wellness sessions delivered to 100s of employees around the Crown world.
- Covid-19 rapid response to safeguard our employees, including enhanced safety standards, provision of personal protective equipment, agile working policy and Covid-19 specific wellness initiatives.



**Commitment**  
**Continue to train and develop our employees so they can reach their full potential.**

**Response**

- 1,352 training courses available on our i-Learn platform.
- 19,011 courses taken.
- Leadership development program extended to include a Supervisor Leadership Development Program (SLDP).



**Commitment**  
**Remain committed to reducing our negative environmental impact.**

**Response**

- Crown Fine Art introduced a new SmART packing service which reduces paper use and emissions; uses 100% recyclable packaging and offsets emissions with the payment of a green charge.
- Increased use of both our e-Packing and virtual consultation technologies, saving paper and emissions.
- Crown Workspace continuing to remanufacture and refurbish furniture and IT equipment.

# 2021 Commitments

As we enter a new year, with the pandemic still very much part of our lives, with many countries continuing to face Covid-19 restrictions, our 2021 commitments need to be attainable, which is why we are focusing on 4 key areas:



# Our response to Covid-19

The impact of the Covid-19 pandemic and the measures to combat the spread of the virus have changed the way we live and work.

Many Crown sites had disaster recovery, business continuity and other emergency plans already in place before the onset of the pandemic, which enabled us to quickly respond to the situation.

At an early stage, Crown put several measures in place to ensure business continuity including the creation of a Covid-19 task-force, agile working policy and enhanced safety standards.

Adjusting to operating in this new normal continues to present challenges, but we remain focused on ensuring our employees are supported and our clients and customers continue to receive the service they expect.



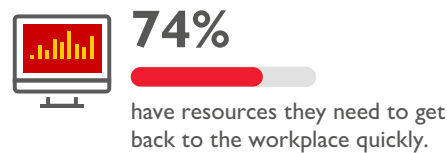
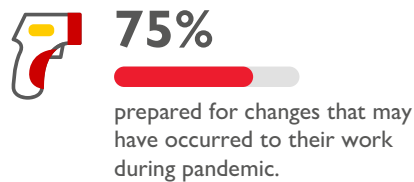
# Covid-19 Employee Pulse Check Surveys

In June 2020, as borders started to reopen and lockdown restrictions were being eased, we were keen to understand how our employees felt about returning to work. We created two short Pulse surveys to help us understand if our employees had any concerns that needed to be addressed.

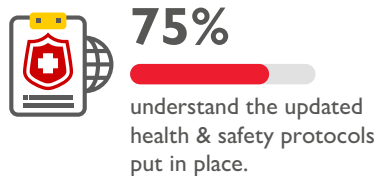
## Overall



## Return to the workplace



## Policy changes



## Wellbeing



There were three key priority areas and we have taken steps to address each one:



### Returning safely

- Safe return to work guidelines issued.
- Precautionary measures for employees working from a Crown location.
- Enhanced safety standards for frontline employees.



### Mental health and wellbeing

- Virtual wellness sessions.
- Global, company wide wellness initiatives.
- Local wellbeing events.



### Rebuilding team work

- Increased internal communication.
- Increased virtual video calls.
- Virtual team meetings.

\*In June 2020, as borders closed.

# Crown on the Covid-19 frontline

Throughout 2020, we joined our clients in fighting Covid-19. Our teams around the Crown world assisted with the movement of both freight and families, going above and beyond to continue to provide a service to our customers and clients.



Easter weekend was extremely busy for our Crown Workspace and Fine Art teams. Eight vehicles picked up over 50 tons of essential equipment for the National Health Service, driving 7,000 miles to eight different locations.



One of Crown Mobility's clients needed to urgently evacuate one of their assignees on assignment in the Philippines. Crown moved quickly to secure accommodation for the family, organized car seats for the assignee's three children, delivered a basket of groceries for the family on arrival and supported self-isolation requirements when they arrived back in New Zealand.



Working with the Principal Scientific Adviser to the Government, Crown was the only logistics company to be granted a road permit to transport approximately 68,000 Covid-19 test kits to several states in India.



In a two-phase project, our Logistics team transported over 4,000 tons of construction materials from Zhaoqing, Huizhou and Zhuhai in China to Hong Kong. Playing an instrumental part in setting up over 700 temporary quarantine facilities on Lantau Island, Hong Kong.



# Our Covid-19 heroes

In such unprecedented times, Crown was forced to make some tough decisions, including reducing employee hours, working with local governments in implementing furlough schemes and asking our employees to completely change the way they work. We could not have done this without the dedication and support of all our employees and particularly those whose roles – truck and lorry drivers, packers, porters and technicians to name a few – do not allow for remote working.

## USA

Clint Bradshaw and Richard Isip providing Records Management services for a hospital in New Jersey.



## Indonesia

Ines Sasmia Caprina making sure the phones get answered and Achmad Ilham Azhari making sure we comply with Covid-19 regulations and keeping our people in Indonesia safe.



## India

Subhankar Chakraborty, Sushil Sardar, and Pranab Singh picking up records at the Medica Super Speciality Hospital.



# Getting through the lockdown

Our employees came up with innovative ideas on how to get through the lockdown and cope with the challenges the pandemic threw at them.

Our teams in Mexico City and Houston held “fun at work” days, our team in the Philippines held “the best work-from-home work-station” competition and our team in Connecticut held a virtual Halloween party.

In Hong Kong, Crown provided employees with branded hand sanitizer, and our team in Vietnam held a Covid-19 mask design competition.

We also set up a Well-being Yammer Group so our employees could share their stories, provide advice, and support their colleagues across the Crown world.



Mexico City



Houston



Vietnam



Connecticut



Hong Kong



Philippines

# Crown and the UNGC

As a signatory to the United Nations Global Compact (UNGC), we conduct all our business in accordance with its ten principles. This report constitutes the UNGC's annual Communication on Progress (COP).

Within it we describe how we integrate its principles into our business strategy, culture and daily operations. We also commit to sharing this information with stakeholders.



Crown has been a signatory of the United Nations Global Compact since 2005

## Human Rights

We are committed to supporting the human rights of the people that work for and with us, of those communities we live and work in and of society in general. To ensure this commitment is met, we have a robust set of policies and processes which are continually reviewed to ensure human rights abuses do not occur.

## Labor

It is our policy and duty to comply with all applicable labor laws and ensure we operate fairly in the following areas: Equal opportunities, working conditions, hours and wages, child and forced labor, harassment and bullying, diversity and inclusion, health and safety and freedom of association.

## Environment

We are committed to looking at our operations and finding ways to lessen our negative impact on the environment. Our Environmental Manual and Policy formalizes our commitment.

## Anti-corruption

Operating as a responsible business means strict rules around ethics and compliance. Our Anti-Bribery & Corruption and Conflict of Interest Policies are two of the many policies we have in place which help guide our global operations.





CROWN  
HOTELS & RESORTS

# Our Business

# Governance, compliance and ethics

Crown is committed to upholding the highest ethical standards in all our corporate activities and we take a zero-tolerance approach to bribery and corruption in all countries where we operate.

All Crown employees are expected to maintain these standards, through consistent and mandatory training, and are provided with the tools and resources to enable them to do this.

100% of our employees commit to Crown's Code of Conduct and are trained on our anti-bribery and corruption policy.





**Code of conduct and binding corporate rules**

Crown’s Code of Conduct provides a set of guidelines for our employees to ensure they always operate according to our values and abide by the highest levels of conduct. All employees are trained on the Code and are asked to read and acknowledge this annually.

**Anti-bribery and corruption**

All new hires receive training on our Anti-Bribery and Corruption Policy during their induction and all other employees receive regular, relevant training on how to implement and adhere to this policy.

**Ethics training**

It is mandatory for all employees to complete our four compliance e-learning courses which cover bribery, data privacy, data protection and information security to ensure they remain up-to-date with all aspects of our ethics and compliance policies.

**Reporting incidents**

Our independently hosted ethics and compliance hot line has been in operation since 2017. All employees are encouraged to anonymously report any suspicious or improper activities. The number of reported incidents reveals how effective our processes are and provides our employees and clients with the confidence that our ethics will not be compromised.

**Misconduct Report**

2017	2018	2019	2020
9	20	31	11

**Conflicts of Interest**

2017	2018	2019	2020
1	1	2	2

**Dismissals related to misconduct**

2017	2018	2019	2020
2	13	3	0

**Fraud**

2017	2018	2019	2020
1	0	0	0

# Information security

Our information security management system supports the maintenance of our policies, processes and systems ensuring compliance with all legal, statutory and regulatory requirements. This protects against breaches of confidentiality, failures of integrity and interruptions to availability.



100% of our employees complete our information security awareness e-Learning course.

## Preparing for the unexpected

With the impact of Covid-19, it was necessary to ensure that our office-based employees were prepared to work from home when instructed to do so. Several methods are in use to securely allow employees to work remotely including multi-factor authentication.

## Phishing attacks during Covid-19

With employees working from home globally, attackers are taking advantage of phishing attacks to capture information. Research suggests that phishing attacks increased by 350% since the first quarter of the year.

Our employees are encouraged to report all suspect messages to prevent malicious emails from affecting others. Test phishing emails are periodically sent to employees to assess security levels and employees are required to take a cyber security course.

## Data privacy and protection

Protecting our employees and clients' right to privacy is fundamental to how we do business, and our Binding Corporate Rules, practices and other policies safeguard personal information and guide our employees.



## Cyber security

Having the right people receive and access information is crucial and our email encryption, Azure Information Protection and GDPR compliance ensures this. Demonstrating our commitment to cyber security, Crown UK and Ireland are Cyber Essentials Plus certified.



## EU-US Privacy Shield Program certified

We're EU-U.S. Privacy Shield Program certified meaning our US and European locations comply with data protection requirements when transferring personal data from the European Union and the United States.



## ISO27001 Certification

30 Crown locations are ISO27001 certified. ISO27001 is the international standard providing direction for an information security management system, enabling organizations to manage their information security processes in line with international best practice.

# Work environment

Maintaining a safe and healthy working environment is critical for our employees and customers. While we have robust health and safety policies and training in place and ensure all incidents are recorded in our Events Register, our offices around the world also undertake local initiatives to reinforce the importance of a safe and healthy working environment.

## Events Register

Workplace incidents are recorded in our Events Register, which enables us to monitor the number and extent, as well as assess workplace risks and develop appropriate solutions. The majority of incidents occur in our warehouses with manual handling being the primary cause. We continue to provide our operations teams with relevant health and safety training so they are better able to safeguard themselves at work.



**40**  
Incidents



**82%**  
involved males



**32%**  
happened in  
warehouse



**35%**  
due to manual  
handling

## Dubai – fire training

Our Dubai Fine Arts, Relocations & Records Management teams undertook fire safety training, including the use of fire safety equipment, to promote awareness and ensure preparedness.

## India – health and safety commitment

Our Taloja branch used “National Safety Day and Week Ahead” to pledge their commitment to maintaining and strengthening a robust health and safety culture in the workplace.

## UK – maintaining our safety standard

Crown U.K. retained its Royal Society for the Prevention of Accidents gold status, which it has held for five years. This demonstrates Crown’s commitment to the welfare and safety of its employees.

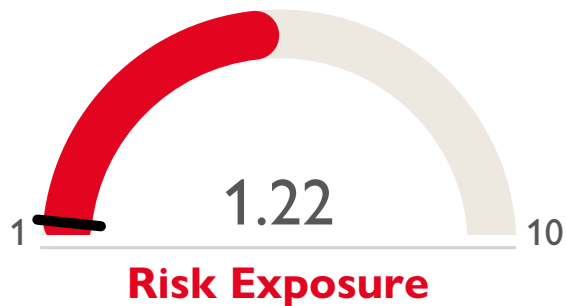


**OHSAS 45001**  
26 certified sites

# Recognizing our commitment to corporate social responsibility

## Client recognition

One of our key World Mobility clients asks us to complete a citizenship scorecard annually. This focuses on five areas: community impact, diversity and inclusion, environmental sustainability, ethics and corporate responsibility and gender equality. Once assessed, each of their service partners is provided with a risk exposure ranking, with 1 being the lowest risk and 10 the highest. In 2020, out of 760 service partners Crown was one of only 113 that were ranked gold – the others were ranked silver and bronze.

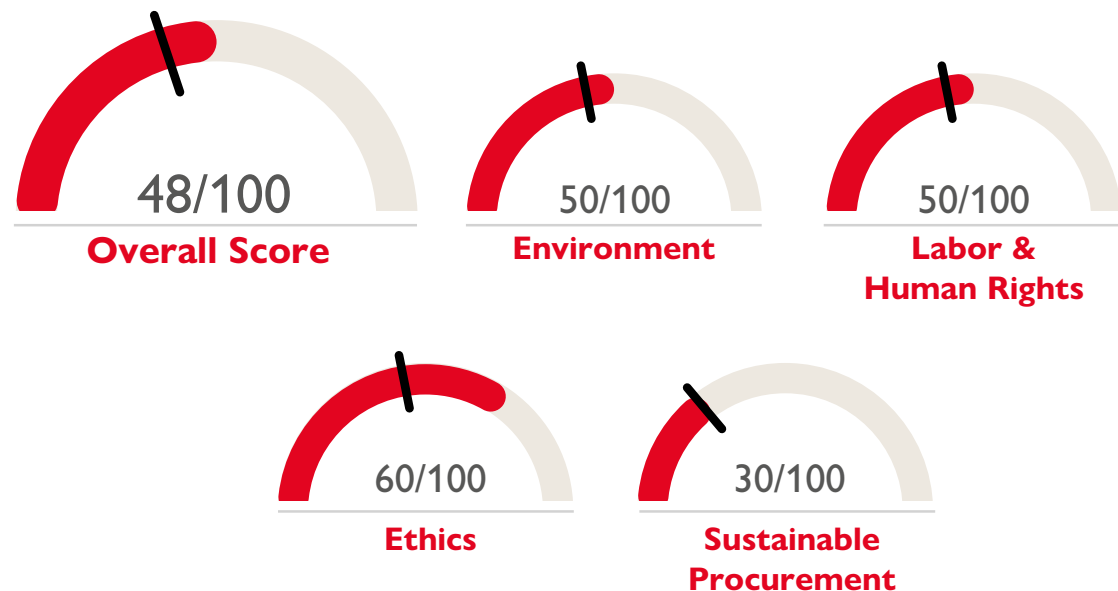


## EcoVadis assessment

For the second year running, we have completed an assessment with EcoVadis – a global sustainability ratings provider. The assessment focuses on 21 issues which are grouped into four themes – Environment, Labor & Human Rights, Ethics and Sustainable Procurement. In 2020, we were awarded a bronze medal in recognition of our efforts across all areas.



Congratulations, your company has been awarded a bronze medal recognition of sustainability achievement!



# Service partners



## Open for business

We believe that consistent delivery of a high-quality service, when and where our customers need us is vital. To do that, we work with partners who understand the value of doing a great job. As the effects of Covid-19 unfolded globally, we had no choice but to remain open for business and, together with our service partners, ensure the needs of customers and clients were met. We worked closely with our partners to not only ensure they were Covid safe but to keep abreast of the latest local restrictions. Where direct face to face contact with our customers is necessary, we put in place a series of robust procedures to maintain the safety of our customers, employees and the employees of our service partners, including the use of personal protective equipment.

## Changing landscape

An area of focus is looking at the future of work and the ever-changing needs of our clients. Crown is also on a journey of change, which means increased opportunities for us to work with partners across the world. The diversity of companies we work with reflects this. Partners can range from individuals possessing specialist skills to large, multi-territory, organisations. Whatever the type of service, or size of partner, we value the contribution they make to our organisation.

## Code of Conduct

A commitment to service excellence is fundamental to the philosophy of Crown. This requires us to share our and our customers' objectives with those organisations who work with us. One essential objective is to uphold the highest ethical standards in all our business relationships. Our Code of Conduct provides guidelines for situations that challenge our adherence to it. Our partners are held responsible for observance of our Code of Conduct and expected to behave in accordance with the guidance we provide to them.

*“ Working with Crown Relocations as a vendor partner has been a wonderful experience. Their RFP process was very professional and transparent... ”*

**Mark Southerland**  
Custom Movers Services



**Our Environment**



# Protecting our planet

Crown is determined to lessen its impact on the environment. From embracing technology, to planting trees, using recycled packaging to recycling furniture, investing in solar power to state of the art fleets, the steps we take are small, but combined go some way to help protect the environment and mitigate our negative impact.



## Fine Art's new SmART revolutionary packing service

Fine Art's specialist designed, and meticulously informed SmART pack service offers unrivalled speed, practicality, and economy in fine art transportation. It also offers a host of environmental benefits:

- Consolidated collection in latest omission standard vehicles
- Single document used from start to finish
- 100% recyclable packaging
- Green Charge carbon neutral shipping



## Planting trees

Working in partnership with Sazime Stromy, a non-profit organization, our Prague team planted 45 fruit trees in several locations around Prague. In under two years, these trees will mature and serve as a community garden available all year round. And our Turkish team donated money to a tree planting initiative run by The Turkish Foundation for Combating Soil Erosion, a non-governmental organization that helps with reforestation and the protection of natural habitats in Turkey.



## Reduce, reuse, recycle

Crown Hong Kong has been donating used packing cartons to the Crossroads Foundation for packing humanitarian supplies heading to developing countries for nearly two decades. In 2020, Crown donated over 500 cartons to the Foundation to pack hygiene items for hundreds of NGOs in Hong Kong to distribute to the local communities facing Covid-19 crises.



## Cleaning up

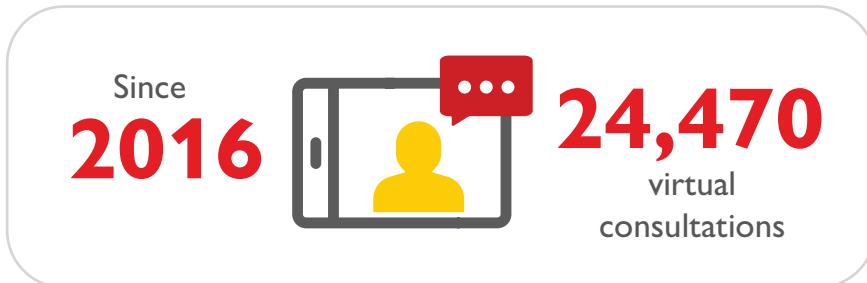
Our Swiss team dedicate one day a year to cleaning up the environment. In 2020, they cleaned a local forest and a children's playground near to their offices.

# Technology

We increased the use of technology in our relocations and mobility businesses and can see the progress we're making in reducing our paper usage and emissions.

## Virtual consultations

We have been offering virtual moving service consultations since 2016. These not only remove travel time and geographic restrictions, but also allow us to reduce our carbon footprint.



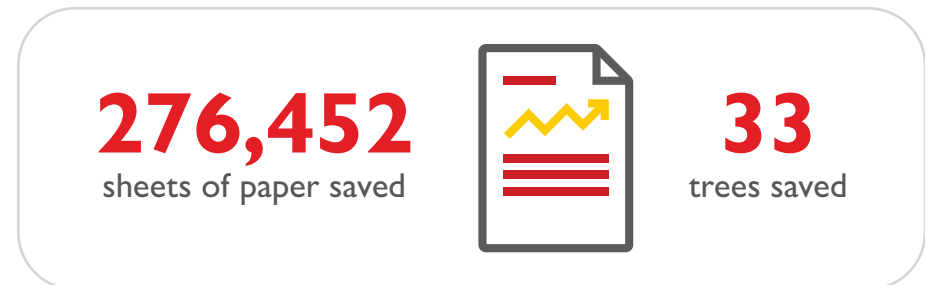
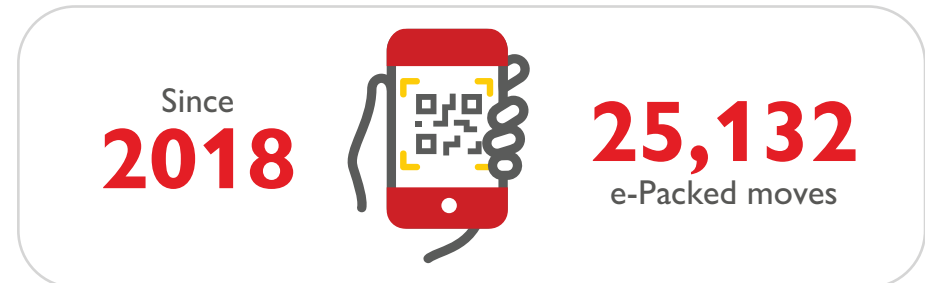
\*carbon emission savings calculation is based on 100 virtual consultations saving 2t of CO2, equating to 12 trees



**ISO 14001**  
compliant across 48 sites

## e-Packing

Our e-Packing app uses barcodes and photos to capture digital inventories of our customer's belongings. One of the key benefits of this technology is a reduction in paper use. From 15 sheets per move with printed inventories to just 4, saving 11 sheets per move.



\*figures based on 1 tree = 16.67 reams of copy paper or 8,333 sheets

# Workspace

Climate change has never been higher on the public and corporate agenda and Crown Workspace has been at the forefront of delivering more sustainable workplaces. We understand that the drive to minimize the impact

of business on the environment and society is no longer a “nice to have”, but a business imperative. That is why we offer a comprehensive range of sustainable workplace solutions, including our **Renew Centre** – the

U.K.’s leading independent, commercial facility dedicated to remanufacturing office furniture and a beacon for forward thinking companies who want to see a circular economy in action.

## Remanufacturing furniture at the Renew Centre

Our state-of-the-art re-manufacturing and refurbishment facility leads the way in repairing, refurbishing, and remanufacturing furniture.

- **15,397** pieces of remanufactured furniture.
- **297** tons of furniture re-manufactured.
- **1,013** tons of CO<sub>2</sub>e saved (compared to purchasing new).

## Enabling IT reuse

Our IT Services provide secure, sustainable, and compliant clearance for redundant IT and electrical equipment. We’re working towards Asset Disposal and Information Security Disposal Accreditation.

- **10,630** items re-conditioned.
- **110** tons of IT equipment re-conditioned.
- **1,568** tons of CO<sub>2</sub>e saved (compared to purchasing new).

## Giving Back Project

The Giving Back Project continues to support local charities, schools and social enterprises, helping our clients deliver their social value commitments.

- **3,826** items donated.
- **100+** charity partners benefitted since 2011.
- **25,000** items donated since 2011.
- **82** tons of CO<sub>2</sub>e saved (compared to purchasing new).



**Our People**

# A challenging year

2020 has been a year like no other. All of our employees have been impacted in some way. As a company we have had to make some difficult decisions and throughout have relied heavily on our people managers and human resources team to establish new ways of working, create safe spaces and support our employees to navigate more easily through such uncertain times. It's remarkable how our people embraced this extraordinary situation when many had to change the way they worked, from socially distanced offices to home

working, while continuing to put our clients, customers and their colleagues first. Throughout, our operational employees have had to remain out there serving our clients. Their commitment and perseverance has humbled those able to remain in the safety of their own homes.

From creating agile working policies to setting our employees up to carry out their roles effectively and safely whether at home, in the office, on site or in our warehouses. From organising wellness webinars across our locations to providing innumerable virtual training sessions. Our focus in 2020 was on ensuring the health, safety and wellness of our employees throughout the pandemic.

## Looking to the future

As we look beyond the pandemic, our key priorities in 2021 will be on enhancing the employee experience by:

**Sustaining** a healthy and safe workplace and improving wellbeing.

**Recognising** and rewarding our employees by celebrating skills and achievements.

**Defining** Crown's future model of work.

**Living** CSR and D&I by making them integral to Crown's strategy.

**Creating** a culture of engaged learning and providing skilling and career opportunities.

**Realigning** our organisation to better meet our new strategic objectives.

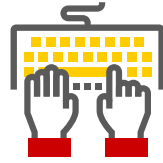


# Employee engagement

Our employees are asked to complete our employee engagement survey every year. In 2020, 79% of our global workforce completed the survey, and we're proud of some of the great results we achieved despite the challenges of the year.

Two of the areas we're most excited about are that 80% of our employees believe that Crown is making a difference and 85% would recommend Crown as a great place to work.

We do have some ground to cover on rewards and recognition and training and development. Both will be an area of focus in 2021, as well as enhancing engagement in our workplace.



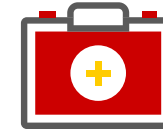
**79%**  
participation rate.



**85%**  
recommend Crown as  
a great place to work.



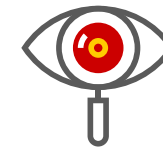
**80%**  
making a difference.



**86%**  
enjoy a safe working  
environment



**73%**  
investing in my training  
and development.



**85%**  
harassment and  
bullying not tolerated.



**72%**  
inspirational leaders.



**88%**  
aware of Crown's values.

# Wellbeing

Employee wellbeing has always been and continues to be our overriding priority, none more so than in the uncertain times we find ourselves in. In 2020, our teams from across Crown have organized many initiatives to support our people's wellness.



## Virtual yoga

Through the power of virtual technology, we're able to continue running weekly yoga and mindfulness sessions. These are open to anyone interested, our people across the globe have all attended.



## Wellness Wednesdays

In several countries, we partnered with our health care providers to offer a series of interactive sessions designed to give our employees tips, techniques, and tools to help them maximize their own wellbeing. Sessions included "Dealing with Uncertainty", "Emotional Wellbeing", "Back Care & Posture" and "Thriving in the 'New Normal'".



## Mental health

Being mentally healthy is just as important as physical health and our people organized a variety of activities to stay connected. Crown's Connecticut office held a "virtual happy hour", our team in Singapore organized stress management courses and Japan did a step challenge to raise money and awareness for mental health.



## Ride to Work Scheme

As part of our ongoing commitment to wellbeing and in response to employee feedback, we launched our Ride to Work Scheme across the U.K. Partnering with Evans Cycles we offer an opportunity to purchase a new bike and accessories, encouraging our employees to ride into work which will not only improve their fitness, but will also cut down on emissions.

# Global wellness initiatives

We started and ended the year with two global wellness initiatives – **Crown’s Virtual Mission** and **20/20 Stronger Together** – which saw hundreds of Crown employees come together to improve their mental and physical health.

## Crown’s Virtual Mission

At the start of the year, we created a virtual mission to move around the Crown world in 60 days, starting in Japan where Crown’s first office was opened, touching every country where Crown has a presence, and ending in Malaysia where Crown’s latest warehouse opened. 639 employees walked, ran, swam, and cycled covering 58,223 miles between them.



CROWN'S VIRTUAL  
**MISSION**  
Healthy Team, Healthy Crown



## 20/20 Stronger Together

We wanted to end the year on a positive note. In December, we launched our 20/20 Stronger Together wellness initiative inviting all Crown employees to do 20 x 20-minute activity sessions until the end of the year to help boost their mental and physical health. Our people across the globe got involved – jogging, bouncing, swimming, cycling and walking, posting selfies and stories of their activities on our internal media platform.





# Diversity and inclusion



Since 2016, Crown has been on a diversity and inclusion journey. From launching our policy to undertaking a global pay parity review, we have laid the foundations of a sustainable and meaningful diversity and inclusion programme across the organisation.

In 2020 we reviewed how far we'd come and, with the help of senior leaders, where we wanted to be. We were able to identify some quick wins and agree on three key priority areas for 2021.

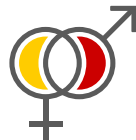
## D&I quick wins



**Group strategy**  
Ensured our D&I message was visible, clear and consistent.



**D&I SharePoint site**  
Made this easier to navigate so resources are more accessible.



**Diversity data**  
Completion of diversity data mandatory (with option "prefer not to say").



**Goals**  
Every employee is expected to have at least one D&I goal set annually.



**Communications**  
Reviewing communications to ensure consistency.



**Training**  
Additional D&I courses added to our i-Learn platform.

## 2021 focus areas



**Visibility**  
Making D&I part of our everyday.



**Raise awareness**  
Ensuring our employees and clients are aware of what we have and what we do.



**Focus on inclusion**  
Ensuring all employees, regardless of their diverse backgrounds and needs, feel included, supported and heard.



### **D&I training**

Diversity and inclusion training is fundamental to Crown. We have four mandatory D&I training courses. In 2020 we included many more courses to our i-Learn platform including “LGBTIQ+ Inclusion in the Workplace” and “Creating Value Through Diversity and Inclusion”.

We also scheduled three intercultural skills webinars designed to help our employees learn how to build cultural dexterity and understand workstyle diversity.

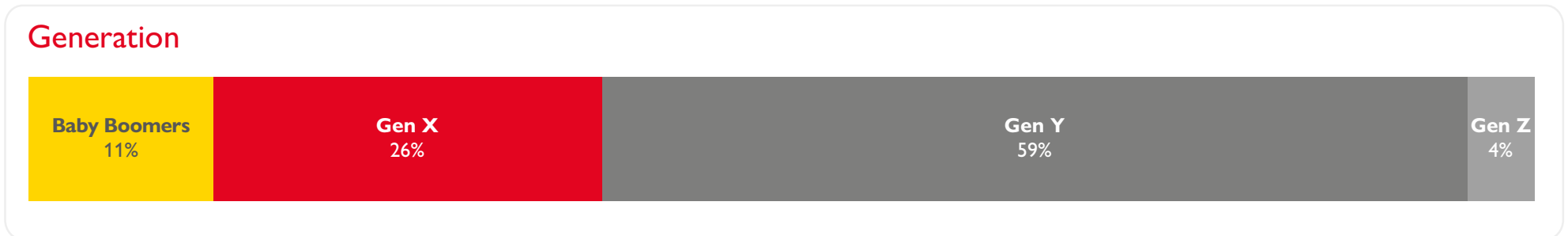
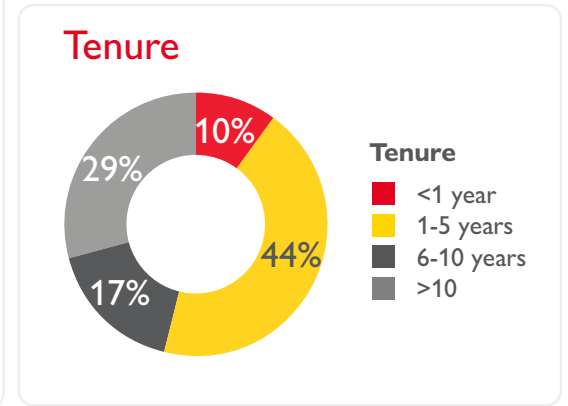
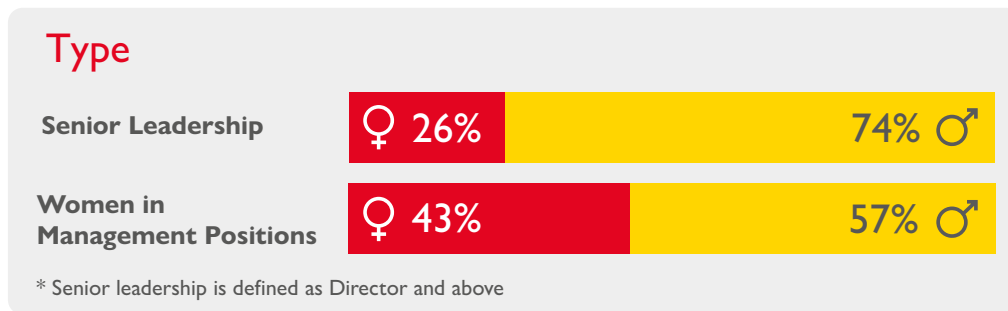
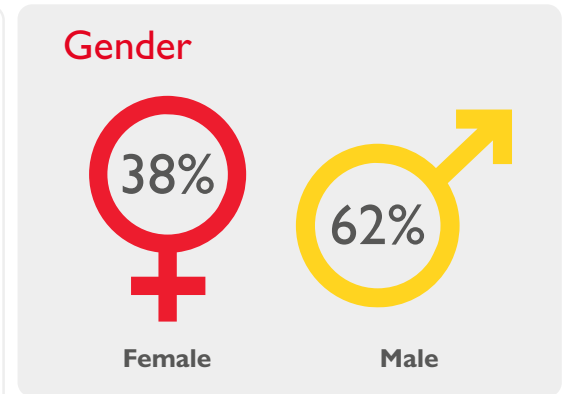
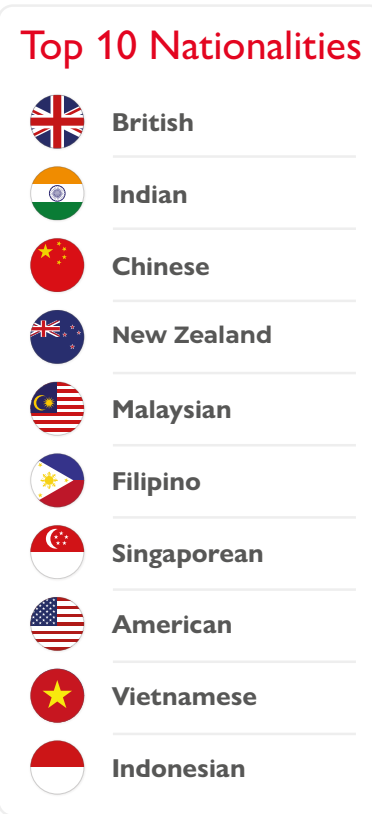
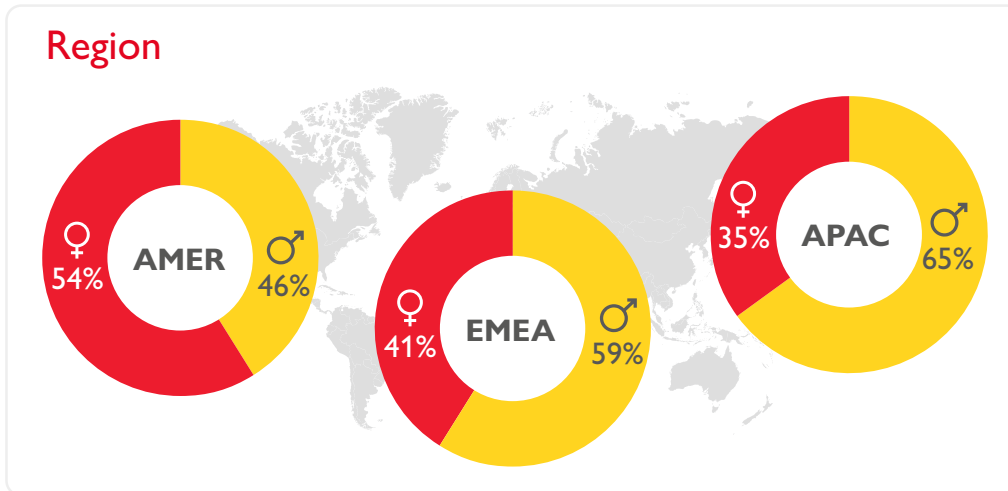
### **Intercultural tool for Crown employees**

We made our intercultural training tool – CulturalTraining.com – available to all our employees. The tool allows them to take a cultural questionnaire, compare themselves to their colleagues and learn about their client’s home or host cultures. A good way for them to get to know themselves, their colleagues and the clients and customers they serve every day.

### **Pay parity review**

In 2020, our global pay parity review findings saw a percentage increase in women being hired - 42% versus 39% in 2019. A key focus area will be on salary and bonus equity. Another will be women in the workforce. We will be reviewing existing policies relating to flexible working arrangements for women returning to work after maternity leave. And enhancing future work practices, specifically how best to expand our talent pool of women who may have limited access to an office space or have caring responsibilities.

# Diversity data



# Celebrating diversity

Each year we celebrate diversity in all its forms, from religious festivals and cultural holidays, international gender days to Pride. We are proud of the diversity our employees represent and celebrate.



## International Men's Day

Our Crown Malaysia team celebrated International Men's Day by wearing blue ribbons and distributing handmade cookies. International Men's Day focusses on bringing awareness to the mental health issues men face.



## International Women's Day

The theme for 2020 was #EachforEqual and teams from around the Crown world came together to learn more about Crown's Global Gender Parity Review as well as celebrate the amazing women of Crown.



## Culture

Teams from around the Crown world celebrated many religious and cultural holidays, including Holi in India, Yee Sang Toss in Malaysia, Christmas in the Czech Republic, and Chinese New Year in Thailand.



## Pride

Crown Philippines is now a member of the Philippines Financial & Inter-Industry Pride Group (PFIP). PFIP is a collaborative, voluntary, and non-profit community practice composed of dedicated representatives from LGBT+ Employee Resource Groups (ERGs) or Human Resource/Diversity teams in the Philippines. Our team joined PFIP's PRIDE month sessions in June, which included discussions around the roles we play, the modern family and coping with Covid-19.

# Learning and development



In an unprecedented year, we remained committed to continuing to provide the tools to support our employees with more dynamic ways of learning. It was especially important to ensure that in remote work environments we maintained

productivity, collaboration, and learning among teams.

Our Learning & Development team offered a multitude of training opportunities relevant to the changing times in which we all lived and worked.

## **e-Learning courses – wellbeing**

We tailored our e-learning to offer courses to help our employees stay safe and healthy. Courses included “Mental Health in Your Workplace”, “Stress Management – Taking Care of Yourself”, “Coronavirus Preparedness for Employers and Employees” and “Reducing the Spread of Infection”. A range of other courses were made available, including sharing tips and techniques on how to continue being productive, whether working from home or in the office, such as “Leadership – Evaluating Remote Work and Flexible Schedule Policies”, “Working from Home: Strategies for Remote Employees” and “Coping with Isolation”.

## **Leadership Development Program**

In 2020 we extended our leadership development program, developing the Supervisor Leadership Development Program (SLDP) to help us grow the expertise of current and aspiring leaders. Supervisors are the intermediary between our senior leaders and operational people and their roles are critical in ensuring the success of the organization. Our focus for 2020 was on delivering this training in APAC – in Hong Kong, Greater China and the Philippines. It will also be rolled out across Vietnam, Cambodia, Malaysia and Myanmar.

## **The year ahead**

In 2021, the Learning & Development team will keep working hard to implement our current initiatives across the globe in support of all our employees. We will continue to focus on courses related to the delivery of service excellence to our stakeholders, role-specific skills, using our systems and processes effectively, and supporting career development and fulfilment at work.

# Helping our people succeed



Our second year apprentices have now all found roles within Crown.

Attracting, retaining, and developing the best talent is Crown's overarching aspiration. We continue to invest in developing tools and resources that will help all our people make the right choices for the company, for themselves and for their careers.

## Hiring for success

Finding the best possible people who are the right fit for our culture and can contribute to our organization is a challenge and an opportunity. We created a webinar to help our hiring managers learn tips and techniques to ask candidates the right questions and present Crown as an organization where potential recruits would want to work.

## Onboarding new hires successfully

Successful onboarding is essential to ensure that new employees become productive, happy and integrated successfully into their teams. After

redeveloping our employee on-boarding resources in 2019, in 2020 we held a series of webinars for our hiring, training and HR managers to help familiarize them with how to on-board successfully.

## Career opportunities

We're increasing the use of our HR system – Target – to help us in our resourcing. In 2020, we encouraged our employees to update their Target profile, including skills, work experience and future aspirations, so we can match career opportunities with the right candidate.

## Performance

Following feedback from our 2020 engagement survey, in 2021 we'll be working hard to make the performance management process an easier and simpler experience, including aligning our goals to our four strategic drivers, building on our values and ensuring all employees add a goal related to their own personal and career development.

# Recognizing our employees

Anyone at Crown can recognize a colleague who has delivered exceptional service or just been a source of support by “badging” them in our HR System – Target. In 2020, we created a new badge – Crown “Hero” – to allow us to recognize colleagues who have gone that extra mile. So far, 5,855 badges have been awarded to employees around the world.

## Investors in People

Investors in People is a people management accreditation which is recognized in 66 countries around the world. Crown Worldwide Ltd has been accredited since October 1998 and since 2014 our Crown Records Management and Fine Art brands joined the accreditation. In November 2020, we were delighted to be accredited across all our brands in the UK including Crown Workspace.



*“ My greatest pride comes from having created a platform for the many talented people to develop skills beyond their own expectations ”*

**Jim Thompson**  
Chairman



# Employee awards

We want to recognize employees who live Crown's values and each year we hold our Crown Worldwide Employee Awards. In 2020, we provided the winners each with a pot of money to spend on training.



*“ It was a challenging year for all of us. That`s why I am so happy to receive this award today. It does not celebrate me but the whole team as without them my name would not be that “well known”. Thank you very much again for all nominations. I am honored ”*

**Martin Bubenicek**  
AP Team Leader, Czech Republic



*“ Thank you for giving me the award!! Having been working in Crown for 13 years, I've received lots of care and support from the company and the teams. With all the caring and support, I am blessed to succeed in getting this award. Thank you and let us all aim for a bright year of 2021! ”*

**Wing Au**  
Sales Service Manager, Hong Kong



Determined

**“Strive to Succeed” Award**

**Martin Bubenicek**  
AP Team Leader, Czech Republic



Open Minded

**“Outside the Box” Award**

**Rea Arriola**  
Moving Services Manager, Philippines



There

**“I'll be there” Award**

**Kristy Scarpa**  
Client Services Manager, USA



Sharing

**“Great Communicator” Award**

**Norbert Katona**  
IT Infrastructure Support Engineer, UK



Caring

**“Giving Back” Award**

**Wing Au**  
Sales Services Manager, Hong Kong



# Our Communities

PLAY ME IN YOURS

Presented by PMQ, the renowned "Play Me, I'm Yours" art project has been in Hong Kong since August 2014. 18 pianos which are intricately decorated by local artists are now touring in the parks, streets, and art venues. Seize the last opportunity to come and play music with us right here!

據聞由著名「Play Me, I'm Yours」藝術計劃主辦的「Play Me, I'm Yours」藝術計劃，自2014年8月起，已在香港多個公園、街道及藝術場地巡迴展出。18架由本地藝術家精心裝飾的鋼琴，現在正巡迴展出。把握最後機會，與我們一起，在公園、街道及藝術場地，與陌生人一起演奏音樂。

#playmeinyours

[www.streetpianos.hk](http://www.streetpianos.hk)

[www.pmq.org.hk](http://www.pmq.org.hk)

PMQ



↑ HKAC Time Gallery  
香港藝術中心時光藝廊



# Giving back is in our DNA

The pandemic meant we were unable to get involved in as many charitable activities as we had hoped. Yet we're proud that our employees still managed to support, amongst others, disadvantaged children, the underprivileged, breast cancer and mental health.

Crown has been supporting the Movember cause for many years and in a challenging year, one employee, Dennis Muldowney, managed to raise a staggering \$13,305 on his own. He was crowned one of the top 150 fund raisers of 2020 by Movember International, which is something to be proud of.



Our employees are entitled to:

**2 paid** volunteer days per year

# Charity in action

Our Shared Service Centre in Prague have led an inspiring CSR program throughout 2020. Despite the difficult circumstances of Covid-19, they managed to organize events throughout the year.



February

2

Immune boosting Smoothie Day.

March

3

International Women's Day talks.

July

7

World Book Day – replenishing the office library.

August

8

Celebrating diversity by sharing cultural stories in a diversity town hall.

September

9

World Clean Up Day – 17 people from the office went to Vikkov to help clean up the area.

October

10

Raised 7000 CZK in a blind auction for hospice, Cema Domu.

November

11

Collecting used clothing to donate to those in need.

December

12

Celebrating St Nicholas Day by inviting children from a local orphanage to the office to share gifts and play games.

Meanwhile in other parts of the Crown world, our employees continued to inspire as they organized many charitable activities:



### Japan

On World Mental Health Day, our people took part in TELL's Step Up for Mental Health Challenge in Tokyo, walking 20,169 steps in one day, to honor the 20,169 lives lost to suicide in Japan in 2019.



### Spain

The A LA PAR Foundation promotes the inclusion of young people with special needs into the workforce. Our Madrid team hosted workshops for some students enabling them to learn more about office practices.



### South Africa

On National Heritage Day, Crown South Africa sponsored the local "Feed a Kid" initiative donating food to underprivileged children.



### UK

CLAPA is the only UK-wide charity helping those with, and affected by, cleft lip and palate. Crown UK have been storing and delivering some of CLAPA's special baby bottles free of charge for the past few years.



### Turkey

Crown Istanbul donated and delivered hygiene products, such as hand sanitizers, to children in rural areas, who may not be able to access or buy these products.



### Malaysia

In collaboration with the University Putra Malaysia (UPM) and the Life Line Clothing Malaysia Association, our Malaysia team organized a charity drive – "Give Your Old Clothes a Second Chance" – raising money for the UPM Family Autism Society.

# Supporting children's education

Jim Thompson, Crown's founder and Chairman, has been supporting philanthropic causes since he started the company in 1965. One country that remains close to his heart is Cambodia and helping children learn.

Jim selected areas of Cambodia that were most in need. Although many, Jim reached out to people he knew in the country who recommended locations in Pursat province that needed support and the projects began there.

Jim has always been an advocate of education and learned from his father that having the opportunity – the access to books – can pay great dividends for



those who are unable to get a formal education. It is Jim's hope that by making books and other educational material available to Cambodian students (and teachers) will result in seeing successful students who are able to go forward to assist their families and their communities.

In 2020, the Crown team in Cambodia raised funds to purchase hundreds of reading books and place them in Jim's libraries at Kandeang and Krovagn High Schools in the Pursat Province. They also distributed writing books to 200 under privileged students, donated reconditioned laptops and helped repaint one of the libraries.



# Salvation Army – New Zealand

In 2011, Crown New Zealand's employees voted to make The Salvation Army its "charity of choice" and in 2020, Crown was awarded the rare "Valued Partner" accolade by The Salvation Army for its continued support and commitment to the charity.

"Corporate responsibility is very important to us," reflects James Logan, Crown New Zealand's Country Manager. "Giving back to the community is one of our founding principles, but it also makes great corporate sense because it gives people in the company a sense of belonging – so there is a real feel-good factor."



### **Giving back**

Over the years, Crown has organized innumerable fundraising events. As a former professional basketball coach, James used his connections to hold a fund raiser at a Breakers home game. Over 100,000 cans of food and \$50,000 in food products were sourced and donated to Salvation Army foodbanks around New Zealand.

### **Reduce, reuse, recycle**



Crown recently purchased FIL Furniture, a company that specializes in re-selling upcycled office furniture. Crown and FIL sponsored a complete office re-fit for The Salvation Army's Northern Division offices, using only pre-loved, upcycled furniture. "What was really impressive was that the Sallies employees were thrilled with the upgrade not just because it was nice, but because they felt they could do better work for their people in the new environment," says James.

And Rhiannon Sims, FIL Furniture Manager, said "It was what a pleasure to work with the Salvation Army on this project and to donate our resources. I was truly humbled by the amazing prayer, song and the heartfelt words of thanks that were expressed."



### **Natural disaster relief**

When Cyclone Winston devastated Fiji in 2016 Crown approached Royal Wolf Containers and Maersk and together undertook 14 sailings to Fiji with containers of relief and rebuilding supplies. The containers were then repurposed as garden sheds around Fiji.

### **Part of our everyday**

For each move we carry out, we provide a branded "Giving Back" carton so customers can donate unwanted goods to The Family Store. Crown people can gift unused annual leave to The Salvation Army as cash, and each branch throughout New Zealand has sponsored a child in the Pacific through the Army's Cherish a Child program.



**THE SALVATION ARMY**  
**INTERNATIONAL**

### **Valued partners**

Crown was the fifth recipient to receive The Salvation Army's "Valued Partner" Award in New Zealand. "We only give these awards out to exceptional partners," says Salvation Army Public Relations Manager Tim Hamilton. "Crown is so creative, always finding opportunities to contribute and consistently delivers far beyond our expectations. We're so grateful for this partnership, which has made a difference to so many people in need around New Zealand and beyond."

James is immensely proud of being a "valued partner". "It meant everything to us, we feel so privileged to be involved in helping the community and we have immense respect for the Sallies," he says.

**Crown Worldwide Group** is a privately owned logistics company founded in 1965 and headquartered in Hong Kong. Committed to making it simpler to live, work, and do business anywhere in the world. The Group manages a broad portfolio of complementary brands, including; Crown Workspace, Crown World Mobility, Crown Relocations, Crown Records Management, Crown Fine Art, Crown Logistics and Crown Wine Cellars.

Email us at [CSR@crownww.com](mailto:CSR@crownww.com)

Connect with us



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*A complete range of services  
to help you and your business*

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- World Mobility
- Relocations
- Records Management
- Fine Art
- Logistics
- Workspace