

Struggle for Survival

According to an old proverb, “You never truly know someone until you've walked a mile in their shoes.” Struggle for Survival is not a talk or a video; it is a simulation that allows participants to take a few steps “in the shoes” of people who live on less than \$2 a day.

Struggle for Survival is hosted by the Crossroads Foundation and was created in collaboration with NGOs, field workers, internally displaced people and those living in poverty. It is designed to create a realistic scenario that brings alive some of the issues faced daily by over half of the world’s population.

During the simulation, participants must meet their family’s costs for shelter, food, water, medical care and education while battling corruption and poor market practices. After the simulation, displaced persons and field workers will discuss with participants options for engaging with those trapped by poverty or displacement. Afterwards, participants may explore ways to harness their company’s or individual strengths to engage with those in poverty.

This event, already undertaken by over 40,000 people, has the power to change the conversation and increase the sense of urgency to address issues related to poverty. Companies are already engaging with communities in need by building schools, responding to disasters through labour and financial support, and creating a new NGO that cares for asylum seekers.



“Everyone should do this.” – **Jimmy Wales**, Founder of Wikipedia

“A profound experience that reminds us of the plight of millions” – **Ban Ki-moon**, Secretary-General of the United Nations

“Truly moving and educational” – **Sheryl Sandberg**, Chief Operating Officer, Facebook

“Thank you for making us feel ... what they are going through.” – **Peter Brabeck-Letmathe**, Chairman of the Board, Nestlé

“Remarkable experience” – **Jeffrey Sachs**, Author of *The End of Poverty*



More information

Website: <https://www.crossroads.org.hk/>

Video: <https://www.youtube.com/watch?v=7Pi9e4764Cc>

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