

MAKE A DIFFERENCE

DESTINATION:



Destination: GOOD

The AirAsia Foundation team talks shop about the people they meet and the ideas they come across as they travel the Asean region on their unique mission: to meet social entrepreneurs and explore ways to support their growth. airasiafoundation.com

Onwards, Together



Ly Lao Lo, CEO of Sapanapro (left) receives a social enterprise plaque from Yap Mun Ching, Executive Director, AirAsia Foundation.

What a fruitful year 2017 was for us! With nary a break, we're brimming with ideas to march on into the New Year. Soon, you will see us venture into innovative F&B, healthcare, aquaculture and craft preservation solutions with new social enterprise grant recipients. From earlier projects, we will be continuing our partnership with the silversmiths of Kotagede in Indonesia, and the Dao herbalists of Vietnam, to create products and services to enhance your travel experience.

In October, we premiered the **Destination: GOOD Short Film**

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series (available on ROKKI Wi-Fi inflight entertainment) featuring stories that touch and inspire. Watch what happened when we invited Selaka Kotagede silversmiths from Yogyakarta to Ilham Gallery in Kuala Lumpur, Malaysia, to share their community-led approach to conservation. You can look forward to more of these live talks with tips and insights from Asean social entrepreneurs.

Have you shopped at our **Destination: GOOD pop-up@klia2?** We're looking to expand to more airports. You can also look forward to the launch of our sustainable travel portal, which will offer a range of responsible travel choices.

Finally, a special milestone for us last year was when AirAsia became Asia's first airline to take a stand against human trafficking. We started with an August roadshow by cabin crew from US-based Airline Ambassadors International, followed by the rollout of awareness training for the airline's frontline staff with expertise from AirAsia Foundation Chairperson, Atty. Katrina Legarda from Philippines. Soon, you will see information (hotlines and helplines) on board that can help save lives.

It's going to be an exciting year ahead – if you have a great idea to share, reach us on Facebook, Instagram or Twitter!

What's 'Destination: GOOD'?

A movement to encourage people to shop and travel sustainably

AirAsia Foundation is an ASEAN accredited civil society organisation



Contact Us!

Yap Mun Ching, Executive Director of AirAsia Foundation, is always on the lookout for exciting new social enterprises. Write in to foundation@airasia.com



WORD UP!



Oyster pickers, Banda Aceh

It has been five years since AirAsia Foundation began awarding grants to social enterprises. The latest member of our social enterprise family is Natural Aceh – an organisation based in Banda Aceh, Indonesia – which incubates livelihood programmes in coastal areas affected by natural disasters.

Those who recall the devastation of the 2004 tsunami would know that Banda Aceh's fishing communities barely survived. The project site, once home to 6,000 residents, was left with just over a thousand. Many still live with the long-term impact of the disaster. Our grant to Natural Aceh enables women oyster pickers in one of the worst hit villages to develop their own oyster farm, while the mangrove forest that they once relied upon for their livelihood regenerates.

This venture brings us full circle to where the seeds of AirAsia Foundation were first sown. Aceh was, in fact, the first disaster relief mission that AirAsia participated in, in the early days following the disaster. Two years later, on the recommendation of the United Nations, we began exploring direct flights between Kuala Lumpur and Aceh to support the rebuilding process.

It is now a decade since AirAsia commenced flights between Kuala Lumpur and Aceh, and our connection has become even stronger with this new link to a resilient city that has shown the world that it is possible to pick up the pieces and rebuild.

Soul in Your Belly

For the worker bees who want fresh food but are too busy to prepare it, Manila's social enterprise Soul Belly offers two options for a wholesome Filipino meal: invite them to set up a daily lunch delivery service at your office; or visit their selected in-office kiosks to purchase pre-packed meals. Run by underprivileged mothers, the social enterprise already serves students of Mano Amiga Academy, a school that provides quality education to children from low-income families, and employs their parents to cook healthy school meals. With our grant, Soul Belly will be expanding its office lunch operations to five new locations in the CBD. Proceeds from the business fund scholarships for students-in-need.