

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

Social Entrepreneurs to the Rescue



A GCI staff collects recyclables from the community.

Did you know that more than half the world's population now live in cities? According to the United Nations, by 2030, six in 10 people will be urban dwellers. This development has created new challenges on existing infrastructure. Fortunately, social enterprises are coming up with innovative solutions.

One impactful venture is located in the city of Malang in Indonesia, where over 55,000 tonnes of garbage is produced daily but only half is collected. Indonesia Medika Foundation started the Garbage Clinical Insurance (GCI) to allow low-income families to trade in recyclable trash for free medical services. After running its first clinic successfully, GCI is setting up a second clinic with our grant.

Another common problem is road congestion. Our Malaysian grantee, The Basikal, started as a grassroots cycling movement to reduce car

usage and encourage a healthier lifestyle. Founder Akmal Abd Mutalib now runs a bicycle centre in the heart of Kuala Lumpur offering maintenance classes and training for underprivileged youths to set up their own services.

A third major challenge that many cities face is accommodating refugees from conflict zones. In Malaysia, The Picha Project is receiving our grant to expand its Open House Programme where refugee families open their homes to diners keen to taste their traditional meals. The young social enterprise is making Kuala Lumpur more inclusive by enabling locals to create positive change.

Across Asean, young urbanites are becoming more invested in the future of their cities. By sharing best practices and improving access to resources, global leaders can enable more cities to adapt and follow suit.

What's a social enterprise?

A business that tackles social challenges and improves communities or the environment using profits from the sale of goods and services.

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!



The AirAsia Foundation team on a George Town walking tour with Lee Jia-Ping, Director of Think City Partnerships (first from right).

As cities urbanise, one visible consequence is that many begin to lose their individual characteristics to resemble other concrete jungles. On my many travels to cities across Asean, I am often saddened to see some of the more 'modern' developments.

This is why I am thankful that organisations such as Malaysia's Think City exist. Think City was established in 2009 to rejuvenate the historic centre of George Town in Penang, Malaysia, soon after the city received its coveted UNESCO World Cultural Heritage Site listing. Through collaborations with local communities, George Town now bustles with creative energy. Think City has now expanded its mandate to three more cities in Malaysia, namely Kuala Lumpur, Butterworth and Johor Bahru.

Think City has been an excellent partner of AirAsia Foundation in raising awareness for social entrepreneurship. In 2015, when we first pitched the idea of organising our Destination: GOOD conference in Kuala Lumpur, Think City was our first supporter. This year, our partnership looks set to deepen with new initiatives. The first is AirAsia Foundation's participation in the 9th World Urban Forum. And the second — a surprise we will unveil later this year — will raise our social enterprise support channels to a whole new level.

Urban Wellness

Kuala Lumpur plays host to the 9th World Urban Forum from February 7 to 13 for discussion of the United Nation's New Urban Agenda — a guide on urbanisation and sustainable development. Among key attractions for the expected 25,000 attendees is the Urban Village living laboratory at Medan Pasar in the heart of Kuala Lumpur, jointly presented by Think City, Urbanice and Kuala Lumpur City Hall. Also in the line-up is AirAsia Foundation's Destination: GOOD spotlight on Asean social enterprise. Check out our pop-up shop@2 Hang Kasturi (a multi-purpose community space in Kuala Lumpur), as well as our programme of talks and workshops featuring innovative social entrepreneurs and their enablers. Learn more at airasiafoundation.com.