

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](http://airasiafoundation.com)

## A Chair Apart



Attorney Katrina Legarda

In the blink of an eye, we are entering our sixth year at AirAsia Foundation. With us for much of this journey is Attorney Katrina Legarda, our intrepid Chairperson who is a household name in the Philippines known for her strong stance on the rights of women and children. We caught up with her in Manila to find out what thrills her about her association with us.

**What makes you most proud as our Chair?** I gain much personal satisfaction from being able to be strategic about doing development work that benefit different communities in Asean. I am proud

of the assistance we give to social enterprises that may not otherwise be able to get funding from ordinary channels.

However, I do have personal favourites and right now, it is what AirAsia Foundation is doing to train AirAsia crew to recognise trafficking victims on flights. This is a huge contribution and it resonates with my own advocacy on child protection in the Philippines.

**What would you want us to achieve together successfully 12 months from now?** On social entrepreneurship, I would like to see the AirAsia Foundation's social enterprise retail venture thrive. On anti-trafficking, I hope we can complete training of all AirAsia frontline personnel and perhaps, also have other airlines invite us to share this training with their staff.

**What do you think is the Foundation's biggest challenge?** We are a tiny, lean and mean group and our team tries its best to encourage suitable organisations to apply, but I would like to see more organisations take the lead to find out what we are looking for via our website, and reach out.

**How would you describe the Foundation in one word?** Awesome.

### 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](mailto:foundation@airasia.com)



### WORD UP!



Woven scarf by 'tek Gadih

Although we have a clear mandate to support social enterprise growth, we continue to receive many applications for non-profit projects – which are good in themselves, but not our target profile.

In between, we also have NGOs that have started social enterprise projects with grants but are struggling to keep going after the initial funding runs out. This is unsurprising as the supposed businesses are run much like non-profit projects with minimal attention paid to marketing or making their products available to consumers. In the past, these applications would fail our assessment. This is a shame because the NGOs would have invested much in training and the products are often promising, if – and that is a big if – they are able to reach the right consumers.

This year, we are trying something new. Since starting our Destination: GOOD social enterprise shop@klia2, we have a new tool in our toolkit. For applicants described above, we begin by providing them a channel to sell their products. If all goes well, we can return to the application and adjust it accordingly. First up, is 'tek Gadih, a social enterprise venture by Indonesian NGO, LP2M. Check out their weaves and let us know what you think.



## Naturally Beautiful

New this month at Destination: GOOD@klia2 is an exclusive collection of natural dye *songket* scarves from 'tek Gadih, a social enterprise label of traditional weaves by the Minangkabau women of West Sumatra, Indonesia. Founded in 2009 by Indonesian women's NGO, LP2M or Institute of Research and Community Empowerment, the project aims to provide women in rural communities with alternative income sources while drawing inspiration from their environment.