

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



1. Komgrit helping a child assemble a 'branch creature'
2. A selection of Malay folktales

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!



When I was 12, I won a new school prize to encourage children to read. Titled *Banyak Membaca* (Read a Lot), the prize went to the student who chalked up the most loans at the school library.

The reading list that got me this bounty included a large number of books on Malay folktales. Some of these were parables with local wildlife as central characters (Malaysian children would remember the clever Sang Kancil, a mousedeer that outwitted wily crocodiles and tigers). Others were magical yarns that wove together local legends with Hindu folklore. In these stories, warriors would fly on the backs of Garudas to rescue princesses, genies would materialise from conch shells, and the devious could be punished for all eternity by being turned into stone. They transported me into my own Langkawi – Malaysia's northern island known for its lore and legends.

These books are now long out of print, but I am delighted to discover that new writers are drawing inspiration from these beloved tales to spark the imagination of young readers. At AirAsia Foundation's Destination: GOOD shop, you can find a selection of books themed on nature, environment and Asean culture. Try one – it could be the perfect start to your travels in our region.

Child's Play

How often have you bemoaned the fact that children spend too much time on digital devices? Let us introduce three Asean social enterprises that are taking an unorthodox approach to playtime.

First is One4One in Thailand, started by husband and wife team Komgrit and Krittiya Trakoontiwakorn. They began designing wooden toys for tactile play inspired by their children who enjoy interactive academic subjects, like learning how to grow food in school. Among the couple's creations are 'branch creatures', which encourage children to create 'animals' from twigs and leaves, and looms to weave their colourful imaginations. What's more, every toy purchased gifts another to an underprivileged child – hence the name One4One!

Over in Vietnam, we met Pha Thi Ngan and Nguyen Dinh Nguyen, brand consultants whose social

enterprise idea germinated from art therapy classes they were giving to disadvantaged children as part of their client's CSR programme. They were struck by the expressiveness of the drawings, especially those by children with disabilities. When the programme ended, they started Tohe and turned selected drawings into fun designs for bags and accessories for sale to fund future classes.

Heading over to Bali, Indonesia, we found LagiLagi, a social initiative to raise awareness on the beautiful island's social and natural environment through design and creativity. To fund DIY charcoal art programmes that educate children on the need to reduce, reuse and recycle, LagiLagi turns teakwood off-cuts into beautiful one-of-a-kind dining utensils.

Remember to check out these social enterprises on your travels or shop their wares from our Destination: GOOD shop onboard at ROKKI.com!

GOOD Book Corner

Check out some of the charming children's titles we have selected for our new books section.

Artist Jainal Amambing's beautifully illustrated *The Magic Buffalo* and *Longhouse Days* takes us into the colourful lives of Borneo's longhouse communities. Our selection of Indonesian titles offers a light way to educate young adults on the impact of deforestation on Indonesia's diverse wildlife.

