

DESTINATION: GOOD



The AirAsia Foundation (airasiafoundation.com) 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.

EXPLORING HANOI, THE SOCIAL ENTERPRISE WAY



For an idea of how diverse the social enterprise sector is, we take you to Hanoi, home to a vibrant social enterprise scene. Starting at Noi Bai Airport, visitors can travel to the city in a shared taxi via Dichungtaxi.com. **Dichung** applies technology to promote sustainable transportation through better use of available seats and fostering a ride-sharing culture.

Hungry on arrival? Head to **Hoa Sua** (2 Hang Chuoi 2) or **KOTO** (59 Van Mieu). These two restaurants double as training centres to provide former street children with employable skills in the hospitality industry.

Travellers planning to head up the Sapa highlands can book treks



and tours with **Sapa O'Chau** (18 Hang Muoi) a hilltribe-owned social enterprise that provides free education to Hmong children. While in Sapa, visit **Sapanapro Spa** at Ta Phin Village, a new facility built with our grant support to enable sustainable commercialisation of the Red Dao community's knowledge of herbal therapies.

Parents who want to provide their children with an alternative learning experience can sign them up with **KHAC** (khac.com.vn/en), which organises camps to introduce young ones to social enterprise ideas. KHAC also runs **Dao's Care** (7 Lane 173/24 Hoang Hoa Tham), a spa that provides Sapanapro

herbal baths in Hanoi for those who can't make it to Ta Phin Village. You can even have your hair done at **Em Hair Salon** (So 1, Phan Huy Ich), a social enterprise that supports disadvantaged women, including survivors of trafficking and domestic violence.

For meaningful souvenirs, head to **Tohe Style** (8 Do Quang), a delightful store with accessories inspired by drawings created by underprivileged children. Profits from the business go into providing the kids with much needed art therapy. Another must-visit is **Zo Project** (10A Dien Bien Phu), a treasure trove of Dó paper products made from tree bark using ancient Vietnamese techniques. By adapting its use to create new products, this social enterprise hopes to breathe new life into an ancient craft.

Hanoi never ceases to amaze. And with its social enterprises forging ahead, the city is a beacon of our times.

Word Up!



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



On a recent trip to Phnom Penh, I caught up with Frances Rudgard and Sarin Chhuon, two key people at Cambodian Living Arts (CLA) who have made a success of the Plae Pakaa Project that AirAsia Foundation funded in 2012.

CLA (cambodianlivingarts.org) was founded by Arn Chorn-Pond, a survivor of Khmer Rouge camps. Arn took up the mission to rebuild the Khmer arts heritage by creating a platform for master performers to teach. When I first came across CLA, the organisation was trying out a new social enterprise model to fund classes through weekly performances. The show struggled to break even and our grant provided an important boost – CLA erected a permanent stage at the beautiful National Museum of Cambodia and created a new show with three student troupes.

There were many hiccups but the show is now generating a profit that funds CLA's core costs, and daily performances during peak season are a sell-out hit. Some students have even gone on to form their own troupes.

CLA is now aiming to regularise its Living Arts Tours that introduces visitors to training studios. Other ideas being explored are introductory courses on Khmer arts and Khmer arts summer camps for children. If you are en route to Phnom Penh, remember to check them out!

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.

PEOPLE IN SOCIAL ENTERPRISE: PHAM KIEU OANH

Trustee of AirAsia Foundation since 2014, Oanh is a well-known figure in Vietnam's social enterprise community. Through the Centre for Social Initiatives Promotion (CSIP), an organisation she founded in 2008, Oanh has nurtured over 50 social enterprises. She muses on her motivation, experiences and future plans.



WHAT MADE YOU DECIDE TO WORK IN THIS FIELD?

Before CSIP, I worked for 15 years with several NGOs. I was always thinking about new approaches

that could make development projects more efficient and sustainable. I was fortunate to meet Declan Ryan of The One Foundation. He introduced me to the social enterprise model.

WHAT HAS BEEN YOUR BIGGEST CHALLENGE AND REWARD? First, how to get people to understand the social

enterprise concept. Second, where to find like-minded people who share my vision and mission. Third, how to raise funding when the concept was so new. Today, I am proud to see the growth of social enterprises. It is even more rewarding to view this in the context of the development of the whole movement.

HOW CAN INTERESTED PARTIES PARTICIPATE IN CSIP'S WORK?

For small social enterprises with modest outcomes, it is necessary to approach them and understand their stories. In the longer term, what social enterprises need is strong institutional support. They need a favourable legal framework, coherent collaboration mechanisms and different platforms to cooperate.

WHAT CAN YOU ADVISE ASPIRING SOCIAL ENTREPRENEURS?

Understand and empathise with the social issues that you seek to address. You must continuously enhance your competencies through learning and recognising opportunities that arise. Think outside the box. You should also be realistic. Start small and do the best you can. Build a strong foundation that aligns with your capacity and resources.

WHAT'S NEXT FOR CSIP? We are building a comprehensive ecosystem to develop social enterprises in the Asean region. Our upcoming online social innovation incubation platform (SOIN) is our first step to realising this vision.