

# 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](http://airasiafoundation.com)

## Gifts from the Land



1. Langit Collective rice farmer. 2. A herb grower at Kapwa Greens.

Throughout the course of our work, we've encountered a lot of agricultural enterprises that maximise the potential of the region's resources. They tread their path by being sustainable, ethical and responsible stewards of the land. Have you tried the organic produce of these Asean brands?

Sarawak-based **Langit Collective** in Malaysia connects smallholder farmers to the market by selling produce that are native to the area. These include red and black rice known to have higher nutritional value, and Sarawak black pepper, which is famous for its unique flavour and strong taste. Founded by four rural community organisers, Langit redefines the middleman's role by committing 30 per cent of profits to ethical and appropriate technologies to support the community.

In the Philippines, our social enterprise grantee **Kapwa Greens** sources native herbs like lemongrass and *pandan* (screw pine) to create their signature tea blends. By using endemic herbs,

they create minimal disruption to sustain farming communities. For example, mint is considered a weed in the northern Ifugao terraces, but Kapwa Greens encourages rice farmers to harvest these herbs to augment their income.

Another of our grantees, **Muser Coffee Hill**, promotes shade-grown coffee cultivation to the hilltribe farmers in northern Thailand. This agricultural practice benefits the environment because the plants are naturally protected with little to no use of pesticides and chemical fertilisers. The result is Muser Coffee, with its bold and strong aroma, a favourite among locals and on our AirAsia Thailand flights!

Other organisations like **Nokhook** (Thailand) and **Javara** (Indonesia) work with indigenous farmers to bring their products to a broader market, which helps create awareness among consumers. Make a difference and do your part to help preserve Asean food biodiversity!

## 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!



The first question we ask ourselves when assessing a grant application is whether the organisation's work falls within our definition of a social enterprise. In most cases, this is straightforward but things become more ambiguous when the applications involve support to farmers. Since small farmers often earn low incomes, is it enough to be considered a social enterprise so long as you resell farm produce?

Over time, we found that the answer to this question is 'No' if the outcomes are to be sustainable. Strong applicants are those that work on overcoming systemic challenges faced by small farmers. For example, what makes Muser Coffee Hill's approach effective is its use of shade-grown crops to address both, the livelihood needs of hilltribe farmers and the conservation priorities of the authorities. Our latest grantee, Kapwa Greens, not only works with established farming communities but also trains former urban dwellers displaced to the countryside by natural disasters, to grow herbs.

Through our journey with the social entrepreneurs, we learnt important lessons about making a change in farmers' lives. It is not always about giving them access to digital technology, or supplying them with new fertilisers or seeds – we have to start by understanding their circumstances and supporting solutions that are designed to meet their respective needs.

## #DestinationGOOD Short Films



The best part of working with social entrepreneurs is getting to know the people and stories behind the endeavours. Last year, we recruited award-winning Malaysian film director Tan Yew Leong to create #DestinationGOOD Short Films – a series of mini documentaries to bring you into our world. Watch episodes for free onboard via [ROKKI.com](http://ROKKI.com) or on [youtube.com/airasiafoundation](http://youtube.com/airasiafoundation).