

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.

BUILDING A SOCIAL ENTERPRISE ECOSYSTEM

An important aspect of AirAsia Foundation's endeavours is to build partnerships that foster an enabling ecosystem for social enterprises to thrive. In Asean, we found that while most countries have local organisations that provide start-up support and philanthropic investors for advanced acceleration, a huge gap lies in between. Our grant programme seeks to bridge this by supporting innovative ventures that show potential but are not yet viable for equity investments.

An effective way for us to reach these organisations has been through established social enterprise incubators. One of our closest partners since 2014 is Thai social enterprise supporter Change Fusion. We have since funded two social enterprises – Muser Coffee Hill and Folkcharm – that began their journey under Change Fusion's

capacity building programmes. Similarly, we collaborated with the Centre for Social Initiatives Promotion (CSIP) in Vietnam to elevate Sapanapro, our Red Dao grantee. Our partners also help us overcome language barriers in reaching out to social enterprises in more remote areas.

Another avenue that has proven fruitful is project-based partnerships with experts. In 2015, we met a group of creative professionals who wanted to help social enterprises improve marketability of their products and services. This grew into our Destination: GOOD



Gigi Lee, Chief Creative Officer of TBWA Group Malaysia, one of the contributors, discussing product designs with Selaka Kotagede silversmiths.

Collaborations project whereby AirAsia Foundation grantees receive pro bono services from top professionals. To date, contributors have undertaken photography assignments, as well as branding and product design projects. Our latest collaboration is with The One Academy, a leading Malaysian arts and design institute, whereby students are assigned to work on branding projects for our grantees (including Indonesia's Selaka Kotagede silversmiths) under the guidance of award-winning designer, Gigi Lee.

In the long term, we aim to formalise this arrangement into a regional network of professional do-GOODers, keen to contribute their most valuable assets – their time and expertise – to organisations that need it most. It is not only immensely helpful to social enterprises, but is also fulfilling for individual contributors and organisations to channel their support this way, giving them a sense of achievement.

Word Up!



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



In the spirit of volunteerism, AirAsia Allstars (staff) have been working with the foundation's social enterprise grantees under our Allstars do GOOD initiative, which taps into diverse skillsets within the AirAsia family.

For our first activity, we joined APE Malaysia's mission to improve the welfare of animals in captivity. One of APE's flagship programmes involves the use of decommissioned fire hoses to create enrichment tools for wildlife sanctuaries. With AirAsia's Culture Department, we organised a team-building assignment around helping APE Malaysia equip the Sumatran Orangutan Conservation Programme in Medan, Indonesia. The feedback was so positive that we decided to make this our annual activity, targeting two wildlife centres this year; we have already identified one – Bornean Sun Bear Conservation Centre – and are in the process of confirming the other.

Allstars do GOOD is also about professional volunteerism. Since 2013, Malaysia-based social enterprise Tonibung has been advocating the idea of AirAsia engineers providing training to improve efficiency of their renewable energy operations. We finally started with three Allstars who took turns travelling to the East Malaysian state of Sabah to train indigenous technicians on using software to make technical drawings. This programme is ongoing and currently, the volunteers are in the midst of planning their next module.

Does your organisation offer similar opportunities? Tell us more.

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.

SOCIAL ENTERPRISE UPDATES

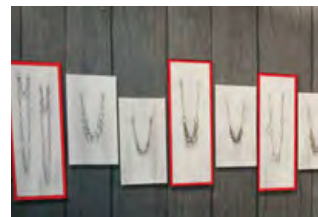
A good design can do wonders for social enterprise products. Check out these new looks by contributors who pitched in to give our grantees the wow factor.



COMMUNICATING THROUGH COOKIES Silent Teddies' wholesome cookies are made by deaf bakers who have overcome the odds to support themselves and their old school, the Kuala Lumpur Community Service Centre for the Deaf. In 2016, diploma students from The One Academy answered our call to help Silent Teddies share their touching story and gain new business by designing thoughtful and attractive product packaging.



REDESIGNING COFFEE Muser Coffee Hill's aromatic shade-grown coffee barely stood out from ordinary farm-produced coffee varieties until designers from Y&R Malaysia gave it a clever revamp. The new design of the packaging captures not only the identity of the ethnic coffee farmers, but also the environmental benefits of shade-grown coffee.



A SILVER LINING When we asked traditional Kotagede silversmiths how they presented their beautiful engagement rings to clients, they said, "Wrapped in a plastic bag." Not anymore. This January, undergraduates from The One Academy delighted Selaka Kotagede silversmiths with a new brand image. The elegant packaging finally does justice to their stunning creations.