

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

Giving out of the Box



AirAsia Foundation's pop-up@klia2

We've all been there before – hours of trawling through malls to find that elusive perfect gift for loved ones that also meets our budget limitations. This year, we can help you out!

First off, we recommend spicing things up with some experiential options. Did you know that more and more people are gifting workshops or unusual holidays? Make it a truly memorable one by choosing something off the beaten path. Here are two ideas: how about giving an Apsara dance workshop with Cambodian Living Arts to someone fascinated with traditional performance arts, or going together on a spa retreat with Sapanapro in northern Vietnam? We guarantee that you will stay warm and toasty not only from the herbal baths but also from knowing that you have made a difference through your choices.

If a physical gift is your

preference, then check out what's available at our Destination: GOOD social enterprise pop-up@klia2. With over 200 products by 25 Asean social enterprises, you will be sure to find something sustainably produced that also supports a good cause.

But what do you give those who seem to have everything? We suggest making a pledge to the causes they support. Donating on behalf of someone you care about is a meaningful gesture that pays forward. For example, you can positively impact a child's future by giving a laptop to children affected by Nepal's 2015 earthquake via Open Learning Exchange Nepal.

For more ideas, go to airasiafoundation.com – rest assured, the organisations we support are run responsibly, and genuinely benefit their communities.

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!

This year has turned out to be a milestone year for us, with the opening of our first pop-up shop retailing beautiful products made by social enterprises from across the region.

This little shop represents three aspirations. As an organisation that promotes social entrepreneurship, it is our first step towards becoming a social enterprise. By investing in the shop's potential, we work towards funding our activities sustainably over the long run with profits from the business.

While doing so, we provide Asean social enterprises with a new platform to market their products to international shoppers. Some of these social enterprises used to sell only to middlemen who would rebrand their products. Now, for the first time, disadvantaged artisans can sell their creations using their own labels to tell their own powerful stories.

Destination: GOOD is also the result of multiple partnerships and collaborations with people and organisations who believe in our cause. We owe them a big thank you (you know who you are) – not least our host, Malaysia Airports for providing us with a spot-on location to embark on this social enterprise adventure.

We hope you enjoy our selection. Merry Christmas and Happy New Year!

ONE-OF-A-KIND CHRISTMAS

Run out of gift ideas? We've got just the right holiday treats for you!



For only USD25, choose between four GOOD boxes, each curated with goodies from a variety of well-loved social enterprises in Asean.

GOOD TRAVELLING has all you need to take on your Do Good journey.

GOOD DRESSING has you looking good for the holidays.

GOOD PLAYING has the tools for the young and young at heart to have a good time.

GOOD COOKING has the ingredients to make good food taste better!

Purchase these at our Destination: GOOD Pop-up@klia2 or order via the online ROKKI Shop for delivery. rokki.com