



AirAsia
Foundation

Event Highlight

For Immediate Release

AirAsia Foundation at the World Urban Forum 9 Village

Kuala Lumpur, 14 February 2018 - AirAsia Foundation enjoyed a successful week at the living village of the 9th World Urban Forum in Kuala Lumpur, receiving an estimated 4,000 visitors at its pop-up store at the Social Enterprise Market. In addition, its talks and workshops received active participation, generating positive feedback both from social entrepreneurs invited to share as well as visitors keen to learn more about their activities.

"We are thrilled to have participated in this event as it greatly helped in raising awareness to social entrepreneurship business models in Asean. Visitors to our store shared many positive feedback while social entrepreneurs that we hosted were also happy to have been able to use this platform to introduce their products to an international clientele," said AirAsia Foundation Executive Director Yap Mun Ching.

She added that the encouraging response has strengthened the Foundation's business case to explore setting up a permanent Destination: GOOD social enterprise store in Kuala Lumpur's city centre later this year in partnership with Think City. Other than the recent pop-up, AirAsia Foundation's social enterprise pop-up can be found at the Kuala Lumpur International Airport (klia2).

Here are our event highlights:

Shop for a Difference

Destination: GOOD pop-up store at the Social Enterprise Market



AirAsia Foundation's Destination: GOOD pop-up store was part of the Social Enterprise Market held at 2 Jalan Hang Kasturi, Kuala Lumpur from 7 to 13 February. The pop-up store retailed over 200 sustainably-produced items from Asean social enterprises including household items, apparels, accessories, food, crafts, etc. Among bestsellers are Malaysian Unity of Culture's tapir soft toys; bags and accessories by Nazanin, a lifestyle label started by Afghan refugees living in Malaysia; and silver jewellery and decorative items by Selaka Kotagede, a label by 13 traditional Yogyakarta silversmiths who are also beneficiaries of AirAsia Foundation's social enterprise grant.

Ethical wear from Bangkok to Kuala Lumpur's runway

'Loom To Life' ethical fashion show featuring Thailand's Folkcharm Crafts



Thai social enterprise Folkcharm Crafts showcased its collection of ethical wear made from carefully-crafted, environmentally-friendly products from organic and natural materials, embodying the sustainable fashion movement. The attractive apparel were modeled by versatile AirAsia cabin crew and styled with accessories by other social enterprises available at the AirAsia Foundation's Destination: GOOD pop-up store at klia2.

Bonding with a refugee family over dinner

The Picha Open House- by The Picha Project



Three refugees families from the Afghan, Palestine and Syrian communities in Kuala Lumpur impressed diners of Picha Open House sessions with their home cooked traditional cuisines. As a special treat, the dinners were hosted on Friday, Saturday and Sunday nights at Kuala Lumpur's charming The Geographer Café with sponsorship from Think City. Through The Picha Project's heartwarming sharing sessions, guests were brought closer to refugee families over a meal. A total of 65 persons participated in the Picha Open House dinner.

Trying out the blue cycling lane in Kuala Lumpur

'On Two Wheels' workshop by The Basikal and Jeffrey Lim



AirAsia Foundation social enterprise grantee Akmal Abd Mutalib of The Basikal and Cycling KL's Jeffrey Lim passed on their knowledge of safe city cycling practices and route planning skills during their 'On Two Wheels' workshop held on Sunday morning. Over 30 participants later embarked on their first rides around the newly installed KL Cycling Ring Road on bicycles from oBikes, Kuala Lumpur's bike-sharing scheme.

How 'green' are you?

'Read Plane, Green Heart' fun treasure hunt by AirAsia's Green & Sustainability Team



Total of 18 participants put their green's initiative knowledge to test at the fun treasure hunt, where they raced to complete missions and puzzles to win AirAsia flights to Asean destinations. Mum and daughter duo Evie and Emily Farrell from Sydney, Australia (first row second from left in photo), walked away with the grand prize of 2 return tickets from Kuala Lumpur- Cebu, Philippines. Meanwhile, Wan Eric AL Fatiah and Azmin won 2 return flight tickets from Kuala Lumpur to Sihanoukville, Cambodia; and Syazana Yazid and Nur Izzati Ismail won 2 return flight tickets from Kuala Lumpur to Langkawi.

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About AirAsia Foundation

AirAsia Foundation is the philanthropic arm of the AirAsia Group. Established in 2012, it aims to support the growth of social enterprises in Asean through grant funding, business mentorship and connecting its beneficiaries to the AirAsia network. It has to date awarded social enterprises grants to 19 organisations in seven countries. In 2015, AirAsia Foundation became the first corporate foundation to be accredited as a civil society organisation by the Association of Southeast Asian Nations (ASEAN).

About AirAsia

AirAsia, the world's leading low-cost carrier, services an extensive network of over 130 destinations across Asia Pacific. Since starting operations in 2001, AirAsia has carried more than 400 million guests and grown its fleet from just two aircraft to over 200. The airline is proud to be a truly Asean (Association of Southeast Asian Nations) airline with established operations based in Malaysia, Indonesia, Thailand and the Philippines as well as India and Japan, servicing a network stretching across Asia, Australia and New Zealand, the Middle East and the US. AirAsia has been named the World's Best Low-Cost Airline at the annual Skytrax World Airline Awards nine times in a row from 2009 to 2017. AirAsia was also awarded World's Leading Low-Cost Airline for the fifth consecutive year at the 2017 World Travel Awards, where it became the inaugural recipient of the World's Leading Low-Cost Airline Cabin Crew award.

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