

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



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

1. The Jagalan Festival 2016 was organised by Arkomjogja to showcase the traditional arts and trades of Kotagede.
2. Yogyakarta fashion designer Lila Imeldasari presented designs from her Lemari Lila brand collection at the Jagalan Festival 2016.
3. Pariangan Village, West Sumatra, Indonesia

Word Up!



On Nov 16, 2017, Indonesia's President Joko Widodo announced his intention to develop '10 New Balis' to attract more tourists. This is certainly timely as Indonesia is home to many amazing sites but its visitors are mainly concentrated in a handful of cities.

In my travels, I have found that wandering off the main track can be highly rewarding. An example is my latest 'discovery' in West Sumatra.

Pariangan village, a hamlet located about 50km from Bukittinggi at the foothills of Mount Marapi, one of Indonesia's fiery volcanoes, is not on most people's travel list but it is said to be one of the most beautiful villages in the world. Perched over a gushing river, the village transports one to a different era with its spired-roofed homes. Centuries-old traditions endure, as do ancient 'bathhouses'. All around are verdant fields under puffy clouds emerging from the volcanic crater above.

To develop these sites, investments in roads and airports are essential, but equally important is a focus on sustainability. We hope that Indonesia's 'New Balis' will be protected by conservation policies and local residents can participate in tourism growth as actors, not merely as subjects.

We will continue to support social enterprises that aim to develop community-based activities to enable visitors to contribute meaningfully to the local economy while enjoying their travels.

Social Innovation in Indonesia

As we continuously grow our reach in Asean, we find that social enterprises in secondary cities are showing great promise in coming up with innovative solutions to address social needs. Most instructive has been our experience in Indonesia.

Starting from the city of Malang in East Java, we were introduced to Indonesia Medika Foundation's unconventional Garbage Clinical Insurance programme. Members of the scheme exchange recyclable trash for free clinic visits, thus enabling the foundation to improve the community's welfare while caring for the environment.

Next is Yogyakarta, where we have been partnering with local community architects to support conservation needs of the old city of Kotagede. Arkomjogja created the Jagalan Walking Tours to enable travellers to participate in the area's rich heritage while introducing

traditional silversmiths of Selaka Kotagede to new design ideas.

In Sumatra, we are supporting two remarkable women-led enterprises. The first is Padang-based LP2M, an NGO that has been hard at work training new weavers in the traditional craft of *songket* (brocade) weaving with a twist. Our grant will enable them to expand a new product line featuring their natural dye weaves.

Last but not least is our latest grantee in Banda Aceh. Environmental conservation NGO Natural Aceh trains women in Alue Naga, a coastal village that is still recovering from the effects of the 2004 Asian tsunami, to start sustainable aquaculture farms. Not only does this increase livelihood opportunities but also contributes to mangrove reforestation by reducing footfall in mangrove areas to allow for its healthy regrowth.

So when you are exploring the region, keep an eye out for these unusual enterprises. The next social enterprise solution might just be within your reach.

National Day Bonanza

Did you know that August sees the celebration of national days in Indonesia, India, Malaysia and Singapore, as well as ASEAN Day? To celebrate, we are offering 15 per cent discount on all social enterprise products at our Destination: GOOD outlets! Catch us at our next pop-up (updates on airasiafoundation.com/destination-good) or better still, shop now on board on rokki.com.

