

## 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)



## Upcycling the Airline

Did you know that every year, AirAsia discards up to 5,000 uniforms worn by our cabin crew, pilots, engineers and ramp agents? That's equal to 3.8MT of fabric destined for landfills!

To cut down our waste, AirAsia's Green & Sustainability team is spearheading an upcycling project to give these used uniforms a second life.

In a recent internal competition, the team received over 150 entries with ideas for new products. From these submissions, 30 were materialised into samples that are currently being tested for market suitability. Among the best entries were travel-themed products such as passport covers, cross body bags and cosmetic pouches. Other

creative ideas included baby bibs and hair ties. Winning entries will soon be made available for purchase on AirAsia channels.

On our part, we are continuously looking at different ways to repurpose aircraft scrap such as old seatbelts, life jackets and leather seat covers.

With our social enterprise grant, APE Malaysia created the Tufftug, a throw and chew toy for dogs made from upcycled fire hoses and seat belts. Our latest Soggy No-More collection now helps manage waste from expired life jackets. We are also experimenting with rainproof hats, shoe covers and even footballs!

If you have more ideas for us to check out, be sure to drop us a line.

### 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 idea to create bags from life jackets is not new, but getting them made was quite a challenge. I wanted the products to look good and have an ethical supply chain.

Everything began coming together when Fong Shin Yi, a final year design student, approached me with an idea to create a campaign for AirAsia's expired life jackets. We loved her work so much that we bought up her graduation project.

To get the items made, we approached Nazanin, a social enterprise that works with Afghan refugees. Their bags were already selling at our Destination: GOOD shop, and founder Qasem happily accepted the order. I can proudly say that our Soggy No-More collection is 99 per cent life jacket and 100 per cent good!

I would also like to congratulate Fong Shin Yi for winning the 'Idea of the Year' and 'Student of the Year' awards at The Kancil Festival 2018, Malaysia's top advertising awards. I can't think of a more deserving winner.

1. AirAsia cabin crew present some of the products on the finalist list for the AirAsia Uniform Upcycling Contest at RedQ. 2. Soggy No-More bags are available in three designs.



### Destination: GOOD @ We Design KL

Shoppers for the Soggy No-More collection can find us at the Kuala Lumpur Design Festival taking place from October 1 to 31. The festival features art installations, exhibitions and film screenings at the historic Medan Pasar and 2 Hang Kasturi (2HK) building. Find our Destination: GOOD pop-up at 2HK or learn more at [airasiafoundation.com/destinationgood](http://airasiafoundation.com/destinationgood).

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