

MAKE A DIFFERENCE

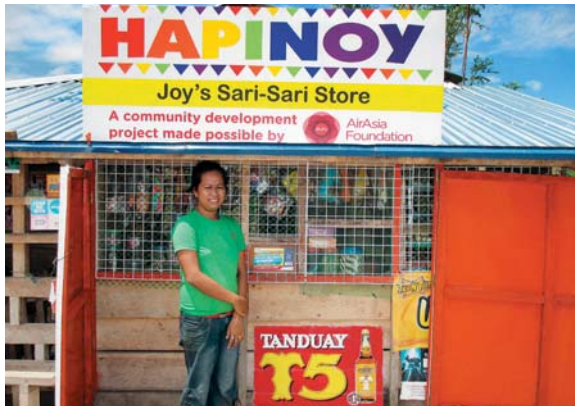
DESTINATION:



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

Tech for a Good Cause



1. With mobile technology, Hapinoy sari-sari stores also offer bill payment and money transfer services.
2. The Be My Protector app is available in eight languages.
3. Judies is currently available only on Android.

From fundraising to creating content, technology has made a tremendous impact on the growth of social enterprises in Asean. Online platforms and mobile apps have become agents of social good through their unique features and services. Here are a few that we have been watching.

A partner of our 2014 'To Philippines with Love' campaign, Philippine social enterprise Hapinoy enables women micro-entrepreneurs running sari-sari (sundry) stores to expand their services using mobile-based technologies. Through the Hapinoy app, these small neighbourhood stores that originally sold only food and household products, now also offer services such as money transfers and bills payments.

To help address funding shortfall, numerous social-giving platforms have emerged to activate small-scale giving. In Singapore, Angels of Impact channels philanthropic funds to women-led social enterprises. Offering opportunities to invest

more locally are Indonesia's KitaBisa.com and Thailand's Taejai.com. These crowdfunding platforms enable everyday givers to support projects as diverse as purchase of machines for small businesses or funding forest rangers. Giving can also be in kind and Malaysia's DoSomething.gd connects people needing volunteers with those who want to help out.

Tweaking the model, Thailand's SocialGiver.com engages travel and lifestyle companies to contribute deals that will retail on its webstore. All profits are donated to social and environmental causes.

Communicating with the wider public is often also a challenge but one organisation working to overcome this is OurBetterWorld.org, a digital story-telling site that creates content on people doing good in Asia and shares their stories around the world. So, to be inspired or to lend a helping hand, start with our last recommendation and work your way up our list to make your difference.

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!



Mention sex education and chances are you will either encounter awkward silences or widely differing views on how to deliver this crucial knowledge without upsetting cultural sensitivities. In Thailand, however, tech-based social enterprise Opendream has been quietly celebrating the success of their quirky app to avoid this conversation minefield.

Say hello to Judies, a mobile game that aims to educate teenagers on ways to prevent unplanned pregnancies and sexually-transmitted diseases (STDs). Judies' sex-ed is delivered by a candyland of cute bouncing characters fashioned after eggs, sperm, particular body parts and contraceptives. Gamers have to beat the clock deploying pastel-coloured condoms to prevent the deceptively smiling sperm from meeting their target. This was the first game I played where the consequence of failing was having a baby or STD!

According to Opendream's founders Patcharaporn Pansuwan and Patipat Susumpao, Judies is deliberately cute to attract girls. With Thailand's teen pregnancy rate among the highest in Asean, Judies allows teenagers to access information without being subjected to censure or judgement. To date, Judies has already been downloaded over 700,000 times.

For other social awareness games, check out opendream.co.th

Spot the Signs

Taking their fight against human trafficking into the digital sphere, Malaysian NGOs Tenaganita and Change Your World launched Be My Protector – a mobile app that allows users to report suspected cases of trafficking through a safe channel. To know more, download the app for free on the App Store or Google Play.



DOWNLOAD THE APP TODAY!