

## 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)



the charge in the city's social enterprise scene, the results are changing its landscape in interesting ways. Let us bust some travel myths about Manila.

**It is not a city for walking or cycling.** With over 12.8 million inhabitants, the city has the traffic to match, but a cycling or walking tour still is feasible. Social enterprise **Bambike** leads cycling tours of historic Intramuros on charming bamboo bikes. Another social enterprise that showcases a different side to the city is **Culture Shock Philippines**. Foodies must check out their Makati City Food Walking Tour.

**Shopping is to be done in malls.** For something different, head to Marikina, the Philippines' shoe capital. It is here that social enterprises like **Risque Designs**, **Habi Footwear** and **Phinix** are turning the industry on its head by pairing the experience of seasoned shoemakers with indigenous textiles and upcycled fabrics. Be like Imelda – but shop local!

## Revisiting Manila, the Social Enterprise Way

The capital city of the Philippines is a bustling place for business, but travellers tend to view it as a gateway to the country's famous islands. As millennials lead

**When in Manila, try Jollibee.** Since the success of burger chain Jollibee, many other homegrown brands have made it big. Our favourite is **Bo's Coffee**, which features **Tsaa Laya** premium herbal teas cultivated by indigenous communities and climate refugees – offering them an alternative livelihood.

## Episodes of Goodwill

Learn more about social enterprise innovation in Asean with not one, but two, new episodes of *Destination: GOOD Short Films*. Watch the short films on board via [rokki.com](http://rokki.com) or [youtube.com/airasiafoundation](http://youtube.com/airasiafoundation).

**Value in Waste** shows how Indonesia's Garbage Clinical Insurance converts garbage into a valuable resource for the poor.

**In Search of Home** features three social enterprises with heart- (and stomach-) warming means to shine the light on refugee 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](mailto:foundation@airasia.com)

## Word Up!



Over the past year, we have dedicated more time to building platforms that are able to support more than one social enterprise. Creating broader mechanisms will help us make a bigger impact.

Our biggest effort to date is the Destination: GOOD shop, which started out as a klia2 pop-up but by mid-year, should see us permanently installed in downtown Kuala Lumpur.

As this issue spotlights Philippines, I also want to highlight platforms that have given umbrella support to multiple social enterprises there.

Our former grantee, Rags2Riches recently launched **ThingsThatMatter.ph** – an online marketplace that introduces R2R's customers to other Philippine-made products. Another is the **Wear Your Tribe with Pride** movement started by Cebuano social entrepreneur Anya Lim, who works with indigenous weaving communities across the country to create contemporary designs. The campaign has not only benefited her label ANTHILL but also Filipino weaves overall.

1. Phinix's Pamela Mejia built her social enterprise on repurposing old clothes into beautiful shoes.  
2. Anya Lim of ANTHILL