

## 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)

## Designing for Good



When you are at the top of your game, one of the best ways to give back is to use your skills to help those in need, and that is what our new Trustee aims to do. Award-winning advertising creative, Gigi Lee, shares her motivation for getting into the thick of things with social enterprises.

### How did you get into advertising?

I've always loved art and design, so my teachers steered me towards this path. I'm still learning every day.

### What is your biggest professional challenge and reward?

Sometimes, I receive briefs that clash with my values. I've had to bite my tongue or turn down jobs. My biggest reward is in seeing brands transformed. I love it when great design takes a brand to a whole new level.

### What do you like most about working with social enterprises?

I love to help preserve ancient art and culture. It's a privilege to work with traditional craftsmen and help them adapt to 21st century preferences.

### How can designers benefit from helping social enterprises?

It gets you thinking like a maker. You learn to work with limited resources, manage different expectations and how to do business.

### Any advice for social entrepreneurs?

Don't expect sympathy purchases. Earn the sale by creating quality and relevant products. Never think that you are alone. Many people are willing to help if you ask.

## 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!



Seven is our lucky number as we mark our seventh year this March 15 with some exciting developments.

First, I am thrilled to welcome Gigi Lee as our new Trustee. Gigi has been volunteering with us for more than three years, starting with the rebranding of Muser Coffee Hill, the shade-grown coffee of our Thai grantee. We have since collaborated on several social enterprise rebranding projects with Malaysian design institution, The One Academy.

Also new to my team is graphic designer, Gini Lee, who brings an extended range of capabilities to our outfit. We are now better able to assist more social enterprises improve their product designs.

My third announcement relates to our mission to make shopping social enterprise an everyday convenience. We are in the process of setting up both an online and physical store by mid-2019. Be sure to follow our social media pages as we'll be launching soon with limited edition exclusives!



## No More Blues

We celebrate International Women's Day this month with a shout-out to Blubear's Anja Juliah. Anja started her social enterprise producing **Athena Empowers** reusable menstrual products after realising that many girls in rural areas are skipping school during their periods because they cannot afford sanitary towels. In 2018, Blubear received our grant to conduct more rural outreach programmes and grow its network of resellers. A monthly cycle will soon be kinder on the purse and the environment.

1. Portrait of Mun Ching and Gigi Lee by Jamaliah Mohd Yasin, a visually-impaired photographer trained by social enterprise Plus Community and Studio DL. 2. Gigi and Gini work on AirAsia Foundation's latest rebranding project with *songket* weavers in Sumatra, Indonesia.