

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

Rediscovering Bamboo



Did you know that harvesting a full-grown tree can take 12 to 50 years while a bamboo plant reaches full maturity in 12 months? It's no surprise, therefore, that bamboo is central to many people's daily lives in cooking, eating, housing and even transportation. With deep roots in Asian cultures, bamboo is said to have more than 1,500 different uses, from creating soil-enriching mulch to fashioning durable furniture.

Among those continuing to experiment with bamboo's versatility are social enterprises and young Asean innovators.

One of our early grants was awarded to Vietnamese social enterprise **Thien Chi** to expand its workshop that produces bamboo bicycles and helmets. Similar bikes are also produced by other social

enterprises such as **BamBike** in the Philippines and **Spedagi** in Indonesia.

Another innovative use of bamboo is in converting its pulp fibres into textiles that eco-fashion labels like **TakTai** in Thailand and **Bambou Company** in Vietnam are using to create appealing wearables. To stay on-trend, you can even accessorise with **Kawayan** bamboo watches from the Philippines and **Yayokie** bamboo shades from Malaysia.

For the most lasting impact, however, consider substituting everyday essentials with greener alternatives such as bamboo toothbrushes, utensils and drinking straws. And when shopping, skip the plastic bags. Instead, make a statement with a bamboo basket.

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

Word Up!

Yap Mun Ching extols the virtues of rattan.



Another ubiquitous natural resource found in Southeast Asia is rattan. These forest palms are amazingly long-lasting. My parents still use the same rattan furniture set they bought over 30 years ago!

Ironically, the qualities that make rattan beloved of the older generation prove to be out of favour with younger shoppers. I mention this because AirAsia Foundation's upcoming social enterprise hub in Kuala Lumpur happens to be occupying a heritage shop lot that was once a thriving rattan goods store. The Sang Kee Rattan Store on Jalan Tun Perak was established in the 1920s. Dwindling demand, however, left its proprietors with little choice but to shutter.

Just as we aim to breathe new life into an old building, I hope fresh ideas can bring rattan craftsmanship back into fashion. After all, rattan is indigenous, light, renewable and affordable. Throw design into the mix and it could well have a new lease of life.

1. Thien Chi's bamboo bicycles and accessories are available at Mekong Creations stores in Vietnam. 2. The last custodian of Sang Kee Rattan Store is its founder's granddaughter, Choo Siew Lah. 3. *Dream of a Cyclist* tells the story of one cyclist's unconventional efforts to manage traffic congestion in Kuala Lumpur.

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Channelling GOOD Vibes

AirAsia Foundation's #DestinationGOOD Short Films are now available for your viewing pleasure for free on our very own channel on rokki.com. From our first story on Vietnam's Dao traditional herbalists to the latest on Indonesia's trash for health recycling scheme, find out what motivates these social entrepreneurs and what makes them standout choices to receive our grant. All our short films and more are also available on youtube.com/airasiafoundation.