

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)

## Eyes on the Ground



World Day against Trafficking in Persons on July 30 gives us an opportunity to take stock of #KnowtheSigns – AirAsia’s Anti-Trafficking Initiative. Since 2017, we have trained more than 1,000 Allstars (AirAsia staff) to spot victims and report. We catch up with Nurul Habibi Fauzi, one of our advocates and trainers.

**Why should Allstars be aware of human trafficking?** As Asia’s biggest low-cost airline, AirAsia is targeted by traffickers to transport their victims. If Allstars know the signs, we can help save lives.

**How has this knowledge helped in your work?** As a former guest services staff, the training made me more vigilant in observing unusual behaviours. I am now a load controller but continue to share what I know to have more eyes on the ground.

**How has being a trainer changed you?** It taught me about being responsible for my own safety and that of people around me. Trafficking is a crime built on exploiting trust. We can only tackle it with awareness.

**What’s your biggest challenge?** Initially, I met many who thought that anti-trafficking awareness had nothing to do with their jobs. It became my mission to better their understanding. It should be compulsory learning for all airline staff.

**How can the public help?** If you see anything that makes you uneasy, have the courage to report it. There are hotlines and apps such as Be My Protector that make it easier.

### What’s #KnowtheSigns?

AirAsia’s awareness campaign that trains frontline staff to spot the signs of human trafficking and take appropriate action

**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!

Yap Mun Ching says her piece at INTERPOL’s human trafficking workshop.



In the fight against human trafficking, it is gratifying to know that AirAsia is one of a growing number of companies helping law enforcement spot suspected cases and gather evidence.

In March, I met some of these organisations at INTERPOL’s first private sector workshop on human trafficking and people smuggling. They included major hotel chains, content-sharing providers and financial institutions.

What was clear at the workshop was that increasingly, law enforcement and the private sector are coming together to close the gaps. Prevention of trafficking is not only a human rights issue; it is also one of safety and security.

So, other than AirAsia cabin crew, our ground staff will also undergo #KnowtheSigns training this year, progressively covering the region. Our goal is to ensure that every Allstar is equipped to provide the assistance that victims need when they are at their most vulnerable.



### Threads of Hope

For trafficking survivors to get back on their feet, they need a chance to earn a livelihood with dignity. This is what Filipino social enterprise **En Route Handcrafted Accessories** was set up to provide. Davao native Yana Santiago put her fashion training to good use by employing women survivors to create her distinctive brand of sustainable, upcycled jewellery. Yana’s collection of earrings, bracelets and necklaces are available at [@airasiafoundation](https://www.instagram.com/airasiafoundation) or on board all AirAsia Philippines flights.

1. Nurul Habibi Fauzi is one of over 30 volunteer AirAsia Anti-Trafficking advocates. 2. Yap Mun Ching shares AirAsia’s #KnowtheSigns initiative at INTERPOL headquarters in Lyon, France. 3. En Route Handcrafted Accessories products are repurposed from discarded T-shirts using a technique created by its founder, Yana Santiago.