



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



Three Cheers for 2019

It has been quite a remarkable year for us at AirAsia Foundation. Other than our activities with social enterprises, our year was marked by three major milestones.

The first was the opening of our **Destination: GOOD** social enterprise shop in the historic heart of Kuala Lumpur. At REXKL on 80 Jalan Sultan, we are not just a shop but part of a community of small businesses, all striving to create a welcoming and engaging space for Malaysians and visitors alike. With this space, we have been able to increase our range of ethical products, giving us an opportunity to broaden our social enterprise network.

Next, we organised our very first Malaysia Day Festival with REXKL, titled *Made-in-Malaysia*, to celebrate the country's

multiculturalism through two days of cooking classes, talks, traditional craft workshops and performances. With the positive public reception, we are resolved to making it an annual event.

Third, we are also thrilled to have formed a close partnership with conceptual design house Projek Jahat in launching our joint label **GOOD/jahat/**. Our sizzling red collection, made from repurposed AirAsia aircraft materials, stole the show at KL Fashion Week 2019 and sparked off a creative collaboration that will see us come up with many more exciting projects.

To ensure you don't miss out on any of these upcoming activities, follow us on [f](#) and [@](#) or better still, visit us at Destination: GOOD.

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 closes 2019 filming the finale of #Destination GOOD Short Films Season 2.



Each December since 2017, we have released a #DestinationGOOD Short Film featuring one of our projects that conveys a message of hope and extraordinary resilience.

These stories are a little out of the ordinary. One year, we headed to a remote earthquake-hit village in Nepal to check on schools rebuilt with donations from AirAsia guests. Last year, we featured three Malaysian social enterprises that support the livelihood of refugees.

While the feedback we received has been overwhelmingly positive, there were some criticisms too – mostly from viewers who thought the subject matter was too sombre.

I make no apologies for that. This period is one that prompts many of us to reflect. What better time to spare a thought for others? So, on December 26, we release our year-end message on a social enterprise that helps rebuild livelihoods of survivors of the 2004 Asian Tsunami. Let us know what you think!

Animal Tales

In the recent #DestinationGOOD Short Film – *New Life for Wildlife* – we focus our lens on the colourful, majestic and beloved wildlife of Southeast Asia. See how social enterprise **APE Malaysia** – with a little help from AirAsia Allstars – gives rescued animals a better life. Watch on board at the AirAsia Foundation channel on wifi.airasia.com or at airasiafoundation.com or at [▶](#) this episode, visit us at Destination: GOOD shop.



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1. Datuk (Dr) Chef Wan, Food Ambassador for Tourism Malaysia, shares how Malaysia's multicultural roots inspired his career and life during the *Made-in-Malaysia* festival. 2. Mun Ching interviews social entrepreneur Zainal Abidin Suarja at the Baiturrahman Grand Mosque in Banda Aceh. 3. A Borneo pygmy elephant gets playful at Lok Kawi Wildlife Park in Kota Kinabalu, Sabah.