



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



Starting Anew

The start of the year is a time for many to make resolutions to be better and this time, we would like to throw in our challenge: how about making a pledge to support social enterprises that give their providers a chance at a new beginning? Here are some to check out.

Lila Thai Massage, Thailand On our last visit to Chiang Mai, we

dropped by one of the eight Lila outlets in the city for a relaxing treatment by former women prisoners. chiangmaithaimassage.com

Golden Harp, Myanmar Our go-to transportation service in Yangon was established by a group of former political detainees, who set up this social enterprise to overcome stigma in finding employment. [f Golden Harp](https://www.facebook.com/GoldenHarp)

The Helping Hand, Singapore More than one of our friends have given the thumbs up to this moving service in Singapore. The Helping Hand gives a second chance to recovering drug addicts. thehelpinghand.org.sg

Dapoer Bistik, Indonesia This colonial-inspired kitchen in Central Java doubles as a safe zone for ex-militants to rebuild their lives away from radical ideologies. At the Semarang and Solo outlets, diners can sample *bistik* – local chicken, beef and seafood steaks, as well as ribs served with locally sourced vegetables. [f SoloBistik](https://www.facebook.com/SoloBistik)

Malaysian Prison Department If you are looking for a special Malaysian textile, we recommend this prison gallery. Some of the best weaves are produced by inmates under a vocational programme aimed at preparing them for eventual release. tempahan.prison.gov.my

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

Word Up!

Yap Mun Ching shares her insightful experiences from her many travels around the region.



While developing AirAsia's anti-trafficking training, I had the opportunity to visit a shelter for trafficking victims in Kuala Lumpur with a psychologist who volunteers at the centre to provide counselling support.

The residents were mainly foreign women who had been tricked into working in the sex industry on the false premise of jobs as domestic helpers in Malaysia. Although they no longer faced daily exploitation, their predicaments were far from over. Many suffered from mental health issues, not only because of their experiences, but also from the constant stress of not knowing when they could start providing for their families again.

The importance of social enterprises to provide a soft landing for people who face societal stigma cannot be overstated. Other than former addicts and prisoners, trafficking survivors also have to overcome discrimination to reintegrate into society. A safe space offering a decent job and a living wage is a good place to start.



GOOD Buy

Show your support for trafficking survivors by shopping with **En Route Handcrafted Accessories** [f EnRouteHandcrafted](https://www.facebook.com/EnRouteHandcrafted) – a social enterprise based in Davao City that trains its beneficiaries to create jewellery using discarded T-shirts. Shop from their colourful range of earrings, wristbands and necklaces at our Destination: GOOD enterprise shop at 80 Jalan Sultan, Kuala Lumpur, and online at wifi.airasia.com



1. Shell is one of Golden Harp's co-founders and regular driver.
2. Mun Ching and Suni Shrestha of Thai social enterprise incubator Change Fusion await their signature Lila massage at a Lila Thai Massage outlet in Chiang Mai, Thailand. 3. En Route Handcrafted Accessories' Kantarines woven bead earrings are MYR39 (approx. USD9) a pair.