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

Empowering Our Own

For eight years now, we have been providing grants to social entrepreneurs across ASEAN, but we discovered good businesses were closer to us than we realised.

Our new Dare to Dream Grant is an initiative with AirAsia’s People and Culture Department to expand the passion projects of Allstar (AirAsia staff) families. The experience strengthened what we know about socially-minded entrepreneurs – that income aside, it is just as important to do it for a cause.

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Ever wanted to learn sign language but couldn’t decipher the illustrations? That was the challenge faced by Allstar brother Awang Shahrizan when he tried to learn sign to communicate with his friend’s hearing-impaired daughter. To get around it, Awang created Siasitok Sign Language, a system of learning sign that uses AR flashcards and a simple mobile app. Just scan the cards and let Awang’s avatar show you how it’s done!

Helping Hands

What’s ‘Destination: GOOD’?

A movement to encourage people to shop and travel sustainably

Contact Us!

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He was right, of course, because everyone is directly impacted by the well-being of their nearest and dearest. Thus, we began a six-month programme inviting Allstar family members to submit pitches on why they should receive a grant to benefit their businesses.

From the over 30 applications received, we selected six winners. What made them stand out was that other than ensuring business viability, there were also ethical principles embedded into their businesses. So, as Dare to Dream enters its second year, I look forward to finding more of these gems in our network of 24,000 Allstars.

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