

# DESTINATION GOOD

The AirAsia Foundation team talks shop about the people they meet and the ideas they come across as they travel Asean on their mission to support the growth of social entrepreneurship.



## 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](mailto:foundation@airasia.com)

## Good Vibes

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



I am one of those people to whom words matter, so in writing this issue, my first consideration was getting the terminology right. Happily, I found the answer while judging a Gerakan Kreabilitas (Creative Abilities Movement) pitch event organised by Balinese social enterprise Ketemu Project last year.

At the event, Ketemu brought together 30 makers and designers to innovate new product ideas. During the judging process, I discovered that rather than the more common term of PWD, or 'persons with disability', the participants referred to themselves as 'difabel' – the Indonesian contraction for 'differently abled'. It was the first time I heard the term and I loved it!

*Difabel* carried no judgement and implicitly created the understanding that everyone has different strengths. It reminded us that while some of us may experience fewer physical impediments in our lives, those overcoming these challenges gain in other ways. In this case, their gifts of creativity and empathy.

## Enabling the Differently Abled

One thing we learnt from working with socially responsible organisations is that examining the quality of a product, or value of a service, is as important as ensuring that the people behind them are treated with fairness and respect.

This is why we celebrate and support businesses who give differently abled individuals the opportunity to actively participate in society through employment. Here are some organisations across the region worth checking out.

Singapore's **CaptionCube**, provides captioning, subtitling, transcribing and translation services. Their team of language talents includes differently abled persons who can work remotely and have flexible arrangements to eliminate accessibility barriers. [captioncube.com](http://captioncube.com)

Philippines' **Elait** offers artisanal rolled ice-cream made from local ingredients. Behind the counters of

their 15 stalls around Manila are hearing-impaired staff, with whom you can communicate using a basic sign language chart provided. [f elaitph](https://www.facebook.com/elaitph)

Malaysia's **Studio DL** by renowned Malaysian photographer David Lok teaches photography to visually impaired individuals, giving them an avenue for self-expression and an additional livelihood. Have your portraits taken or events covered by their team and discover how photography can be solely guided by emotion, intuition and other senses. [studiodleducation.com](http://studiodleducation.com)

Cambodia's **Watthan Artisans** is a cooperative of artisans formed by former students of Maryknoll-Wat Than Skills Training Centre for Landmine and Polio Disabled. They make fashion and home accessories that are sold in Phnom Penh and Siem Reap. [watthanartisans.com](http://watthanartisans.com)

## Regal Collection



One of our highlights at Ketemu's Gerakan Kreabilitas pitch event was meeting I Ketut Suendra, one of Bali's Kamasan artists. Kamasan is a classical painting style that historically decorated royal courts on the island, and is today applied to paintings depicting characters and imagery from Hindu mythology. Three pieces of Pak Suendra's limited edition Kamasan wallets are now available at Destination: GOOD. Find us at REXKL, 80 Jalan Sultan, Kuala Lumpur; or visit [destinationgood.com](http://destinationgood.com)

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1. Sensory photographer Jamaliah Mohd Yasin has a knack for breaking the ice during her portraiture sessions. 2. Budi Agung Kuswara, Ketemu Project Founder (left); and *difabel* artist I Wayan Suta, during a Q&A session at the Gerakan Kreabilitas pitch event 3. Each unique Kamasan wallet is made of canvas polished with seashells and measures 22cm (W, open) by 9cm (H), retailing at MYR150 (approx. USD35).