



**General Presentation
orientation
Dao Ethical Gifts
Nov 2025**



www.daoethicalgifts.com







OUR MISSION

*Empowering women in Thailand to rise above cycles of poverty and abuse,
creating brighter futures for their children.*

For many, Dao is their only opportunity to build resilience & transition toward their goals.

Dao Ethical Gifts is a registered non-profit social enterprise in Thailand.
100% of Dao's profits are reinvested into training and work-readiness coaching.



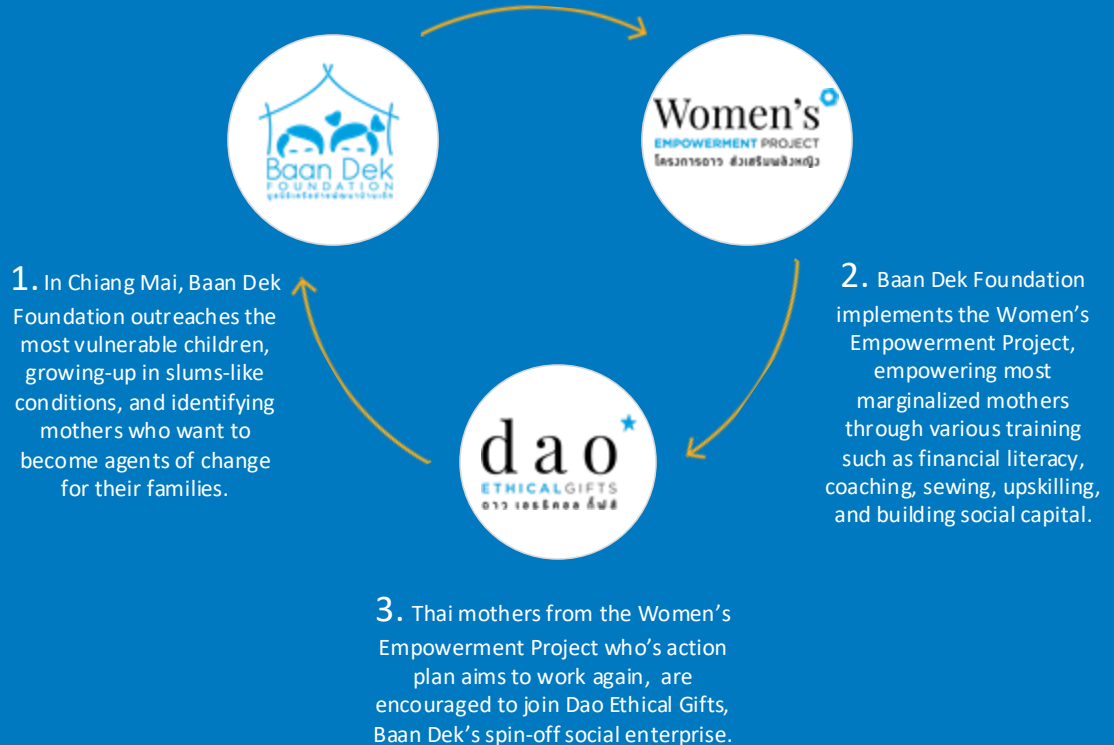
WHY CHOOSE DAO FOR *MEANINGFUL GIFTING*?

Powered by a trusted NGO: Baan Dek Foundation (Chiang Mai & Bangkok), Dao Ethical Gifts is a registered spin-off Social Enterprise of Baan Dek Foundation (www.baandekfoundation.org), a well-established NGO known for delivering reliable, strong impact, and community-based solutions in Thailand.

Dao Ethical Gifts is a **NON-PROFIT Social Enterprise**: 100% of profits are invested into trainings and coachings to build resilience and break cycle of poverty and isolation.

DAO's Women are:

1. **Trained** to sew and upskill to be able to deliver quality production in safer conditions and environment
2. Never alone anymore; they're part of Dao's **safe community**
3. **Empowered** to break cycles of poverty and abuse by designing their own Action Plans, building confidence, new futures, and getting extra income through gifts production.



Dao Ethical Gifts x French–Thai Ecosystem

FTCC (Franco-Thai Chamber of Commerce)

Bouillon Bangkok / French dining collaborations

French CSR partners

Baan Dek Foundation (Franco-Thai roots)

How collaboration started

- Born from Baan Dek Foundation's french founder i social innovation mission
- Built through shared values in sustainability, community empowerment & ethical craftsmanship
- Strengthened by engagement with French business community and social-impact partners in Thailand

Timeline

- 2023 – Dao brand development within BDF
- 2024 – Corporate partnership growth & FTCC social-enterprise engagement
- 2026-future – Capsule collection, CSR collaborations, and upcoming FTCC recognition bid

Core purpose

To empower vulnerable Thai women with dignified income and skills, while connecting ethical Thai craftsmanship with socially conscious French-Thai business leaders





On 1st March 2025, Dao EG has Invited as a guest speaker on the topic of Women Empowerment, inspiring over 500 Allianz employees and external participants under the theme **“Life Changer.”** Also, Dao EG has Launched a new product exclusively for the event



This design was created for Dao by a French artist who fell in love **with the nature and elegance of northern Thailand.**

It is inspired by the traditional French **Toile de Jouy**, incorporating a harmonious blend of traditional Thai elements—featuring iconic cultural symbols such as buffalo, mythical birds, temples, and natural landscapes.

The intricate and whimsical style captures the essence of Thailand's heritage and identity.

Dao's star is placed under the palm tree, in the sky.



Key Results

-  Empowered 40+ vulnerable women producers
-  Increased revenue from corporate ethical gifting partnerships
-  Collaborations with French-influenced business network
-  Sustainable production model rooted in responsible sourcing
-  Invited to FTCC Awards as qualified social-enterprise candidate
-  Featured in ESG storytelling campaigns & media interviews
-  Developed artisan lines: textile products, gifts, accessories
-  100% of Dao's profits are reinvested into training and work-readiness coaching.
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Supporting women to achieve financial stability, employment readiness, and entrepreneurial confidence

Dao Ethical Gifts at Fronco Thai CC

www.daoethicalgifts.com

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AT QUEEN
SIRIKIT
NATIONAL
CONVENTION
CENTRE ON
OCTOBER 4, 2025



[boullion and beyond](#)

DAO ETHICAL GIFTS

www.daoethicalgifts.com



Long-Term Franco-Thai Contribution

- Scale ethical gifting to international French-Thai businesses
- Co-create French-inspired capsule products (art, fabric, packaging)
- Expand training program for Thai women in social-enterprise model
- Collaborate with French luxury & ethical brands in Thailand
- Grow Dao as benchmark for **Franco-Thai impact innovation**

Vision

To become the leading Franco-Thai ethical gifting enterprise, championing women's empowerment and responsible business collaboration.



GIFTS BY DAO = TANGIBLE SOCIAL IMPACT



**A GIFT WITH
A MISSION**



dao

1. We'll proceed with a “matching production process”: Our team will identify Dao producers in Chiang Mai in need of urgent extra-income, so they can move towards addressing their immediate needs and pursue their life-action plans.

2. On a daily basis, our Dao trainers accompany & coach women on their work readiness and confidence while delivering training on specific hard skills needed to handcraft your ethical gifts.

3. Women earn fair extra-income through handcrafting your gifts, aligned Thai labor law.

GIFTS WITH A MISSION



A GIFT WITH
A MISSION



In 2025, nearly **40%** of Dao's producers are survivors of abusive relationships.

53% of Dao's producers are single mothers or widows, facing high levels of marginalization.

Over **50%** of Dao's producers reported that this is the first time they have signed a formal contract, having only experienced informal employment previously.

For many, Dao is their only opportunity to build resilience & transition toward their goals.

Thank you for choosing sustainable giving!

Just a few more words...

Kindly note that Dao designs remain the property of Dao Ethical Gifts and are not exclusive to any order. We fuse our designs with the skills and capacity of the women we train, doing our best to serve their needs for artisanal production.

Producers have granted us the right to share their images and case stories **for internal use only**, allowing us to communicate the impact connected to your order. However, **to protect their safety**, any external marketing, social media sharing, or storytelling tags should use **generic** stories, overall data, or general images—which we would be happy to provide. Please us know how we can support you in communicating your social impact!

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ETHICAL GIFTS
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SE
SOCIAL
ENTERPRISE
THAILAND

5

GENDER
EQUALITY



8

DECENT WORK AND
ECONOMIC GROWTH



10

REDUCED
INEQUALITIES



17

PARTNERSHIPS
FOR THE GOALS

