



「DA.AI」品牌化 用鼓掌的雙手 落實環保回饋大地

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主要產品與服務

綠色環保愛心品牌「DA.AI」，主要產品與服務為回收寶特瓶再生織品，包含環保毛毯、服飾、圍巾、外套、袋包、各式生活織品等，透過品牌推廣、實體門市與虛擬通路服務，具體落實環保於日常生活中。

第一家環保公益企業 領先全球之 NPC 典範

大愛感恩科技公司成立於 2008 年，為台灣第一家環保公益企業，也是全球第一家百分之百回饋社會的 NPC(Non Profit Company) 代表典範之公司，秉持 證嚴法師「與地球共生息」的理念，建立「DA.AI」環保品牌，致力推廣以寶特瓶回收再製的環保織品，從環保菩薩到實業家志工的愛心接力、到再回饋社會的故事，期盼成為拋磚引玉的先鋒，帶動更多有心人投入環保，與善盡社會責任的實業家團體合作，一起用愛和智慧，守護我們的大地。

營運歷程：融入宗教情懷 落實企業慈善

1990 年	經 證嚴法師呼籲：「用鼓掌的雙手做環保」，慈濟志工紛紛響應，落實並推廣資源回收分類於生活中。
2003 年	經 證嚴法師鼓勵實業家弟子，研發兼顧賑災即時性與環保理念物資，因而成立慈濟國際人道援助會。
2006 年	「慈濟人援會」開始以環保菩薩回收的寶特瓶，整合紡織業廠商，共同開發 100% 回收聚酯纖維、大愛紗及毛毯。
2008 年	由「慈濟人援會」五位發起人成立「大愛感恩科技股份有限公司」，建立「大愛環保愛心品牌」，將投資及盈餘完全回饋慈濟作為慈善公益之用。
2009 年	與靜思文化通路合作，於海內外書軒 / 小築販售大愛感恩環保織品，並於慈濟海內外分會 / 聯絡處成立販售服務據點。
2010 年	五位發起人正式將 100% 股權捐贈予慈濟基金會。 榮獲優良產品金牌獎。
2011 年	陸續於北部成立 4 家環保人文低碳概念館門市。榮獲遠見雜誌社會責任 - 公益推動類首獎、消費者環保第一品牌獎、建國百年國家品質金像獎、傑出企業金炬獎 - 年度十大潛力企業與十大潛力商品、經濟部國貿局台灣綠色典範服務獎與產品獎、經濟部工業局台灣企業誠信經營故事專輯、中華民國傑出企業金峰獎。
2012 年	持續致力擴增門市，於台灣北中南與中國大陸成立 7 家環保人文概念館。 榮獲遠見雜誌台灣企業創新力第四名、經濟部國貿局台灣精品獎、經濟部國貿局台灣綠色典範產品獎。發表大愛感恩企業社會責任報告書。
2013 年	榮獲經濟部國貿局台灣精品獎、數位雜誌綠色品牌大調查特優獎、經理人月刊社會責任獎。

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Business Items

Eco Love-Friendly Brand, "DA.AI," has 100% post consumer recycled polyester products of eco blanket, different kinds of garments, scarfs, coats, bags, beddings, and lifestyle textile products.



Company Introduction

DA.AI is Taiwan's first non-profit company dedicated to producing eco-friendly products and donates 100% of its net proceeds to charity. DA.AI adheres to Dharma Master Cheng Yen's concept of "Coexist with the Earth." Thus, a circle of love is formed as DA.AI uses PET bottles collected and sorted by environmental protectors to generate eco-friendly products to be sold to the consumers, with 100% of its net proceeds donated to the Tzu Chi Foundation to help the people in need. With this unique socially responsible business model in mind, DA.AI hopes to encourage and inspire more businesses and organizations to join its efforts in protecting our Mother Earth and to give back to society.

1990	Tzu Chi Foundation founder Dharma Master Cheng Yen, first urged Tzu Chi volunteers to engage in environmental protection work with the hands they were using to applaud.
2003	Master Cheng Yen encouraged volunteer entrepreneurs to research and develop food, clothing, housing, transportation, information and communication products which can be used in international relief missions. Thus, Tzu Chi International Humanitarian Aid Association (TIHAA) was formed.
2006	TIHAA started to identify vendors ready to produce eco-friendly textile products such as blankets using the recycled plastic bottles collected by Tzu Chi environmental protectors.
2008	Five volunteer entrepreneurs of TIHAA set up DA.AI Technology Co. Ltd. and established the Eco Love-Friendly Brand "DA.AI". 100% of DA.AI's net proceeds and its investments are donated to the Tzu Chi Foundation to help the underprivileged.
2009	Cooperate with Jing Si channels to sell DA.AI eco products in Jing Si Books & Café in Taiwan and overseas. Set up DA.AI Service Booths in Tzu Chi offices in Taiwan and overseas to sell DA.AI eco products.
2010	Five entrepreneurs donated 100% of DA.AI's stock ownership to Tzu Chi Foundation, making DA.AI a unique socially responsible business.
2011	Successively set up 4 DA.AI Eco Concept Stores in northern Taiwan. Receive "Taiwan Corporate Integrity Album", "Green Classics Services Award" and "Green Classics Product Award" by MOEA, Taiwan and "CSR Award" by Global Views Monthly. DA.AI also obtained "National Quality Golden Award", "Outstanding Enterprise Golden Peak Award" and "First Brand Award".
2012	Continually set up 6 DA.AI Eco Concept Stores in north, middle and south Taiwan, as well as one in China. Receive "Green Classics Product Award" again and "Taiwan Excellence Award" by MOEA, and "Taiwan Enterprises Innovation" by Global Views Monthly. Publish DA.AI Corporate Social Responsibility Report 2012.
2013	Receive "Taiwan Excellence Award" again by MOEA, "Top Green Brands Award" by Business Next magazine and "SME Corporate Social Responsibility Award" by Manager Today magazine.



國際競爭力：國際標章、據點拓展 不遺餘力！

大愛感恩環保愛心品牌「DA.AI」立足台灣、放眼天下，落實了「環保、科技、回饋、服儀之美」，全系列產品再生聚酯比例 50%~100%，堪稱業界之冠。由於採取品牌化策略，使得其環保品牌擁有了國際品質優勢；他們還積極導入了荷蘭彼得森管制聯盟之全球回收標準驗證（GRS），針對紡織品之供應鏈製程進行品管認證。

經過了企業經營化的努力，大愛環保紗也獲得環保署環保標章；在國際標章上，灰色環保毛毯、大愛酯粒、大愛紗均通過了德國萊因產品碳足跡驗證，灰色環保毛毯則同時獲得德國萊因產品水足跡、碳足跡驗證，以及環保署產品碳足跡驗證，更榮獲美國 C2CPII 搖籃到搖籃銀級認證™ 與日本環保標章。大愛感恩環保愛心品牌「DA.AI」總計共有超過 300 項產品獲得台灣 MIT 微笑標章認證，是目前唯一獲得最多環保紡織品 MIT 認證的品牌。

目前，大愛感恩環保愛心品牌「DA.AI」已於海內外設置了 11 個環保人文低碳概念館、65 個服務站、89 個靜思通路，除了台灣本島，遍佈中國、美國、馬來西亞、印尼、新加坡、澳洲、紐西蘭等，共 165 實體通路據點。另外，大愛感恩於 2011 年參與 12 場展覽，2012 年 47 場，2013 年，更規劃近 31 場展覽，積極建立「品人文，涵福慧，傳大愛」之國際品牌形象，其大愛感恩賑災環保毛毯至今已透過慈濟志工將溫暖遞送近 30 個國家，共計 60 萬條環保毛毯，向國際拓展品牌，經營不遺餘力。



Export Competitiveness

- I. DA.AI is the first and only brand in the world whose products are non-polluting--never piece-dyed--and most are produced with up to 100% of recycled content. By creatively combine environmental protection, technology, charity and humanitarian culture, DA.AI Technology aims to bring its Eco Love-Friendly Brand--DA.AI to the international stage, promoting Taiwan's humane power to a global audience.
- II. Eco Love-Friendly Brand offers international competitive advantages
 - (I) DA.AI actively monitors the quality control of its textile products and has achieved The Netherlands Peterson's Group Control Union Global Recycling Standard (GRS).
 - (II) DA.AI yarn has also received Taiwan EPA's Eco Label.
 - (III) DA.AI's eco blankets, chips and yarn have all received TÜV Rheinland's Product Carbon Footprint certifications.
 - (IV) The famous DA.AI Grey Eco Blanket is Cradle to Cradle Silver Certified™ by Cradle To Cradle Products Innovation Institute (C2CPII), and has received both Product Water Footprint and Product Carbon Footprint certifications from TÜV Rheinland as well as Japan ECO Mark.
 - (V) DA.AI Technology is the only eco brand in Taiwan which has received Made-In-Taiwan (MIT) Smile Label for more than 300 different eco products.
- III. Up to date, DA.AI eco products can be found in 11 Humanitarian DA.AI Eco Concept Stores, 65 service booths (in which 21 are overseas) and 89 Jingsi stores. There are in total 165 DA.AI sales channels distributed in Taiwan, China, America, Malaysia, Indonesia, Singapore, Australia, New Zealand and other countries.
- IV. DA.AI has offered more than 12 and 47 exhibitions in 2011 and 2012 respectively and anticipated to offer 31 exhibitions in 2013 in order to promote the values of DA.AI brand, aiming to highlight the innate goodness of human nature and introduce Buddhist principles of love and compassion to the international economic and social stage.
- V. The fact that DA.AI Technology contributed hundreds of thousands of Gray Eco Blankets to help relieve the suffering of disaster victims. So far, DA.AI has distributed over 600,000 Gray Eco Blankets to nearly 30 countries.





核心管理：環保．科技．人文．回饋

大愛感恩科技公司推出大愛感恩環保愛心品牌「DA.AI」，是以證嚴法師慈示之「與地球共生息」為品牌經營理念，期許成為國際環保品牌典範。為了落實大愛感恩的核心價值：「環保人文 愛心接力 完全回饋」，該公司努力掌握關鍵原物料，購買 / 整合了全台灣 5,462 個慈濟環保站回收的 1 號（PET）寶特瓶，作為高品質的大愛環保織品原料，同時也整合了認同環保理念的愛心協力廠商，用物理回收法再製成回收聚酯酯粒、大愛環保紗，以及再生紡織品，創造許多驚人績效。

在現代化的管理方面，大愛感恩科技公司導入了 ISO9001 及 14001 之品質與環境保證系統，藉由各部門之標準作業程序，完整地將水平與垂直管理系統作連結，並做到「友善大地、關懷地球」的環境政策之落實。此外，還導入企業資源規劃系統 (ERP)，與 POS 系統管理實體通路銷售，因而達到一致性、即時性及整體性的有效資訊管理。

故事分享 友善經營

大愛感恩科技公司共有 4 大推廣，包括：一、環保理念的推廣：在 2011 年舉辦了 180 場的 (產官學研) 環保愛灑分享推廣；2012 年則有 309 場的 (產官學研) 環保愛灑分享推廣。二、生產履歷的回溯：該公司首創唯一全球第一張環保服飾的「生產履歷」回溯，過程完全揭露。三、無染簡樸的目標：貫徹了無染的寶特瓶原色與節能減碳、省水、前染、簡樸設計目標。四、環保菩薩的故事：織品原料內含全省 20 萬環保菩薩無私感人的故事。五、友善環境的概念：全省的展店上延伸了友善環境概念，裝潢也都取材於環保再生材質。

得獎綜合評語

- 一、以「簡約、高雅、端莊、樸實」為主要訴求，實踐「有限資源、無限循環」的願景，獨特營運模式，透過大愛感恩實體通路，並以清新脫俗的環保製品與時下玲瓏滿目的流行商品做區隔，塑造獨特的品牌識別度。
- 二、有效運用 POS 及 ERP 系統，精密掌握作業流程，從原料獲取到產品銷售均能充分管理，並有完整「生產履歷」管理系統，表彰公司之誠正信實，亦致力為大眾及消費者負責。
- 三、透過與異業結盟或與認同大愛價值的廠商合作，並參與多項國內外展覽，增加品牌的能見度與知名度，更有慈濟環保教育站提供參訪回收系統及實作經驗，體驗產品的品質並啟發愛心，進而採取購買「DA.AI」產品的行動。
- 四、利用影音推播、觀看織品製程及環保菩薩影片，以及新奇有趣的 KIOSK 瀏覽，拉近科技新世代與環保再生產品的距離；並提供完善的線上服務，加以公司刊物意見調查及展覽會與客戶接觸與溝通，繼而了解消費者的需求以改善並精進產品，令消費者更容易接受且提升購買意願。

Operation Management

- I. With Master's "coexisting with the Earth" as the business concept, DA.AI Technology aims to bring its Eco Love-Friendly Brand--DA.AI to the international stage, promoting Taiwan's humane power to a global audience.
- II. DA.AI's core values of 3C--"Culture of Environmental Protection", "Circle of Love", and "100% Contribution to Society".
- III. DA.AI monitors the quality of the raw materials by purchasing and integrating the recycled post-consumer PET bottles from 5462 recycling stations around Taiwan; and through cooperating with environmentally conscious business partners, DA.AI proudly manufactures and promotes its eco products filled with love and humanity.
- IV. DA.AI implements the quality and environmental management systems of ISO9001 and 14001 in every department to complete the integration of vertical and horizontal management. In addition, practice the environmental concept of "being a care taker of the Mother Earth".
- V. DA.AI utilizes the Enterprise Resource Planning (ERP) system and the Point of Sale (POS) system for retail transaction to achieve a consistent, timely, integrated and effective information management.

Enterprise Characteristics

- I. Educating about recycling and conveying the environmental protection concept: DA.AI has organized more than 180 and 309 environmental protection sharing programs in 2011 and 2012 respectively.
- II. Complete production traceability system (the only company in the world): Fully share the information of raw materials and production process steps of eco-friendly products with consumers.
- III. DA.AI eco products: DA.AI products are non-polluting--never piece-dyed--and most are produced with up to 100% of recycled content. This process not only reduces a lot of water consumption and chemical pollution, but also conserves energy.
- IV. Recycling volunteer stories: Each DA.AI product has a very special ingredient: the recycling volunteers' love and dedication to making this a better world.
- V. Environmentally friendly designs: In order to promote the recycling and environmental protection concepts, the interior decorations of DA.AI Eco Concept Stores are all made with recycling materials.

