

# ESG 是什麼？為什麼它其實跟你每一次的設計選材都有關？

太格 AI 報你知 | AI 文字稿

很多設計師一聽到 ESG，第一反應可能是：「那不是老闆或永續部那邊要煩惱的嗎？我每天在做設計、畫圖、選材料，應該跟這些企業報告沒什麼太直接的關係吧？」但其實，ESG 跟我們設計師、尤其是在材料選用上的決策，比你想像的還要重要得多。可以說，我們做的每一個空間、每一次的設計與選材，都可能直接影響企業在 ESG 上的表現，甚至會成為永續報告書中，最具代表性的亮點。

ESG 是環境 (E)、社會 (S)、治理 (G) 三個英文詞的縮寫。但它不是只有三個字母，也不是報告上的格式。我認為，ESG 是在回答一個更根本的問題：我們正在做的每一件事，是否都在為未來負責？

當我們在設計一個空間的時候，這個問題就會具體變成很多細節上的選擇，比如，這塊地板的碳排放是多少？這個材料會不會對使用者的健康造成長期影響？這個施工方式，能不能減少未來的拆除與廢棄物？這些看似微小的細節，其實都可以是企業論述 ESG 時的一些實際的關鍵「行動」。

那如果你問我，ESG 範圍這麼廣，我應該從哪裡開始？我的建議會是：就從你最熟悉的地方開始，也就是選材。

我們在設計規劃用的地板、牆面、天花板這些常見材料，有沒有相關的永續認證？比如說綠建材標章、FloorScore、EPD、HPD、Green Label Plus.....這些標章，不是在只有法規規定或規範有寫時才去滿足，而是在幫你說：「我不只選得好看，我也對使用者的健康與環境負責。」

這些資料難不難找？不難。從今天開始，你可以試著問問材料商：這個產品有沒有 WELL 或 LEED 的加分？有沒有碳排放的數據、原材料的健康聲明，或其他可以對 ESG 報告有幫助的資料？

只要我們開始多運用，久而久之就會建立自己的永續選材資料庫。在提案時也會變得更有內容。當業主問起來時，不僅可以講美學與風格，更能說出設計背後的邏輯與永續責任。

所以如果你最近也開始思考：「我能不能在設計裡，多做一點點對人、對地球有幫助的選擇？」那你已經走在 ESG 的路上了。



# What Is ESG ? Think ESG Has Nothing to Do with Designers?

Semiflor AI News | AI Transcript

Today, I want to speak directly to designers about a term that's showing up more and more in our design industry: ESG. Now, if your first thought is, "Isn't that something the boss or the sustainability team should worry about? I'm focused on designing, drawing, picking materials", you're not alone. ESG can sound like a corporate thing, far removed from daily design decisions.

But in fact, ESG has much more to do with you our designers than you might think, especially when it comes to material selection. Every space we design, every material we specify, every decision we make on a project. These can all influence a company's ESG performance. In fact, your work might even be featured in their next sustainability report.

ESG stands for Environmental, Social, and Governance. But it's not just three letters, and it's not just a reporting framework. ESG is really about answering a deeper question: Are the choices we make today responsible for the future?

When we design a space, this question becomes real. It shows up in the details we choose every day. What's the carbon footprint of this flooring? Will this material impact the user's health in the long run? Can this construction method reduce future demolition waste? These may seem like small considerations, but they can turn into some of the company's most meaningful ESG actions.

So if you're thinking, "ESG is huge. Where do I even start?" My answer is simple: Start with what you already know best, materials.

Take a closer look at the flooring, wall, and ceiling finishes you're specifying. Do they carry sustainability certifications like the Green Building Label, FloorScore, EPD, HPD, or Green Label Plus? These labels aren't just about compliance. They're a way of saying: "I didn't just pick what looks good. I picked what's right for people and the planet."

Worried this info is hard to get? It's not. Starting today, try asking your suppliers:  
Does this material contribute to WELL or LEED credits?  
Does it have a carbon footprint value, or a health declaration that supports ESG disclosure?

The more you start using this information, the more you'll build your own sustainable materials library. Your proposals will become richer, more thoughtful, and more aligned with the values clients are starting to care about.

Soon, when clients ask why you chose a certain product, you won't just talk about color or texture, you'll be able to talk about purpose.

So if you've recently started asking yourself, "Can I make just a few more choices in my designs that are better for people and the planet?" Congratulations! you're already on the path of ESG.

