VIP LOUNGE

Sustainability White Paper

The CircoGreen Salon

Edition 01 · 2026

English Edition

Curated by

CIRCOGREEN
綠循 by ChiHe Design

A Lounge That Travels.
A Brand That Compounds.

一個會旅行的場域，一段會累積的品牌。


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A Lounge That Travels.
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一個會旅行的場域，一段會累積的品牌。
CIRCOGREEN – A sustainable brand practice extended from Chiite Design.
Turning circular thinking into greener brand value.
綠循 — 由奇禾設計延伸的永續品牌實踐。
用設計，把循環變成新的品牌價值。

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Edition 01 · 2026

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OPENING

Every exhibition is beautiful.

On the day it comes down, it is waste. Not beautiful at all.

Dismantling day is the scene that rarely makes it into the press photos: carpentry smashed apart, printed boards torn down overnight, tape and packaging piled into small hills. A three-day exhibition leaves behind, on average, about 8–12 kg of single-use waste per square metre.

The contradiction runs deeper. Many companies make solemn ESG commitments in their sustainability reports, yet their exhibition space turns into a truckload of waste three days later. Sustainability should not switch off the moment a show closes. **A company's ESG should be presented consistently.**

So we created a sustainable venue. From its first day of design, "waste" was never an option: every material had its next destination confirmed before it entered the venue. Three days later, the site was cleared with close to zero waste. This white paper explains it in full: how it was designed, how it was calculated, where the numbers come from, and how companies can cite them.

Circularity, by design.



2026 AI TAIWAN • Interior panorama of the VIP Lounge

01

What We Believe

Brand Vision & Story

From ChiHe Design to CircoGreen

ChiHe Design specialises in ESG design. Across brand, packaging and exhibition, we give companies sustainable design solutions, delivered with quantified carbon data that can be cited in a sustainability report. 22 international design awards, TÜV NORD Sustainability Manager, a CRIF ESG rating of 92, consultant to the MOEA Taiwan Branding Project and to TAITRA's low-carbon packaging programme: this is the professional foundation ChiHe has built over more than two decades.

But we did not want only to "do it for clients".**CircoGreen is ChiHe's own circular economy brand,** built to test every promise we make to clients on ourselves first. The CircoGreen Salon is its first complete proof: a reusable circular venue that carries memories.

> "Major events need a refined VIP lounge, without paying for it in single-use budget and waste.
>
> The CircoGreen Salon turns the VIP lounge into a rentable circular product: curatorial-grade space at rental cost, with sustainability built in. **Quality, budget and sustainability can finally hold together.**

THREE CLAIMS

01 Design *Design-driven*

Circularity is not a recycling bin. It is a design decision, from material and structure to experience.

02 Proof *Measurable*

Every carbon figure comes with a method, a factor and a source, open to third-party verification.

03 Market *Premium*

Sustainability is not a cost. It is a premium asset that the market can buy and brands can cite.



The CircoGreen Salon · a sustainability you can walk through, built from circular materials

02

The Making of a Salon

Six Zones, Fully Modular

Each zone stands alone and comes apart cleanly

The VIP Lounge spans six functional zones. Each zone's materials are independent and demountable, without disturbing the others.**Every zone's after-show destination was confirmed at the design stage.**

Zone	Function	Max. size	After the show
A	Main backdrop wall	496 × 297.6 cm × 4	Planned: cut into keepsake tote bags
B / C	Side walls and ceiling system	694.4 × 297.6 cm	Stored for redeployment
D / E	Entrance arch identity	446.4 × 297.6 cm	Stored for redeployment
F	Fabric curtain booths	55 × 510 cm × 4 sets	Folded and stored
G	VIP meeting booth	150 × 200 cm fabric screen	Stored for redeployment
H	Brand lightbox fabric wall	180 × 200 cm × 2	Stored for redeployment



Overall layout · plan view of the functional zones (A–H)



MATERIAL SYSTEM

Three Circular Material Systems

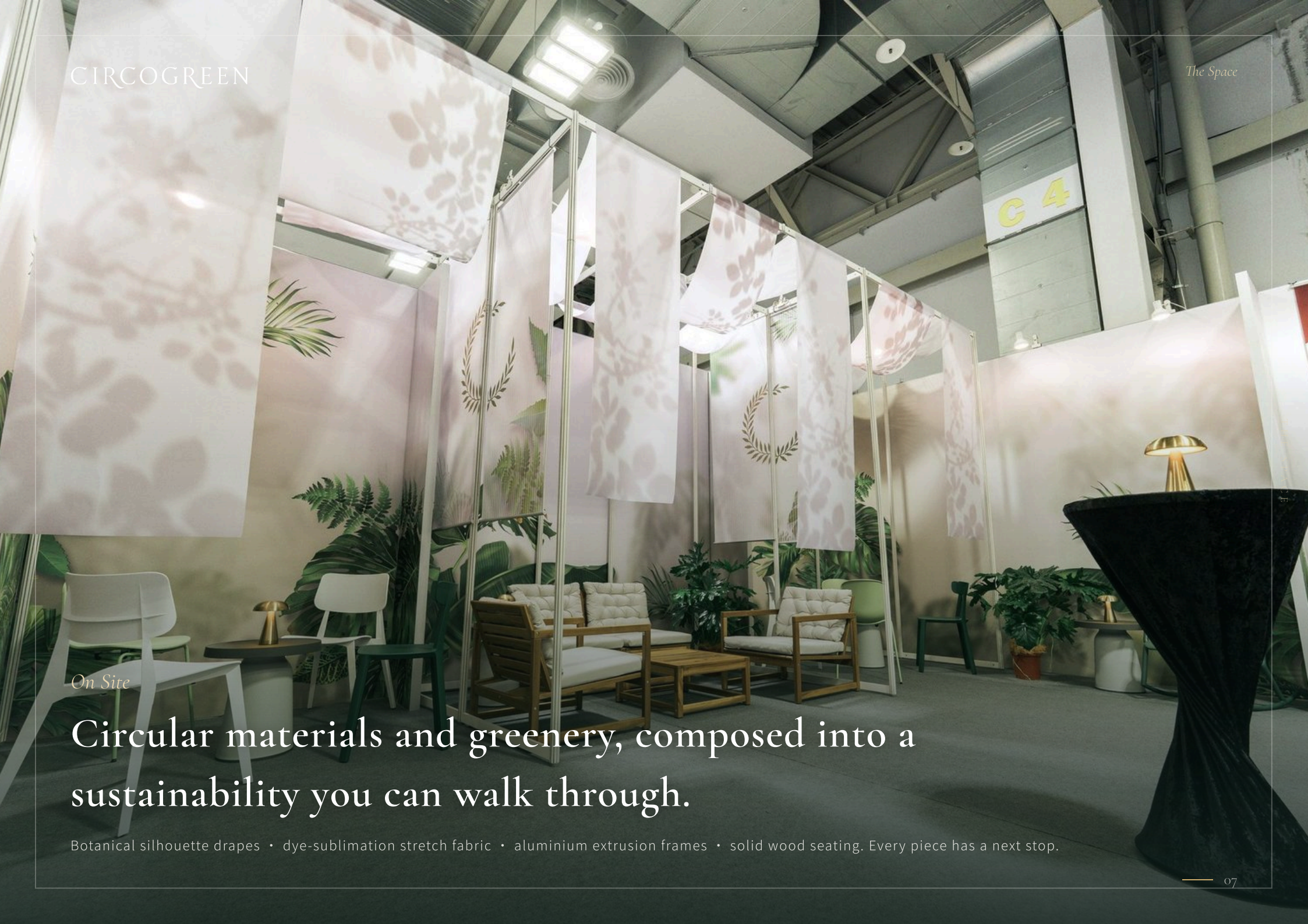
Material	What it replaces	How it circulates
Dye-sublimation stretch fabric	PVC laminate + composite board large-format prints	Reinstalled show after show; main visual fabric planned for tote bags
Aluminium extrusion frame	Single-use carpentry structure	Fully screw-dismantled, stored as a set, redeployed directly at the next show
Hanging drapes (botanical silhouettes)	Spray-painted backboards	Folded for storage, rehung as the original pieces next time

> “
>
> ### Why rental?
>
> Most of a one-off custom lounge budget pays for "things that live for three days". The CircoGreen Salon replaces one-off custom builds with modular rental: the organiser spends a fraction of a one-off budget on a curatorial-grade space designed by an internationally awarded team. **Teardown fits in one crate, not a truckload of waste.** At this project's scale, the rental fee is estimated at **about half** the cost of a comparable one-off custom build (market-rate estimate; see Chapter 07).





Top: aluminium extrusion frame assembly, fully screw-dismantled for redeployment Bottom: dye-sublimation stretch fabric botanical wall



On Site

Circular materials and greenery, composed into a sustainability you can walk through.

Botanical silhouette drapes · dye-sublimation stretch fabric · aluminium extrusion frames · solid wood seating. Every piece has a next stop.

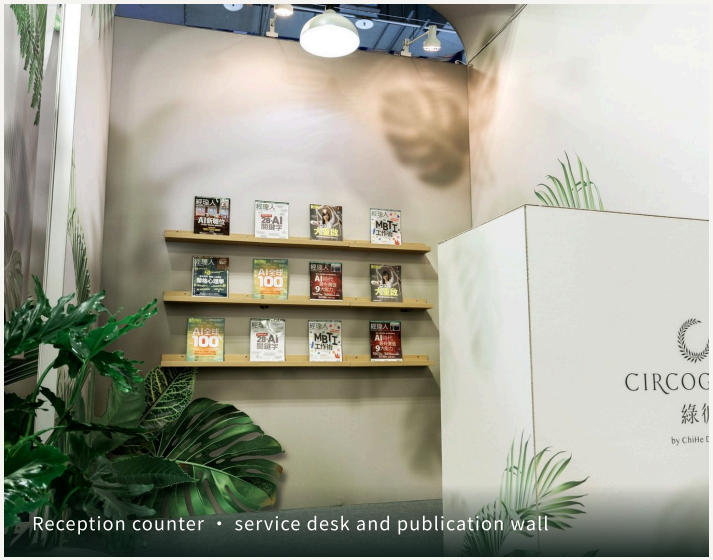
ON-SITE

Entrance & Reception

2026 AI TAIWAN VIP Lounge • Taipei Expo Park, Expo Dome (zones as on page 05)



Entrance facade • VIP LOUNGE key visual and arcade (Zones D/E)



Reception counter • service desk and publication wall



Brand identity wall • dye-sublimation stretch fabric (Zone A)

ON-SITE

Zones & Experience

Six functional zones, each one demountable, reconfigurable and ready to travel



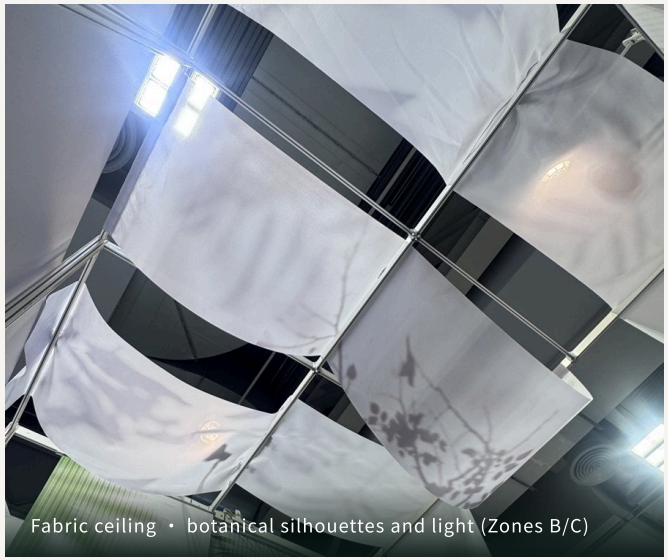
VIP seating • laurel voile and solid wood furniture (Zone G)



Curtain booths • demountable partition system (Zone F)



Welcome bar table • booth exterior and publication shelves



Fabric ceiling • botanical silhouettes and light (Zones B/C)



Table lamp and green chair • warm light detail



Drapes and greenery • side wall system (Zones B/C)

IN-FIELD BRANDING

Partners

No ad slots: brands enter the scene through the bar, displays and furniture.



Digital display and ALLEZ brand wall • rotating brand content (Zone H)



JURA whisky bar • Shang Ge Wine & Spirits (Zone H)



ALLEZ VIP meeting area • warm light and plants (Zone G)



Logitech personal desktop collaboration display (Zone H)

FIELD PARTNERS • THIS EDITION

Field partner brands rotate with each edition's curation

Furniture | **TOOU** × Backbone Florals | **Studio JIN** Whisky | **JURA** × Shang Ge Luggage | **ALLEZ** Accessories | **Logitech**

03

Carbon Proof

The Honest Carbon Numbers

Case: the 2026 AI TAIWAN VIP Lounge build

The display walls were switched from conventional PVC laminate + composite board to reusable dye-sublimation stretch fabric. **Total VIP Lounge display output: 3,023 tsai (approx. 272 m²).**

PVC laminate + composite board (baseline)

546

Estimated $kgCO_2e$ (not actual)

→

Dye-sublimation fabric (used)

340

Footprint, $kgCO_2e$

↓38%

Lower footprint (materials stage)
≈ 206 $kgCO_2e$ avoided

≈ 17 trees
one year of carbon uptake

≈ 1,000 km
of car travel avoided

3,023 tsai
of display output, all reusable

Event N
Each redeployment keeps lowering the per-event footprint

Methodology and Data Sources (the honest version) Emission factors: PVC laminate + composite board 0.1805 $kgCO_2e$ / tsai; dye-sublimation stretch fabric 0.1125 $kgCO_2e$ / tsai (tsai: Taiwanese unit of print area). Source: Taiwan Product Carbon Footprint Information Platform, secondary data. Scope: materials-stage footprint of the display output only; transport, on-site power, furniture and plants are excluded (they are mainly reused and no reduction is claimed for them, so the estimate is conservative). The 546 $kgCO_2e$ baseline is an estimate assuming conventional materials at the same scale, not an actual emission; the −38% applies only to the display output materials stage, not to the event as a whole. These are illustrative estimates and vary with the scale of each installation. We publish the method and the factors because **only numbers that can be examined deserve to be cited**. This is a single-event comparison; each time the modules are reused, the amortised per-event footprint keeps falling (see Chapter 04).

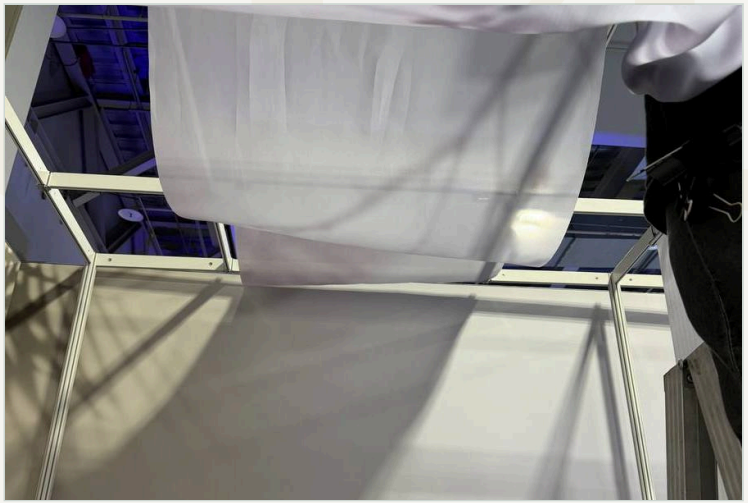
04

The Life of a Salon

From Pre-Design to Redeployment

Its life does not begin at build-up, nor end at teardown

1	**Plan the materials** *Pre-Design*	Before design, confirm each material's next stop after the show. No destination, no entry.
2	**Design for disassembly** *Design*	Modular, demountable, single material wherever possible: taking it apart is designed into putting it together.
3	**Three days on show** *Use*	24–26 June 2026, three days, hosting VIP guests and business decision-makers at AI TAIWAN.
4	**Take it down** *Dismantle*	Every screw out, drapes folded, panels intact. Teardown fits in one crate, with close to zero waste on site.
5	**Into the warehouse** *Store*	Frames and drapes go into storage as a set, waiting for the next venue.
6	**Build it again** *Redeploy*	The next exhibition, gala or forum: the original pieces are reassembled. A lounge that travels.
7	**A second life** *Regenerate*	The main visual fabric is planned to be cut into keepsake tote bags, so the material lives on in another form. (Planned; to be disclosed in an updated edition once carried out.)



> Every reuse lowers the salon's per-event footprint again. The value of circularity shows not at the first event, but at the Nth.

05

Before & After

Two Endings to Dismantling Day

Dismantling day: the industry norm, and our ending

INDUSTRY NORM • A typical exhibition teardown (illustrative images)





Single-use carpentry and boards are scrapped as soon as the show ends. The industry average is about **8–12 kg** of waste per square metre.

CIRCOGREEN SALON • VIP LOUNGE TEARDOWN (photographed June 2026)



Floor cleared, fabric neatly folded for storage, aluminium frames fully removed.

0 Single-use waste after the show close to zero

"Not recycling after the show, **but no waste from the very start**."
CircoGreen core design philosophy

06

Our Three Commitments

Three Commitments, Three SDG Targets

The long road and its milestones



Responsible consumption and production
SDG 12.5

Turn the zero-waste venue from an exception into an industry option

10-year vision

Circular curation becomes a standard option for major events in Taiwan; the CircoGreen module system serves 100+ events in total, with post-show waste kept close to zero.

3-year action

Complete 10+ redeployments across venue types, build a material passport database, and publish each event's reuse and carbon record.

Year-one starting point

Complete the AI TAIWAN debut proof and this white paper; secure 2–3 licensing partnerships to validate the "lounge that travels" business model.

How partners join in

Organisers adopt the circular curation modules; curation firms bring in the circular material system; we publish our method for the industry to reference.



Integrate climate measures into planning
SDG 13.2

Give every event a carbon number worth talking about

10-year vision

Reach 10+ tCO_2e of verifiable cumulative reductions in the exhibition line, and establish an emissions baseline for circular builds in Taiwan's exhibition industry.

3-year action

Deliver an LCA estimate and reduction report with every event; standardise the "factor × quantity" template so reductions accumulate with every case.

Year-one starting point

Log this project's 206 $kgCO_2e$ as verified evidence; complete a second event and publish a comparison of the two.

How partners join in

Organisers write event carbon reductions into their ESG communications; supply chain partners share material footprint data so the factors keep getting more precise.



Effective public-private partnerships
SDG 17.17

Bring circularity to bigger stages through co-curation

10-year vision

Build a circular curation partner network with 10+ media groups, event organisers and trade associations.

3-year action

At least one flagship co-curation each year; replicate the BNEXT MEDIA model (media × design × sustainability) on other industry stages.

Year-one starting point

AI TAIWAN × BNEXT MEDIA co-curation delivered (completed); next annual stage under discussion.

How partners join in

Organisers bring the stage and the audience; CircoGreen brings the space, the data and the story. Each contributes its strength and shares the results.

07

Triple Impact — Planet

Environment

Visible carbon savings, waste brought to zero

A story

On dismantling day, the carpentry next door was smashed into pieces and hauled away. Our drapes were folded and our frames loaded onto the truck. A few months later, they will hold up a forest again, at another event in another city.

Key indicators

Carbon ≈ **206 kgCO_2e avoided** (−38% • display output materials stage), method published

Single-use waste after the show **close to 0** (industry average 8–12 kg/m^2)

Display output **272 m^2, all reusable**

Short term

An LCA estimate with every event, factors and method published.

Mid term

Build material passports that track each module's reuse count and amortised footprint.

Long term

Make circular builds a procurement specification option in the exhibition industry.

Shared with partners Carbon calculations and material destinations are fully disclosed, so organisers, curation firms and corporate buyers can cite the same environmental performance data.



−206 kg

CO_2e avoided (−38% • materials stage)

≈0

Single-use waste after the show

07

Triple Impact — People

Society

Let sustainability be experienced, not preached

A story

Over three days, guests slowed down among the plants and wooden seats. Many realised only after ten minutes that this whole space would not become waste.



Social outcomes we claim (all marked as to be verified)

A shift in decision-makers' awareness • **Attitude**: from unaware to seeing it as viable (to be verified)

Decision-makers' intent to adopt • **Behavior**: would bring it to their own events (to be verified)

Wider industry adoption • **Impact**: listed as a long-term vision only, not claimed as achieved

Measured from the next redeployment by a two-question exit survey; "to be verified" is removed once results are published.

Scale of the stage (outputs, stated separately from outcomes)

A sustainability demonstration on a stage with **20,000+ registered business visitors**; **the first** co-curation with **BNEXT MEDIA** (Business Next) of the VIP Lounge, hosting the decision-makers best placed to bring circularity home

20,000+

registered business visitors at the demonstration stage

2 Qs

Exit survey: awareness × intent to adopt (to be verified)

Short term

White paper published; exit survey from the next redeployment.

Mid term

Keepsake tote bags from the main visual fabric. (Planned)

Long term

A field resource for design education.

Shared with partners Co-curators gain stories and media topics; guests take home an experience to retell.

07

Triple Impact — Profit

Economy

Circularity is not a cost. It is an asset.

A story

A one-off custom lounge is worth nothing the day the event ends. Every CircoGreen Salon module is still on the balance sheet,
waiting for the next event.



Key indicators (shown as indices; amounts provided in project quotes)

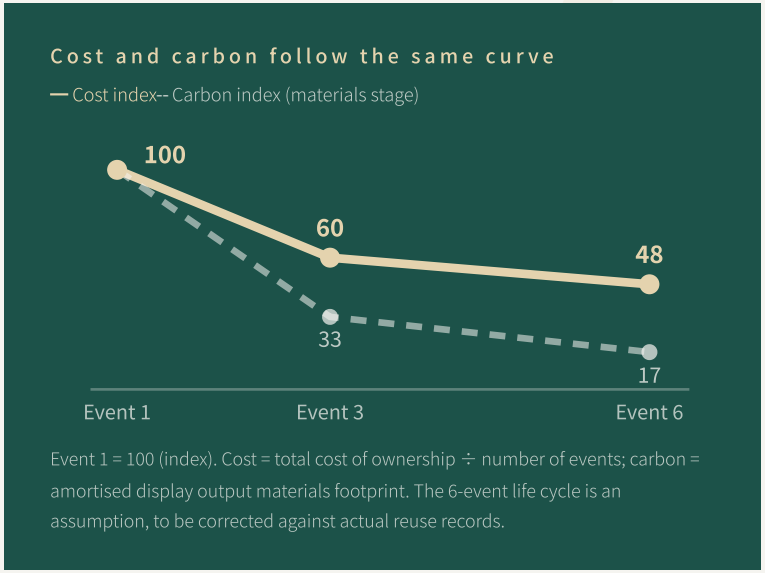
The rental fee is about **half** the cost of a comparable one-off custom build (market-rate estimate)

Amortised unit cost curve: **Event 1: 100 → Event 3: ~60 → Event 6: ~48** (total cost of ownership ÷ number of events)

Module residual value: estimated with **straight-line depreciation over 6 events and a 10% residual value** ; the modules remain an asset after the show, not an expense

Carbon report included: material for ESG communications and media coverage, **creating a brand premium**

Basis of estimate: market rates for a comparable one-off custom build; the 6-event life cycle is an assumption and will be corrected against actual reuse records in an updated edition. The organiser's savings, ChiHe's asset holding and partner brands' exposure are separate benefits to three parties, stated separately and not added together.



Short term

Licensing goes live (galas, launches, forums, brand pop-ups).

Mid term

Expand the module library into a "circular space asset" product line.

Long term

Circular curation + white papers + subsidy leverage become the core of the ChiHe group's sustainability business.

08

How to Cite This Data

Citing This Data in Your Report

A guide for corporate sustainability reports

Companies and organisers who partner with the CircoGreen Salon can cite this project's data directly in their sustainability reports. The mapping is below:

GRI disclosure	What this project provides	Citable data
GRI 301-2 Recycled input materials used	Circular material system; display output fully reusable	272 m^2 / 3,023 tsai of output on circular fabric
GRI 305-5 Reduction of GHG emissions	Footprint reduction through material substitution	≈ 206 $kgCO_2e$ avoided (−38%, display output materials stage); factors and method in Chapter 03
GRI 306-2 Management of waste	Zero-waste dismantling by design; material destination table	Single-use waste after the show close to zero (industry average 8–12 kg/m^2)

SDG CONTRIBUTION TAGS



Core claims: 12.5 waste reduction • 13.2 climate measures integrated into planning • 17.17 effective public-private partnerships

Extended alignment (stated separately from the core): 12.6 sustainable practices and reporting (via this chapter's citation guide) • 13.3 climate awareness and education (via the awareness survey • to be verified)

Event organisers may add SDG 9.4 (sustainable industrial upgrading) / 11.6 (urban waste reduction) in their own context.

CITATION TEMPLATE

Sample Citation Text

Adapt it directly into your company's sustainability report

Citation example — copy & adapt

"At the 2026 AI TAIWAN Future Commerce Expo, the Company adopted a circular curation module (the CircoGreen Salon). The display output used reusable dye-sublimation stretch fabric in place of conventional PVC prints; a materials-stage carbon footprint estimate shows ≈ 206 $kgCO_2$ e avoided (a reduction of ≈ 38%), with single-use waste at teardown close to zero. For methodology, see the CircoGreen Salon Sustainability White Paper (2026)."

* Figures in bold are replaced with a dedicated estimate from CircoGreen based on each event's actual scale.

NOTES ON CITATION

This data is a **project-level, materials-stage estimate (secondary data)**, suitable as evidence of sustainability actions in a report; it is not a substitute for an organisational GHG inventory (ISO 14064-1).

When citing, keep the scope note (materials stage, secondary data) to meet report assurance requirements.

The 38% reduction applies only to the **display output materials stage**; do not cite it as the reduction for the event as a whole.

A formal data card (factors, formulas and source documents) for audit purposes is available from ChiHe Design on request.

Design is where circularity begins; data is how circularity is proven.

ESG can sound vast, but you are very likely already doing it. Much of what we do is act as your translator: turning the circular actions you already take into data you can disclose and cite.

09

Track Record

Track Record & Methodology

ChiHe circular design case library

The CircoGreen Salon is not a one-off experiment. Behind it is ChiHe Design's case library of circular design across brand, packaging and exhibition, where every case runs through the same pipeline: **circular design → LCA assessment → framework mapping → report-ready**.

Case	Type	Core carbon result	Method	SDGs
CircoGreen Salon · AI TAIWAN(this project)	Exhibition	−38% (546→340 kgCO_2e · materials stage) + zero-waste dismantling	Dye-sublimation circular fabric + fully modular system	12 · 13 · 17
BNI · BEYOND conference	Exhibition	Single-edition exhibition walls −37% (651→406 kgCO_2e)	Dye-sublimation circular fabric	12 · 13 · 17
Chin Yi Eggs	Packaging	495.9 kgCO_2e reduced per tonne	Eggshell paper tray 85/15	8 · 9 · 12 · 17
ModuLab	Brand	Materials stage −87 to −92%	Ocean-recycled HDPE	4 · 12 · 14 · 17
Dagu Cast Iron	Brand	0.55 tCO_2e reduced through repair and life extension	The Life of a Pot (LCA)	3 · 12
Hongding Confectionery	Packaging	Materials −74.6%	Bagasse paper × soy ink	12 · 13

PROFESSIONAL CREDENTIALS

- 22 international design awards (Red Dot / German Design / A' Design and more)
- TÜV NORD Sustainability Manager
- CRIF ESG rating: 92
- ISO 14067 carbon footprint consulting capability
- Consultant, MOEA Taiwan Branding Project
- Consultant, TAITRA low-carbon packaging programme

10

Conclusion

Let the Lounge Travel

A venue's life can last longer than three days. The CircoGreen Salon completed its first stop at AI TAIWAN. Its frames, drapes and plants are now in the warehouse, waiting for the next venue: perhaps your gala, launch, forum or brand pop-up.**This white paper is an invitation.**

SALON LICENSING

Want a carbon number worth talking about at your next event? License the full CircoGreen Salon, carbon report included.

ESG WHITE PAPER

Want your sustainability actions turned into citable data? ChiHe translates what you already do into the language of GRI and the SDGs.

FREE CONSULT

Want to talk first? The first consultation is free: we clarify needs and feasibility before deciding the next step.

circogreen.com

LINE: @866pybwp · Email: eric@chihedesign.com

This white paper will be updated regularly: module redeployments, cumulative carbon reductions, material passports and new cases will all be published in later editions. Only a commitment that can be checked is a commitment.

CIRCOGREEN

綠循

by ChiHe Design

Circularity, by design.

THE CIRCOGREEN SALON SUSTAINABILITY WHITE PAPER · EDITION 01 · 2026 · ENGLISH EDITION

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