消费者在乎碳足迹吗？ Do consumers care about carbon footprint?

Hello. This is 6 Minute English from BBC Learning English. I'm Sam.

大家好。这里是 BBC 学习英语栏目的六分钟英语。我是萨姆。

And I'm Neil.

我是内尔。

That's a tasty chocolate bar you're munching on there, Neil.

你刚刚大口吃的是好吃的巧克力棒，内尔。

Tasty but maybe not healthy.

好吃但是可能不太健康。

But at least on the wrapper there's a label to tell you about its sugar, fat and calorie content.

但是至少包装上有个包装告诉你它的糖、脂肪和热量含量。

Yes, the little coloured guide on the wrapper allows consumers to compare the healthiness of different things.

是的，包装上的这个小小的彩色指示让消费者比较不同东西的健康。

Well, in this programme, we'll be looking at an idea to add a label showing the carbon footprint of a product, and talking about some vocabulary used around this subject.

嗯，在本期节目中，我们将了解在产品上加展示碳足迹的标签的想法，并且谈论一些跟这个话题相关的词汇。

By carbon footprint, we mean how much carbon is used through the activities of a person, company or country.

碳足迹指的是某个人、某个公司或某个国家进行的活动中使用的碳。

This new system sounds like a good idea, Sam.

这个新的系统听起来是一个好主意，萨姆。

Yes, but as normal, we still have a question for you to answer first.

是的，但是如往常一样，我们还需要你先回答一个问题。

I think we all agree we want to reduce our carbon footprint somehow, but according to the Centre for Research into Energy Demand Solutions, how many tonnes of CO2 equivalent per person annually could be reduced by living car-free?

我想我们都同意我们想要通过某种方式减少我们的碳足迹，但是根据能源需求解决方案研究中心的说法，如果不开车那么每个人每年可以减少多少吨的二氧化碳当量？

Is it a) Around 1 tonne, b) Around 2 tonnes, or c) Around 3 tonnes?

是 A. 大约 1 吨，B.大约 2 吨，还是 C. 大约 3 吨？

I'm sure living without a car would reduce CO2, so I'll say c) around 3 tonnes.

我确信不开车会减少二氧化碳，所以我要选 C. 大约 3 吨。

OK, Neil, we'll find out if that's right at the end of the programme.

好的，内尔，我们会在节目结束的时候揭晓是否回答正确。

But let's talk more about carbon labelling.

但是我们再来谈谈碳标签。

Listing the carbon dioxide emissions of a product on the packaging may encourage us to make greener choices.

在包装上列出二氧化碳排放可能会鼓励我们做出更绿色的选择。

It's not a new idea but it's something that's never caught on - become popular or fashionable.

这并不是一个新概念，但是从来没有风靡 —— 变得流行或时尚。

Until now.

直到现在。

The idea now seems to have returned, and it's something the BBC World Service programme The Climate Question has been looking into.

这个想法似乎已经转变了，而这也是 BBC 的世界服务节目《The Climate Question》一直在探寻的内容。

They've been speaking to business leaders about adding labelling to their products.

他们一直在对话商业领袖，谈论在他们的产品上面加标签。

Such as Marc Engel, Chief Supply Chain Officer at Unilever.

例如联合利华的首席供应链官 Marc Engel。

Let's hear why he thinks the idea is growing in popularity.

我们来听听为什么他认为这个想法越来越受欢迎了。

What we are seeing is Generation Z and Millennials, are much much more willing to make choices, informed choices, about responsible products and brands, so that's also why we're also doing it.

我们看到 Z 世代和千禧一代更愿意做出周全的选择，选择负责任的产品和品牌，所以这就是我们也在这样做的原因。

At the end of the day, we're doing it because we believe that this is what consumers will ask from business - this is not something that we made up ourselves.

到头来，我们这样做的原因是因为我们认为这是消费者会要求企业做的事情 —— 这不是我们自己编造出来的。

So, in this case, it seems it's people buying Unilever products who are driving this change - particularly younger people from Gen Z. So people born towards the end of the 20th Century or the beginning of the 21st Century, or slightly older Millennials.

所以，在这种情况下，似乎是购买联合利华产品的人在驱动这个变化 —— 尤其是 Z 世代的更年轻的人。也就是出生在 20 世纪末期或 21 世纪初期的人或者是更年长一些的千禧一代。

They want to make 'informed choices' about what they buy - so, making decisions based on good and accurate information.

她们想要对他们购买的东西做出"周全的选择" —— 也就是基于良好的准确的信息做出选择。

Carbon labelling is part of that information.

碳标签就是这种信息的一部分。

And Marc Engel mentioned consumers wanting to buy 'responsible' products or brands.

而且 Marc Engel 提到消费者想要购买"负责任的"产品或品牌。

Here, that means 'trusted' or 'reliable' with less environmental impact.

这里指的是"值得信任的"或"可靠的"，对环境影响小的。

That all makes sense, and it's why Unilever recently announced it's committed to putting carbon footprint information on 70,000 products.

这些都很有道理，而这也是为什么联合利华最近宣布承诺在 70000 个商品上添加碳足迹信息。

The Climate Question programme also spoke to Dr Zaina Gadema-Cooke - an expert in supply chain management at Northumbria University.

《The Climate Question》节目还对话了 Zaina Gadema-Cooke 博士 —— 诺森比亚大学的供应链管理专家。

What does she call measuring a product's carbon footprint?

她把测量某个产品的碳足迹叫做什么?

The problem with footprinting is it's almost impossible to include the consumption stage associated with the consumer because we all deal with the products that we purchase and dispose of differently.

足迹法的问题是它几乎不可能包括跟消费者有关的消耗阶段，因为我们都都以不同的方式使用和处理我们购买的产品。

So, it's very difficult to include that, so 'farm-to-fork' calculations tend to really be 'farm-to-retail-shelf' calculations of carbon footprint loadings.

所以很难把这个包括在内，所以"从农场到餐桌"的计算法往往会变成"从农场到零售货架"计算法来计算碳足迹。

So, Dr Zaina Gadema-Cooke describes the measurement of a product's carbon footprint as 'foot printing'.

所以 Zaina Gadema-Cooke 博士把测量某个产品的碳足迹描述为"足迹法"。

And this, she says, is difficult to measure because we don't know what people do with the stuff after they have bought it.

她说这个很难测量，因为我们不知道人们在购买物品之后会做什么。

Yes, so for example, a carbon label might show an estimate of the carbon footprint of milk from the cow to the consumer - what Dr Zaina Gadema-Cooke calls 'farm to fork' - but after it leaves the supermarket shelf, we don't know how efficiently it is stored, how much is wasted and what happens to the packaging.

是的，比如碳标签可能会显示牛奶从奶牛到消费者这个过程中的碳足迹估计 —— Zaina Gadema-Cooke 博士说的是"从农场到餐桌" —— 但是当它离开了超市货架，我们并不知道它是如何被有效储存的，它浪费了多少，以及包装会发生什么。

It's all food for thought - something to think seriously about.

这些都引人深思 —— 需要认真思考的事物。

And, Sam, what did you think about my answer to your question earlier?

萨姆，你认为我之前问你的问题的答案是什么？

Ah, yes, I asked you, according to the Centre for Research into Energy Demand Solutions, how many tonnes of CO2 equivalent per person annually could be reduced by living car-free?

啊，是的，我问你根据能源需求解决方案研究中心的说法，如果不开车那么每个人每年可以减少多少吨的二氧化碳当量？

And I said around 3 tonnes.

我说的是大约 3 吨。

Which was actually, a bit too much.

这个其实有点多。

Research found living car-free reduces a person's annual CO2 production by an average of 2.04 tonnes.

研究发现如果不开车，每个人每年可以减少 2.04 吨的二氧化碳。

Anyway, let's briefly recap some of the vocabulary we've mentioned today.

怎样都好，我们来简单回顾一下我们今天提到的词汇吧。

Yes, we've been talking about measuring our carbon footprint - that's how much carbon is used through the activities of a person, company or country.

好的，我们一直在谈论测量我们的碳足迹 —— 即某个人、某个公司或某个国家进行的活动中使用的碳。

And footprinting is an informal way of saying measuring the carbon footprint of something.

而足迹法是测量某物碳足迹的非正式说法。

When something has caught on it means it has become popular or fashionable.

当某事风靡，这意味着它已经变得受欢迎或时尚。

And, making informed choices means making decisions based on good and accurate information.

而做出周全的选择表示基于良好准确的信息做决定。

Buying something that is responsible means that it is trusted or reliable.

购买负责任的产品表示它被信任或可靠。

And, the phrase from farm to fork describes the processes involved from agricultural production to consumption.

而从农场到餐桌这个短语描述的是从农产品到消耗品转变的过程。

We're out of time now, but thanks for listening.

我们现在没有时间了，但是感谢收听。

Bye for now.

再见。

Goodbye.

再见。