

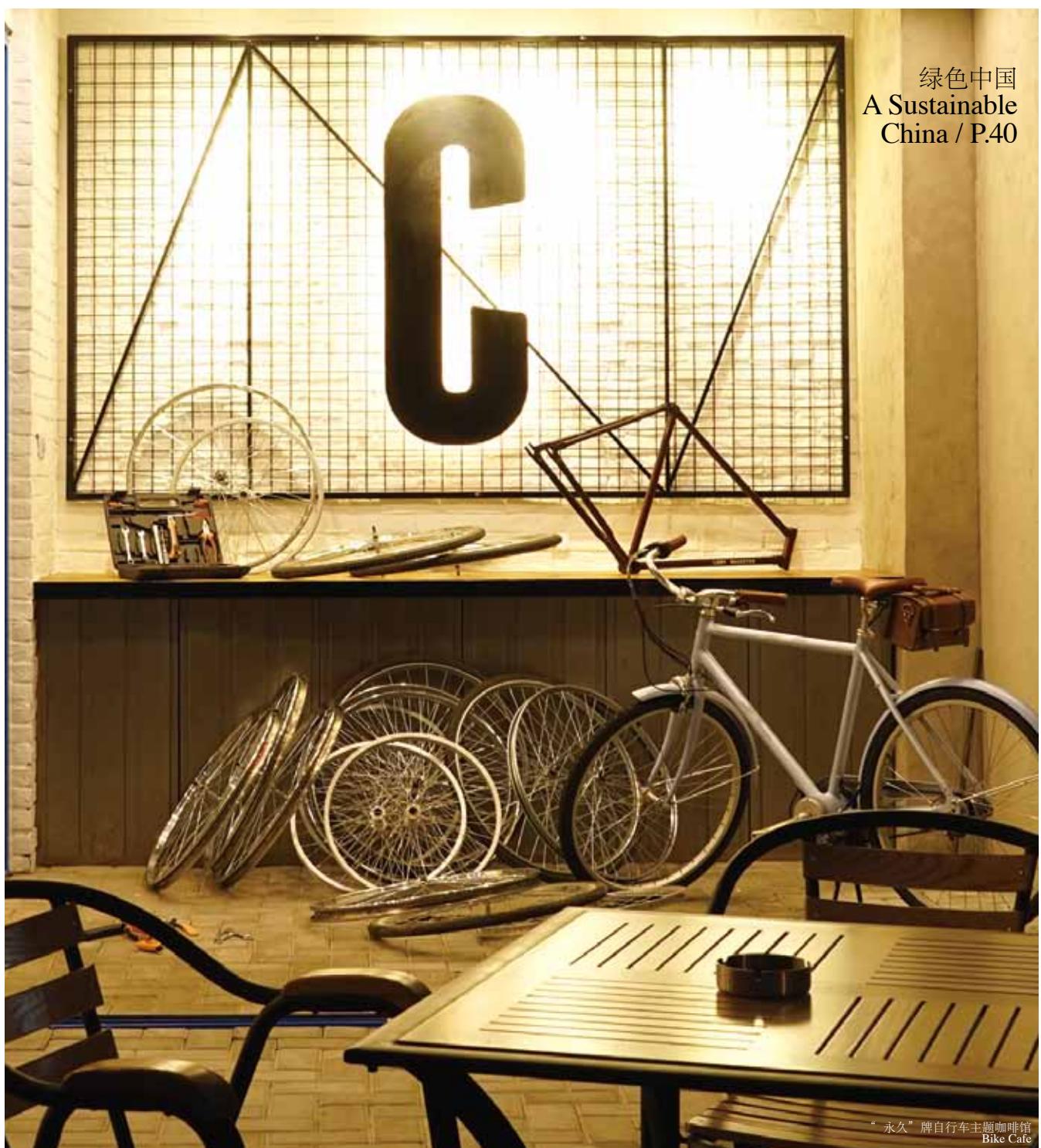
Feature

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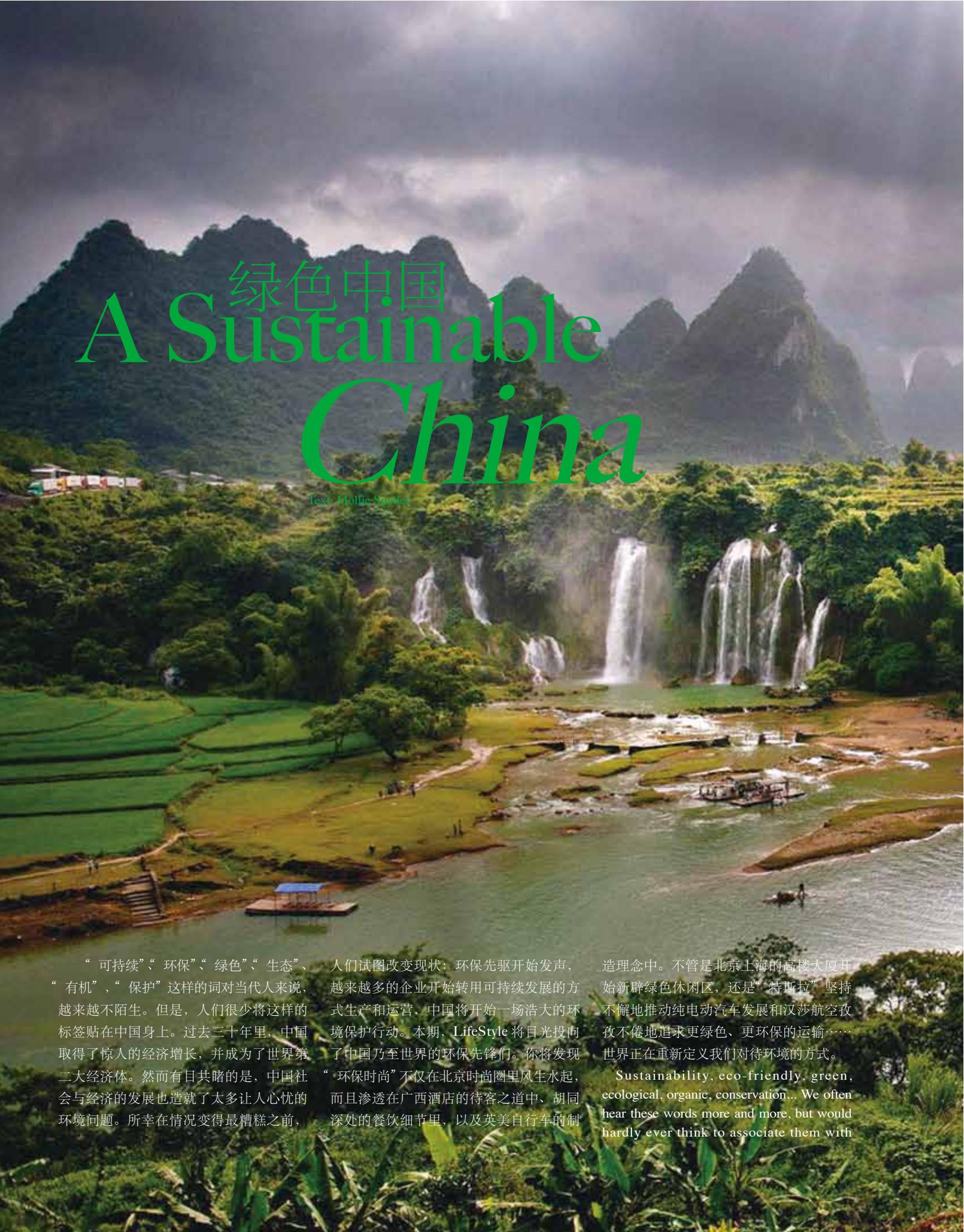
别致找寻值得格外关注，特色内容专门为您料理。

Special finds deserve special attention. We serve you the main dish of each month at its best.

绿色中国
A Sustainable
China / P.40



“永久”牌自行车主题咖啡馆
Bike Cafe



A Sustainable China

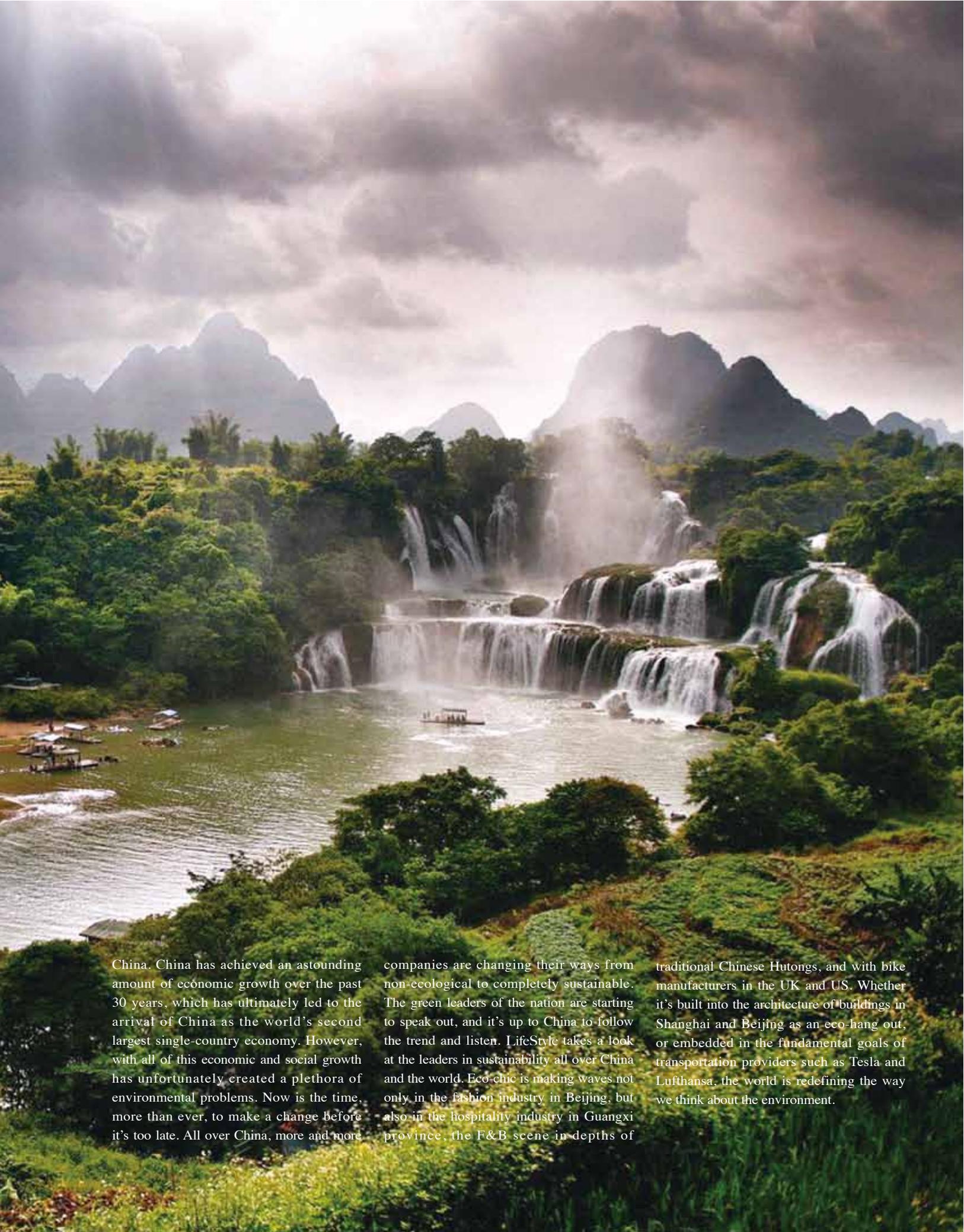
Text: Mollie Snyder

“可持续”、“环保”、“绿色”、“生态”、“有机”，“保护”这样的词对当代人来说，越来越不陌生。但是，人们很少将这样的标签贴在中国身上。过去三十年里，中国取得了惊人的经济增长，并成为了世界第二大经济体。然而有目共睹的是，中国社会与经济的发展也造就了太多让人心忧的环境问题。所幸在情况变得最糟糕之前，

人们试图改变现状：环保先驱开始发声，越来越多的企业开始转用可持续发展的方式生产和运营，中国将开始一场浩大的环境保护行动。本期，LifeStyle 将目光投向了中国乃至世界的环保先锋们。你将发现“环保时尚”不仅在北京时尚圈里风生水起，而且渗透在广西酒店的待客之道中、胡同深处的餐饮细节里，以及英美自行车的制

造理念中。不管是北京上海的高楼大厦开始新辟绿色休闲区，还是“特斯拉”坚持不懈地推动纯电动汽车发展和汉莎航空孜孜不倦地追求更绿色、更环保的运输……世界正在重新定义我们对待环境的方式。

Sustainability, eco-friendly, green, ecological, organic, conservation... We often hear these words more and more, but would hardly ever think to associate them with



China. China has achieved an astounding amount of economic growth over the past 30 years, which has ultimately led to the arrival of China as the world's second largest single-country economy. However, with all of this economic and social growth has unfortunately created a plethora of environmental problems. Now is the time, more than ever, to make a change before it's too late. All over China, more and more

companies are changing their ways from non-ecological to completely sustainable. The green leaders of the nation are starting to speak out, and it's up to China to follow the trend and listen. LifeStyle takes a look at the leaders in sustainability all over China and the world. Eco-chic is making waves not only in the fashion industry in Beijing, but also in the hospitality industry in Guangxi province, the F&B scene in depths of

traditional Chinese Hutongs, and with bike manufacturers in the UK and US. Whether it's built into the architecture of buildings in Shanghai and Beijing as an eco-hang out, or embedded in the fundamental goals of transportation providers such as Tesla and Lufthansa, the world is redefining the way we think about the environment.

龙脊一楼私享酒店 Longji One Hotel

中国西南部的龙脊一楼私享酒店将中国文化和谐融入周边自然环境中。该酒店建在龙脊镇平安寨(广西省)的一座小山上，离大名鼎鼎的龙脊梯田仅几步之遥。酒店主体由实木打造，木材来自当地特有的树种。设计师在装潢方面也费尽心思。你会发现各个细节都透着拙雅趣味，绝无乡野的粗鄙之感。精心设计的餐具是天然质朴的陶瓷质地，让人返璞归真，不忍浪费食物。这家酒店的合伙人之一常常在世界各地行

走，并且拍摄了大量照片。在酒店的墙壁和用餐区的天花板上，一幅幅令人惊叹的影像作品常常让客人驻足流连。龙脊一楼私享酒店将客人带进自然，提供独一无二的居停体验。它以低碳为荣，所有用品绝不舍近求远，皆出自本地区。

值得一提的是，龙脊开发了多条徒步路线，每一条都可以欣赏到水稻梯田的壮阔景致。除此之外，沿途南中国特有的自然风光也让众多游客欲罢不能。





The Longji One Boutique Hotel, located in Southwest China, truly exemplifies the beauty of traditional Chinese culture and nature. Situated on a small mountain in the Ping'An Village of Long Ji County just steps from the breathtaking Dragon Backbone Rice Terraces of Guangxi lies the exquisitely designed hotel, which is made entirely from uniquely decorated local wood. The hotel stays eco-friendly by serving all meals to guests on ceramic plates and intricately designed cutlery, so that no waste is produced. The quaint hotel features stunning photography on all of the

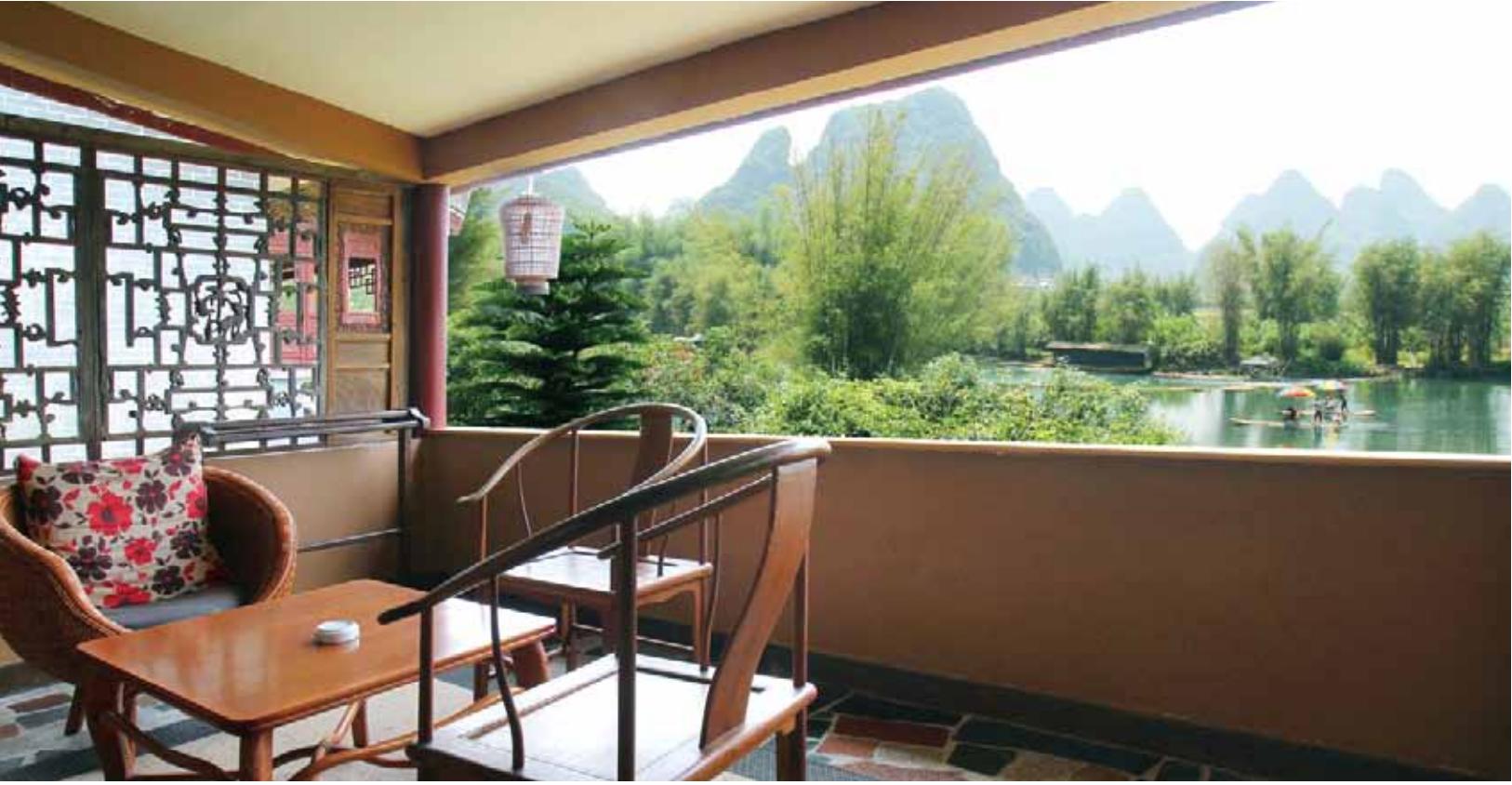
walls and ceilings of the dining area, shot by the co-owner of the hotel as tribute to his travels around the world. The views seen from Longji One are truly one of a kind, and bring you very close to nature. You can clearly see that the hotel prides itself in being a part of the local community by sourcing all of their products from the community instead of importing products from far-off parts of the world. The Long Ji area is comprised of many different hiking trails that lead to incredible views of the rice terraces, ensuring that you see the splendor of the preserved nature in South China.

阳朔胜地山庄 Yangshuo Mountain Retreat

阳朔胜地度假山庄（广西省）来源于一个简单的“环保寄宿”的设想——提供一处逃离拥挤喧嚷、严重污染的大城市的寄宿地。功夫不负有心人，2008年，它不仅得到了绿色认证，还在全中国树立了一个可持续发展的旅游典范。山庄不使用任

何一次性或单一使用的产品，比如塑料瓶、塑料袋、餐巾纸和纸杯等。所有的家具都由本地的竹子建造，他们细分垃圾，厨房的废弃食物会提供给当地农民作为家畜的饲料。山庄还开凿了自己的水井，建立了蓄水池，减少对当地水资源的影响。





酒店的主人 Chris Barclay 是这一切环保行动的主要倡导者。他说：“随着阳朔成为越来越受欢迎的旅游目的地，我希望通过我们的行动对政府和社会产生积极的影响。99 年开始做这些的时候，我还不太了解可持续性和生态旅游，只是觉得这样才能留住阳朔的美丽和吸引更多的环境爱护者。”事实证明，效果看起来不错。

Named as one of the best Eco-Lodges in the World and featured as one of “15 Hotels to Visit Before You Die” is the one and only Yangshuo Mountain Retreat. The astounding sustainable hotel is located in the heart of Yangshuo, China in Guangxi Provence. The retreat prides itself on its sustainability efforts, having become a Certified Green Hotel in 2008 as well as a leading hotel in ecotourism in all of China. Yangshuo Mountain Retreat practices a green way of

hospitality through using non-disposable items such as chopsticks, cups, napkins, water bottles and plastic bags. The hotel also separates food waste for local farmers to use as animal feed, recycles their containers, uses well water versus river water and built all the furniture from bamboo found on the property. Hotel Owner Chris Barclay was the main influence in the decision to go green, saying “As Yangshuo was a growing tourism destination, I wanted to use our practices to show the government and help influence the community. In 1999 when this all began, I didn’t know much about sustainability or ecotourism, but it seemed like the right way to do things if we wanted to maintain the beauty of Yangshuo and attract visitors who also cared about the environment.” Bravo; the result not only feels good, but looks good.

21世纪新地标
A 21st Century Monument





Parkview Green 芳草地位于北京朝阳区东大桥路西侧，紧邻北京 CBD 核心地带，总面积达 20 万平方米。这座金字塔型建筑集办公写字楼、时尚购物中心、艺术中心及精品酒店为一体。凭借领先的环保设计、永续发展的理念和丰富多元的艺术氛围，Parkview Green 芳草地与北京其它任何建筑项目皆迥然相异，是绿色新思维的象征性建筑。

内外兼备的 Parkview Green 芳草地将环保的理念深入至每个细节中。外观上，顶部采用的 ETFE 膜材料，结合通透的玻璃幕墙及钢架结构，组成独特的节能环保罩，形成独立的微气候环境。不仅做到了冬暖夏凉，从而也节省了空调系统的使用。内部方面，稳定的内部微循环系统，结合楼群 VAV 冷水吊顶系统和智能 BMS 系统，可以至少节约 60% 的能源使用率，最高达到 80% 的比率。由此，Parkview Green 芳草地成为了中国第一个获得绿色建筑评估体系 LEED 铂金级认证的综合性商业项目。

Parkview Green 芳草地根据环保的等级来选择建筑材料，主要使用可再生材料和钢筋，连选用的本地绿植也是处于水源保护的目的。此外，电子水龙头，卫生间节水洁具以及低流量淋浴设施等，雨水过滤后也可循环利用被用作绿化灌溉，从而提高水使用率。

Parkview Green 芳草地的艺术气息与室内设计也让许多人慕名而来。要知道，萨尔瓦多·达利、法国艺术家 Pierre Matter，安迪·沃霍尔等国际一流艺术家的雕塑或绘画作品实在很难让人拒绝。

Located in Dongdaqiao, in the heart of the Central Business District of Beijing, Parkview Green has become an iconic landmark of the capital city. The stunning pyramid-like structure was designed with various innovative environmental technologies. The 800,000 sq. ft. modern architecture is quite possibly one of the largest sustainable projects in the city, consisting of office towers, a shopping mall, an art center and a boutique hotel.

The exterior features ETFE film roofing, transparent glass walls and steel frame structures, which provide unique levels of energy saving thus optimizing the climate control system. Parkview Green became the first integrated commercial project to be awarded LEED Green Building Rating System Platinum certification. A stable internal micro-circulation system, water VAV systems, intelligent Building management system (BMS) are some of the sustainable features installed in the building

that accounts for up to 80% of energy conservation.

During the development process, the buildings materials were chosen based on their sustainability levels with dominant use of recycled materials and recycled steel. To add to its eco-aesthetic points, local trees were planted for water conservation purposes.

With many other carefully designed systems like water-conservation with electronic taps and low-shower facilities, Parkview Green has become one of the most prominent sustainable buildings in China, mostly for its microclimate breakthrough and the fusion of multi power-saving systems internally and externally. Not only environmentally friendly designed, Parkview Green's interior design is also visually appealing with its showcase of sculptures and paintings from the masters like Salvador Dali, Pierre Matter, Andy Warhol and many more.



“永久”牌自行车主题咖啡馆 Bike Cafe

随着技术的快速发展，大都市的生活需要越来越多的通勤选择。在茫茫私家车的大潮中，自行车零售商们始终紧随其上。可持续、实惠、高效，灵活——自行车这些优点让其成为年轻上班族们的个性出行方式，而且定制自行车开始随处可见。自行车零售商和维修店开始与迪奥 4S 店抗衡比邻。真是风水轮流转，自行车又重新回到了时尚舞台，让健康、环保的骑行成为了新潮生活的诠释。

中国老牌自行车生产商“永久”首创性地在上海开设了一家“怀旧 + 环保”特色的自行车主题咖啡馆，将低碳可持续与上海摩登的现代生活方式结合在一起，也改变了一贯的自行车零售模式。从老式自

行车到山地车，从轮胎到把手，自行车的每个要素都被精心陈列，并巧妙地融进咖啡馆的装潢中。“永久”近年的一些新产品，如以竹木为材质的“竹马”自行车、二轮自行车等，都能在这里找到。如今，自行车代表着一种健康、环保的生活方式，该主题咖啡馆模式已经为自行车零售业打开了新局面。在咖啡馆旁边就是自行车销售店，客人们挑选自行车之余，可以来咖啡馆坐坐，相互交流骑行的经历。不管是自行车爱好者，还是咖啡瘾君子，永久自行车主题咖啡馆都是魔都值得拜访的目的地之一。在这里，你可以逃离繁忙的都市生活，用偷得的半日享用一口咖啡。所谓绿色生活，大抵就要这般简单。

With the fast technology development of technology, metropolitan life demands more and more ways of commuting. Bicycle retailers have been consistently trying to keep up with the pace of the wheels in the midst of a flood of private cars on streets. Sustainable, affordable, efficient, and flexible; nowadays, bikes have become the young commuter's personal style reference. As the young generation bike to work, custom bikes are seen everywhere. Bike retailers and repair shops stand alongside auto dealer stores in the city. Bikes have returned to the fashion arena, making eco-friendly riding the latest trend.

One of the prominent examples of this creative retail concept is applied by the Chinese classical bike brand, Yong Jiu. By exploring a youthful idea, Yong Jiu Bike offers us a new bike retail experience with its Yong Jiu Bike Cafe in Shanghai. Cafes, like bikes, have also become an interpretation of the new fashionable lifestyle of the young generation. The innovative concept of Yong Jiu Cafe combines sustainability and the modern China lifestyle in Shanghai. From vintage bicycles to mountain bikes, wheels to handles; elements of bikes are carefully curated and applied into the interior design of the cafe, complete with a popup showroom showcasing bikes with different models in the cafe area, the cafe has successfully merged into the bike retail industry, bringing a new vision to China by collaborating lifestyle into the retail world. The bike retail shop itself is located next to the cafe. Customers are able to hangout and share their biking experiences with other bike riders while checking the bikes available in the retail shop. Whether you are a bike enthusiast, or simply a coffee aficionado, Yong Jiu Cafe is one of those visit-worthy metropolis gems where you can escape the hectic urban life and enjoy a sip or two of coffee in the leisurely environment with sustainable values in the atmosphere.





健康果汁 Juiced on Health

Juice by Melissa 由在北京的纽约人 Melissa McKenna 创立，采用最新冷榨液压技术，打造焕然一新的有机健康餐饮，给雾霾重重的北京带来了一股清新的果汁风潮。不同系列的有机果汁混合了不同蔬果和牛奶，甚至还可以选咖啡搭配。Juice by Melissa 的第一家门店位于东直门，俨然成为了京城健康和绿色生活的加油站。它为消费者独创的“抗污染强剂”能重焕肺活力，帮助人体对抗自由基，阻止有毒物质的入侵。Juice by Melissa 还提供网上下单和送货到门的服务，并且计划在全中国开设分店。除了果汁，它还出售来源于世界各地的多种有机食品。Juice by Melissa 的目标

是在中国形成一种教育环境，通过举办专题讲座、研讨会、私人咨询会和讲习班等方式，帮助生活在中国的人们懂得有机果汁、可持续生活和健康生活方式的益处。



Organic Juices are starting to make waves in the city of Beijing with Juice By Melissa, a 100% organic certified Juice Company founded by New York City native Melissa McKenna. Juice by Melissa offers a variety of fresh, organic juices, infused with different fruits, vegetables, milks and even coffee options. The newly opened juice shop, located in the center of Beijing is a hub for healthy and sustainable lifestyles. The juice creators have even concocted a Pollution Fighter booster shot, which is made to regenerate the lungs in your body while fighting off harmful free radicals and stop toxic pollutants from entering the body. Not only are the delicious and healthy juices available in the juice store, they are also available to order online and are delivered to your home upon request. With all of the harmful toxins in the Chinese air created by pollution, and the grime of the city, Juice By Melissa brings a refreshing flair to the food and beverage scene in Beijing, with plans to expand all over China. Juice By Melissa specializes in 3-7 day juice cleanses that are meant to detox the body and fill it with essential nutrients. The juice café also has different organic and delicious food options that they sell as well. All of the products are sourced from all around the world and are completely organic, which is something the Beijing food culture lacks as a whole. Juice By Melissa aims to provide an educational environment in the future where they can hold seminars, have private consultations and workshops that help those living in China understand the benefits of drinking organic juices and living sustainable and healthy lifestyles. Living a sustainable and green life is just one sip away with Juice By Melissa.





CHI 餐厅

CHI

中国夫妇耀扬和李羊开办的 CHI 餐厅虽然隐匿于北京的胡同深处，但距离著名的雍和宫非常近。他们请来日本的设计工作室 ODD 将一间尘封的酒吧改造成创意满满、引人入胜的餐厅，试图将（美食）“工艺”、“可持续”和“简洁”的烹饪理念带到中国，特别是北京。CHI 餐厅的食材全部来自有机农场，它以推动本地餐饮和艺术家发展为己任，倡导健康幸福的生活方式。餐厅的固定菜单含 5 道时令菜，每个月更新，让回头客每次保持惊喜的体验，也让不少食客从选择恐惧症中得到解脱。

CHI 餐厅的每道菜肴都由厨师为客人精心制作，对色香味严格要求，让用餐真正成为安静享受的过程。这也是它被中国越来越多的有机新餐厅竞相模仿的原因之一。

In the depth of the Beijing Hutongs lies CHI, an amazing restaurant that sources food from an organic farm in China called Little Willow. The quaint restaurant located steps from the Lama Temple is owned by Chinese couple Yao Yang and Li Yang who hired Japanese design firm ODD Studio to turn the once dusty bar into a creative and inviting restaurant. CHI's founders opened the restaurant with intentions to grow the culture of simplicity, food craftsmanship and sustainability into China, specifically in Beijing. CHI constantly is promoting local goods and artists in hopes to unify the community and promote healthy and happy lifestyles in the heart of Beijing. The innovative restaurant has a set menu of 5 seasonal dishes, creating an experience similar to tapas style dining. The menu is changed monthly, with new and exciting food creations brought to life each time to ensure the consumers are always getting a fresh and inviting meal each time they come to dine at CHI. With the local and environmental initiatives of CHI, it is easy to see why such an outstanding and growing restaurant is being followed by more and more organic new restaurants opening all over China, specifically in Beijing and Shanghai.





NEEMIC

NEEMIC 在当代时尚圈崭露头角，是以可持续发展的理念和践行为名的。2011 年，设计师 Amihan Zemp 和 Hans Martin Galliker 在北京成立了 NEEMIC，希望创造与众不同的时尚趋势，促进时尚业的可持续发展，搭建连接欧洲时尚和亚洲时尚的“桥梁”。NEEMIC 采用的有机布料均来自获得 GOTS 认证的供应商。GOTS 代表全球有机纺织品标准，旨在确保纺织品从收获、到原材料、到加工以及最后成品包装的规范性，从而提供给消费者可信赖的产品。

让 NEEMIC 自豪的是，Hans 还是 Agrachina.com 的创始人。Agrachina.com 是一个旨在运用各种 IT 和现代商业工具支持中国可持续性农业发展的项目机构。在中国这样一个全球制造业枢纽站（尤其是服装业），如果越来越多的品牌都投入有机时尚的大势中，意义将不言而喻。显然，NEEMIC 先行一步，已经与本土设计师和生产商建立合作。设计师们与当地的裁缝师一起工作，使用中国本土的手工有机面料，促进对传统技艺和社会结构的保护，并注重公平公正的工作环境。NEEMIC 的有机时尚可不是取悦眼睛那么简单。

Eco-chic fashion brand NEEMIC merges the contemporary fashion world with the concept and practices of sustainability. In 2011, designers Amihan Zemp and Hans Martin Galliker came together with their creative minds and collaborated to design and found NEEMIC in Beijing. The designers goals were to create amazing designs while making the industry more sustainable and also providing a platform for artistic exchange. The NEEMIC brand sources mostly left over high-end materials produced from the fashion industry as well as GOTS certified organic fabrics. NEEMIC is sold worldwide.

NEEMIC's designers are also the proud co-founders of The Hong Kong Organic Textile association and AgraChina. AgraChina is a network that promotes organic agriculture in China. With a country that is a mecca for the production of goods worldwide, especially couture, fashion and clothing, it is important that brands similar to NEEMIC keep popping up and continuing to make eco-friendly fashion available and on top of the latest trends. NEEMIC goes a step further by partnering with local designers and producers in China. The designers work with local tailors to emphasize fair working conditions and using organic fabric that is hand-woven by traditional communities in China in order to help preserve old techniques and social structures. NEEMIC is proving that eco-friendly fashion is much more than meets the eye.



Made By Mir



Made By Mir 是一个致力于通过设计来表达人与自然之间平衡的配饰品牌。它所有的产品都是由回收材料或有机纺织品手工制作的。品牌创始人 Miranda Mullet 和 Chris Cheung 来自美国，在北京定居多年，并且常在南亚走动。Miranda 的童年在美国西南部度过，而且大部分时间都“浸淫”在大自然中。这样的经历给了她许多有机时尚方面的创作灵感。如今，他们开始从

生产的角度了解消费行为可能产生的环境影响，所以才致力于制造对当地人和环境有积极意义的时尚产品。

Made By Mir 最新推出了时尚环保手提袋和风格独特的戒指。后者是 Made By Mir 设计师在巴厘岛的重要收获之一。如此看来，时尚与环保从来都不是背道而驰的，看看 Made By Mir 所做的就知道了。

Made By Mir is a sustainable eco-accessory brand that is known for its reclaimed leather, redefined with human hands to create the perfect balance between nature and people through design. Co-founders Miranda Mullet and Chris Cheung are American natives that create and work out of Beijing and around South Asia. All of their products are crafted from recycled materials, organic fibers, hand-woven textiles and made by hand. Co-founder and head designer Miranda got much of her inspiration for the eco-chic collections from her childhood in the Southwest United States where she spent a lot of time surrounded by nature. After living in China for many years, Mullet and Cheung started to understand the harmful effects of the consumption process from a manufacturing point of view. Made By Mir is devoted to produce fashionable products that have a positive impact on local communities and the environment.

The latest projects created by Made By Mir include stylish eco-tote bags and unique rings that are made from sustainable gold plated silver that were personally sourced by the designers in Bali, Indonesia. Wearing stylish and on-trend accessories can not only be fun, but also support sustainability with the designs of Made By Mir.



Brompton 自行车 Brompton Bicycle

英国 Brompton 自行车的核心理念是带来独立和自由感觉的产品。从城市通勤到全球旅行，从忙碌奔波到休闲放松，Brompton 遍布世界各地，融入了人们的日常生活。Brompton 自行车不仅优雅、设计一流，还能轻松折叠成紧凑便携的尺寸，同时以时尚的外观为你加分。Brompton 在全球共设了 6 家门店，提供不同性能和型号的高端环保自行车，你可以根据日常需要来选择。

此外，Brompton 还凭借对环境的保护、对社会责任的积极承担而脱颖而出。2007 年，它将电力供应换成“绿色电力”供应商 Ecotricity，以降低生产经营过程对环境的影响。它还与克兰菲尔德大学合作，让每个人都能了解供应链的各个环节所对应的自行车“碳足迹”，以及骑 Brompton 行驶多长距离可以抵消生产和分销过程中产生的碳排放量。

Brompton 以一系列环境政策申明、回收利用策略和能源效率策略，为这个行业的后辈们提供了一个优秀的典范。

Brompton Bike is a brand that thrives on the values of independence and freedom of choice. Not only is the London-based retailer able to create elegant and superbly engineered bikes, they are also able to ride smoothly and fold up easily and quickly into highly compact and portable sizes, while keeping you looking stylish in their amazing designs. What makes the Brompton Bicycle retailer so special is their commitment and ability to customize and build the bike of your dreams. With their different models

and capabilities, you will be able to choose a bike that fits your daily needs. There are six Brompton stores located all over the world, giving the global community access to this high-end, yet eco-friendly ride.

Not only does the bike retailer pride itself on exceptional customer service and luxury bikes, it also deeply cares about the environment. By producing their bikes in factories with a green electricity provider, Brompton has been able to significantly reduce the negative environmental impact from their products. The retailer also partnered with Cranfield University to create a way for their consumers to see their carbon footprint while using Brompton Bikes, so that they can see how long they must ride their bicycle in order to offset the carbon that went into the manufacturing and distribution of a Brompton.

With Brompton's many environmental policies, recycling strategies and energy efficiency strategies, it is clear to see how the leading bike retailer sets a remarkable example for future retailers to follow for the future.





Shinola



Shinola 是底特律的一个老字号，以个性化的高超工艺而享有口碑。它是“美国本土制造”的精品品牌之一。在底特律的工厂里，Shinola 从事着高级手表、复古自行车、皮革精品配饰及环保纸张笔记本的设计与手工制造。每一辆 Shinola 自行车都由手工打造和组装，然后进行反复测试，力臻完美。这种追求精雕细琢、高超手工艺的工坊式生产模式，与现代工业的大规模生产截然不同，也让 Shinola 成为了美国最值得信赖的自行车生产商之一。此外，Shinola 的特别之处还包括与同样积极保护环境的本土生产商合作，比如家族性企业 Edward Brothers Malloy。

Shinola 沿袭了强大的制造传统，通过加强与消费者的关系和高品质精品而立于不败之地。它对大多数产品都提供终身保修服务，这也是出于尽可能减少浪费的目的。

Shinola is a Detroit-based collaborative enterprise retailer that specializes in handcrafted bicycles. Shinola Detroit retailers pride themselves on their personalized craftsmanship. The moment a bike enters the local Detroit workshop, it goes through a custom-level assembly by bike specialists. Each bike is constructed and fitted by hand and then tested until it meets perfection, making Shinola one of the most reliable American bicycle retailers. What make the Shinola brand special are the partnerships it has formed with American manufacturers who uphold the same values in environmental production. Shinola works closely with Edward Brothers Malloy, a family-owned company that produces high quality, domestic and sustainably cultivated sources for its products.

Shinola bikes are created with the beauty of industry in mind, with expert craftsmen carefully constructing each part of the bike to perfection. The bike retailer has a strong manufacturing legacy that they intend to keep strong via consumer relations and high-quality products. Many of Shinola's products are given a lifetime guarantee, meaning less waste being created in the course of their top quality production. It's no wonder the Shinola Detroit brand has been going strong for all these years.



特斯拉：环保，优价 Tesla: Eco-friendly, wallet-friendly

汽车也能像自行车一样零燃油、零污染物、零噪音？听起来似乎有点天方夜谭，但是特斯拉汽车公司让这些都成为了现实。自 2003 年成立以来，特拉斯致力于用最具创新力的技术，加速可持续交通的发展。特斯拉突破性的技术上为实现可再生能源供应提供了高效方式，减少全球交通对石油类的依赖；通过开放专利以及与其它汽车厂商合作，大力推动了纯电动汽车在全球的发展。由此，特斯拉刷新了人们对“移动”的传统认知，也成为了全球纯电动汽车行业的拓荒者。

特拉斯早期的量产汽车配备了 60 千瓦时的电池，可行驶 208 英里，最高时速可达 120 英里，并且配套了供免费充电的 Supercharger 充电站——后者还在北美、欧洲和亚洲持续增加中。

今年，特拉斯的目标是向全球投放 10 万辆电动汽车，比起 2013 年的 2 万 2 千台，这无疑是一个巨大的增长，却是合理的目标——因为中国已经成为了特斯拉增长最快的市场之一。中国政府已经宣布，2014

年 9 月 1 日至 2017 年 12 月 31 日期间，对购置的新能源汽车免征车辆购置税。上海购买特斯拉的客人还可获得免费新能源牌照。无燃油、无污染、无噪音，还免税，这些还不够吸引么？曾经，纯电动汽车的客户群体主要集中在高端消费领域，可环保是一项人人有责、人人须参与的事业。现在，你还等什么？

Zero fuel, zero pollutants, zero noise. While it seems too good to be true for a vehicle to embrace these qualities, Tesla has proved to the world that anything is possible. With its groundbreaking technology, particularly focusing on sustainable innovations, Tesla has challenged us to change the way we view mobility by becoming the global pioneer of e-vehicles which are not only innovative, but also are collaborative, efficient and environmentally friendly.

Founded in 2003, the company has been continuously providing sustainable transport innovation by bringing desirable mass-produced electric cars to the global

market. The starters come with a 60 kWh battery, which has a 208 mile range and lets drivers reach speeds of up to 120 mph, with “Supercharger” power stations free of charge that keep expanding its network across North America, Europe and Asia.

This year, the company aims to produce 100,000 e-vehicles globally, which would be a massive increase from its 22,000 in 2013. This number is seen as a reasonable goal, as China has become one of Tesla’s fastest growing markets. The Chinese government has recently announced that all electric, hybrid and fuel cell vehicles will be exempt from purchase tax until 2017. As if that’s not enough to attract future e-vehicle owners, all Shanghai-based Tesla buyers would also be exempted from the license plate tax. Fuel free, pollutant free, noise free, and tax free. Not only has it become one of the most eco-friendly vehicles out there, Tesla might also become one of the most wallet-friendly choices for high-end auto customers out there. What are you waiting for?

汉莎：全球最环保的航空公司

Lufthansa: World's Greenest Airline

说到环保和可持续性，航空业作为“燃油大户”，实在责无旁贷。巨大的燃油量不仅造成了严重的空气污染，航空还被公认为全球噪音污染的祸首之一。不过，全球一些最知名的航空公司，比如汉莎，就一直通过实施环境可持续发展战略，设立全球负责任的飞行标准。长期以来，汉莎航空在科技、品质和可持续发展方面，引领着整个航空业。今年，汉莎再次被美国《世界航空运输》杂志授予年度环保航空公司的奖项，以表彰其承担企业责任的积极行动、以及在全球气候和环境保护方面所充当的突破性角色。

在汉莎制定的“战略环境计划”中，汉莎将自己置于绿色航空“领飞者”的位置，并且列出了15条指导原则，以提高航空的可持续性。从更高的燃油效率和更低的有害物排放，到降低碳和一氧化二氮排放的原则，从生物燃料的使用和研究，到

具体环保举措的践行，比如，法兰克福机场“E-Port An”项目中对TaxiBot电力牵引车的使用等，汉莎航空逐一落实。通过应用这些广泛的措施，汉莎持续提高长远的飞行生态效益。值得一提的是，汉莎已经将品牌的飞行主题定位为“悄然飞向未来”。

When it comes to sustainability, the aviation industry has a bad reputation for its fuel-burning emissions, as airlines are responsible for the rapidly increasing amount of carbon-related toxins released into the air. Not only air pollution, the airline industry is considered as one of the most significant contributors of global noise pollution. However, some of the world's most renowned airlines like the Lufthansa Group have been taking steps to set the global standard of responsible flying with their extensive environmental sustainability strategies. It is with no wonder that the US

journal Air Transport World (ATW) has once again awarded the Lufthansa Group the title of Eco-Airline of the Year in 2015 for their corporate responsibility initiatives and ground-breaking role in the area of climate and environmental awareness.

Lufthansa Group has established themselves as the pioneer of eco-aviation with their Strategic Environmental Program, containing fifteen guiding principles to ensure a sustainable mobility improvement for the airline. From greater fuel efficiency and fewer emissions, to principles like reducing carbon emissions, cutting nitrous oxide emissions, biofuel usage and researches, to environmental friendly initiatives like the “E-Port An” project that involve various pollutant-free electro-mobility concepts at the Frankfurt Airport, it's no wonder this airline is making waves in sustainability. By applying this extensive range of measures, Lufthansa is persistently increasing their ecological efficiency in flight operations in the long-term. The active reduction of engine noise is also a part of their new strategy program. □

