



The Story of Stuff

Translated Script

1

00:00:19,020 --> 00:00:19,920

Do you have one of these?

你有这个东西吗？

2

00:00:20,590 --> 00:00:22,060

I got a little obsessed with mine.

我自己也是爱用者。

3

00:00:22,390 --> 00:00:24,530

In fact I got a little obsessed with
all my stuff.

事实上，我是不折不扣的恋物狂。

4

00:00:24,890 --> 00:00:27,060

Have you ever wondered where all the
stuff we buy, comes from

你有没有想过，

我们买的东西是从那里来？

5

00:00:27,490 --> 00:00:28,830

and where it goes
when we throw it out?

在我们把它丢掉后，

又葬身何处？

6

00:00:29,630 --> 00:00:32,030

I couldn't stop wondering about that.

So I looked it up.

我不得不认真的思考这个问题。

因此，我就去找答案。

7

00:00:32,230 --> 00:00:35,470

And what the text book said,
is that stuff moves through a system

根据教科书的说法，
东西的一生可分成下列几个阶段，

8

00:00:35,900 --> 00:00:41,140
from extraction to production
to distribution to consumption to disposal.

从原料开采--到产品制造—
到分配营销--到消费使用—
到最后的废弃处理，

9

00:00:41,680 --> 00:00:45,680
All together, it is called the materials economy.
Well, I looked into it a little bit more.

这些通通都称为物质经济。
嗯，我曾经更深入地去探究这个系统。

10

00:00:46,680 --> 00:00:48,550
In fact, I spent 10 years traveling the world,
事实上，我花了十年的时间
到世界各地旅游，

11

00:00:49,120 --> 00:00:51,990
tracking where our stuff comes
from and where it goes.

为的就是要追踪
东西的来源和去处。

12

00:00:52,550 --> 00:00:55,250
And you know what I found out?
That is not the whole story.

你知道我发现了什么？
那就是图片上显示的
并非所有的故事，

13

00:00:55,860 --> 00:00:58,060
There's a lot missing from
this explanation.

其中还遗漏了很多真相。

14

00:00:58,560 --> 00:01:02,100
For one thing,

this system looks like it's fine. No problem.

首先，这套系统看起来很不错，
没有问题。

15

00:01:03,100 --> 00:01:05,300

But the truth is it's a system in crisis.

事实上这系统正处于危机之中，

16

00:01:05,930 --> 00:01:08,630

And the reason it is in crisis

is that it is a linear system

理由是这是个线性系统，

17

00:01:09,300 --> 00:01:10,700

and we live on a finite planet

而我们居住的地方

是个有限的星球，

18

00:01:11,270 --> 00:01:15,270

and you can not run a linear system

on a finite planet indefinitely.

你不能在有限的星球上

无限期地运作线性的系统。

19

00:01:15,810 --> 00:01:19,310

Every step along the way, this system

is interacting with the real world.

这套线性系统在以上所说的每一

个步骤，都与真实的世界互动，

20

00:01:19,910 --> 00:01:21,950

In real life it's not happening

on a blank white page.

现实生活中它并非是空白的，

21

00:01:23,120 --> 00:01:26,120

It's interacting with societies, cultures,

economies, the environment.

它与社会、文化、经济

和环境都有关，

22

00:01:26,650 --> 00:01:29,020

And all along the way,
it's bumping up against limits.

可是它的每一个阶段却与
极限互相砥触。

23

00:01:29,690 --> 00:01:32,690

Limits we don't see here because
the diagram is incomplete.

我们在此处看不到极限是因为
这张图解不够完整。

24

00:01:33,590 --> 00:01:36,660

So lets go back through, let's fill in
some of the blanks and see what's missing.

所以我们要回到原点从新检视，
把空白处填满，然后看看我们
还遗漏了什么。

25

00:01:37,300 --> 00:01:40,600

Well, one of the most important things its missing
is people, yes people.

好，这里有一样很重要的东西
被遗漏了--人，是的，人。

26

00:01:41,130 --> 00:01:43,800

People live and work all along this system.

人的生活和工作与这套系统
都有关系，

27

00:01:44,640 --> 00:01:47,510

And some people in this system
matter a little more than others;

可是在这系统里的某些人，他们
比一般人还要来得有影响力，

28

00:01:47,770 --> 00:01:49,970

Some have a little more say.

Who are they?

讲的话较有份量，他们是谁呢？

29

00:01:50,340 --> 00:01:52,010

Well, let's start with the government.

那么，就先从政府说起。

30

00:01:52,310 --> 00:01:54,880

Now my friends tell me I should use
a tank to symbolize the government

我的朋友告诉我应该

用坦克比喻成政府，

31

00:01:55,320 --> 00:01:57,920

and that's true in many countries
and increasingly in our own,

对某些国家而言这是事实，

对美国来说更是如此，

32

00:01:58,050 --> 00:02:01,720

after all more than 50% of our federal tax money
is now going to the military,

毕竟，我们国家超过百分之五十的

联邦税全用在军事上。

33

00:02:02,320 --> 00:02:04,120

but I'm using a person
to symbolize the government

这里我用人来比喻政府，

34

00:02:04,620 --> 00:02:07,460

because I hold true to the vision and values
that governments should be

是因为我仍然确信政府

存在的价值

35

00:02:07,760 --> 00:02:09,930

of the people, by the people,
for the people.

就是民有、民治和民享。

36

00:02:10,430 --> 00:02:14,770

It's the governments job to watch out for us,
to take care of us. That's their job.

政府的工作就是照顾老百姓，

关心老百姓，那是他们的职责。

37

00:02:15,670 --> 00:02:17,400

Then along came the corporation.

然而这套系统产生了财团，

38

00:02:17,870 --> 00:02:19,970

Now, the reason the corporation
looks bigger than the government

图片中我把财团画的比政府大，

39

00:02:20,370 --> 00:02:22,140

is bigger than the government.

理由是财团势力的确比政府大。

40

00:02:22,480 --> 00:02:27,050

Of the 100 largest economies on earth now,
51 are corporations.

目前地球上最大的一百个
经济体中，有五十一个是财团。

41

00:02:28,050 --> 00:02:32,150

As the corporations have grown in size and power,
we've seen a little change in the government

随着财团的规模和势力的成长，
我们发现政府也有些改变，

42

00:02:32,820 --> 00:02:34,360

where they're a little more
concerned in making sure

也就是说政府愈来愈

43

00:02:35,060 --> 00:02:36,490

everything is working out
for those guys than for us.

在乎财团而不管老百姓的死活。

44

00:02:37,220 --> 00:02:39,920

OK, so lets see what else is missing
from this picture.

好吧，让我们再看看这张图片
还遗漏了什么？

45

00:02:40,490 --> 00:02:41,520

We'll start with extraction.

先从原料开采说起。

46

00:02:42,400 --> 00:02:45,440

which is a fancy word for
natural resource exploitation

所谓的原料开采，

其实就是剥削自然资源、

47

00:02:45,970 --> 00:02:48,310

which is a fancy word
for trashing the planet.

破坏地球生态。

48

00:02:48,900 --> 00:02:52,890

What this looks like is we chop down trees,
we blow up mountains to get the metals inside,

看看这里，我们砍伐树木、

炸山挖矿、

49

00:02:53,310 --> 00:02:55,280

we use up all the water
and we wipe out the animals.

用光水源、和猎杀动物。

50

00:02:55,940 --> 00:02:58,210

So here we are running up
against our first limit.

在这里我们正在快速消耗

我们的第一个极限，

51

00:02:58,910 --> 00:03:03,010

We are running out of resources.

We are using too much stuff.

也就是耗尽自然资源。

我们消耗太多的东西，

52

00:03:03,550 --> 00:03:06,690

Now I know this can be hard to hear,
but it's the truth we've gotta deal with it.

我知道这令人难以置信，

但这是事实我们不得不面对它。

53

00:03:07,420 --> 00:03:08,650

In the past three decades alone,

在过去三十年来，

54

00:03:09,390 --> 00:03:14,190

one-third of the planet's natural resources
base have been consumed. Gone.

我们就消耗了地球上三分之一的
自然基本资源——全用光了。

55

00:03:15,000 --> 00:03:19,040

We are cutting and mining and hauling
and trashing the place so fast

由于快速地滥砍、滥采、
滥捕和滥丢的结果，

56

00:03:19,700 --> 00:03:23,340

that we're undermining the planet's
very ability for people to live here.

我们已经危害了
地球维持人类生存的能力。

57

00:03:23,940 --> 00:03:28,780

Where I live, in the United States,
we have less than 4% of our original forests left.

我所居住的美国，全国
剩下不到百分之四的原始森林，

58

00:03:29,540 --> 00:03:32,280

Forty percent of the waterways
have become undrinkable.

百分之四十的河川水道
已变得不可饮用。

59

00:03:32,910 --> 00:03:35,610

And our problem is not just that
we're using too much stuff,

而且我们的问题
不只是消耗太多的东西，

60

00:03:36,220 --> 00:03:40,860

but we're using more than our share.
We have 5% of the world's population

还在于我们用的
远比我们应得的还要多。

譬如美国占全世界人口的5%，

61

00:03:41,390 --> 00:03:46,530

but we're consuming 30% of the world's resources
and creating 30% of the world's waste.

却消耗世界上30%的资源，同时
也制造了世界上30%的垃圾。

62

00:03:47,230 --> 00:03:51,400

If everybody consumed at U.S. rates,
we would need 3 to 5 planets.

假如每个人都按照美国人的消费
速率，我们需要三到五个地球，

63

00:03:52,100 --> 00:03:54,100

And you know what?
We've only got one.

可是你知道吗？
我们只有一个地球。

64

00:03:54,770 --> 00:03:58,770

So, my country's response to this limitation
is simply to go take somebody else's!

然而我的国家对有限资源的响应
是，只要到别的国家拿就有了。

65

00:03:59,310 --> 00:04:02,050

This is the Third World, which
– some would say –

看这是第三世界，有些人会说

66

00:04:02,680 --> 00:04:05,920

is another word for our stuff that somehow
got on someone else's land.

它是我们东西的另一代名词，
言外之意就是要东西就想办法
到别的国家取回来，

67

00:04:06,510 --> 00:04:09,550

So what does that look like?
The same thing: trashing the place.

那样结局又如何？同样的戏码
不停地上演，就是：破坏土地。

68

00:04:10,750 --> 00:04:14,920

75% of global fisheries now are
fished at or beyond capacity.

目前全球75%的渔场
被过度捕捞。

69

00:04:15,520 --> 00:04:18,890

80% of the planet's original forests are gone.

全球80%的原始森林
被砍伐殆尽。

70

00:04:19,760 --> 00:04:22,830

In the Amazon alone,
we're losing 2000 trees a minute.

光是在亚马逊，
我们每分钟就失去两千棵树，

71

00:04:23,500 --> 00:04:25,740

That is seven football fields a minute.

也就是每分钟失去7个
足球场面积的森林。

72

00:04:26,500 --> 00:04:28,500

And what about the people who live here?

那么当地居民又该怎么办？

73

00:04:29,140 --> 00:04:32,280

Well. According to these guys,
they don't own these resources

好的，根据这些胖子的看法，
那些人并不拥有当地的资源，

74

00:04:32,970 --> 00:04:35,710

even if they've been living there for generations,
they don't own the means of production

即使他们已住在那里好几代。
他们没有生产的能力，

75

00:04:36,410 --> 00:04:38,580

and they're not buying a lot of stuff.

And in this system,

也没有购买力，
在这套系统里，

76

00:04:39,280 --> 00:04:42,980

if you don't own or buy a lot of stuff,
you don't have value.

假如你没有东西或买不起东西，
你就是废物一个。

77

00:04:44,030 --> 00:04:48,020

So, next, the materials move to "production"
and what happens there is we use energy

那么，下一步就是把原料移到
「生产」，看看我们如何利用

78

00:04:48,950 --> 00:04:54,090

to mix toxic chemicals in with the natural
resources to make toxic contaminated products.

能源将化学毒物与自然资源混在
一起，以制成有毒的污染产品。

79

00:04:54,730 --> 00:04:58,630

There are over 100,000 synthetic chemicals
in use in commerce today.

今日市面上有超过
十万种合成化学品，

80

00:04:59,230 --> 00:05:01,570

Only a handful of them have even
been tested for health impacts

其中只有少数的化学物质作过
对人体健康影响的测试，

81

00:05:02,300 --> 00:05:04,500

and NONE have been tested
for synergistic health impacts,

然而没有一个曾测试过与其它化
学物质混合后的协同健康效应，

82

00:05:05,140 --> 00:05:07,780

that means when they interact with all the other
chemicals we're exposed to every day.

也就是说，当这些物质与我们每

天都在暴露的化学物质交互作用后，对我们健康的影响。

83

00:05:08,440 --> 00:05:11,510

So, we don't know the full impact on health and the environment of all these toxic chemicals.

所以，我们不知道所有这些毒物对我们健康与环境的完整影响。

84

00:05:12,280 --> 00:05:15,480

But we do know one thing:

Toxics in, Toxics Out.

但我们很肯定的是：

毒物进，毒物出。

85

00:05:16,080 --> 00:05:19,120

As long as we keep putting toxics into our industrial production systems,

只要我们持续把毒物放进

我们的生产系统中，

86

00:05:19,750 --> 00:05:21,950

we are going to keep getting toxics in the stuff that we bring

我们就会持续不断地将有

毒的东西带回家里、

87

00:05:22,120 --> 00:05:25,920

into our homes, and workplaces, and schools.

And, duh, our bodies.

带回工作场所里和学校里，更

糟糕的是，带进我们的身体里。

88

00:05:26,860 --> 00:05:29,000

Like BFRs,

brominated flame retardants.

例如BFRs，溴化阻燃剂，

89

00:05:29,660 --> 00:05:33,160

They are a chemical that make things more fireproof but they are super toxic.

就是用来让东西更耐火烧的

化学品，它们可是超级毒物。

90

00:05:33,930 --> 00:05:39,700

They're a neurotoxin—that means toxic to the brain
What are we even doing using a chemical like this?

它们是一种神经毒素——意思就是这种毒素会毒害人脑。我们为何还要使用这样的化学物质呢？

91

00:05:40,310 --> 00:05:45,250

Yet we put them in our computers, our appliances,
couches, mattresses, even some pillows.

然而，我们仍然把这些毒素放到我们的计算机里、器材里、座椅里、床垫里，甚至枕头里。

92

00:05:46,010 --> 00:05:49,550

In fact, we take our pillows,
we douse them in a neurotoxin

事实上，我们买的枕头，有些是浸泡到神经毒素里，

93

00:05:50,250 --> 00:05:53,190

and then we bring them home and put our heads
on them for 8 hours a night to sleep.

我们买回家，每天晚上把头放在枕头上睡上八小时；

94

00:05:53,920 --> 00:05:57,120

Now, I don't know, but it seems to me that
in this country with so much potential,

现在我还不知道会对人体怎么样，但对我来说，既然我们的国家这么厉害，

95

00:05:57,760 --> 00:06:00,600

we could think of a better way to stop our heads
from catching on fire at night.

应该能够想出更好的办法来避免我们的脑袋瓜子晚上被火烧吧？

96

00:06:01,260 --> 00:06:04,830

Now these toxics build up in the food chain
and concentrate in our bodies.

这些毒素会累积到食物链里，

然后浓缩在我们的身体里。

97

00:06:05,630 --> 00:06:07,600

Do you know what is the food
at the top of the food chain

你知道是什么食物位于
食物链的最顶层，

98

00:06:08,240 --> 00:06:11,840

with the highest level of many toxic contaminants?

Human breast milk.

而含有最高浓度的众多
毒性污染物？是人类的母乳。

99

00:06:12,770 --> 00:06:17,940

That means that we have reached a point where the
smallest members of our societies - our babies

那就是说人类社会中最小的成员
也中奖了，我们的婴儿在他们的

100

00:06:18,640 --> 00:06:23,250

are getting their highest lifetime dose of toxic
chemicals from breastfeeding from their mothers.

黄金时期就已经从母乳中吸进了
他一生中剂量最高的化学毒素，

101

00:06:24,020 --> 00:06:26,890

Is that not an incredible violation?

这是多么可怕的入侵啊！

102

00:06:27,690 --> 00:06:31,060

Breastfeeding must be the most fundamental
human act of nurturing;

喂母乳是人类最基本的喂养行为，

103

00:06:31,860 --> 00:06:35,400

it should be sacred and safe.

Now breastfeeding is still best

它必须神圣又安全的。
喂母乳仍然是最好的，

104

00:06:36,030 --> 00:06:40,900

and mothers should definitely keep breastfeeding,
but we should protect it. They should protect it.

妈妈们当然应该持续地喂母乳，
不过我们应该保护它，
政府更应该负起保护责任，

105

00:06:41,500 --> 00:06:44,300

I thought they were looking out for us.
And of course,

我认为政府更要为我们把关。

106

00:06:45,040 --> 00:06:46,810

the people who bear the biggest
of these toxic chemicals

当然，首当其冲的就是
面对这化学毒素的工人，

107

00:06:47,570 --> 00:06:50,710

are the factory workers,
many of whom are women of reproductive age.

其中占大多数的就是
生育期的妇女，

108

00:06:51,610 --> 00:06:54,680

They're working with reproductive toxics,
carcinogens and more.

她们正值生育期就要与这些
生殖毒素、致癌物质等共舞。

109

00:06:55,450 --> 00:06:58,890

Now, I ask you,
what kind of woman of reproductive age

现在我问你，
什么样的生育期妇女

110

00:06:59,520 --> 00:07:01,760

would work in a job exposed
to reproductive toxics,

会在充斥着生殖毒素的
场所中工作？

111

00:07:02,560 --> 00:07:06,900

except for a woman with no other option?

And that is one of the “beauties” of this system?

当然就是那些毫无选择的妇女。

这难道不是这套系统
的一种「美丽陷阱」？

112

00:07:07,630 --> 00:07:10,330

The erosion of local environments
and economies here

它让当地环境和经济受到腐蚀，

113

00:07:11,030 --> 00:07:13,830

ensures a constant supply
of people with no other option.

使得那儿的人们别无选择，
只好持续进入这系统为其服务。

114

00:07:14,600 --> 00:07:18,600

Globally 200,000 people a day
are moving from environments

全球每天约有二十万人离开了

115

00:07:19,310 --> 00:07:20,680

that have sustained them for generations,

已生养他们好几世代的故土，

116

00:07:21,410 --> 00:07:26,810

into cities, many to live in slums, looking for
work, no matter how toxic that work may be.

而迁移到城市里，

很多人都住在贫民窟里，

找工作，也不管工作多么毒。

117

00:07:27,580 --> 00:07:30,420

So, you see, it is not just resources
that are wasted along this system,

所以你看到了吧，按照这套

系统运作，不只资源被浪费了，

118

00:07:31,280 --> 00:07:33,720

but people too.

Whole communities get wasted.

人也被毁了，

整个小区都被毁了。

119

00:07:34,490 --> 00:07:36,930

Yup, toxics in, toxics out.

是的，毒物进，毒物出。

120

00:07:37,590 --> 00:07:39,790

A lot of the toxics

leave the factories in products,

很多的毒素随着产品离办厂，

121

00:07:40,730 --> 00:07:44,770

but even more leave as by-products, or pollution.

And it's a lot of pollution.

但是还有更多的毒素以副产物

或污染的类型离办厂，

而这里也有很多的污染。

122

00:07:45,600 --> 00:07:50,870

In the U.S., our industry admits to releasing

over 4 billion pounds of toxic chemicals a year

在美国，工业界承认每年排放

的化学毒素超过40亿磅，

123

00:07:51,600 --> 00:07:53,770

and it's probably way more

since that is only what they admit.

事实上他们可能排放更多，

因为这只是他们承认的排放量。

124

00:07:54,540 --> 00:07:56,240

So that's another limit, because, yuck,

所以这又是另一种极限，

因为，恶，

125

00:07:56,940 --> 00:08:01,280

who wants to look at and smell 4 billion pounds
of toxic chemicals a year? So, what do they do?

谁要看到或闻到每年40亿磅的

化学毒素呢？因此，

他们做了什么呢？

126

00:08:01,920 --> 00:08:05,120

Move the dirty factories overseas

Pollute someone else's land!

把这些工厂移到海外去，
去污染别人的土地吧！

127

00:08:05,950 --> 00:08:10,250

But surprise, a lot of that air pollution is coming right back at us, carried by wind currents.

然而更惊人的是，那些大量的
空气污染又随着风向直扑回来。

128

00:08:10,990 --> 00:08:14,630

So, what happens after all these resources are turned into products?

那么，在这些资源变成商品后，
又发生了什么事呢？

129

00:08:15,430 --> 00:08:17,100

Well, it moves here, for distribution.

好的，箭头移到这里，
那就是分配营销。

130

00:08:18,260 --> 00:08:22,460

Now distribution means "selling all this toxic-contaminated junk as quickly as possible."

这里所说的分配营销，是指
「尽快地把这些有毒污染垃圾
全部卖光。」

131

00:08:23,140 --> 00:08:27,980

The goal here is to keep the prices down, keep the people buying, and keep the inventory moving.

这里的目标就是压低产品的
价格，持续人们的购买力
和维持货物的流通。

132

00:08:29,040 --> 00:08:32,410

How do they keep the prices down?

Well, they don't pay the store workers very much

他们如何压低价格呢？嗯，
他们付店员很低的薪资，

133

00:08:33,080 --> 00:08:37,550

and they skimp on health insurance every time they

can. It's all about externalizing the costs.
而且每次都尽可能缩减健保费，
这些统称为成本外部化，

134

00:08:38,320 --> 00:08:42,320

What that means is the real costs of making stuff
aren't captured in the price.

意思就是制造产品的真正成本
并没有包括在价格里。

135

00:08:43,090 --> 00:08:45,590

In other words,
we aren't paying for the stuff we buy.

换句话说，我们并没有付出
真正的代价来买这些东西。

136

00:08:46,260 --> 00:08:47,590

I was thinking about this the other day.

最近我在思考这个问题。

137

00:08:48,260 --> 00:08:50,160

I was walking
and I wanted to listen to the news

我走路去上班时，
正好也想听听新闻，

138

00:08:50,900 --> 00:08:52,330

so I popped into a Radio Shack
to buy a radio.

于是我就冲进一家叫做
Radio Shack的电子连锁店，
想买一台收音机，

139

00:08:53,000 --> 00:08:55,840

I found this cute little green radio
for 4 dollars and 99 cents.

我发现这台小巧又可爱的绿色
收音机只要美金四块九毛九。

140

00:08:56,670 --> 00:08:58,840

I was standing there in line to buy this thing
and I was thinking

当我正要排队付钱时，我在想

141

00:08:59,610 --> 00:09:02,610

how could \$4.99 possibly
capture the costs

四块九毛九怎么够付这台
收音机的制造成本和运输费，

142

00:09:03,440 --> 00:09:07,580

of making this radio and getting it into my hands?

The metal was probably mined in South Africa,

然后再卖到我手上？金属

可能是在南非的矿山里挖的，

143

00:09:08,380 --> 00:09:12,350

the petroleum was probably drilled in Iraq,

the plastics were probably produced in China,

石油可能是在伊拉克的油田里钻

的，塑料可能是在中国制造的，

144

00:09:13,150 --> 00:09:16,450

and maybe the whole thing was assembled

by some 15 year old in a maquiladora in Mexico.

而整台机组可能是墨西哥血汗工

厂里的15岁童工组装而成的。

145

00:09:17,960 --> 00:09:21,430

\$4.99 wouldn't even pay the rent for

the shelf space it occupied until I came along,

四块九毛九甚至连付

上架空间的租金也不够，

146

00:09:22,230 --> 00:09:24,670

let alone part of the staff guy's salary

who helped me pick it out,

更别谈支付帮我把

这东西挑出来的店员薪水，

147

00:09:25,530 --> 00:09:28,400

or the multiple ocean cruises and truck rides

pieces of this radio went on.

或是跨过好几个海洋的运费，

还有卡车载运费。

148

00:09:29,740 --> 00:09:33,480

That's how I realized, I didn't pay for the radio.
So, who did pay?

我终于明白，我并没有付出真正的
代价。那么，是谁付出了代价？

149

00:09:34,240 --> 00:09:37,240

Well. These people paid with the loss
of their natural resource base.

没错，就是这些失去
自然资源基础的人买单的，

150

00:09:37,980 --> 00:09:42,180

These people paid with the loss of their clean air
with increasing asthma and cancer rates.

这些人失去了干净空气，气喘
和癌症的罹患率也因而大增。

151

00:09:43,020 --> 00:09:47,260

Kids in the Congo paid with their future –
30% of the kids in parts of the Congo

刚果的小孩付出他们的未来，
刚果的某些地区有30%的小孩

152

00:09:48,020 --> 00:09:49,120

now have had to drop out
of school to mine coltan,

必须辍学去挖钶钽铁矿，

153

00:09:49,960 --> 00:09:52,200

a metal we need for our cheap
and disposable electronics.

这种金属就是用来做廉价的
可抛式电子产品。

154

00:09:53,030 --> 00:09:55,870

These people even paid, by having to cover
their own health insurance.

这些人付出的代价不只如此，
他们还得给付自己的健保费。

155

00:09:56,530 --> 00:10:01,500

All along this system, people pitched in
so I could get this radio for \$4.99.

按照这套系统一路下来，
由于这些人的贡献，我才能花
四块九毛九买到这台收音机。

156

00:10:02,240 --> 00:10:05,080

And none of these contributions
are recorded in any accounts book.

然而这些贡献却没有算在
这东西的帐簿里，

157

00:10:05,900 --> 00:10:10,370

That is what I mean by the company owners
externalize the true costs of production.

这就是我说的，公司老板把
产品的真实成本外部化了。

158

00:10:11,440 --> 00:10:15,140

And that brings us to the golden
arrow of consumption.

接下来让我们
来看消费这个火车头。

159

00:10:16,280 --> 00:10:18,920

This is the heart of the system,
the engine that drives it.

消费是这套系统的核心，
是驱动引擎。

160

00:10:19,720 --> 00:10:24,390

It is so important that protecting this arrow has
become the top priority for both of these guys.

保护这个火车头，对这些胖子而
言，是首要之务，因为消费对维
持这个烂系统来说，太重要了。

161

00:10:25,020 --> 00:10:27,890

That is why, after 9/11,
when our country was in shock,

这也就是为什么，911之后，
当美国受到惊吓时，

162

00:10:28,630 --> 00:10:30,970
and President Bush could have suggested
any number of appropriate things:
布什总统原可建议
很多适当的事情来安抚民心:

163
00:10:31,660 --> 00:10:36,800
to grieve, to pray, to hope. NO.
He said to shop. TO SHOP?!
像是表达哀恸、祈祷、与盼望,
但这些他都没说, 他只告诉人们
说「去买东西吧。」买东西?!

164
00: 10:37,470 --> 00:10:43,240
We have become a nation of consumers. Our primary
identity has become that of being consumers,
我们已成为一个消费王国, 现在
消费者已成为我们最主要的身份,

165
00:10:44,080 --> 00:10:46,520
not mothers, teachers, farmers,
but consumers.
而非大家所熟悉的母亲、老师
或是农夫, 而是消费者。

166
00:10:47,950 --> 00:10:50,750
The primary way that our value
is measured and demonstrated
现在, 这个社会衡量我们
有多少价值, 证明我们
有多少价值的主要方式,

167
00:10:51,520 --> 00:10:56,020
is by how much we contribute to this arrow,
how much we consume. And do we!
是看我们为这个火车头带来
多少动力, 看我们消费了多少;
而我们自己竟然也是如此做。

168
00:10:56,760 --> 00:11:01,870
We shop and shop and shop. Keep the materials
flowing, And flow they do!
我们不停地买东西呀、买东西、买

东西！只是为了维持货物流通。而地球资源也确实不停地被消耗着。

169

00:11:02,700 --> 00:11:06,040

Guess what percentage of total materials flow through this system

猜猜看，在产品于北美洲售出半年后，为了让我们拥有这些产品而

169

00:11:06,040--> 00:11:06,800

is still in product or use

6 months after their sale in North America.

透过这系统所投入的物质总量，还有多少比例留在产品中或在使用中？

170

00:11:06,800 --> 00:11:20,650

Fifty percent? Twenty? NO. One percent. One!

In other words, 99 percent of the stuff

百分之五十？二十？都不是，只剩百分之一而已，百分之一！换句话说，

171

00:11:21,350 --> 00:11:24,820

we harvest, mine, process, transport –

99 percent of the stuff we run through this system

我们所开采、加工处理、和运输的物质，我们用来运作这套系统的东西，有百分之九十九

172

00:11:25,520 --> 00:11:30,190

is trashed within 6 months.

Now how can we run a planet

在产品售出后6个月时，早已成为垃圾。我们怎么可能用

173

00:11:30,920 --> 00:11:34,620

with that level of materials throughput?

It wasn't always like this.

这种物质产出率来经营地球呢？我们并不是一直都这样的。

174

00:11:35,030 --> 00:11:38,570

The average U.S. person now consumes twice as much as they did 50 years ago.

目前美国人的平均消费是五十年前的两倍。

175

00:11:39,400 --> 00:11:43,900

Ask your grandma. In her day, stewardship and resourcefulness and thrift were valued.

问问你的老祖母，在她的年代里，爱物惜物和节约简朴都是被珍惜的价值。

176

00:11:44,670 --> 00:11:49,010

So, how did this happen?

Well, it didn't just happen. It was designed.

那么，这到底是如何发生的呢？这不是就这么发生的，而是被设计过。

177

00:11:49,880 --> 00:11:54,150

Shortly after the World War 2, these guys were figuring out how to ramp up the economy.

二次世界大战之后不久，这些胖子就在算计如何榨取美国的经济。

178

00:11:55,010 --> 00:11:57,950

Retailing analyst Victor Lebow articulated the solution

零售商分析专家 维克多·李博提出了明确的解决之道，

179

00:11:58,680 --> 00:11:59,780

that has become the norm for the whole system.

他的办法后来也成为这套系统的基准。

180

00:12:00,620 --> 00:12:04,960

He said: "Our enormously productive economy demands that we make consumption our way of life,

他说：「我们庞大的生产经济体…

需要让消费成为我们的生活模式，

181

00:12:05,860 --> 00:12:10,070

that we convert the buying and use of goods into rituals, that we seek our spiritual satisfaction,

也就是把购买和使用物品

转换成一种习惯，

182

00:12:10,760 --> 00:12:12,400

our ego satisfaction, in consumption.

在消费中达到精神满足

和自我满足...

183

00:12:13,170 --> 00:12:18,070

We need things consumed, burned up, replaced and discarded at an ever-accelerating rate."

我们需要以一直在加快的速率，

消费、燃烧、更换和抛弃东西。」

184

00:12:18,940 --> 00:12:21,810

President Eisenhower's Council of Economic Advisors Chairman said

美国总统艾森豪威尔的

经济顾问委员会主席曾说过：

185

00:12:22,580 --> 00:12:25,920

that "The American economy's ultimate purpose is to produce more consumer goods."

「美国经济的最终目的

是制造更多的消费产品。」

186

00:12:26,650 --> 00:12:28,020

MORE CONSUMER GOODS?

更多的消费产品???

187

00:12:28,820 --> 00:12:33,290

Our ultimate purpose? Not provide health care, or education, or safe transportation,

我们「经济」的最终目的？

不是提供健康照护、教育、

或是安全的交通运输、

188

00:12:34,090 --> 00:12:36,690

or sustainability or justice?

Consumer goods?

或是永续经营、或是正义？

而是提供消费产品？

189

00:12:37,490 --> 00:12:40,260

How did they get us to jump on board

this program so enthusiastically?

他们如何让我们这么热切地

搭上这班消费列车呢？

190

00:12:41,090 --> 00:12:45,990

Well, two of their most effective strategies are
planned obsolescence and perceived obsolescence.

嗯，他们最有效的两项策略是

计划过时和认知过时。

191

00:12:46,900 --> 00:12:50,170

Planned obsolescence is another word
for “designed for the dump.”

计划过时另一种说法就是

「为丢弃而设计」；

192

00:12:50,970 --> 00:12:53,910

It means they actually make stuff
to be useless as quickly as possible

也就是让东西尽快变成

没有用的废物，

193

00:12:54,770 --> 00:12:55,700

so we will chuck it and buy a new one.

所以我们会把它丢弃，

然后再买另一个新的废物。

194

00:12:56,540 --> 00:12:59,540

It's obvious with things like plastic bags
and coffee cups, but now it's even big stuff:

很明显的东西像是

塑料袋和咖啡杯，

现在连更重要的东西也如此：

195

00:13:00,480 --> 00:13:05,020

mops, DVDs, cameras, barbeques even,
everything! Even computers.

如拖把啊、DVD、照相机、甚至
是烤肉架，每样东西都这样。
连计算机也是。

196

00:13:05,820 --> 00:13:07,250

Have you noticed that
when you buy a computer now,
你有没有注意到

现在当你买一台新计算机时，

197

00:13:08,090 --> 00:13:09,930

the technology is changing so fast
that in just a couple years,

由于科技日新月异，只
要一两年的时间，

198

00:13:10,790 --> 00:13:13,590

it's actually an impediment to communication?
I was curious about this

你的新计算机马上就碍手碍脚了。
我对此很好奇，

199

00:13:14,390 --> 00:13:17,760

so I opened up a big desktop computer
to see what was inside. And I found out

所以我把计算机盖打开
看看里面到底是什么？我发现

200

00:13:18,700 --> 00:13:22,140

that the piece that changes each year
is just a tiny little piece in the corner.

每年改变的东西是
藏在角落里的一小块东西。

201

00:13:22,870 --> 00:13:26,210

But you can't just change that one piece,
because each new version is a different shape,

但是你不能单单换那块东西，
因为每种新版本都有不同的形状，

202

00:13:27,040 --> 00:13:29,510

so you gotta chuck the whole thing
and buy a new one.

你必须把整台计算机丢弃，
然后再买一台新的。

203

00:13:30,610 --> 00:13:34,150

So, I was reading industrial design journals
from the 1950s when planned obsolescence

的确，我曾读过一篇文章，
引用了1950年代计划过时
流行时的工业设计期刊。

204

00:13:35,050 --> 00:13:37,750

was really catching on.

These designers are so open about it.

这些设计师是如此地公开露骨，

205

00:13:38,650 --> 00:13:41,350

They actually discuss how fast
can they make stuff break

他们真的在讨论
如何让东西快速地坏掉，

206

00:13:42,220 --> 00:13:44,290

that still leaves the consumer
having enough faith in the product

并且让消费者
仍然对产品有信心，

207

00:13:45,190 --> 00:13:47,190

to go out and buy another one.

It was so intentional.

然后再去买另一种东西，
这样的意图再明显不过了。

208

00:13:48,060 --> 00:13:50,960

But stuff cannot break fast enough
to keep this arrow afloat,

然而东西损毁的速度仍不足以
让这消费火车头飞奔，

209

00:13:51,900 --> 00:13:53,570

so there's also

“perceived obsolescence.”

所以还要搭配「认知过时」。

210

00:13:54,300 --> 00:13:59,640

Now perceived obsolescence convinces us to
throw away stuff that is still perfectly useful.

所谓「认知过时」，

是要说服我们把完好无缺

仍可使用的东西丢弃不用。

211

00:14:00,440 --> 00:14:03,480

How do they do that? Well,
they change the way the stuff looks

他们是怎么办到的呢？

好的，他们先改变东西的外观，

212

00:14:04,240 --> 00:14:05,770

so if you bought your stuff
a couple years ago,

假如你一两年前买的東西

到现在还在使用的话，

213

00:14:06,780 --> 00:14:09,380

everyone can tell that you haven't contributed
to this arrow recently

每个人都可分辨出你

最近还没去买新的，

214

00:14:10,220 --> 00:14:14,190

and since the way we demonstrate our value is
contributing to this arrow, it can be embarrassing

而由于我们证明自己价值的方式

就是靠消费，因此如果没有去买

新的跟上流行，会是很丢脸的事。

215

00:14:15,020 --> 00:14:17,220

Like I've have had the same fat
white computer monitor

比如我的桌上还摆着一台用了

五年白色胖嘟嘟的计算机屏幕，

216

00:14:18,120 --> 00:14:20,920

on my desk for 5 years.

My co-worker just got a new computer.

我的同事刚买了一台新计算机，

217

00:14:21,830 --> 00:14:24,200

She has a flat, shiny, sleek monitor.

她的屏幕就是那种

扁平闪闪发亮的型式，

218

00:14:25,030 --> 00:14:28,170

It matches her computer,

it matches her phone, even her pen stand.

和她的计算机主机、电话，

甚至连笔筒也很速配。

219

00:14:28,930 --> 00:14:31,500

She looks like she is driving in
space ship central and I,

她看起来就像在航天中心

驾驶宇宙飞船一样，

220

00:14:32,440 --> 00:14:34,340

I look like I have a washing machine on my desk.

而我的看起来就像

桌上摆了一台洗衣机。

221

00:14:35,170 --> 00:14:39,340

Fashion is another prime example of this.

Have you ever wondered why women's shoe heels

流行又是另一个活生生的例子。

你有没有想过女人的鞋跟为何

222

00:14:40,210 --> 00:14:43,850

go from fat one year to skinny the next to fat to

skinny? It is not because there is some debate

一年流行矮跟另一年又流行高跟？

这不是因为有人在争论那一种

223

00:14:44,720 --> 00:14:48,090

about which heel structure is the most healthy

for women's feet. It's because wearing fat heels

鞋跟构造对女人的脚部最健康，

而是因为

224

00:14:48,990 --> 00:14:52,230
in a skinny heel year shows everybody that
you haven't contributed to that arrow recently
在高跟鞋流行年代穿矮跟的话，
会显得你很跟不上时代，
对消费这火车头还没有贡献。

225
00:14:53,190 --> 00:14:55,960
so you're not as valuable as that person
in skinny heels next to you,
因此，你站在穿高跟鞋人的旁边，
或与广告中的亮丽女主角相比，

226
00:14:56,800 --> 00:15:00,200
or, more likely, in some ad.
It's to keep buying new shoes.
就会变得老土；
这都是为了让人们
持续不断地去买新鞋子。

227
00:15:01,030 --> 00:15:04,200
Advertisements, and media in general,
play a big role in this.
一般而言，广告和媒体，
在这里扮演很重要的角色。

228
00:15:05,000 --> 00:15:08,640
Each of us in the U.S. is targeted
with over 3,000 advertisements a day.
居住在美国的人，
每天会被超过三千个广告轰炸。

229
00:15:09,440 --> 00:15:13,280
We each see more advertisements in one year
than people 50 years ago saw in a lifetime.
我们一年所看的广告
比五十年前的美国人
一辈子所看的广告还要多。

230
00:15:14,210 --> 00:15:17,910
And if you think about it, what is the point of an
ad except to make us unhappy with what we have?
假如你仔细想想，
广告的用意就是让我们觉得

对目前所拥有的很不满意。

231

00:15:18,750 --> 00:15:21,420

So, 3,000 times a day, we're told that
our hair is wrong, our skin is wrong,

因此，一天三千次的轰炸，

一下子发型不对劲，

一下子皮肤不够光滑，

232

00:15:22,460 --> 00:15:24,430

our clothes are wrong, our furniture is wrong,
our cars are wrong, we are wrong

一下子服装不够时髦，

一下子家俱不够气派，

连车子也越看越不顺眼。

233

00:15:25,290 --> 00:15:27,090

but that it can all be made right
if we just go shopping.

浑身上下全不对劲，

唯一对劲的就是去买东西。

234

00:15:28,030 --> 00:15:30,700

Media also helps by hiding
all of this and all of this,

媒体也协助隐瞒这些真相，

235

00:15:31,630 --> 00:15:35,000

so the only part of the materials economy we see
is the shopping.

所以我们只看见一小部分的

物质经济，那就是买东西；

236

00:15:35,740 --> 00:15:39,640

The extraction, production and disposal
all happen outside our field of vision.

至于原料开采、产品制造

和废弃处理等所有的过程，

我们全都看不到。

237

00:15:40,740 --> 00:15:43,810

So, in the U.S.

we have more stuff than ever before,

所以，在美国，
我们所拥有的东西之多，
是前所未见：

238

00:15:44,610 --> 00:15:47,110

but polls show that our national happiness
is actually declining.

但是民调显示

人民快乐的程度却一直下滑。

239

00:15:47,910 --> 00:15:53,380

Our national happiness peaked in the 1950s,
the same time as this consumption mania exploded.

我们人民最快乐的时刻

是在1950年代的某个时期，

同时也是消费狂热爆发的时刻。

240

00:15:54,550 --> 00:15:56,290

Hmmm. Interesting coincidence.

嗯，这真是蛮有趣的巧合啊！

241

00:15:57,460 --> 00:15:59,160

I think I know why.

We have more stuff,

我想我知道为什么。

虽然我们拥有了更多东西，

242

00:16:00,030 --> 00:16:02,050

but we have less time for the things
that really make us happy:

但是我们享受快乐的时间却减少了：

243

00:16:02,830 --> 00:16:06,300

friends, family, leisure time.

We're working harder than ever.

像是与家人、朋友在一起的时间，

以及休闲的时间。

我们比以前更加卖力工作，

244

00:16:07,130 --> 00:16:10,800

Some analysts say that we have less
leisure time now than in Feudal Society.

有分析家表示，

我们目前所拥有的休闲时间，
比封建时期的还要少。

245

00:16:12,070 --> 00:16:13,140

And do you know what
the two main activities are

你知道我们最主要的
两项休闲活动是什么呢？

246

00:16:14,010 --> 00:16:15,110

that we do with the scant
leisure time we have?

我们把所剩无几的休闲时间
拿来做什么？

247

00:16:16,110 --> 00:16:17,580

Watch TV and shop.

那就是看电视和买东西。

248

00:16:18,480 --> 00:16:21,280

In the U.S., we spend 3 to 4 times
as many hours shopping

美国人花在买东西的时间，
是欧洲人的三到四倍。

249

00:16:22,220 --> 00:16:25,020

as our counterparts in Europe do.

So we are in this ridiculous situation

因此我们就在这种
荒谬的情况下工作赚钱，

250

00:16:25,820 --> 00:16:28,490

where we go to work, maybe two jobs even,
and we come home and we're exhausted

有时还得兼两份工作才行，
我们回到家之后已经累到半死，

251

00:16:29,090 --> 00:16:31,930

so we plop down on our new couch and watch TV
and the commercials tell us "YOU SUCK"

扑通一声就躺在沙发上看电视，
广告告诉我们「你烂死了」，

252

00:16:32,890 --> 00:16:35,690

so we gotta go to the mall to buy something
to feel better, and then you gotta go to work more

所以快去商场里买东西让自己
快活些吧！所以呀，

253

00:16:36,530 --> 00:16:38,200

to pay for the stuff you just bought
so you come home and you're more tired

我们又得拼命赚钱买东西。
当我们回到家时又累得半死，

254

00:16:39,100 --> 00:16:40,270

so you sit down and watch more T.V.
and it tells you to go to the mall again

一坐下来看更多的电视，
然后广告又告诉你
再到商场花钱买东西吧！

255

00:16:41,270 --> 00:16:46,110

and we're on this crazy work-watch-spend treadmill
and we could just stop.

因此，我们就陷入这种疯狂单调
的循环里：工作赚钱--看电视--
花钱买东西，真是够了！

256

00:16:47,070 --> 00:16:49,140

So in the end, what happens
to all the stuff we buy anyway?

最后，我们也想知道
所买的东西到底到那里去了？

257

00:16:50,080 --> 00:16:51,810

At this rate of consumption,
it can't fit into our houses

按照这种消费的速率，
即使自1970年代迄今，

258

00:16:52,680 --> 00:16:54,050

even though the average
house size has doubled

美国人的房子大小已增加两倍，

但一般美国的房子

259

00:16:54,950 --> 00:16:57,550

in this country since the 1970s.

It all goes out in the garbage.

还是容纳不下这么多的东西。

这些东西全丢到垃圾堆里去了。

260

00:16:57,920 --> 00:17:01,460

And that brings us to disposal.

This is the part of the materials economy

现在言归正传来谈谈废弃处理，

这也是物质经济里

261

00:17:02,050 --> 00:17:05,090

we all know the most because we have to haul

the junk out to the curb ourselves.

最被人熟知的一部份，

因为所有的人都必须自己丢垃圾。

262

00:17:05,760 --> 00:17:10,000

Each of us in the United States

makes 4 1/2 pounds of garbage a day.

美国人每天制造了4.5磅的垃圾，

263

00:17:10,600 --> 00:17:12,400

That is twice what we each

made thirty years ago.

这是三十年前的两倍。

264

00:17:13,100 --> 00:17:17,000

All of this garbage either gets dumped in a
landfill, which is just a big hole in the ground,

所有的垃圾，

不是挖个大洞倒进掩埋场里，

265

00:17:17,740 --> 00:17:22,440

or if you're really unlucky, first it's burned in
an incinerator and then dumped in a landfill.

就是假如你很倒霉的话，

首先会把垃圾放进焚化炉里烧，

然后再倒入掩埋场里。

266

00:17:23,110 --> 00:17:28,430

Either way, both pollute the air, land, water
and, don't forget, change the climate.

不管那一种方式都会

污染空气、土壤和水源，

不要忘了，还会改变气候。

267

00:17:29,080 --> 00:17:31,120

Incineration is really bad.

焚化炉真的很烂。

268

00:17:31,780 --> 00:17:33,550

Remember those toxics
back in the production stage?

不要忘了那些毒物

又会回到生产的阶段！

269

00:17:34,350 --> 00:17:37,250

Well burning the garbage releases
the toxics up into the air.

焚烧垃圾会释放毒物到空气中，

270

00:17:37,890 --> 00:17:41,560

Even worse, it makes new super toxics.

Like dioxin.

更糟糕的是，它会产生超级毒物，

像是戴奥辛。

271

00:17:42,360 --> 00:17:45,460

Dioxin is the most toxic man made
substance known to science.

戴奥辛是目前科学上

已知的最毒的人造物质，

272

00:17:45,930 --> 00:17:48,700

And incinerators are the number one
source of dioxin.

而焚化炉又是

制造戴奥辛的罪魁祸首。

273

00:17:49,400 --> 00:17:54,070

That means that we could stop the number one

source of the most toxic man-made substance known

那就是说只要我们能停止
焚烧垃圾，就可以阻止
这个世纪之毒的最大来源，

274

00:17:54,310 --> 00:17:58,480

just by stopping burning the trash.

We could stop it today.

我们今天就能
停止不再制造这世纪之毒。

275

00:17:59,080 --> 00:18:02,550

Now some companies don't want to deal
with building landfills and incinerators here,

目前有些公司不想在
当地建立掩埋场和焚化炉，

276

00:18:02,910 --> 00:18:07,880

so they just export the disposal too.

What about recycling? Does recycling help?

因此他们就只好
把废弃物往国外送。
那回收呢？回收真的有效吗？

277

00:18:08,720 --> 00:18:12,420

Yes, recycling helps.

reduces the garbage at this end

废话，当然有效。
回收能降低垃圾量及

278

00:18:13,190 --> 00:18:15,790

and it reduces the pressure to mine
and harvest new stuff at this end.

缓和开矿与制造新产品的压力。

279

00:18:16,430 --> 00:18:20,270

Yes, Yes, Yes, we should all recycle.

But recycling is not enough.

是的，是的，是的，
我们全都要回收，
可惜光靠回收还不够。

280

00:18:20,970 --> 00:18:23,640

Recycling will never be enough.
For a couple of reasons.

回收永远嫌不够，
理由有两种：

281

00:18:24,370 --> 00:18:28,170

First, the waste coming out of our houses
is just the tip of the iceberg.

首先，来自家庭的废弃物
只是冰山一角。

282

00:18:28,910 --> 00:18:31,480

For every one garbage can of waste
you put out on the curb,

因为你每制造一桶垃圾，

283

00:18:32,350 --> 00:18:34,450

70 garbage cans of waste
were made upstream

就表示有70桶垃圾

早已在上游制造阶段产生，

284

00:18:35,280 --> 00:18:37,480

just to make the junk in that one garbage can
you put out on the curb.

在制造被你丢到

垃圾桶中的产品时产生。

285

00:18:38,380 --> 00:18:41,320

So even if we could recycle 100 percent of the
waste coming out of our households,

所以说即使我们

可以百分之百将家庭垃圾回收，

286

00:18:42,320 --> 00:18:47,060

it doesn't get to the core of the problems.

Also much of the garbage can't be recycled,

也不能深入问题的核心。其次，

有很多的垃圾根本不能回收，

287

00:18:47,960 --> 00:18:52,570

either because it contains too many toxics, or it
is designed NOT to be recyclable in the first place

不是含有太多的有毒物质，
就是有些产品在一开始时
就被设计成不可回收。

288

00:18:53,600 --> 00:18:56,700
Like those juice packs with layers
of metal and paper and plastic
例如果汁盒包装就是将
金属、纸张和塑料

289

00:18:57,540 --> 00:19:01,640
all smooshed together.
You can never separate those for true recycling.
层层黏在一块，你根本不能
将它们分开而做到真正的回收。

290

00:19:03,170 --> 00:19:07,680
So you see, it is a system in crisis.
All along the way, we are bumping up limits.
所以你看，这系统正处于危机
之中。从头到尾我们都与很多的
极限互相砥触，

291

00:19:08,650 --> 00:19:12,190
From changing climate to declining happiness,
it's just not working.
从气候的变迁到失去快乐，
这是死路一条行不通的。

292

00:19:13,150 --> 00:19:15,050
But the good thing about such
an all pervasive problem
虽然这系统所带来的问题
是如此的庞大而无孔不入，

293

00:19:15,250 --> 00:19:16,920
is that there are so many points
of intervention.
但也有很多切入点
让我们来投入：

294

00:19:17,920 --> 00:19:21,260

There are people working here on saving forests
and here on clean production.

已经有人为保护森林来奋斗，
有人为清洁生产而努力；

295

00:19:22,160 --> 00:19:23,990

People working on labor rights and fair trade

还有些人投入
劳工权力、公平贸易、

296

00:19:24,930 --> 00:19:27,370

and conscious consuming and blocking
landfills and incinerators

消费意识、和阻挡掩埋场和
焚化炉兴建的行列；

297

00:19:28,300 --> 00:19:30,440

and, very importantly,
on taking back our government

尤其重要的是，
把我们的政府找回来，

298

00:19:31,400 --> 00:19:33,870

so it is really is by the people
and for the people.

让政府真正的回归于
为民所治和为民所享的境界。

299

00:19:34,870 --> 00:19:38,110

All this work is critically important
but things are really gonna start moving

这些工作都很重要，
但只有当我们看到问题的关联，

300

00:19:39,080 --> 00:19:41,080

when we see the connections,
when we see the big picture.

看到问题的全貌，
才能真正开始解决问题。

301

00:19:42,010 --> 00:19:46,950

When people along this system get united,

we can reclaim and transform this linear system
当这系统各个岗位上的人团结
起来，我们就能降服这系统，

302

00:19:47,820 --> 00:19:51,220

into something new, a system that doesn't
waste resources or people.

把这个线性系统，改造成一个
不会浪费资源和人力的新系统。

303

00:19:52,190 --> 00:19:55,630

Because what we really need to chuck
is this old-school throw-away mindset.

我们真正要抛弃的是
这种随手即丢的陈腐心态。

304

00:19:56,490 --> 00:19:59,830

There's a new school of thinking on this stuff
and it's based on sustainability and equity:

现在有种新学派，是根据
永续性和公平正义来看待东西，

305

00:20:00,500 --> 00:20:03,900

Green Chemistry, Zero Waste,
Closed Loop Production,

这些新思维是：绿色化学、
零废弃、循环型生产、

306

00:20:04,800 --> 00:20:07,130

Renewable Energy,
Local living Economies.

再生能源和在地生活经济。

307

00:20:08,010 --> 00:20:12,710

It's already happening. Now some say
it's unrealistic, idealistic, that it can't happen

不要怀疑，这些确实在发生了。
有些人说这是不切实际、太过
理想化，而且是不可能发生的。

308

00:20:13,980 --> 00:20:16,980

But I say the ones who are unrealistic are those
that want to continue on the old path.

但是，我敢说那些不切实际的人，
就是要继续走老路线的人，

309

00:20:17,620 --> 00:20:18,520

That's dreaming.

那才是痴人说梦话。

310

00:20:19,380 --> 00:20:24,320

Remember that old way didn't just happen.

It's not like gravity that we just gotta live with

记住老路线不是自然发生的，

它不像地心引力一样

把我们牢牢地钉住，

311

00:20:25,120 --> 00:20:29,360

People created it. And we're people too.

So let's create something new.

是人创造了它，而我们就是人。

那么，让我们再创造

另一个奇迹吧！