

社評
雙語道

善用「走塑」適應期 助政策平穩落實

Setting an adaptation period for the smooth implementation of "plastic-free" measures

原
文

摘錄自4月13日香港《文匯報》：管制即棄膠器具和其他塑膠產品的相關法例於本月22日開始實施。環保署表示，部分商戶已率先推行「走塑」，顯示社會具有相當的環保意識。「走塑」涉及範圍廣，政府要持續監察，確保新措施不會使市民感到不便，運用好措施實施後的首6個月適應期，加強宣傳教育，用寬鬆手法令業界盡快適應，推進「走塑」政策平穩落實。

「走塑」議題在香港社會討論多年，市民大都明白，塑膠垃圾不易降解，有害環境生態和人類健康，對減少使用即棄塑膠有共識。如今飲食界和酒店業對「走塑」措施反應積極，署方已實地走訪20,000間中小食肆，發現有21%已經轉用非塑膠器具，部分食肆已經開始尋找替代品。大型連鎖食肆大部分都已轉用替代品

或準備於實施日起轉用，亦有愈來愈多中小型食肆查詢或訂購非塑膠器具。至於酒店方面，業界人士表示認為，只要宣傳做得好，相信新措施不會令入住酒店的旅客減少。這些都對社會起了正面示範作用。

首階段「走塑」措施，政府將首6個月設為適應期，不會對違規業務進行執法，讓商戶和消費者習慣。環保署署長徐浩光表示：「條例不針對一般市民，只是從供應方面控制，市民無須擔心。我們會繼續協助業界適應新法例的要求，亦呼籲市民減少使用即棄塑膠產品，將『走塑、走即棄』的文化融入日常生活之中。」

長期以來，食肆外賣常用即棄塑膠器具，要轉用環保器具，或者要求客人自備器具，的確需要一些時間調整運作。環保署表示，會在適應期初期安排人員主動巡視本港20,000間餐飲

食肆及20,000間零售店和酒店賓館，集中宣傳教育工作。社會都希望，新措施既可推動環保，又可便民，大家都希望環保署能貫徹教育宣傳工作，使商戶、市民深入了解新政策，積極配合。本港十多年前開始實施膠袋收費，經過一段適應期後，如今市民都習慣自備購物袋，市民的消費習慣逐漸改變。相信實施「走塑」措施後，市民和商戶亦會漸漸適應。

曾經有食肆聲稱，環保器具每套成本比塑膠器具高逾一半至一倍，認為難免將成本轉嫁消費者。不過，環保署邀請了餐廚及酒店用品供應商解說和示範，所有非塑膠產品，成本不高而且耐用，釋除了大家的疑慮。目前環保署委聘香港品質保證局設立「綠色餐廚平台」，內有環保器具供應商和產品資訊，方便食肆選購，貨比三家，必可選出性價比相宜的器具，商戶無須因「走塑」而加價轉嫁成本。



◆部分商戶已率先「走塑」，藥房貨架上改售紙柄或木柄的棉花棒。
資料圖片

「走塑」措施順應環保大勢，香港社會文明程度發達，大眾普遍積極響應環保，相信「走塑」可暢順推行，進一步提升本港社會整體環保意識。

譯
文

The legislation on the regulation of disposable plastic tableware and other plastic products comes into effect on the 22nd of this month. According to the Environmental Protection Department (EPD), some traders have already taken the lead in implementing the "plastic-free" initiative, which demonstrates that the community has a high level of environmental awareness. As "plastic-free" involves a wide range of issues, the Government has to continue to monitor the situation to ensure that the new measures will not inconvenience the public. It should also make good use of the first six months' adaptation period after the implementation of the measure, step up publicity and education, and adopt a relaxed approach to facilitate the trade's adaptation as soon as possible, so as to promote the smooth implementation of "plastic-free" policy.

The "plastic-free" issue has been discussed in the Hong Kong community for many years. Most citizens understand that plastic waste is not easily degradable and is harmful to the environment and human health, and have reached a consensus on reducing the use of disposable plastics. The catering and hospitality industries have responded

positively to the "plastic-free" initiative. The EPD has visited 20,000 small and medium-sized restaurants and found that 21% of them have already switched to non-plastic tableware, and some restaurants have already started to look for alternatives. Most large chain restaurants have switched to alternatives or are prepared to do so from the implementation date, and more and more small and medium-sized restaurants have enquired about or ordered non-plastic tableware. As for hotels, members of the trade expressed the view that as long as the publicity was well done, the new measure would not lead to a decrease in the number of guests staying in hotels. All these have set a positive example for the community.

For the first phase of the "plastic-free" initiative, the Government has designated the first six months as an adaptation period, during which no enforcement action will be taken against non-compliant businesses, so that traders and consumers can get used to the "plastic-free" measures. Dr Samuel Chui, the Director of EPD, said, "The regulation does not target the general public, but only controls the supply side. We will continue to assist the trade to adapt to the requirements of the new legislation and call on the public to re-

duce the use of disposable plastic products and incorporate the 'plastic-free' and 'disposable-free' culture into their daily lives."

For a long time, restaurants have often used disposable plastic tableware for takeaways. It will take some time to switch to environmentally friendly tableware or to ask customers to bring their own tableware. The EPD stated that it will arrange for staff to actively inspect 20,000 catering restaurants and 20,000 retail outlets and hotels in Hong Kong at the beginning of the adaptation period, focusing on publicity and education work. The public hope that the new measures can promote environmental protection and convenience. Everyone hopes that the EPD can carry out educational and promotional work to help businesses and citizens deeply understand the new policies and actively cooperate. More than a decade ago, Hong Kong began to charge for plastic bags. After a period of adaptation, citizens are now accustomed to bringing their own shopping bags, and consumer habits have gradually changed. It is believed that after the implementation of "plastic-free" measures, citizens and businesses will gradually adapt too.

Some restaurants once claimed that the cost of

each set of environmentally friendly tableware was more than half to double that of plastic tableware, and they thought it would be inevitable to pass the cost on to consumers. However, the EPD has invited suppliers of tableware and hotel supplies to explain and demonstrate that all non-plastic products are cost-effective and durable, thus allaying people's concerns. The EPD has currently commissioned the Hong Kong Quality Assurance Agency to set up a "Green Tableware Platform", which contains information on suppliers and products of green tableware, making it convenient for restaurants to make comparisons and choose tableware with a reasonable cost-performance ratio, so that traders do not need to shift costs to consumers as a result of the "plastic-free" policy.

The "plastic-free" measures are in line with the general trend of environmental protection. Hong Kong is a highly civilised society and the public generally responds positively to environmental protection. It is believed that "plastic-free" measures can be smoothly implemented, further enhancing the overall environmental awareness of the Hong Kong community.

◆ Tiffany

多義英文詞 諷刺很委婉

英
語世界

同一個英文詞可能有不同的解釋，但有時涵義接近，其中一個例子是short。short是形容詞，解作人或物體短小、矮小，含有不合標準，不足的意思；其實short亦解作缺少、缺乏，如short of space是缺乏空間、short of time是時間不夠、short of something是某種東西欠缺了、不達標，可以在前面指明少了的數目。

It's time to pay the mortgage but they are still a few thousand dollars short.

到期要償還按揭貸款了，可是他們仍欠幾千元。

She came second in the competition, four seconds short of victory.

她在比賽中得第二，只差四秒便可以稱冠。

另一個形容詞shy，可以解作害羞、膽小，但亦跟short一樣，可解作缺乏、不足，shy of something也是指某些東西缺少了，少於某一數量。

We don't have enough players at the moment. We are two people shy of a full team.

我們目前球員人數不足，尚差兩人才可以湊足一整隊。

野餐少件三文治 好似頭腦缺根筋

英文有些有趣的用語運用了short of、shy of，形容有所缺失，頗為幽默，其中之一是a one sandwich short of a picnic（野餐少了三文治）。旅行野餐picnic是歐洲普及的休閒活動，帶備不同的食物到郊外遊玩用餐，三文治是少不了的，沒有了就是一件三文治，野餐就好像出問題、不圓滿、失色了，覺得有點遺憾。

字面上a sandwich short of a picnic說的是野餐時缺少了三文治，實際是間接說某人的腦力有缺損、愚蠢、沒頭沒腦的，做的事很奇怪，令人難以理解。

What a silly mistake! He must be a sandwich short

of a picnic.

真是愚蠢的錯誤！他一定是少了哪根筋。

You are one sandwich short of a picnic if you believe what he says. It is clearly a scam.

如果你相信他說的，你就是腦袋閉塞了。這明顯地是一個騙局。

這用語以one/a few ____ short of a ____ 出現，有不同的變化，甚有創意，原則是說出某種事物缺少了某部分，有所不足、不完全，比喻某人的腦袋少了腦筋。除了a one sandwich short of a picnic，較常見的還有one/several card/cards short of a full deck（一副撲克少了一張/幾張牌），several/a few bricks short of a load（裝貨中少了幾塊磚頭）。美式英語會用shy of代替short of。說的都是有所缺欠，是戲言或暗示某人太不聰明、不精明，思考能力不夠，甚至做事瘋癲。

這個格式還有創作空間，可以用不同字眼湊成，例如出現過a few gallons shy of a full tank（油缸還差幾加侖才滿）、a tent peg short of a full set（搭帳幕少了一根釘）等等，同樣說人腦袋有問題。

He is simply several cards shy of a full deck. He doesn't see the problem.

他就是懵懂愚蠢，看不到問題所在。

Many people thought that she was a few bricks short of a load when she decided to make movies, but she insisted and finally won the best director award.

她決定去拍電影時，很多人都認為她是傻的、瘋了，但她堅持下去，終於奪得最佳導演獎。

這些用語以較幽默、有趣、輕鬆的方式指某人的腦筋不靈活、笨拙愚蠢，比直接說stupid、silly、foolish、unintelligent等等的字眼較為婉轉、不過始終都有嘲笑、輕蔑和諷刺別人的成分，運用時還是謹慎一點好了。

◆ Lina CHU [linachu@gmail.com]

推動GILT研究 應對行業挑戰

恒
大譯站

人工智慧(AI)急速發展，大大改變了我們的工作和溝通方式。在此背景之下，企業拓展海外市場，有必要重新審視其策略，而翻譯作為其中關鍵一環，自然也包括其中。GILT行業的興起，為新世代跨語言交流提供了嶄新的視角。

GILT是什麼？

GILT概念早在上世紀九十年代已經出現，涵蓋四大範疇：全球化(Globalisation)、國際化(Internationalisation)、本地化(Localisation)和翻譯(Translation)。值得注意的是，GILT框架下，這些概念具有特定的含義。

更具體而言，全球化是指企業制訂戰略，將產品和服務推向全球市場。國際化是指在設計產品和服務時，充分考慮不同市場需求，確保能夠適應各種語言和文化環境。本地化強調根據特定目標市場的文化、法律法規和用戶偏好，調整產品和服務。翻譯則是將文本從源語言轉換為目標語言，同時保留原意和風格。

以智能手機為例，首先，在全球化層面，我們需要確定目標市場及其特點，制定全球行銷策略。

其次，在國際化階段，手機的設計和開發需考慮多語言支持，為用戶介面預留充足空間。

接着，本地化根據特定市場調整日期和時間格式、預裝應用程式和功能，以符合當地法規和用戶習慣。

最後，翻譯環節將文本內容，如用戶界面、協議、說明書、行銷資料等翻譯成不同語言。

由上可見，GILT的成功有賴多個研究領域的合作，包括翻譯、商業、傳播、設計、資訊科技和跨文化交流等。

為推動相關領域的學術研究，我們在研究資助局的支持下成立全港首創的GILT研究中心(UGC/IDS(R)14/23)。中心將充分利用不同學院的跨學科專業知識，探索AI時代的翻譯和跨語言服務。主要研究方向包括「數字媒體與GILT」、「應用於GILT的科技」和「香港和其他地區的GILT行業發展」，涵蓋新興多媒體內容、人工智慧翻譯技術、大灣區GILT專業服務發展趨勢等主題。

中心的重要工作之一是架設線上的「GILT研究平台」。目前平台致力於精選與三大研究方向相關的文章和資料，未來將進一步擴展，提供雙語數據庫、人工智慧模型等豐富的資源，服務於研究人員和業界人士。此外，中心還通過舉辦工作坊和會議等學術活動，促進不同學科專家之間合作，發揮協同作用。

我們期望研究成果能夠幫助各界掌握最新知識和技能，應對未來行業挑戰。在充滿機會和挑戰的AI時代，GILT將助力讓品牌、產品和服務走向世界，開拓更廣闊的市場空間。



◆ 蕭世昌 香港恒生大學翻譯及外語學院副教授