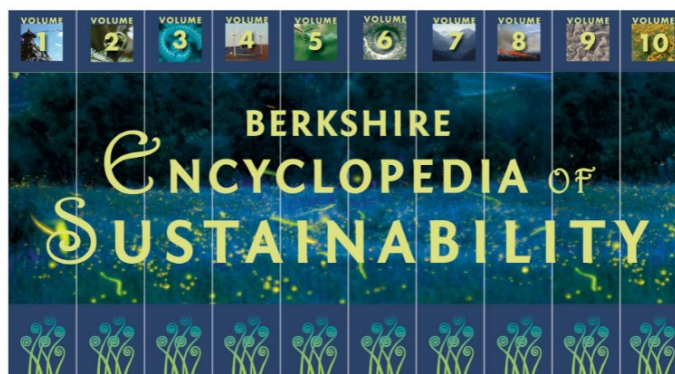


Market Research Notes: China 2019

Berkshire Encyclopedia of Sustainability



"Written by experts yet addressed to students and general readers, it will support education, enable productive debate, and encourage informed public participation." –Gro Harlem Brundtland

In 2024, we hope to resume work on what we now hope will be an open access publication designed for use in classrooms and businesses around the world. This Chinese text was prepared in 2019 as we began work on the new edition and planned to develop it as a cooperative project.

Executive Summary

The *Berkshire Encyclopedia of Sustainability* was published by Berkshire Publishing Group in 2012. It is by far the most thorough, professional, and globally minded encyclopedia about sustainability available on the market. Six volumes were published in Chinese by the Shanghai Jiao Tong University Press.

The 10 volumes are the work of nearly 1,000 experts from 53 countries. The encyclopedia touches on every aspect of sustainability and its relevant issues. Its more than satisfactory market feedback pushed us to begin work on a second edition, in order to stay updated in this rapidly evolving field. In the editing process, we renovated all key data and information, and incorporated latest research and findings into our reference (further readings) lists. This allowed us to keep our entries up to date with the most recent academic, political, and commercial developments in sustainability.

一、本书概要

《伯克夏可持续性发展百科全书》由伯克夏出版公司于2002年发行，是目前市面上最全面、最具全球视野、专业性最强的关于环保题材的百科全书。通过由来自53个国家的超过750位专家撰写的

887个词条，本书深入浅出地触及到了可持续发展的方方面面。鉴于良好的市场反响和评价，我们耗时一年修订了本书的第二版，为的能在一个日新月异的主题上做到与时俱进。在第二版的修订过程中，我们更新了全部的拓展阅读和资料索引，以确保我们的在每个词条后面的资料库都包含了该主题在学术和商业上最新的发展。

Unique features of the encyclopedia

- Interdisciplinary perspectives
- International relevance & equity, focusing on the duties of both developed and developing nations.
- A good balance between the breadth of topics and the depth of each entry
- Contributors' credibility
- Pragmatically minded and steering clear of the negative stereotypes associated with “environmental protection” in China.

二、比较优势

相比于市面上其他关于环保的百科全书，本书在以下几点上做到了独一无二：

- 跨学科视角
- 全球视野，同等的关注发达国家和发展中国家所面临的挑战
- 在深度和广度之间一个很好的平衡点
- 务实严谨的科学观，远离中国市场对“白左”类环保所形成的负面印象
- 撰写者的专业度

A discussion of proposed market & audience

The encyclopedia's major potential markets include:

- Corporate: as more and more Chinese companies start to include “sustainability” and “green enterprise” into their corporate culture, an encyclopedia that expansively surveys all related issues and discussions would be very helpful. Our encyclopedia could quickly establish environmental awareness amongst your employees and allow them to talk more knowledgeably on the topic.
- Universities, researchers, and libraries: the expansive references and further readings of our encyclopedia could cater for different levels of scholarly engagements with sustainability.

The bibliographies at the end of each entry give researchers a clear picture of the current state of research on the topic and point them to more specific resources.

- NGOs and Nonprofits: the second edition is very helpful for various social organizations to keep up to date with the issue of sustainability.
- The government: since China's general policy climate at the moment puts a heavy emphasis on environmental protection, governmental departments of different branches and levels would be motivated to become more knowledgeable on the topic (or at least attempting to make an effort in that direction).

As far as individual readers are concerned, the encyclopedia exhibits a charming level of readability and

expansiveness. It would appeal the most to these audiences:

- Middle-aged professionals who are anxious about keeping up with the shifting challenges of their workplace. They tend to be interested in pursuing new ways to maintain their professional image and stay competitive against young professionals. This gives them the incentive to become more knowledgeable on the "hot topic" of sustainability, so that they would be able to talk about it in a more intelligent and informed way. They would see buying the encyclopedia as a form of investment.
- Recently retired people in their late 60s or early 70s, who suddenly find themselves with lots of free time and no work to keep them updated about the world. With outstanding readability, the encyclopedia could cater to this non-academic and non-corporate audience as fun, informative reading.

In order to better access the encyclopedia's potential market in China, we surveyed 20 middle and upper management professionals from both SOEs (state-owned enterprises) and the private sector. According to the results, 75% of the participants think that the book is an entertaining and engaging read, 90% values its level of expertise and depth, 100% find the references and further readings to be helpful, 85% would strongly recommend the encyclopedia for their company, and 70% would strongly recommend it for their friends.

三、市场测评与预估

本书的主要潜在市场包括：

- 企业：当越来越多的公司开始将“环保理念”和“绿色企业”写入自己的公司文化时，一部关于环保题材提纲挈领的工具书开始变得越来越有必要。本书可以有效地帮助企业管理人员迅速拓宽环保方面的知识面，并提高自己的职业素养。
- 高校，科研人员，与图书馆：本书广阔的拓展阅读和资料索引为可以应对不同层次的科研需求。词条文本后面清晰明了的书单高屋建瓴地概括了该词条相关研究的现状，能为研究人员省下不少翻阅冗杂资料的时间。

- **NGO与非营利组织**：本书第二版的更新能够很好的帮助各类社会组织做到在环保问题上与时俱进，紧跟目前仍最被重视的核心话题。
- **政府部门**：在政策大环境大力提倡环保的当下，各级政府部门会有相当大的普及环保知识和意识的需求。

对个体读者而言，本书的趣味性和扩展性都很有帮助。主要受众人群如下：

- 中年的职场人，有增加自己行业外知识储备量的兴趣和社交需求。
- 刚刚退休的中老年人，想通过不太费力的形式了解目前社会的核心问题，从而为自己营造一种“没有被社会落下”的心里氛围。本书的趣味性能确保他们可以比较轻松地搞明白一些看似复杂的概念。
- 对百科全书有收藏兴趣的中老年人。本书制作精良，具有一定的收藏价值。

为了更好的评估本书在中国市场的潜在需求，我们邀请了20位国企和民企的中高层管理人员来做了一份问卷调查。其中，75%的人十分认可本书的趣味性吗，90%的人十分认可专业性，100%的人认为拓展阅读很有帮助，85%的人会向单位强力推荐本书，70%的人会向朋友强力推荐。

四、名人评价（第一版） These are the Chinese translations of blurbs on the first edition

“一部像《伯克夏可持续性发展百科全书》一样连贯，出自专家学者之手但面向学生和大众的学术资料是我们迈向可持续性发展很重要的一步，因为它将支持教育，激发建设性辩论，并鼓励公众参与到我们改变未来的事业当中”。-- 布伦特兰夫人，挪威前首相与世卫组织前总干事

“《伯克夏可持续性发展百科全书》为专业化可持续发展方面的概念做出了及时且独特的贡献”。
-- 茅利斯·斯特朗，联合国1992年环境与发展大会总干事

“对人类而言，没有事情比可持续性发展更重要，而《伯克夏可持续性发展百科全书》是一部很棒的文献来让读者对其了解的深度。文笔流畅并与时俱进，翻阅它是让人身心愉悦的”。 -- 保罗·R·埃尔利希，斯坦福大学教授

五、和中国关联度最高的词条

An annotated list of the following entries that are the most relevant to China.

六、词条范例

One of these entries as a sample.

Market Research in China

P.S. the Chinese managers and entrepreneurs I surveyed made some interesting comments on potential ways to improve their reading experience. Here are some especially valuable ones:

“我建议在本书开头用更长的篇幅或者单独一个章节更详细地阐述面向可持续性的生态系统管理理念，并把本书涉及到的相关细分领域归类整理，以便于读者理解。毕竟，要让人们把撕碎的世界地图拼起来的难度要大于把几个大洲的地图碎片拼成全图”。

“It would be a good idea for the encyclopedia to devote an additional chapter at the beginning to offer an overarching synopsis that maps out the landscape of sustainability. I'd also love to see additional indices that divide the entries by discipline and by countries. After all, it is harder for the readers to conceptualize a fragmented world and then piece it together in their minds than to do it with more general categories.”

“在文字全面、丰富的基础上，增加更多的彩色照片、图表，增加读者的兴趣”。

“Add more pictures and charts to diversify the layout, which helps keeping the readers engaged.”

“内容适当精简，或者发布精简版本，便于没有大量时间阅读的读者”。

“A simplified version would be helpful for readers who do not have the time or attention to develop a systematic understanding.”

