



Unit 43

Green Business Initiatives Thrive

A EXERCISE • 實戰演練

Sustainability is at the forefront of modern business strategies. Companies are investing in eco-friendly products, renewable energy, and waste reduction. Consumers increasingly prefer brands with environmental responsibility. Governments offer incentives like tax breaks to encourage green initiatives. Whether it's using recycled materials or transitioning to carbon-neutral operations, sustainable practices aren't just ethical—they're profitable.

B LANGUAGE FOCUS • 學習焦點

■ **Whether... or ...** (無論是……還是)

[說明] Whether... or... 用來表示兩種(或多種)情況條件, 意為「無論是……還是」。

• *Whether it's using recycled materials or transitioning to carbon-neutral operations, sustainable practices aren't just ethical—they're profitable.*

(無論是使用回收材料, 還是轉型為碳中和運營, 永續做法不僅是道德的, 而且是有獲利的。)

• *Whether you like it or not, you have to face the reality.*

(不論你喜歡與否, 你都必須面對現實。)

C WORDS & PHRASES • 詞彙片語

1.	sustainability sustainable	[səˈstenəˈbɪləti] [səˈstenəbəl]	(n.) 永續性, 持續性; 可維持性 (adj.) 永續的, 可持續的
2.	forefront	[ˈfɒrˌfrʌnt]	(n.) 最前沿; 最重要的位置
3.	strategy	[ˈstrætədʒi]	(n.) 策略, 計謀; 戰略
4.	eco-friendly	[ˌiːkoʊˈfrendli]	(adj.) 環保的; 對生態環境友善的
5.	renewable	[rɪˈnuəbl]	(adj.) 可再生的; 可更新的
6.	energy	[ˈenərdʒi]	(n.) 能源; 精力
7.	waste reduction	[west ɪˈdʌkʃən]	(n.) 減少廢棄物; 廢物削減
8.	responsibility	[rɪˌspʌnsəˈbɪləti]	(n.) 責任; 職責
9.	incentive	[ɪnˈsɛntɪv]	(n.) 獎勵; 激勵
10.	tax break	[tæks brek]	(n.) 減稅; 稅收優惠
11.	initiative	[ɪˈnɪʃətɪv]	(n.) 倡議; 主動性
12.	transition	[trænˈzɪʃən]	(n.)(v.) 轉變; 過渡
13.	carbon-neutral	[ˈkɑːrbən ˈnuːtrəl]	(adj.) 碳中和的
14.	ethical	[ˈɛθɪkəl]	(adj.) 倫理的; 道德的
15.	profitable	[ˈprɒfɪtəbl]	(adj.) 有利可圖的; 有利潤的