

## 《为减少塑料浪费 乐高考虑出租积木》

近年来，人们已经意识到塑料对环境和海洋的影响，开始减少塑料的使用。乐高公司也面临着减少塑料产品、推出可持续产品的压力。近日，该公司表示正考虑积木出租计划，然而这一计划也面临很多现实问题。



The model of Ziyun Pavilion, which measures 2 meters long, 1 meter wide and 0.7 meters tall, is seen at a Lego store in Xi'an, Shaanxi province, Oct 7, 2019. [Photo/IC] Lego is considering a brick rental scheme in an attempt to cut down on plastic waste.

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The Danish toymaker has vowed to make all its bricks from sustainable sources by 2030 and is ploughing significant resources into finding alternatives.

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Tim Brooks, vice-president responsible for sustainability, said the company was "totally open" to the idea of a



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“What are the chances of giving them to an eight-year-old child and getting them all back again?” Mr Brooks added.

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“There is a lot of technical thinking that needs to be done. We are right at beginning of that.”

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Mr Brooks said Lego was exploring several ideas with a view to producing the highest value from products while consuming the least amount of resources.

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Lego now has over 100 branded retail stores on the mainland, including three flagship stores in Shanghai and



