

# CITY

The city's only  
**reader-powered**  
entertainment  
magazine and  
website

**WIN**  
Tickets to  
Kylie  
Minogue

**WEEKEND**  
城 市 周 报

Nov. 20 - Dec. 3



# Go Green

**TRAVEL**  
Ski South  
Korea

**WINE & DINE**  
Where to Eat  
Thanksgiving  
Dinner

**PARENTS & KIDS**  
Fun Picks for  
Your Family

Meet 5 Expats  
Committed to Saving  
China's Environment

**NIGHTLIFE**  
**97**  
Most-Buzzed  
Parties and  
Live Shows

ISSN 1009-4954



9 771009 495067



Julian Wong takes a digital leap

## The Leap Year



**The Project:** Julian Wong founded The Green Leap Forward, a cutting-edge blog on energy, technology and environmental policy in China in 2007.

**Julian's Story:** The seedlings of Julian's Green Leap Forward lay in his childhood in Singapore, where his mother always urged the family to conserve electricity.

His mother wasn't an environmentalist; she was just trying to save money. In 1988, his mother's thrift took on a new light when Julian saw Time magazine's "person" of the year: the endangered earth.

Julian went on to get a law degree and an environment and energy policy degree from Duke University, after which he worked as an attorney in New York City and Hong Kong. Now Julian is on a Fulbright Fellowship to research energy policy in Beijing, where he launched his Green Leap project.

To Julian, "The Green Leap Forward" is a title, but also a concept: "The Great Leap Forward was basically a disaster, so this is a twist—hopefully a positive one." He chose the name because of its historic implications. "It has to be [historic] if we want to sustain society as it is ... And it turns out the 'great' and 'green' have the same first three letters," he adds coyly.

Although the blog started as a side project, its popularity has turned it into full-time work for Julian. As The Green Leap Forward has grown, so has its audience and impact. Articles on wind energy in China and the effects of the Sichuan earthquake for the energy sector have garnered interest from industry insiders, as well as activists and academics.

To call the green roundup on The Green Leap Forward 'blogging' is to

**As The Green Leap Forward has grown, so has its impact**

ignore the depth and seriousness of Julian's reporting, which borders more on market research and policy analysis. Despite the hard work, at the end of the day, Julian soldiers on because, he says, "I enjoy it."

**What's Next?** Julian's commitment to China's environment extends beyond his blog posts. Julian says, "My goal is to have a career that helps bring clean energy solutions to the energy impoverished, that bottom 2 billion that doesn't have electricity."

Keep up with China's environmental and energy policy at [www.greenleapforward.com](http://www.greenleapforward.com).