



Research on the Construction of Regional Green Industry Development Implementation Network

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Abstract: The green industry system is a highly relevant, complex and huge system. It is not only a high unity of production activities and the natural environment, but also a harmonious unity of production benefits and environmental benefits, and the inherent unity of economic behavior and resource utilization. The sustainable development of regional green industry is restricted by resources, environment and other factors. Therefore, the development of green industry must be deployed with the concept of overall planning, to construct a set of Implementation Network of sustainable development of green industry suitable for regional reality, so as to solve the bottleneck problem of economic development and reallocate social resources.

Keywords: Regional Green Industry; Implementation Network; Three subjects

Publication date: December, 2020

Publication online: 31 December, 2020

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1 Principles of Construction

1.1 Adhere to the Scientific Outlook on Development, Coordinating the operation of the main body

Taking the Scientific Outlook on Development as the leader of the regional green industry development, taking the enterprises, the government and the society as the three participants of the green industry development, paying attention to the improvement of the industry operation quality, and gradually changing the traditional production mode, to achieve the sustainable use of resources, so that economic

and social development and regional environmental capacity to adapt.

1.2 Upgrade industrial energy level and pay attention to the construction of green industrial chain

The promotion of industrial energy level is the key to the enhancement of industrial competitiveness and the realization of the function of regional agglomeration radiation. Based on its own resources, follow and actively open up the market, plan to build the core green industrial chain, strengthen the green industrial cluster radiation ability, in order to promote the strong competitiveness of the green industrial cluster cultivation and formation.

1.3 Stimulate the internal power of the green industry system and promote the external conditions

The stimulation of the internal motive force and the promotion of the external conditions of the green industry system mainly include the vitality of independent innovation, the perfection of the market mechanism, the unification and coordination of resources and environment. This is the problem that must be considered in constructing new industrial system, and it is also the root of giving full play to its maximum efficiency.

1.4 Give full play to the important role of urban system, parks and industrial layout

The city system and the park are the core carriers for the establishment and transmission of the regional green industry system, which should aim at promoting the rapid flow and rational allocation of the elements, focus on the establishment of industrial base and agricultural products advantage zone, trade logistics zone of the organic link mechanism and system, give full play to the overall resources and

market advantages^[1-2].

1.5 Adhere to policy guidance, laws and regulations

We will give full play to the role of the government in organizing, promoting and guiding, increase government input, and further highlight the role of the government in regional green industry networks, promoting the organic combination of the public welfare of the green industry system construction and the competition of market economy.

1.6 Adhere to the participation of the whole people and popularize the green concept

Pay attention to the propaganda dynamics of consumption, advocate the green healthy consumption, create the good market atmosphere for the enterprise's green manufacture.

2 Construct the Implementation Network

Based on the characteristics of regional green industry system, this paper constructs the implementation network of "one, three, four and five" to promote the development of regional green industry Three levels (the enterprise, the government and the Society Three Participation Main Body) ; Four directions (green technology, green products, green consumption and green marketing as the development direction of green industry,) five key (industrial development planning, scientific and technological innovation, mechanism innovation, green marketing, public recognition and other key links.)

2.1 A core

In order to change the mode of economic growth, the region must build and perfect the industrial chain, meanwhile, develop simultaneously and form the corresponding green industry. Therefore, it is necessary to reposition the main industries of regional economic development and make new arrangement and combination of regional industries with the goal of "greening" of industries. The industry is

divided into four levels: development, consolidation, adjustment and innovation. On this basis, we can make full use of the international and domestic markets and resources, integrate information, technology and human factors, and focus on developing industrial projects with high added value, high technological content and low pollution, to ensure the healthy development of green industry, so as to realize the sustainable development of regional green economy^[3-4].

2.2 Three participants

2.2.1 Corporate level

The Enterprise is the smallest unit in the Green Industry Implementation Network System. The impact of the enterprise on the Green Economy Implementation Network is just like the contribution of trees to the forest. To seek the unity and optimization of ecological, economic and social benefits is the survival basis of enterprise operation in Green Implementation Network System. In the process of regional industry greening, on the one hand, enterprises should speed up the adjustment of production structure, practically eliminate the loss of products with high resource consumption, poor economic benefit and heavy pollutant discharge. On the other hand, we will vigorously develop a cycle of development model to reduce waste emissions to a minimum.

2.2.2 The government level

Local governments play an important role in the development of green industry, but at the same time we should pay attention to the following: do not rely too much on the administrative means of the government, lack of contact and cooperation with enterprises, we should also avoid government intervention or even direct participation in the management of enterprises (Table 1).

Table 1. Role of government in green industry network construction

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|------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Role of government in green industry network construction | Strict legislation and enforcement on resource Management and environmental protection, and implement follow-up monitoring |
| | Organize comprehensive survey and exploration of resources, and formulate plans and plans for their exploitation, utilization and protection |
| | Give full play to the role of the government in macro-control and promote green production to improve the regional economic structure and the distribution of productive forces |
| | Adjust industry and product mix, foster green industry and product, improve environmental sustainability of local economy |
| | Encourage the development of environmental protection industries and research and development of green products, and provide necessary financial and policy support to emerging environmental protection industries |
| | Intensify publicity efforts to conserve resources and protect the environment |
| | Encourage enterprises to integrate effectively with scientific research institutions, universities and other social resources |

Data source: Gao Man. Property rights and institutional changes. Shanghai: Shanghai Sanlian Bookstore,2004, Author's collation

2.2.3 Society level

The development of regional green industry needs more recognition and support from the social level. We will expand citizens' rights to know, participate and supervise the development of green economy in new areas, and promote the scientific and democratic development of industrial green development decisions. We will encourage social organizations and citizens to take an active part in building a green economy in the new areas. We will strengthen environmental legal, policy and technical advisory services to protect the green rights and interests of the general public. To encourage the non-governmental organization and the Society of Circular Economics to participate in the research and technology promotion of green economy policies and carry out social public welfare activities, such as social publicity, we will give full play to the role of the non-governmental organization in the development of a green economy in the new areas.

2.3 Four development directions

2.3.1 Green technology

To develop the green economy and realize the "Green" development of industry, we must rely on the Green Science and technology revolution on the basis of absorbing the essence of traditional technology to realize the transformation of products from low-grade and low-added value to high-grade and high-added value. We must unswervingly take the road of developing green industry by science and technology and creating green brand by science and technology. Take the road of "production, study and Research", focus on improving the green technology content of products, improve the market competitiveness of

products. Through the marriage with colleges and universities and scientific research units, as well as internal and external contact, matchmaking and other measures to introduce new technology, new technology, and strive to improve the scientific and technological content of products^[5].

2.3.2 Green products

Green products are the basis and important content of the development of green industry and the value of green industry and green enterprises. In order to realize the green development of industry, the production of green products must be regarded as the direction of enterprise management and the mainstream of regional consumption economy. Since the production of green products means high technological content and high added value, the region should focus on competitive industries and strong industries, accelerate technological innovation and improve the level of science and technology, so as to adjust the industrial structure and promote industrial upgrading, and finally form an industrial development mode dominated by the production of green products.

2.3.3 Green consumption

In the wave of green consumption, the number of green consumers is growing, and new consumption habits are prompting people to pay attention to their health and environmental problems. Consumer demand in the international and domestic markets will also change, and competition in the market will turn into the improvement of the green manufacturing capability of our products. Therefore, the main participants should increase publicity efforts to promote green and healthy consumption, green manufacturing for enterprises to create a good market

atmosphere.

2.3.4 Green Marketing

In order to realize the Green Economy Implementation Network, it is necessary to rebuild the green marketing system, not only to meet the needs of enterprises in marketing activities, to seek the unity of the interests of consumers, enterprises, society and ecology, but also to meet the needs of consumers, to achieve the profit target of the enterprise, we must pay full attention to the natural balance of nature. Green marketing requires enterprises to protect the ecological environment in order to reduce or avoid environmental pollution, protect and save natural resources in the design and production of products, as well as in the planning and implementation of pricing and promotion, sustainable Development of economy and market. Therefore, green marketing should be established on the basis of pursuing the concept of green culture, producing green products through technological innovation and establishing a product price that fully reflects the green cost; Combining Green Logistics, green transport and other means to form green distribution, use of green information for product green publicity, promotion, promote green consumption. After the final consumption of green products, the consumers evaluate and feed back to the green industry organizations, the green industry organizations evaluate and monitor the information, and make forecast and decision on the development of green marketing in the future, finally guides the Green Enterprise Green Marketing Development.

3 Five key points

The development of regional industry greening should first solve the key links of industry development planning, science and technology

innovation, mechanism innovation, Green Marketing, public approval and so on. Only by solving the above key links, Green industry development can get on the track of healthy development, The cultivation of green high-quality resources can achieve obvious results, the formation of green industrial clusters can be scale, regional economy can achieve sustainable development.

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