

Study on the Development of Green Economy in Zigong Area, Sichuan Province, China

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Abstract

In the speedy development of modern society, environmental protection has become a great concern in the world. Keeping a rapid development of economy while protecting the ecological environment has become an urgent problem. Taking the green economy development in Zigong area, Sichuan, China as an example, this article intends to introduce the great significance of developing green economy and the critical fields of green economy in Zigong area and let the reader understand more to an inland area in China.

Keywords: Green economy, Significance, Critical fields of development, Zigong area

1. The definition of green economy

Compared with traditional industries, green economy is a new economical pattern with an orientation of harmonious development of economy and environmental protection; an outcome of the requirement that industrial economy shall not hurt human health and the earth environment forming a new state of social development. The purpose of green economy is to achieve the harmony between economy and environment, convert the environmental protective technologies, clean production processes and all environment-friendly technologies into productivity, and realize the sustainable development of economy through the economic activity favorable for and non-confrontational to the environment. Nowadays, the concept "green" is widely used in all social fields, including green agriculture, green industry, green consumption, green tourism, green marketing and green planning etc. Green economy has become a trend thanks to the increasing awareness of environmental protection.

2. The great significance of developing green economy

2.1 Developing green economy is favorable for the development of productivity and people's life style Being a new style of economy adaptable to human environment and health, green economy can promote the development of productivity, change of ideas of production method, life style and consumption. It can call up human ecological and scientific development awareness and leave a sound base and sustainable resources and environment for the human offspring.

2.2 Developing green economy is an important content of building a moderately prosperous society in China

Substantially, green economy pursues for the increase of EDP (ecological domestic product). EDP is difference of GDP minus depreciation of capital, consumption of natural resources and environmental resources consumption/environmental pollution consumption. EPD reveals the real and net value of productivity and the degree that the human consumes or destroys the resources and energy. Green economy is an economical, harmonious and beneficial developing pattern and a basic strategy for sustainable development.

3. The critical fields of developing green economy in Zigong area

Due to the special natural resources, the salt chemical industry and relevant auxiliary industries are its pillar industry. Accordingly, environmental pollution is quiet serious in the area. Nowadays, to follow the global green economic developing tendency, Zigong is reforming its industrial structure and developing the countyship economy is its target. The countyship economy refers to the economy based on geographic space of county-level administrative division, county-level government being the body of regulating and controlling, and under the principle of market orientation, the natural resources are to be optimized. It owns the feature of regional economy and full functions. Under this economic pattern, countryside and farmers are the main body, and industrialization, urbanization and modernization are its theme and target. However, there are a series of difficulties and issues when carrying out the reform: long-term depression of agriculture, low incoming for the farmers, great pressure to natural resources and ecological environment, decline of agricultural produces export and inability to meet the increasing requirements for products quality. Therefore, it is dominate tasks to increase green vegetation, set up green agriculture and enterprises, achieve harmonious development between the human being and nature, build a beautiful and comfortable living condition, improve the life quality of people and build a relatively well off society, which is the focus of countyship green economy.

3.1 To establish green agriculture

Farmers are the main body in agriculture. However, traditional farmers in Zigong are not well-trained, particularly in the field of environmental protection. Therefore, the urgent thing to do is to give appropriate training to them concerning green agriculture, guide them to have a proper investment in agriculture, maintain

the natural shift of substantial energy in biological system, keep a sound ecological environment and achieve a ecological balance. Agriculture standardization should be carried out. Every link before, during and after production process should be controlled with proper standards to avoid the traditional random evaluation. In detail, standards for production, product, packaging and packing should be emphasized. Through the standardization, the image and price of agricultural produces can be perfected and increased. Market access system and the rule of high-quality products at higher prices should be practiced to stimulate the improvement of goods quality. Based on the green foodstuff and enlarged foodstuff processing industry, the extension from single farming to aquaculture and processing can be realized. On the basis of ten ecological agriculture projects in Zigong, it will be a good attempt to develop green agricultural produces, animal products, forest products and aquatic products and achieve a new level of agricultural development. The spread and implementation of green agriculture should be in close combination with agricultural industrialization. One of the approaches is to guide the local leading agricultural enterprises to enlarge the deep processing scale, evaluate the products with authorized quality system, set up local featured brands and green products deep processing bases. The proportion of green agricultural products and organic food should be greatly increased so that the export can only be enhanced. In this way, a relatively complete agricultural eco-system and advanced agricultural industry system can be constituted.

3.2 To set up green enterprises and acquire green brands

In accordance with the circulating economy theory, the government should encourage and guide the enterprise to carry out energy-saving, clean-production and environmental-friendly operation, speed up technological innovation, and further adjust and optimize products structure so as to get internationally recognized brands. As for the products in Zigong, green idea is not enough reflected in process design, products packaging and marketing philosophy and strategy.

3.3 To utilize green energy

Since plantation and animal husbandry are two main industries in Zigong, raw materials for green energy are so sufficient. Therefore, stalk of crops, livestock and poultry manure can be utilized to produce biogas to achieve high quality and clean fuel in rural areas and reduce the exhaust of CO₂. The Zigong government has worked out a plan, i.e. utilization of green energy in rural areas should be more than 15% of the total consumption in 2010. Moreover, biomass energy plan should be taken into account, namely, utilizing renewable or recyclable organic material, including crops, trees and other plants and their residues, manure, organic waste, and energy plants cultivated on marginal land and water as raw materials to produce bio-fuels and bio-energy through industrial processing and conversion. For instance, sweet potato, maize, sugar cane can be used to produce ethanol fuel, rapeseed to produce bio-diesel fuel, curing forestry waste to produce fuel, and biogas to generate power. The traditional three elements agriculture in Zigong, i.e. food, economic plant and fodder, should be converted into four elements one, i.e. food, economic plant, fodder and green energy.

3.4 To establish green tourism

There is a new trend of tour consumption in Zigong and Sichuan. Taking the ecological environment and ecological resources as the main tour destinations, the urbanite flocks toward countryside to enjoy nature, experience the idea of ecology, work in the farmland, entertain and lodge in the countryside. This phenomenon has given us a hint: to develop countryside tourism. Therefore, in suburban and scenic spots of Zigong, green scenic destinations with the theme of recreation can be set up to meet the consumption of "back to nature". For instance, parks with unique flowers and plants produced with high tech can be developed. Fruits and vegetables parks are feasible as well. Through wide promotion and providing good services, a new tourism can be developed. In this way, people can enhance the idea of loving the green, protecting the green, exploiting the green and utilizing the green. Accordingly, green consumption can promote the development of green economy.

In conclusion, Zigong, a famed city of well salt capital, hometown of dinosaurs and lantern-fabricating kingdom, has achieved a lot in the fields of culture and tour. It can be anticipated that it sustain great successes in developing green agriculture, green energy and green tourism. It is its responsibility to contribute a piece of green land to the world.

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