

# The Cultivation Path of Chongqing's Green Consumption Concept with High Quality

Lizhen Guo

School of Finance and Economics, Yangtze Normal University, Fuling 408100, Chongqing, China

Guolizhen72@126.com

**Abstract.** In order to achieve the strategic goal of beautiful China, implement the concept of green development, promote high-quality development, and build a strong ecological barrier in the upper reaches of the Yangtze River, it is necessary and urgent for Chongqing to speed up the cultivation of green consumption concept system. There are many factors affecting the cultivation of Chongqing's green consumption concept, such as the lack of firmly established green consumption consciousness, the imperfect development of green education, the lack of government norms and guidance, and the incomplete green consumption culture atmosphere. It is suggested that the concept of green consumption in Chongqing should be fostered from five aspects: strengthening cultural self-confidence, strengthening green education, perfecting environmental education legislation and law enforcement, strengthening enterprise green culture construction, strengthening media publicity.

**Keywords:** High quality development; green consumption concept, Chongqing.

## 1. Introduction

Nowadays, many environmental issues draw much more attention. Very odd weather, droughts, floods, rainstorms or other natural disasters happen more frequently than before. It exerts severely bad influence on ecological environment and human's lives. The essence of ecological crisis is rooted in overall people's consumption behaviors and consumption concepts. People have to realize that the strong connection between human's consumption behaviors and the consequences that the ecological environment would suffer from that. To solve the ecological crisis fundamentally, residents must consciously transform their improper consumption behaviors to environmentally friendly behaviors which are called "green consumption". Green consumption is a general term for all kinds of consumption behaviors and consumption modes that are beneficial to the protection of ecological environment, in line with human health and environmental protection standards, starting from meeting the needs of ecological development. Green consumption refers to the concept system of advocating consumers to carry forward ethical consumption morality and good consumption behaviors. It mainly manifests in consuming green products, paying attention to the proper disposals of garbage, paying attention to environmental protection, saving resources and energy. Green consumption concept is the vital guarantee of protecting the environment and make sure that following generations would also clean resources as good as ours. Therefore, firmly establishing green consumption concept is the key to implement sustainable development strategy and promote the construction of ecological civilization. Chongqing is the only municipality directly controlled by the central government in Western China. Based on its important political function, it plays a role in showing and leading how to implement the national strategies of "Western Development", the "One Belt and One Road" and "the Yangtze River Economic Belt" in western China. When Chairman Xi Jinping visited Chongqing in January 2016 and in March 2018, he all emphasized that Chongqing should always insist on prioritizing the ecological environment and building up a long-term and sustainable development. With its special demographical location, Chongqing is very close to the Yangtze River, Chairman Xi also called on Chongqing government to carefully maintain the fragile ecological environment upper the Yangtze River. Besides, Chongqing can become a beautiful city with great mountains and rivers by forming green economy and green consumption modes. But up to now, few studies have been done in Chongqing on the basis of high-quality development and construction, focusing on green consumption. Therefore, the article explores the ways to cultivate the

concept of green consumption in Chongqing, in order to provide reference for promoting green development and high-quality development in Chongqing.

## **2. The Necessity Analysis of Cultivating Green Consumption Concept in Chongqing**

At present, it is not only necessary but also urgent for Chongqing to speed up the cultivation of green consumption concept system. The main reasons are as follows:

### **2.1 The Need to Achieve the Strategic Goal of “Beautiful China”**

“Beautiful China Strategy” embodies the development concept of respecting nature, conforming to nature and protecting nature. Since China's reform and opening up, its economic strength has risen dramatically, but it is also facing the increasingly tightening constraints of resource, serious environmental pollution and ecosystem degradation. Therefore, the report of the Eighteenth National Congress of the Communist Party proposed that the construction of ecological civilization should be placed in a prominent position and integrated into the whole process of economic, political, cultural and social construction. The realization of the strategy of “Beautiful China” needs not only the guarantee of laws and regulations, but also the transformation of people's consumption concept.

To implement the strategy of “Beautiful China”, Chongqing should first establish the concept of green development for people that respects, conforms to and protects nature, lives in harmony with nature. Moreover, people should consciously participate in environmental protection. At present, the construction of green ethics and morality in China lag behind that in Britain, America and other countries. Many people have not yet realized that the essence of environmental problems is improving people's consumption concept, production mode and lifestyle. In order to accelerate the realization of the strategic goal of “Beautiful China”, it is essential for Chongqing to cultivate green values.

### **2.2 The Need to Implement the Concept of Green Development**

It is an inevitable trend that developing green economy is the crucial way to alleviate the increasingly serious crises of energy, resources, ecology and climate and the inevitable choice of Chinese development. In October 2015, the Fifth Plenary Session of the Eighteenth Central Committee of the Communist Party of China emphasized the need to firmly establish and implement the concept of green development in order to achieve the goals of development during the 13th Five-Year Plan.

Implementing the concept of green development in Chongqing not only needs the support of technological innovation, but also needs to cultivate the concept of green consumption and promote the green development of production mode and lifestyle.

### **2.3 The Need to Promote High-quality Development**

With the rapid development of Chinese economy, tremendous pressure and challenges have been brought to resources, energy and environment. The report of the Nineteenth National Congress of the Communist Party of China pointed out that China had changed from a stage of rapid growth to a stage of high-quality development. The so-called high-quality development is the development that satisfies the people's growing needs for a better life. It reflects a new development model. It is not simply the pursuit of economic growth, but more attention to the balanced relationship between the economy and the environment. To promote high-quality economic development, we also need to cultivate the spiritual support of the green values system.

### **2.4 The Need to Build up Important Ecological Barriers in the Upper Reaches of the Yangtze River**

Chongqing, located in the upper reaches of the Yangtze River, plays an important role not only in the construction of the Yangtze River economic zone, but also in the optimization of the ecological environment of the Yangtze River Basin. During his visit to Chongqing, Chairman Xi Jinping stressed

that Chongqing should devote in ecological civilization construction, strengthen ecological protection and restoration, and build a strong ecological barrier in the upper reaches of the Yangtze River. To implement the concept of ecological priority and green development, Chongqing also needs to cultivate the green consumption values.

### **3. The Main Factors Affecting the Formation of Green Concept in Chongqing**

The formation of green consumption concept is influenced by many factors. The main factors affecting the cultivation and development of green consumption concept in Chongqing can be summarized as follows:

#### **3.1 Green Consumption Concept not Yet Established**

Green consumption consciousness is the consumer consciousness that takes “green” as the core decision-making factor. According to the survey, although Chongqing residents’ the awareness of green consumption has improved in recent years, most residents do not take into account the social responsibility for the environment when consuming. There is a obvious gap between current consumption behaviors and green consumption. For example, disposable chopsticks and lunch boxes are still widely used when eating out, non-degradable plastic bags are still popular when purchasing household goods, and scientific classification of garbage is not yet carried out when throwing garbage. Many enterprises still try their best to advocate the idea that high consumption and excessive consumption are happiness when promoting products and markets, and encourage people to consume blindly and conform to the crowd. Businessmen could have a very negative influence on the cultivation of Chongqing residents' green consumption concept.

#### **3.2 The Development of Green Education in its Infancy**

The formation of the concept of green consumption needs the support of environmental education from schools at all levels, but the green education in China is almost still in its infancy. Chongqing is not an exception. Some schools introduced the “green” concept in classes and teaching and they had carried out some “green” courses or teaching activities, but many of them were not consistent or systematic. One on hand, green education lacks the necessary curriculum system. On the other hand, green education lacks the fund support and managing mechanism. Overallly, what mention above obstacles the development of green education and the improvement of education quality.

#### **3.3 Insufficient Government Regulation and Guidance**

The government should play a leading role in fostering residents'green consumption concept, formulating relevant systems and regulations with green development concept, and giving certain financial support and subsidies. For example, the government should actively promote schools at all levels to take measure to implement “green” infrastructure and facilities. Furthermore, schools should create a “green” campus culture, and build a green education and teaching system with the support of local government. Obviously, the guidance and support of Chongqing governments are not enough. The formation of the concept of green consumption needs the promotion of scientific management system and mechanism. Compared with Japan and other countries, Chongqing's construction in this area is also much lagging behind, reduing consumers'enthusiasm to buy green products.

#### **3.4 Green Consumption Culture has not Yet Formed**

According to interviews and questionnaires, there are widespread contradictions between Chongqing residents'consumption concept and green consumption concept, which are mainly manifested in the aspects of marriages and funerals. People blindly invests in housing construction and excessive consumption.

## **4. Basic Path of Cultivating Green Consumption Concept in Chongqing**

The cultivation of green consumption concept in Chongqing is a long-term systematic project. It needs not only to further improve relevant laws and regulations, but also to strengthen green education and media publicity.

### **4.1 Cultivate Cultural Self-confidence**

Since ancient times, China has a cultural tradition of respecting and loving nature. Over 5000 years of Chinese civilization has accumulated rich ecological culture which is the foundation of Chongqing's cultivation of green consumption concept. Therefore, Chongqing can learn from the traditional culture when training residents' green-value. It is reckoned that the traditional culture should be carefully sorted out, scientifically analyzed and identified, and refined so that the green culture concept of "green mountains and clear water are equal to mountains of gold and silver" can be fostered.

### **4.2 Strengthen the "Green" Education**

The cultivation and formation of green consumption concept system can not be separated from the support of education. Although green education in Chongqing has made some achievements in recent years, it still falls behind developed countries such as Japan. To strengthen green education, the following suggestions should be made: firstly, schools at all levels can integrate green concept into the campus cultural construction; secondly, schools at all levels can improve the evaluation mechanism of green education, so as to standardize and guide the scientific development of green education; thirdly, it will gain more efficiency if improving teaching system, reforming teaching forms and methods; lastly, it is essential to reflect "green" concept in all possible aspects, thus to build a comprehensive system to guarantee the implementation of "green" concept in teaching buildings, various activities venues, and to promote low-carbon emission in officerooms. Meanwhile, Green education in schools of all levels needs to be coordinated with social education and family education, which can draw lessons from Japan's experience. Japan's green education system includes three parts: school, family and social education.

### **4.3 Improve Legislation and Law Enforcement of Environmental Education**

To cultivate the concept of green consumption, we need to improve the relevant laws and regulations as a guarantee. It is suggested to use legal means to force governments at all levels, enterprises, urban and rural residents to learn about environmental protection, and implement the concept of green development. At present, China has issued a number of laws and regulations on environmental protection, but regional laws and regulations on green consumption education still need to be strengthened.

### **4.4 Strengthen the Construction of Enterprise Green Culture**

Enterprises are the main body of realizing green development. For the main problems existing in the cultural construction of green consumption, enterprises should realize strong social responsibility by saving energy and reducing carbon emission. Besides, companies should implement green production, train and educate employees of how to reduce carbon emission and protect the environment so as to improve the ability of employees to practice the concept of green development.

### **4.5 Strengthen Media Propaganda and Guidance**

The cultivation and formation of Chongqing's green consumption concept also needs the guidance and propaganda of the media. Chongqing should make full use of mass media such as TV, network and newspaper to promote green consumption widely and improve residents' green consumption consciousness. In addition, social organizations should actively recruit some social celebrities or experts and scholars who love social undertakings, pay attention to the environment and have certain

influence as green consumption spokespersons to establish a good image of green consumption and to make green consumption a fashion.

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