

Analysis of the Development Mode for Medium-sized Enterprise in Low-carbon Economy

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Abstract— Low-carbon economy, as the economic development mode of a new era, is of great significance to the development of society with far-reaching influence. As low-carbon economy obtains more attention, the development of low-carbon-high-efficiency economy becomes the trend all over the world. For small and medium-sized enterprises which rely on the resource-consuming development mode, it will be harder for them to develop. Whereas, it is the only chance to transform and adopt a new mode of development.

Key words- Low-carbon economy; Small and medium-sized enterprises; Transformation; mode

1. Introduction

More than 85 heads of states or political leaders, as well as environment minister from 192 countries attended this conference and signed a New Deal for global action to combat climate change in Copenhagen, in December 2009. It makes Low-carbon economy come into the sight of people. Thus, low carbon economy is becoming a hot spot of global attention. And it has become a kind of brand-new economic mode. In the backdrop of the global low-carbon revolution, it has become an essential part of national strategy of China and an important option for the construction of ecological civilization to transform the mode of economic development, promote the adjustment of economic structure and develop the

low carbon economy. At the same time, the relationship among the developments of low-carbon economy also affects all aspects of social reproduction, involving all aspects of society. How the enterprise, as the main body of market, adapts to the new state industrial policy is an important question of the enterprise development. It has become the developing mode of transformation and upgrading of small and medium-sized enterprise to meet the requirements of low carbon economy and develop the new economic model.

2. The influence of low carbon economy to national industrial policy

In the industrial age, the model of the development of high energy and high pollution brought about the high-speed economic development. At the same time, it also produced the seriously negative impacts. Under the constant enlargement of the carbon emissions, it made the whole world pay a huge price, including utilization rate of energy (especially carbon) growth in many countries and regions in order to develop their economic status, serious pollution caused by the global environment and the pattern of "treatment after pollution". As the climate is warming, there are all kinds of natural disasters caused by environmental problems; the costs of the treatment of diseases caused by environmental damage increase; the international community

pays more and more attention to environment issue; the social responsibility of enterprise is to require low carbon economy development.

The excessive development and use of social resources cause the exhaustion of resources. It becomes more and more difficult to improve the economic benefits of the output to obtain by increasing resources input. Therefore, low carbon economy becomes the new trend in the world economic pattern.

(1) Low carbon economy is the main style of today's international economy

A low-carbon economy is a economic development model based on the characteristics of low energy consumption, low pollution, low emission. And it is also a major progress of the human society after agriculture civilization and industrial civilization. The essence of a low -carbon economy is the high energy efficiency and clean energy structure. And the core of it is energy technology innovation, system innovation and the fundamental shift of human survival and development ideas." However, the global financial crisis that had happened further hastened the world economy toward the transition of low carbon. Low carbon economy becomes important weapons of targets of the global energy conservation and emissions reduction, promotion of the economic recovery and sustainable development . With the development of the first developed countries in the field of low carbon technology innovation, system innovation and the innovation mode of legal system, intensify the development strategy of the implementation of low carbon economy, and gradually achieve a new round of new pattern of industrial and technological competition. In driving the development of economy , at the same time, the environment should be improved. Zhang kun-min, the famous economist of low-carbon and professor, pointed out that low carbon economy is the most feasible quantifiable model of sustainable

development.

(2) Low carbon economy is the development direction of national industrial policy

China, as the biggest developing country, plays an important role in the face of the world environment improvement and maintenance. At the beginning of the economic development in China, due to the use of traditional energy, many areas in our country were destroyed, substantial coverage areas of forest were reduced and desertification was serious. In order to improve the domestic and global climate, our country will turn low carbon into the focus of the economic development strategy step by step. Much starker choices-and graver consequences-in planning proposal: the long-term accumulation of atmosphere, water, and soil pollution question are prominent in our country, and the voice of the people to improve the ecological environment is more intense. So during the period of "much starker choices-and graver consequences-in", we must adhere to the basic state policy of resource conservation and environmental protection, speed up the construction of resource saving and environment-friendly society, promote the development of green low carbon cycle, to also contribute to our country and the global ecological security. For our country, whether it is given by the international responsibility, or copes with international competition, it needs to speed up the development of low-carbon economy.

3. In the country's low carbon economic policies for small and medium-sized enterprises

(1) The support of national policy of low carbon industry for small and medium-sized enterprises to provide kinetic energy

In the process of developing the small and medium-sized enterprises, there exist some

problems such as small expansion of financing, thin competitiveness and poor living environment. Government subsidies for low carbon economy, in a certain extent, laid a certain economic base for the small and medium-sized enterprise development of low carbon industry pattern. Development and utilization of low-carbon economy in a state provide more investment opportunities for the path choice of small and medium-sized enterprise.

Tax break is an important measure that countries actively are support of industry of low carbon economy. Small and medium-sized enterprises (smes) into the field of low carbon, can access to the national tax incentives to support, reduce the tax burden level, provide power for enterprise development.

(2)Low carbon economy policy transformation provides a new way for small and medium enterprises

According to the daily economic news: since 2015, in the pearl river delta region, a total of 76 companies shut down. Construction materials, steel, coal, cement and nonferrous metals industry are in a difficult position; The field of light industry, furniture, clothing, ceramics, etc. are in trouble, whose prospects are grim. In the industry, there is a higher proportion among the small and medium-sized enterprises. The focus of transformation and upgrading of energy-intensive enterprises, therefore, is to change the existing models into a low-carbon economy. At present, it provides a good opportunity for the small and medium-sized enterprise transformation that consumption of the third industry is low and services, technical level are not high, coupled with the national policy support.

4. Unfavorable factors of small and medium-sized enterprises (smes) into the low carbon mode

The development of low-carbon economy rely mainly on technology innovation and policy support. During the "Twelfth five-year" period, our country had made great progress, but science and technology innovation ability, independent technology and well-known brands are lacking. From the perspective of the conversion rate of scientific and technological achievements and the contribution rate science and technology progress, there is still a big gap with developed countries. In terms of policy, the change in the management organization and rules of policy are not perfect. Although some encouragement policy has formed into clause, but implementation effect is not obvious. In addition, part of the policy did not perform because of difficult enforcement.

At the same time, the proportion between one, two, three industry still stays in the state of "1:5:4". And the proportion of economic growth is still secondary industry. It affects the direction of economic development of the country and brings some negative effect for the transformation of small and medium-sized enterprises.

Another difficulty is that the capital source of low carbon economic development in China mainly depend on the government's investment and loans of the enterprises. There are not much reliance on the aspect of the transfer. On the one hand, money is not stable; on the other hand, many Banks and other financial institutions do not offer finance to low carbon. Low-carbon technology project lacks of support from Financial system. Most Banks do not choose to finance the low-carbon technology project. Even if some banks provide the finance, the amount of credit loan is very limited. Thus, it cannot meet the financing needs of the development of low-carbon technologies.

5. Small and medium-sized enterprise development countermeasures under the conditions of low carbon economy

In 18 the fifth plenary session, the five development concepts including the innovation, harmonious and green, open, sharing were put forward. It is the inevitable choice of China's response to climate change and the transformation of the mode of growth to improve the environment for economic development and develop low-carbon economy, which is also the important content to build a resource-conserving and environment-friendly society and promote the construction of ecological civilization. The development ideas of the fifth plenary session provide the reference coordinates for small and medium-sized enterprises under the condition of low carbon economy transformation mode choice.

(1) Development strategic choice of small and medium-sized enterprise

(a) "Internet +" brings the opportunities of investments for small and medium enterprises. Internet technologies have improved the level of social informatization and have promoted the rise of e-commerce and other economic styles. Informatization has greatly narrowed the difference about the information acquisition ability, economy of scale, marketing and so on between small and medium-sized enterprises and large enterprises, has improved the competitiveness of small and medium-sized enterprises and has widened survival and development space of the small and medium-sized enterprise. The new industry born with the Internet technology provides more choices for small and medium-sized enterprises. (b) The "green" economy drives the development of small and medium-sized enterprises.

"Green economy" is not only the focus of the 12th five-year plan but also the main content of

"much starker choices-and graver consequences-in planning. It develops low-carbon economy by making good use of the national industrial policy. And it invests in environmental protection, energy saving, renewable energy industry. Alas, it grows small and medium-sized enterprises through the use of national policy dividend.

(c) "Share" economy provides development space for small and medium-sized enterprises

The development idea of sharing put forward by "Much starker choices-and graver consequences-in planning is to let all the social members share the results of social development.

In the new stage of development, it mainly solves the problems that public service and social security system are not perfect enough and equalization degree is not high. It is the necessary way for "share" implementation to develop education, health care, pension, sports industry and so on. In these areas, small business has a lot of comparative advantage on human resources, operating flexibility, personalized service and its development space is very large.

(2) Management strategy choice of the small and medium-sized enterprise

The development of low-carbon economy not only has provided opportunities for the development of small and medium-sized enterprises but also has brought about pressure and risk of small and medium-sized enterprises. Small and medium-sized enterprises implement the new development strategy and choose a new model of development. At the same time, they also want to solve the problem of management.

In the process of transition to a low-carbon economy mode, insufficient technical innovation ability becomes an obstacle to the enterprise development. Compared with large enterprises, small and medium-sized enterprises in innovation, are far from the large enterprises on research and development capabilities and achievements.

According to the association of small and medium-sized enterprises of China, science and technology enterprises accounted for only 2% of small and medium-sized enterprises in our country. Improving the innovation ability is the precondition of the successful transformation of small and medium-sized enterprises.

The core of innovation is the talent. In terms of talent training, on the one hand, small and medium-sized enterprises build the talent evaluation system to meet the requirements of enterprise; on the other hand, they formulate the institution with their own characteristics of flexible materials such as salary, welfare incentive system, improve the system of welfare and provide fertile soil for the growth of talent.

At the same time, the innovation of financing finds funds through the capital market and other ways. By using the national industrial policy, it supports for financing incentives and tax incentives to reduce financing costs and operating costs and enhance the competitiveness of enterprises.

6. Conclusion

Development of low carbon is the mainstream trend of world economic development, also is the development direction of China's economy. "Much starker choices-and graver consequences-in

planning consider development of low carbon economy as the important content to be highly valued. In the process of development, small and medium-sized enterprises fully grasp the world economic development trend and direction of China's industrial policy, change the industrial structure, play the advantages of low carbon economy sustainable growth, enforce low-carbon economy development mode, successfully realize the transformation and upgrading.

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