



# The Driving Force of Green Transformation and Development

## I THE SUBJECT OF GREEN DEVELOPMENT

In the process of economic and social development, China pays attention to the protection of ecological environment and puts forward the concept of ecological civilization construction. But resources are scarce, and the trend of environmental pollution and ecological deterioration has not been reversed. At the macro-level, China's various resource, environmental and ecological problems not only affect the sustainability of economic growth and development, but also lead to social problems, affect social stability and China's image in the international community, and even affect China's rise. At the micro-level, it will affect the local environment and the life and health of residents. In the final analysis, all environmental problems are determined by the current development model-extensive development with high consumption, high emission and high pollution. Both macro- and micro-levels need to adjust the current development model and implement green transformation development. Green transformation and development is the way to achieve the harmony between man and nature, and the only way for the rise of China. The government, enterprises and the public are the "troika" driving the green transformation and development.

The central government is the leader, facilitator and promoter of green development. The central government should play a key role in green transformation. It can promote green transformation not only

through legislative, administrative and judicial means, but also through economic means. The central government mainly formulates and improves various laws and policies on green development from the national perspective, including laws and policies on resource conservation, environmental protection, ecological conservation, green science and technology innovation, and formulation of green development strategy planning. First is to cultivate the growth of environmental protection industry and the ecological concept of citizens, balance the public interests, ecological interests, economic interests, social interests and environmental interests, and pay attention to the harmonious development of society, human and nature, which is the most important subject of green development and plays a leading role. Second, promote and guide local governments and enterprises to establish the concept of development, green transformation of development mode, and promote the gradual transformation of China's economic development to the direction of resource conservation and environmental friendliness. The third is to guide the public to establish the concept of consumption and advocate green lifestyle. Local governments are the promoters, regulators and guides of green development in the region. As the entrusted agent of the central government, local governments exercise the responsibility of green development management of the central government. Local governments, as regional administrative managers, formulate strategic plans for green development in their regions and local regulations and policies to promote green development, and guide and encourage enterprises to innovate in green science and technology and transform their modes of production into green ones. As supervisors of the implementation of green development, local governments are responsible for environmental supervision, administrative examination and approval, environmental protection law enforcement and social publicity, etc., to restrain enterprises' illegal behaviors and ensure the smooth progress of green development.

Enterprises are the implementers of green development. In the face of the government's guidance and promotion, industry competition pressure, consumer green demand and public opinion pressure from the public, media, etc., on the one hand, enterprises must not only pay attention to economic interests, more should pay attention to resource benefit, ecological benefit and environment benefit, to perform on the natural ecological environment of the market, the public consumption

of ecological responsibility, to carry out the whole process from product design, production to product recycling green development concept, to protect the environment, saving resources, change the economic development model. On the other hand, it is also the focus of enterprises to find new opportunities and realize green development transformation. Enterprises are not only the subject of green development, but also the object of green development, playing a key role.

The public is the most fundamental and important driving force for green transformation, and the implementers, supervisors and beneficiaries of green development. With the continuous development of economy and society, people's pursuit of material life and spiritual life has been constantly improved, and the concept of green has been constantly promoted. Green consumption and green travel are advocated and put into practice to become the implementer of green development. With the improvement of the awareness of green development, the public also pays more and more attention to the ecological environment and ecological rights and interests. By participating in environmental assessment, the public can participate in the green development through complaints, reports and other channels. The public is the most extensive and fundamental stakeholder in green development, and the most direct beneficiary of the elimination of outdated production capacity, upgrading of industrial structure and green economic transformation.

## 2 THE DRIVING FORCE FOR CHINA'S GREEN DEVELOPMENT

### 2.1 *The Driving Force for National Governance*

Green development has become a trend in today's international community. All countries have raised the banner of green new policies to get out of the economic crisis and achieve good governance.

The overall goal of comprehensively deepening reform set out in the third plenary session of the 18th CPC central committee is to improve and develop the socialist system with Chinese characteristics and modernize the country's governance system and capacity.

The national governance system is the institutional system for managing the country under the leadership of the party, including institutional mechanisms, laws and regulations in the fields of economy, politics, culture, society, ecological civilization and party building; National

governance capacity refers to the ability to manage all aspects of social affairs with the use of the state system, including reform, development and stability, domestic and foreign affairs and national defense, and the ability to run the party, state and army.

*The Problem of Resource Ecology Caused by the Extensive Development Model Has Become a Major Pass Challenging the Modernization of National Governance System and Governance Capacity*

Since reform and opening up, China has made remarkable achievements in economic and social development. Its economic aggregate has risen from the 10th place to the second place in the world. China's overall national strength and people's living standards have improved significantly. In terms of the mode of economic growth, there are problems of "high input, high consumption, high emission, uncoordinated, difficult circulation and low efficiency". Resources and environment have paid a heavy price for the rapid economic development. China's per capita possession of important resources is far below the world average, and its per capita possession of arable land and fresh water is only 43 and 28% of the world average; The external dependence of strategic resources, such as oil and natural gas, has continued to rise, reaching 59.5 and 31% in 2014. In particular, the mode of development is still relatively extensive, which further aggravates resource constraints. China's energy consumption per unit of GDP is twice the world average. Haze weather occurred frequently in 2014, only 8 out of 74 key cities met the air quality standards; 150 million mu of arable land was polluted and more than 40% of it was degraded. The proportion of heavily polluted inferior class V water body is about 10%. The area of soil erosion accounts for nearly one-third of the total land area. The ecological systems of forests and grasslands are severely degraded, and land desertification and rocky desertification still threaten the safety of people's lives and property. The problem of resources and environment has become the most pressing constraint and shortcoming in achieving the goal of completing the building of a moderately prosperous society in all respects. It is an urgent problem that cannot be avoided, get around or retreated. In particular, China's environmental carrying capacity has reached or nearly reached the upper limit, posing major challenges to the country's governance capacity and becoming the biggest bottleneck in the modernization of the country's governance system and governance capacity. If we continue the development model of the past, it will be hard to return.

*Green Transformation and Development Is the Internal Urgent Requirement for the Modernization of National Governance System and Governance Capacity*

China's sustained rapid economic growth and structural changes in the economy and society have inevitably produced a series of serious socio-economic problems, such as the problems of ecology, resources and environment, the widening gap between urban and rural areas and regional economies, the widening gap between the rich and the poor, the large floating population and land-lost farmers caused by urbanization, and the social problems caused by the lagging of social security system and redistribution policy. As an extensive mode of development with high investment, high energy consumption and high pollution, the phenomenon of diminishing marginal effect has emerged, which has been the end of the road and to the point where absence of transformation will make it unsustainable. It is in urgent need of green transformation and development, so that economic growth will be driven by consumption, investment and export instead of investment and export, shift from relying mainly on the development of the secondary industrial belt to relying on the synergy of the primary, secondary and tertiary industries and shift from relying mainly on increasing material resource consumption to relying mainly on scientific and technological progress, improving the quality of workers and making innovations in management. Economic and social development should be built on the basis that resources can support it, the environment can accommodate it and the ecology can be protected. We will keep green hills, clear water and fresh air, and that the people live and work in a sound ecological environment.

**2.2 *Improve the International Image of China as a Responsible Major Country***

To properly handle the relationship between economic development, social progress and energy, resources, ecological environment and climate change is a common challenge faced by all countries in the world. It is also an important criterion to measure a country's international image in the international community. China is the largest developing country in the world, and it is also a country with greater environmental impact. The handling of the relationship between environment and development is not only related to the solution of domestic environmental and development problems, but also affects China's economic and

social development process as well as the construction model of socialism with Chinese characteristics, as well as China's international image and reputation. As the world pays increasing attention to China's development model, China's role in global environmental affairs will be closely watched.

Resource and environment issues have become a point of confrontation between China and other countries and are the important issues affecting national security and international image. As an emerging economic power, China's green economic development will have a profound impact on its future economic prosperity and even the global economic development. Since the reform and opening up, China has made remarkable achievements in economic and social development. The proportion of China's GDP in the world rose from 1.7% in 1978 to 12.34% in 2013. China's economy grew from the 10th largest in the world to the second largest in the world. The output of steel, cement, electricity, coal and cotton cloth ranks first in the world, and the output of crude oil ranks fourth in the world. China's overall national strength and people's living standards have improved significantly. But rapid economic growth comes at the expense of resources and the ecological environment. China is the world's largest energy consumer and carbon dioxide emitter. China's energy consumption per unit of GDP is 1.6 times that of the United States, 1.5 times that of South Korea and 2.2 times that of Japan. Carbon dioxide emissions per unit of GDP are 5.3 times that of the US, 8.2 times that of Germany and 12.3 times that of France. In 2013, the world produced 36 billion tons of carbon dioxide from fossil fuels. China accounts for about 27% of global carbon dioxide emissions, ranking first in the world. The consumption of energy and resources ranks first in the world. China's resources, environment and ecological problems have become an excuse for Western countries to accuse China. Moreover, in the global climate political negotiations, the United States withdrew from the Kyoto protocol in 2001 on the grounds that China and other developing countries did not undertake quantitative emission reduction obligations, and again refused to sign the Kyoto protocol in 2005. Western countries spread the "China resource threat theory", "China environmental threat theory" and other theories, causing some countries to be vigilant and panic about China's rise, damaging China's international image, setting up green trade barriers in international trade and hindering China's economic development.

The international community also has increasingly high expectations for China, hoping that China will assume responsibilities and obligations commensurate with its capabilities and become an important participant in international energy and environmental issues. At the Copenhagen climate conference in 2002, China made a voluntary commitment to reduce carbon dioxide emissions per unit of GDP by 40–45% by 2020 compared with 2005, highlighting its image as a responsible major country. In the 2014 *Sino-US Joint Statement on Climate Change*, China set a goal to peak its carbon dioxide emissions by around 2030 and increase the share of non-fossil energy in primary energy consumption to about 20% by 2030. Reducing carbon emissions is conducive to mitigating climate change and improving the living environment of human beings. China has pledged to peak carbon dioxide emissions by around 2030, highlighting its responsibility as the world's second largest economy.

Promoting green transformation and development is the best way to alleviate and improve the increasingly serious environmental problems in today's world. As a big developing country, China should follow the trend of The Times and actively deal with a series of problems caused by climate change. On the one hand, China can fulfill its international commitment to emission reduction and respond to the threat theory related to China. On the other hand, it can provide useful experience for other developing countries and lead the global green transition.

On the international stage, China should not only assume the responsibility of being an economic power of a developing country, but also bravely assume the responsibility of being an environmental power of a developing country, fulfill its international environmental obligations and make contributions to the green development of the world.

China needs to change its extensive economic and trade growth model, develop a green economy and improve its image and status in international economic, environmental and political relations.

### 2.3 *Continuously Improve National Competitiveness*

With the deepening of economic globalization, the countries in the world are more closely connected and the international competition is more and more fierce. Under the dual pressure of global resources and environment problems and global economic crisis, the wave of green

change has swept the world, and green development has become an important part of improving national competitiveness of all countries in the world. The strategies of major countries to improve their competitiveness are shown in Table 1.

From the perspective of the new demand for global economic growth and the basic direction that the plight of human survival requires to break through, we should firmly grasp the green trend that dominates the world, and the green transformation and development has become a significant historical opportunity for China not to be expelled from the “Earth’s nationality” in the reshuffle of international competition.

The main driving force of China’s economic growth is cheap resources and low cost factors, which tend to lead to a long-term unbalanced industrial structure, and the service industry plays a small role in promoting economic growth, while the chemical industry accounts for a large proportion, often resulting in irreversible environmental pollution and resource waste. From the perspective of independent innovation ability, Chinese enterprises are short of core technology and weak in scientific and technological innovation ability. The growth of enterprises is mainly driven by the expansion of scale and input of natural resources, human resources, capital and other factors, and lack of core competitiveness. Only by promoting green transformation and development, supported by green science and technology, through circular and low-carbon development, building a resource-conserving and environment-friendly society, and taking intensive development as a new growth point, can China occupy an advantageous position in global competition.

A series of new concepts of the Chinese government, including new industrialization, modernization of agriculture and animal husbandry, new urbanization, informatization and greening put forward in 2015, circular economy, resource-conserving, environment-friendly society, harmonious society, energy conservation and emission reduction, innovative society, ecological civilization, etc., many of these concepts are synchronized with or even lead the world. It has a place in world economic development in terms of energy conservation and emission reduction, elimination of outdated production capacity, clean industrial structure transformation, green innovation capacity, technology demonstration level and development of green and low-carbon industries. Practice has proved that green transformation and development can improve China’s international competitiveness.



**Table 1** Strategies for major countries to improve their competitiveness

<i>Country</i>	<i>National competitiveness strategy</i>	<i>Specific measures</i>
The United States	Leads the world in innovation	First, by substantially increasing funding for basic research; second, research and experiment on making tax deduction and exemption permanent; third, strengthening mathematics and the science education, the reform of labor force training system
Japan	The revitalization of the Japanese economy The six strategies	Promote technological innovation, with an emphasis on supporting research and development in the fields of environment, energy, IT broadband communications, biotechnology, nanotechnology and materials technology. To develop the "safe and secure" food and food material industry and create potential market demand for improving living environment and quality of life
UK	The low-carbon national strategy	Takes the low-carbon economy as an important breakthrough for economic recovery, seizes the commanding heights of new growth areas in the twenty-first century and builds the core competitiveness of the UK's country and enterprises
Brazil	World bioenergy Major-country strategy	To diversify the sources of clean energy, with hydropower, nuclear power, wind, solar and bioenergy going hand in hand. Bioenergy will be the main energy source for Brazil, which aims to become the world's leading exporter of bioenergy
German	National high technology Development strategy	Ensures a leading position in 17 professional fields, including life medicine, energy technology, space technology and material technology

### 3 THE DRIVING FORCE FOR GREEN DEVELOPMENT OF LOCAL GOVERNMENTS

#### 3.1 *Green Development Will Help Enhance the Region's Overall Competitiveness*

Green productivity is directly related to the overall competitiveness of a region. For a long time, in order to achieve rapid economic development and create more GDP, local governments have followed the traditional extensive economic development model. In the process of industrial development, local governments have encouraged and supported any industry that can bring a large amount of investment, generate GDP and increase taxes, regardless of its adverse impact on the ecological environment. This has resulted in high consumption of resources and energy, frequent pollution problems, serious ecological damage and even environmental accidents, affecting local social image and affecting the promotion of local leaders. Non-compliance with clean production causes high carbon dioxide emissions and great pressure to save energy and reduce emissions. This is reflected in the energy-saving barometer issued by the state. The occurrence of environmental accidents, etc., calls into question the local ecological environment. Products lack of competitiveness in the domestic market and encounter green barriers to trade in foreign trade, which weakens the comprehensive competitiveness of the local government.

Green development is not only conducive to transforming local development mode, adjusting industrial structure and protecting ecological environment; more conducive to the development of low carbon products, scientific and technological innovation, enhance the comprehensive competitiveness of local government. In order to improve their comprehensive competitiveness, local governments must transform to green development, take green economy as a new growth point of local economy and green technology as the support of local development, develop green industries and produce green products, so as to seize the domestic and even the global green market. Only by protecting the ecological environment can we win a good reputation and be praised by the people.

#### 3.2 *Increase the Green Performance of Local Governments*

In the past, local governments were judged on their performance based on GDP growth rate and total GDP. In order to increase GDP and

obtain good performance, local governments paid insufficient attention to social development, improvement of people's livelihood and environmental protection. In some localities, violations of scientific development still occur from time to time. Some localities have a strong interest in "short, adaptable and fast" performance projects and borrow heavily to engage in "performance projects". Some have achieved economic growth at the expense of the environment, while others still have a "new blueprint". The economy has reached a state where resources are hard to support, the environment is hard to accommodate and the ecology is hard to recover, and sustained economic growth is hard to achieve.

In 2013, the Organization Department of the CPC Central Committee issued the *Notice on Improving the Performance Assessment of Local Party and Government Leading Bodies and Leading Cadres*, and in 2015, the *Opinions of the CPC Central Committee and the State Council on Accelerating the Construction of Ecological Civilization*, which stipulates the goal system, assessment methods, reward and punishment mechanism of performance assessment. On the performance appraisal of local party and government leading bodies and leading cadres, the "four Nos" are proposed: The GDP and growth rate should not be used as the main indicators of performance evaluation. No ranking of GDP and growth rates. The development effect of each province (autonomous region, municipality directly under the central government) cannot be measured solely by GDP and growth rate; the GDP of areas in which development is restricted and of ecologically fragile key counties in the country's poverty alleviation and development work will not be assessed. Indicators such as resource consumption, environmental damage and ecological benefits will be incorporated into the comprehensive evaluation system for economic and social development, strengthen the assessment of index constraints and increase the weight of indicators such as resource consumption, environmental protection, digestion of overcapacity and production safety. In this way, the performance of local governments will be measured in terms of their performance in development.

The new assessment standards will guide local governments in their green transformation and development. The *Notice on Improving the Performance Appraisal of Local Party and Government Leading Bodies and Leading Cadres* can not only evaluate the work of leading cadres more objectively and fairly, but also free leading cadres from the pressure of simply pursuing economic growth and focus on the overall

development of the region. According to the actual situation of this region, we should rationally seek the development mode of this region and change the past development mode of exchanging high investment, high emission and high pollution for economic growth rate. By developing green economy, innovating green technology, cultivating green industries and increasing green employment, we will ensure that economic and social development is supported by resources, accommodated by the environment and protected by ecology. We will integrate economic development into the harmonious coexistence of society and nature, and truly blaze a trail of individualized and characteristic green development.

### *3.3 The Lifelong Accountability System Constrains the Extensive Development of Local Governments and Encourages Green Transformation and Development*

The state has formulated a system of lifelong accountability, which will put on record leading officials who violate the requirements of scientific development and cause serious damage to resources, environment and ecology, and impose lifelong accountability. Those who make decisions blindly regardless of resources or the ecological environment, thus causing serious consequences, should be held seriously accountable for their leadership. In case of making a mess of a place's ecological environment, one cannot just walk away and become an official in another city. The behavior mechanism of ecological environment destruction should be investigated, the behavior of ecological environment protection should be praised and the green transformation and development of local governments should be encouraged.

Local governments formulate development plans and promote development modes, taking into account the actual situation of local resources, environment and ecology, and building on the capacity of resources and environment. Local development can only abandon the development model of temporary economic prosperity at the expense of resources and environment, transform the mode of economic development, optimize the mode of economic development and achieve the goals of industrialization and urbanization through green development, by building green industries, buildings and transportation systems; we will coordinate economic development with population, resources and the environment, adhere to the path of civilized development featuring

production development, affluent life and sound ecology, achieve economic revitalization and sustainable development, and ensure sustained development from generation to generation.

## 4 THE DRIVING FORCE FOR GREEN DEVELOPMENT OF ENTERPRISES

### *4.1 The National Policy of Green Development Guides Enterprises in Green Development*

China has deepened reform and opening up, reformed its economic system, adjusted its economic structure, built an ecological civilization, promoted green development, circular development and low-carbon development, and built a resource-conserving and environment-friendly society in an all-round way. By changing the concept of development, innovating the mode of development and improving the quality of development, the government has formed a unique path of China's economic development, guided enterprises to develop in the direction of economy and environmental protection, and achieved sound development of ecological civilization, economic construction, political construction, cultural construction and social construction. The state has invested a large amount of money in environmental pollution control, ecological restoration, energy conservation and emission reduction. In 2013, 951.65 billion Yuan was spent on environmental pollution control, accounting for 1.67% of GDP. In response to the severe smog, the central government allocated 5 billion Yuan to clean up the air in the Beijing-Tianjin-Hebei region and surrounding areas. The central government will liquidate incentive funds in accordance with the assessment of the effectiveness of air pollution prevention and control in various regions, so as to highlight the performance-oriented role and add impetus to the implementation of enterprises' green development strategy. The government's strengthened supervision, the enhanced authority of environmental protection departments, the enhanced punishment of environmental accidents, the strengthened environmental litigation and the use of resource and energy price leverage will all push enterprises to make green transformation.

Under the background of global low-carbon development and the policy of the Chinese government vigorously promoting ecological civilization, energy conservation and emission reduction, it is inevitable

for enterprises to cope with the dual challenges of resource scarcity and environmental protection and take the road of sustainable and green development.

#### *4.2 Green Development Will Enhance the International Competitiveness of Enterprises*

In the field of international trade, the addition of ecological label, energy efficiency label and the latest carbon label has gradually become a practice in international trade and evolved into a new trade barrier. China's manufacturing industry is mostly at the middle and low ends of the industrial chain, and it is a manufacturing link that wastes resources, damages the environment and relies on cheap labor. It is weak in independent innovation, lacks core technologies and independent brands, and its environmental standards and technologies are far from those of developed countries, including pesticide residues in food, lead content in ceramic products, leather of PCP residues, organic chlorine content in tobacco, safety index of the mechanical and electronic products and toys, lead content of gasoline, car exhaust emission standards, packaging recyclability index, textile dyes, protection of the ozone layer of controlled substances, and so on. All export industries such as China's traditional industries and strategic emerging industries suffer from green barriers and are in a passive position in international competition.

Countries around the world are boosting their economies through a green economy. Green development becomes the focus of enterprise competition, and green trade barriers become the means to protect the development of local enterprises. Under the background of more and more stringent environmental standards in various countries and the continuous improvement and deepening of people's awareness of sustainable development, it requires Chinese enterprises to meet the standards and requirements of low-carbon, green and environmental protection. The enterprise implements green design and adopts advanced green technology and green technology with less waste and no waste to strictly control the production process and service process of products, realize the effect of resource consumption minimization, waste emission reduction, recycling and resource utilization, produce green products and establish the enterprise green brand. It can not only reduce the production cost of enterprises, but also enable enterprises to pass the green trade barriers and enter the world market.

### 4.3 *Green Development Sets Up a Good Image for Enterprises*

China's extensive industrial production model of treatment after pollution has made industrial pollution the culprit of environmental pollution. In 2013, industrial SO<sub>2</sub> emissions accounted for 89.79% of SO<sub>2</sub> emissions, and industrial nitrogen oxides emissions accounted for 69.4% of nitrogen oxides emissions. The comprehensive utilization rate of industrial solid waste was 62.3%. About 36.3% of the land used for ferrous metals, nonferrous metals, leather products, papermaking, petroleum, coal, chemicals and pharmaceuticals, chemical fiber, rubber and plastics, mineral products, metal products and electric power industries was contaminated. Environmental pollution caused by the discharge of various pollutants pollutes rivers, groundwater, air and soil, and even leads to the epidemic of some diseases and the extinction of some species and other environmental disasters. Among most of the pollution, 70% comes from industrial pollution, as well as the over-exploitation and exploitation of mineral, forest, land, fresh water and other resources, which leads to the destruction of the ecology and the ecological crisis caused by it from time to time troubling people. More and more enterprises are polluting the environment. From 2009 to 2013, there were 2634 environmental emergencies, 14 major environmental incidents and 17 major environmental incidents in the past three years. Environmental pollution and ecological destruction have seriously affected the normal life and health of local people, and have also caused adverse impacts on the international community.

Corporate image is the intangible wealth of an enterprise. The development of green economy makes the environmental behavior of enterprises become the most basic element in the new competition structure. Thus, the shaping of enterprise green culture and the implementation of green strategy are conducive to the establishment of a good green image in the public mind of enterprises, thus greatly enhancing the credibility of enterprises and the soft power of sustainable development.

### 4.4 *Green Development Creates New Development Opportunities for Enterprises*

With the increasing pressure on resources, environment and ecology, the traditional development model relies heavily on the exploitation and utilization of natural resources, especially those non-renewable mineral

resources, which will inevitably lead to the continuous reduction in the number of these resources and eventually exhaustion, making the development process unsustainable. The main theme of the twenty-first-century economy is green economy, including green products, green production, green consumption, green market, green industry and other contents, which are the specific requirements of the concept of sustainable development for economic life. Green development is an ongoing process in the world. There is no mature experience or model. It is in the exploration from theory to practice. Whoever adopts the green strategy in advance will be able to take the initiative in the future competition pattern. All countries in the world are promoting the green development from the aspects of strategy, system and policy in order to gain the opportunity of a new round of development. All industries are actively exploring green development models and seeking new opportunities for development. Therefore, no matter in green technology innovation, green industry development and other aspects, or green packaging, green services, as long as it stays ahead, it will win the high point of green development.

## 5 THE DRIVING FORCE FOR PUBLIC GREEN DEVELOPMENT

### 5.1 *The State Grants the Public the Right to Participate in Green Development*

Public participation in environmental decision-making is also stipulated in international conventions. The *Rio Declaration* defines the basic principles of public participation in environmental protection decision-making, access to information and recourse to law. The *Bali Guidelines* have provisions for information disclosure and public participation. In the *Environmental Impact Assessment Law of the People's Republic of China* (2003), *Administrative Licensing Law of the People's Republic of China* (2004), *Interim Measures for Public Participation in Environmental Impact Assessment* (2006), the *Government Information Disclosure Regulations of the People's Republic of China* (2008), the *Environmental Information Disclosure Measures (Trial)* (2008), *Guidelines for the Disclosure of Government Information on Environmental Impact Assessment of Construction Projects (Trial)* (2014), the *Guidelines on Promoting Public Participation in Environmental Protection* (2014), the *Environmental Protection Law of the People's Republic of China* (2015)



and other laws and regulations, there are provisions for public participation in environmental protection. The public can participate in environmental protection through hearings, questionnaires, expert consultation and lectures. This shows that while China attaches great importance to environmental protection, it also pays more attention to the power of public participation and the public's right to know, supervise and participate in environmental protection.

Although the state grants citizens the right to environmental protection, due to incomplete information disclosure in China and the lack of effective channels for the public to participate in environmental decision-making, some environmental accidents have caused concern and dissatisfaction. Mass incidents caused by environmental problems are increasing by nearly 30% every year. It not only undermines social cohesion and affects social stability, but also drives decision makers to reflect on unsustainable development decisions and promote green transformation and development.

Public participation depends on better ways to disseminate and communicate information about resources and the environment, including disclosure of all pollution sources, law enforcement information, corporate emissions information, environmental impact assessments, approvals and corrective actions. It also depends on the environmental awareness of the whole society (including the environmental science literacy and environmental education level of officials, enterprises and the public) and the public participation ability. Information disclosure and communication is the key to public participation.

## *5.2 Improve the Production and Living Environment and Maintain Life and Health*

Nature is the carrier on which human beings live and develop. Environmental problems such as ecological imbalance, environmental degradation, resource waste and exhaustion threaten the survival and safety of human beings, prompting them to deeply reflect on their own way of life and arouse their green consciousness. The starting point and goal of pollution control and environmental protection are to restore the public's blue sky, green land and clear water, to safeguard the public's ecological well-being and to benefit the public the most. In order to effectively save resources, protect the environment and maintain health, the public should first of all start from their own, advocate green

consumption, abandon excessive consumption, luxury consumption, advocate simple life, and force the government and enterprises to implement green transformation and development. Second, we paid close attention to food safety, river pollution, water pollution, toxic milk powder and harmful vegetables, and urged the government and enterprises to pursue green development. Only when the public actively participates in green development and monitors adverse events will the whole society have a healthy green development mechanism. The social consciousness of green economy needs the pressure of social masses.

### *5.3 It Is Urgent to Establish and Improve the Endogenous Driving Force for Green Development*

Green development requires the joint efforts of the government, enterprises and the public. The government's driving force will promote enterprises to implement green transformation and guide the public to form a green lifestyle. The public's motivation will push the government to strengthen the green economic policy and form the social pressure of green transformation of enterprises. The motivation of enterprises will push the government to innovate green system, meet the green demand of the public and promote the green development of the whole society. To effectively promote green development, we need to establish a green development mechanism that connects the government, enterprises and the public. Information disclosure is the key to the establishment of linkage mechanism. Only through information disclosure can the public participate in green transformation and environmental protection and form social impetus. Only then will the enterprise restrain the negative externality behavior, transform economy development way and forms the green development main force. Only by taking responsibility for unsustainable decisions can the government make scientific decisions and become the leading force for green development. Secondly, it is the establishment of green assessment mechanism, the scientific assessment of local government and enterprise development performance, incentives and guidance of local and enterprise green transformation and development. Finally, forming green consciousness in whole society, and regarding greenery as the conscious choice of government, enterprise and public.