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Research on the Coordinated Development and Optimization Path of Digital Economy and Green and Low-Carbon Consumption under the Double-Carbon Target

—— Take Anhui Province as an example

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ABSTRACT

At present, China is in the stage of rapid development of the digital economy, which has a good foundation and great potential in infrastructure and talent construction, and the development prospect of the digital economy is very broad. But at the same time carbon emissions also need us to focus on, in the face of climate change for the urban natural ecosystem and economic system, digital economy how to reduce carbon emissions, not only can improve the city for climate change, can also for the government in the dual carbon target provide new policy advice and perspective, and for producers and consumers, can better regulate their behavior, promote the development of low carbon. The current situation of green economy development in Anhui Province combined with social practice research, Using the coupled development model to explore the relationship between green economy and green and low-carbon consumption, Based on the two-carbon background, Based on the survey of some areas of Anhui Province, By constructing an index system for the coupled development model, The coupling coordination between green economy and green low-carbon consumption by coupled development model, As such, the grey association method was used, To explore the other influencing factors, Then, analyze the coupling mechanism affecting the development of the two and put forward countermeasures and suggestions to promote the virtuous cycle of the coordinated development of digital economy and green consumption, It provides new ideas and methods for high quality development of urban economy and sustainable development.

KEYWORDS

Green consumption; Digital economy; Optimization; Dual-carbon target; Low-carbon

1. PRACTICE BACKGROUND

At present, China is in the stage of rapid development of the digital economy, which has a good foundation and great potential in infrastructure and talent construction, and the development prospect of the digital economy is very broad. But at the same time carbon emissions also need us to focus on, in the face of climate change for the urban natural ecosystem and economic system, digital economy how to reduce carbon emissions, not only can improve the city for climate change, can also for the government in the dual carbon target provide new policy advice and perspective, and for producers and consumers, can better regulate their behavior, promote the development of low carbon.

2. INNOVATION

2.1. The Research Dimension is Unique

After sorting out the existing research literature, it is found that there are many studies on green and low-carbon consumption, but few studies from the perspective of the relationship between green and low-carbon consumption and consumption patterns under the dual-carbon target. Therefore, this topic will have more theoretical and practical significance through the research and exploration of the coordinated development and optimization path of digital economy and green and low-carbon consumption under the dual-carbon goal.

2.2. Set Out Around the Major

Team leader and members mostly from electricity professional, the electricity professional digital technology and methods into social practice and innovation practice, and members have the financial, economic and system of professional, can better serve the research, better comprehensive investigate the problems existing in the digital economy development, to broaden the digital economy related research to provide new methods and enlightenment.

2.3. Combine Scientific Research With Practice

In his reply to the students of the Science and Technology Institute of China Agricultural University, General Secretary Xi Jinping mentioned the close combination of classroom learning with rural practice. The innovation of this survey is mainly reflected in the theory of digital economy and low-carbon consumption as the theoretical basis of the research, Relying on the practical experience, Through field visits and research and literature review, Summarize the current situation of digital economy development, Analyze the characteristics, necessity and positive effects of digital economy in low-carbon and green consumption, Focus on the development of green economy and green low-carbon consumption and the synergy of Anhui Province, The above measures can reflect the extent to which the development of green economy and green low-carbon consumption in the province, And what level of interaction between the two, In order to decide how to quickly and effectively realize the coordinated, synchronous and sustainable development of green economy and green and low-carbon consumption in the province under the condition of limited resources, Make the research results representative and effective.

3. RESEARCH PROCESS

On July 25, the team was invited to visit Xuancheng city, Anhui province, to understand how the digital economy can reduce carbon emissions. This event not only allows us to experience the development of the community, but also provides us with a great opportunity to exercise our ability and broaden our horizons. Visiting related enterprises is one of the important ways to understand the social development and increase their knowledge. On this afternoon, the team visited some low-carbon production enterprises in the Industrial Integration Technology Park. Through field observation and communication with community leaders, to understand the factors affecting green economy and green and low-carbon consumption. On August 1st, some members of the team went to Feixi County, Hefei City, Anhui Province, to carry out an in-depth practical research activity on the theme of "green consumption + low carbon". In this process, we actively got in touch with the relevant staff of the people's government, and received their warm reception and detailed explanation, with an in-depth understanding of the current situation of green economy development.

4. RESEARCH EXPERIENCE

During the survey, our team members closely focused on the core topic of the rural revitalization strategy, and asked the staff about the effectiveness in promoting the synergy of digitalization and green, as well as the specific measures on the supply side in green transformation. With a high sense of responsibility and a rigorous attitude, the government staff have answered all our questions seriously and provided us with valuable reference information. This research activity not only deepened our understanding of the concept of green consumption and low-carbon development, but also provided useful enlightenment for us to explore new ideas and new methods to promote the coordinated development of digital economy and green consumption. We firmly believe that through continuous efforts and exploration, we will contribute more wisdom and strength to the high-quality development of the urban economy and the sustainable development of the environment.

5. SUMMARY

This survey, Under the dual-carbon targets, Deep understanding of the current development of the digital economy, Combing and analyzing the characteristics, necessity and positive effects of digital economy applied to low-carbon green consumption not only improves the awareness of team members on low-carbon green consumption, It also improves the literacy and practical ability of the members on related topics, Also focus on the development of green economy and green low-carbon consumption in Anhui province and the synergy of the two measures, Through the above measurement reflects the extent to which the development of green economy and green low-carbon consumption in Anhui Province, And what level of interaction between the two, In order to decide how to quickly and effectively realize the coordinated, synchronous and sustainable development of green economy and green and low-carbon consumption in the province under the condition of limited resources, Make the research results representative and effective.

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