

## Original Research Article

# Research on green economy and corporate sustainable development strategy

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**Abstract:** The new economic development model of green economy aims at taking into account economic growth and environmental protection, which points out an important direction for the sustainable development of enterprises. Enterprises promote the development of green economy with green technology innovation, green supply chain management, and social responsibility. Through the analysis of the definition and characteristics of green economy, this paper discusses the key role of green technology innovation, green supply chain management and corporate social responsibility in the implementation of corporate sustainable development strategy, and proposes specific implementation methods, mainly including formulating green development strategic planning, optimizing resource utilization, energy conservation and emission reduction, improving employees' awareness of environmental protection and strengthening stakeholder communication.

**Keywords:** Green economy; Corporate sustainability; Green technology innovation; Green supply chain management

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## 1. Introduction

Green economy is a new trend in global economic development, which emphasizes the importance of environmental protection and resource conservation in economic growth. For enterprises, advocating green economy is not only a necessary measure to cope with environmental protection policies, but also an important means to enhance market competitiveness and achieve sustainable development. Based on this background, it is necessary for enterprises to explore how to formulate effective development strategies within the framework of green economy and make full use of green technology innovation, green supply chain management and corporate social responsibility to achieve a triple balance of environmental, economic and social benefits.

## 2. The concept and characteristics of green economy

### 2.1. Definition and connotation of green economy

The green economy is based on the principle of ecological sustainability, with the harmony of economic growth and environmental protection at its core. It not only pays attention to traditional economic indicators such as GDP growth and employment rate, but also pays more attention to ecosystem health and sustainable use of resources. Green economy is generally defined as the positive interaction between economic activities and natural resources and the ecological environment, and the economic, social and environmental benefits are obtained by promoting resource conservation, pollution reduction and ecological restoration. The green economy is different from the traditional "black economy" in that it does not seek short-term economic benefits, but is committed to protecting and improving the viability of natural resources and maintaining the balance of ecosystems in the long run. Under the framework of green economy, it is necessary for economic activities to redefine their own value creation methods to avoid excessive consumption of resources and environmental pollution. The green economy not only emphasizes energy conservation, emission reduction and resource

recycling in production, but also encourages the application of innovative technologies to improve energy efficiency, reduce carbon emissions, and promote the development and utilization of renewable energy. At the same time, the green economy also involves changes in consumption patterns, that is, to enhance consumers' awareness of environmental protection, guide and motivate the public to give priority to the purchase of green products and services, and promote sustainable consumption behavior of the whole society. Internationally, the concept of green economy has been widely recognized and applied, and many countries and regions have included green economy in their national development strategies to meet the global challenges of climate change and environmental pollution.

## **2.2. Key features of the green economy**

The green economy has a series of unique characteristics, which make the green economy different from the traditional economic model and establish the important role of the green economy for sustainable development. First, the green economy highlights the low-carbon green economy, and strives to reduce greenhouse gas emissions by reducing the use of fossil energy and promoting the development and utilization of renewable energy. The development of a high-tech economy is not only conducive to slowing down the problem of global warming, but also injects new impetus into economic growth by promoting technological innovation and industrial transformation. Second, the green economy has the characteristics of high efficiency, with the core of promoting the improvement of resource utilization efficiency, the minimization of resource consumption, and the reduction of environmental load. This feature is achieved through technological progress, management innovation, green design and manufacturing process optimization, which not only reduces production costs, but also enhances the competitiveness of products in the market. The green economy also reflects a strong eco-friendliness. Emphasize the harmonious coexistence of man and nature, and advocate respect for the laws of nature, the maintenance of biodiversity, and the restoration of ecosystems in development. The eco-friendly economic model seeks to maintain the health and sustainability of ecosystems through the reduction of harmful emissions, waste management, and land use optimization. In addition, the green economy values inclusive growth and seeks to ensure that all segments of society can benefit from economic development. The green economy promotes social equity and inclusion by creating green jobs and improving the working environment and welfare of workers, so that everyone has the opportunity to achieve a better quality of life and growth.

## **3. Key elements of green economy and corporate sustainability strategy**

### **3.1 Green technology innovation**

Green technology innovation refers to an innovation process carried out through the development and application of advanced technology for the purpose of reducing resource consumption, reducing pollution emissions, and improving energy efficiency. In the current context of the green transformation of the global economy, in order to be able to take the lead in the fierce market competition, enterprises need to continue to carry out technological innovation to promote the improvement of their environmental performance and economic benefits. Green technology innovation not only includes the development of new products and new processes, but also involves the optimization and upgrading of existing technologies, the improvement of production processes and the management of product life cycle management. This innovative model focuses on the close integration of environmental protection technology with production practice, and uses efficient use of

resources and waste minimization as a means to achieve simultaneous growth of economic and environmental benefits. Under the strategy of corporate sustainable development, green technology innovation is to respond to environmental challenges and policy pressures. By investing in green technologies, companies can not only reduce their dependence on traditional energy and raw materials, but also reduce production costs and environmental compliance risks. In some cases, innovation in green technologies can even bring new market opportunities to companies, such as developing goods or services with a smaller carbon footprint to meet the growing demand for green consumption from consumers. In addition, green technology innovation can also improve the brand image and market reputation of enterprises, thereby attracting more investment and cooperation opportunities. By continuously promoting the development and application of green technologies, enterprises can better balance the economy, society and the environment. What's more, green technology innovation can also drive the optimization and upgrading of industrial structure and promote the development of emerging green industries. For example, the progress of new energy technology has promoted the rapid development of emerging industries such as solar energy, wind energy, and biomass energy; The development of green building technology has promoted the rise of the market for energy-saving and environmentally friendly building materials and intelligent building equipment.

### **3.2. Green supply chain management**

As another key element in the sustainable development strategy of enterprises, green supply chain management is the core of achieving the dual goals of environmental protection and economic benefits by optimizing the whole process management of the supply chain. The core concept of green supply chain management is to implement environmental protection measures and technical means in all links from procurement to production, transportation, storage, sales and recycling, so as to reduce the consumption of resources and environmental pollution, and then reduce the negative impact of the entire supply chain on the environment. Different from traditional supply chain management, green supply chain management pays more attention to the eco-friendliness and resource efficiency of all links in the supply chain, and pursues the sustainable development goals of the whole value chain. Through the green procurement strategy, enterprises can choose a combination of environmentally friendly raw materials and sustainable suppliers, and fundamentally reduce resource waste and environmental pollution. In the production and manufacturing process, green supply chain management focuses on the use of cleaner production technology and the concept of circular economy to optimize resource utilization efficiency and reduce the generation of waste and pollutants. In this process, enterprises can take measures to reduce the environmental load by carrying out energy-saving and emission reduction projects, adopting environmentally friendly materials and improving production processes. At the same time, companies can adopt green design principles in the product design stage to improve product recyclability and reusability to extend their life cycle and reduce environmental impact. In the logistics and transportation sector, companies can further reduce their carbon footprint and environmental pollution by optimizing transportation routes, using low-emission transportation vehicles, and using environmentally friendly packaging materials. Green supply chain management not only helps enterprises obtain environmental benefits, but also brings considerable economic benefits. By using resources effectively and managing waste, companies can reduce production costs, promote operational efficiency, and reduce environmental compliance risks and costs.

### **3.3. Corporate Social Responsibility**

Corporate Social Responsibility (CSR) is an important part of the green economy and corporate sustainable development strategy, which involves the overall responsibility of enterprises for the environment, society and economy in their business activities. The fulfillment of corporate social responsibility is not only a fundamental requirement to comply with laws and regulations, but also represents a positive attitude for enterprises to actively undertake greater social obligations and promote sustainable development. In the context of green economy, corporate social responsibility takes the promotion of environmental sustainability as the core, and promotes the improvement of the social environment and the sustainable development of the community through a series of voluntary behaviors such as energy conservation, emission reduction and ecological protection, as well as resource conservation. In the context of corporate social responsibility, enterprises should take the initiative to implement environmental protection measures, such as adopting environmentally friendly production methods, reducing waste emissions, and popularizing energy-saving technologies and products, so as to reduce the negative impact on the environment. At the same time, enterprises can also expand their social influence and public recognition by supporting environmental protection and public welfare undertakings, funding environmental protection research projects, and participating in the green construction of local communities. Effective implementation of corporate social responsibility can help enterprises create a positive green image in the eyes of consumers, thereby enhancing their reputation and brand value in the market, and further strengthening customer loyalty and market competitiveness. The importance of corporate social responsibility is not only limited to the interaction between enterprises and the outside world, but also involves improving the awareness and participation level of employees within the enterprise in environmental protection. By carrying out environmental protection education and training, and encouraging employees to participate in environmental protection activities, we can strengthen the environmental awareness of employees within the enterprise, shape the green corporate culture, and promote the enterprise to take the road of sustainable development.

## **4. The implementation path of green economy and corporate sustainable development strategy**

### **4.1. Formulate a strategic plan for green development**

Formulating a strategic plan for green development is the first step for enterprises to promote a green economy and achieve their sustainable development goals. As a medium and long-term development blueprint compiled by the enterprise taking into account environmental protection, resource conservation and social responsibility, the green development strategic plan has a clear positioning and guidance for all business activities of the enterprise. The strategic plan should determine the green transformation goals, paths and implementation plans according to the specific situation of the enterprise and the characteristics of the industry. The planning should include the investment and innovation of environmental protection technology, the development, production and promotion of green products, and the optimization of resource management and waste treatment strategies. Companies should also set specific green indicators such as carbon emissions, energy consumption levels and waste recycling rates in their plans to evaluate their green development performance. Specifically, the green development strategic plan should also be in line with the green policies and regulations of the national and local governments to ensure that the development direction of the enterprise meets the environmental protection requirements and market trends. Through a combination of internal audit

and external expert assessment, enterprises can identify the environmental risks and room for improvement faced by existing business activities, and adjust their strategic planning accordingly. For example, when formulating its green development strategy, Yili Group clearly put forward a strategic policy called “Sustainable Development 2020” in view of the uniqueness of its dairy industry, including energy conservation and emission reduction, achieving green production, and advocating green consumption. Through this plan, Yili Group has successfully promoted its own green transformation and achieved a win-win situation for enterprises and the environment while improving production efficiency, enhancing market competitiveness, and effectively reducing carbon emissions.

#### **4.2. Optimize resource utilization, energy conservation and emission reduction**

Optimizing resource utilization, energy conservation and emission reduction are the key links for enterprises to implement green economy and sustainable development strategies. The purpose of this implementation is to reduce energy consumption and pollutant emissions by improving the efficiency of resource use, so as to reduce the environmental load of the production process. Enterprises can adopt energy-saving technologies and equipment, optimize production processes, and advocate green design and manufacturing concepts to achieve this goal. Taking manufacturing as an example, enterprises can introduce cleaner production technology into manufacturing, starting from reducing raw material waste and improving the process to minimize resource consumption and pollution emissions. In addition, optimizing the use of resources includes waste reduction and recycling, such as through the recycling and reuse of waste materials, reducing dependence on natural resources, and reducing environmental pollution such as landfill and incineration. The implementation of Lenovo Group’s comprehensive energy conservation and emission reduction plan has significantly improved the efficiency of resource utilization. Lenovo has not only popularized cleaner production technologies to its global production bases, but also significantly reduced its product carbon footprint by optimizing supply chain management, increasing product recyclability, and more. At the same time, Lenovo has also introduced a number of energy-saving measures, such as optimizing air conditioning and lighting systems, improving the utilization rate of energy-efficient equipment, introducing energy management systems, and regularly evaluating and optimizing energy consumption data.

#### **4.3. Enhance employees’ environmental awareness and participation**

The environmental awareness and behavior of employees greatly determine whether the internal green management measures of the enterprise are effective and lasting. Therefore, it is necessary for enterprises to enhance employees’ awareness of environmental protection through various ways and encourage employees to actively participate in corporate green development activities. Enterprises can enhance employees’ awareness and awareness of environmental protection through environmental education and training. At the same time, enterprises can also formulate corresponding incentives by establishing green awards and environmental protection behavior points to motivate employees’ daily behaviors to save energy, reduce emissions and protect the environment. In practice, there are many ways to promote the environmental awareness of employees. For example, enterprises can organize employees to participate in environmental protection volunteer activities, such as afforestation, garbage classification publicity, etc., to enhance employees’ awareness of environmental protection. Enterprises can also advocate paperless office, save electricity and reduce the use of disposable products by promoting green office culture internally, so as to change the environmental protection behavior of employees in details. Nationwide, Alibaba Group actively promotes the concept of green office with the help

of internal platforms and social tools, and regularly organizes “Green Action Month” activities to encourage employees to actively participate in environmental protection actions in the form of points and reward mechanisms.

#### **4.4. Strengthen communication with stakeholders**

Stakeholders include government departments, investors, suppliers, customers and community residents, and enterprises need to communicate and cooperate effectively with these stakeholders in the process of green development. By building a transparent and open communication mechanism, enterprises can more clearly communicate their vision and strategy for green development, and win the understanding and support of all parties. Enterprises can take the initiative to disclose their green economy practices and achievements in the form of publishing sustainability reports, holding public meetings, and participating in industry forums, so as to enhance their credibility and sense of social responsibility. Exchanges with stakeholders should also include building diversified cooperation mechanisms to promote the research and development of green technologies, and promote their application. For example, enterprises can cooperate with scientific research institutions and universities to promote the innovation and transformation of green technology; Optimize green supply chain management with suppliers; Promote the concept of green consumption with customers and promote the green transformation of the market. Through the implementation of its “Green Partnership Program”, Haier Group has established close cooperative relations with suppliers and customers to jointly promote the wide application of energy-saving and environmental protection technologies and the environmentally friendly design of products, which not only improves the overall environmental protection benefits of the supply chain, but also enhances the green image and market competitiveness of the brand. By strengthening communication with stakeholders, enterprises can integrate resources more efficiently and achieve a win-win green development goal.

## **5. Conclusion**

Through in-depth research on the concept and characteristics of green economy and the connection between green economy and corporate sustainable development strategy, we can see that green economy has brought a new direction and development opportunities for enterprises. It is necessary for enterprises to incorporate the concept of green development into their strategic planning, and promote the development of green economy with stakeholders by optimizing the use of resources, strengthening employees’ awareness of environmental protection, and building an effective communication mechanism to achieve long-term sustainable growth.

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