

## Original Paper

# Research on the Achievements, Experience and Innovation Path of China's Green Sharing Economy in the New Era

Junwei Wang<sup>1</sup> & Tian Lan<sup>1</sup>

<sup>1</sup> Guangxi Arts University, Nanning 530022, Guangxi, China

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### Abstract

*The Green Sharing Economy represents a novel economic paradigm emergent under the auspices of global technological revolutions and industrial transformation. This paradigm facilitates optimal resource allocation, establishing precise alignments between “demand pools” and “supply pools.” It concurrently enhances ecological environments, creating a harmonious interplay between lush landscapes and prosperous economies, while expanding employment opportunities, and fostering synergistic developments in mass entrepreneurship and innovation. Within the framework of the New Era, China's Green Sharing Economy has experienced rapid ascension. This growth fundamentally stems from the continuous refinement of top-level designs by the Chinese government, guiding high-quality development in the Green Sharing Economy. Initiatives include the advancement of administrative streamlining and decentralization, creating a conducive business environment; the acceleration of information technology development, eliminating connectivity barriers; and significant investment in digital talent cultivation, providing the necessary human capital foundation. At this historical juncture, it is imperative to expedite the construction of a trust system for the Green Sharing Economy, continuously optimize its platform technology, constantly improve its regulatory framework, and actively expand its global market presence.*

### Keywords

*Green Sharing Economy, Strategic Significance, Achievements and Experiences, Innovative Pathways*

## 1. Introduction

The Green Sharing Economy is predicated on principles of ecological ideology, facilitating collaborative consumption through the support of Internet of Things (IoT) technologies. This innovative consumption paradigm fully leverages idle resources, addressing diverse public needs while stimulating economic vitality (Sun, 2022). The consumption model associated with the Green Economy

was initially introduced by Marcus Felson and Joe L. Spaeth in their seminal work “Community Structure and Collaborative Consumption: A Routine Activity Approach.” Within this framework, the Green Sharing Economy is delineated as a consumption modality established under the auspices of the ecological civilization movement, devised to meet individual requirements and concurrently linking personal needs with those of others (Marcus & Joe, 1978).

The theoretical underpinnings and practical implementations of the Green Sharing Economy originated in developed countries such as the United States. Characterized by an emphasis on the functional value of goods over proprietorship and advocacy for the maximization of idle resource utilization, it has garnered widespread societal acknowledgment. This approach has been extensively practiced and scrutinized globally, subsequently evolving into a pivotal component within the international economic infrastructure. In recent years, the People’s Republic of China has accorded substantial emphasis to the development of this nascent industry and model, strategically advancing it as an integral catalyst for nurturing new impetuses for economic growth.

According to statistics from the “China Sharing Economy Development Report (2023),” the transaction volume within China’s sharing economy market has experienced a significant surge, increasing from under 300 billion RMB in 2012 to approximately 3.832 trillion RMB in 2022. Within this economic landscape, the domains with the most substantial market volume include life services (1.8548 trillion RMB), production capacity (1.2548 trillion RMB), and knowledge and skills (480.6 billion RMB). Concurrently, the influence of the Green Sharing Economy within China is progressively widening, rapidly permeating from initial sectors like transportation into diverse fields and niche markets, encompassing dining and lodging, life services, express logistics, financial lending, educational research, healthcare, infrastructure, and extending into agriculture, energy, manufacturing, and urban development.

Particularly noteworthy is the post-outbreak epoch of COVID-19, wherein the Green Sharing Economy, anchored by the “Internet+” model, has witnessed an unprecedented developmental zenith that contravenes prevailing trends. Realizing a transition “from non-existence to existence, from existence to excellence,” it has effected profound modifications to the living standards, clothing, food, housing, and transportation of the Chinese populace. Strategic Significance of the Chinese populace.

## **2. Strategic Significance of the Development of the Green Sharing Economy in China’s New Era**

The Green Sharing Economy is a burgeoning economic form that has emerged amidst the global technological revolution and industrial transformation of a new round. This novel economic paradigm acts as a pivotal driver in optimizing resource allocation, precisely bridging “demand pools” with “supply pools.” It plays a crucial role in ameliorating ecological environments, thereby fostering a synergistic reflection between verdant landscapes (“green waters and green mountains”) and economic prosperity (“golden mountains and silver mountains”). Furthermore, the Green Sharing Economy is instrumental in reshaping consumption philosophies, empowering “rational consumption” and “green

consumption” to resonate at the same frequency. This not only broadens employment channels but also significantly facilitates the synergistic development of “mass entrepreneurship” and “universal innovation.” Through these mechanisms, the Green Sharing Economy unmistakably holds substantial strategic significance in the socio-economic landscape of China in the New Era, serving as an indispensable component in the nation’s overarching strategic economic blueprint.

### *2.1 Optimization of Resource Allocation: Precise Alignment of “Demand Pools” and “Supply Pools”*

Currently, the issue of excess production capacity increasingly becomes a shackle affecting the smooth operation of China’s economy. The Green Sharing Economy is a product emergent at a certain stage of productivity development. Fundamentally, this economic modality intricately embeds with emerging technologies such as the internet, big data, and artificial intelligence. It transmutes originally non-transactional idle assets—including capital, land, technology, and time—into transactional entities through rental, lending, and other cooperative models. This process facilitates a shared utilization rights framework wherein ownership and usage rights are relatively separated. Under the premise of unchanged ownership, it dismantles the traditional barriers of resource exclusivity embedded within the conventional property rights system. Thus, it acts as an effective mechanism to rectify allocation distortions and reshape the resource structure, representing a novel economic form and resource allocation method. In the New Era, propelling the Green Sharing Economy towards higher developmental echelons not only satiates consumers’ demands for personalized, customized, and diversified products but also enhances the adaptability and flexibility of the supply structure in response to fluctuations in demand. This dynamic ensures rational resource allocation across both spatial and temporal dimensions. Within the framework of the Green Sharing Economy, individuals can obtain what they need and contribute according to their capabilities. This dynamic accelerates the circulation of idle production capacity, optimizes resource allocation efficiency, and fosters a favorable environment where “every resource is fully utilized, and everyone can give full play to their talents”.

### *2.2 Enhancing the Ecological Environment: Fostering a Synergy between “Green Waters and Verdant Mountains” and “Golden and Silver Mountains”*

With the transition of the primary social conflicts in China, the public’s aspirations have evolved from initial desires for adequate food and clothing (“wènbào”) to contemporary expectations for environmental protection. Moreover, there is a noticeable shift from longing for wealth (‘Golden and Silver Mountains’) to cherishing a pristine and sustainable environment (‘Green Waters and Verdant Mountains’), reflecting an elevated anticipation and demand for a higher quality of life. The consumption orientation promoted by the Green Sharing Economy, predicated on mutual benefit, win-win cooperation, and low-carbon initiatives, profoundly resonates with the traditional Chinese cosmology of ‘Unity of Heaven and Humanity’ and the naturalistic philosophy of ‘Dao Follows Nature’. This alignment introduces a novel reference model for economic development and industrial upgrading. By leveraging advanced Internet technologies, the Green Sharing Economy re-integrates idle resources back into the marketplace. Through adjustments in existing resource stocks, it fosters a

transformation in consumption patterns from ‘disposable’ to ‘reusable’, effectively prolonging the usage frequency and lifespan of resources. This approach subverts and revolutionizes the previous extensive development model, which relied heavily on substantial input, scale expansion, and environmental degradation as stimulants for economic growth. Consequently, it facilitates a comprehensive transformation of traditional energy sources, reduces resource inputs, phases out obsolete industries, and promotes the high-end, green, and intelligent transformation of traditional industries. This paradigm is instrumental in driving the green transition of China’s socio-economic development and is a significant catalyst in achieving the country’s ‘Dual Carbon’ goals (carbon peaking and carbon neutrality).

### *2.3 Reshaping Consumption Concepts, Enabling “Rational Consumption” and “Green Consumption” to Resonate at the Same Frequency*

In an era characterized by an overabundance of goods production, consumption manifests as a form of possession. As articulated by Marx: “Within the confines of private property, each individual seeks to engender new needs in others, striving to instantiate a form of power characterized by its alien nature, dominion over others, with the objective of satisfying one’s own self-interest through this exerted influence” (2009). Herein, Marx offers a trenchant critique of the commodity fetishism intrinsic to the capitalist structure, positing that when consumption usurps and diverges from the authentic value and purpose inherent to humanity, culminating in pure possession, the significance of human consumption consequently vacillates between vacuity and displacement. The advent of the Green Sharing Economy serves as a potent counterstrike to the ethical quandaries precipitated by consumerism. It bifurcates the indissoluble product ownership and usage rights articulated in traditional Western economic theories, thereby attenuating the emphasis on material property rights. This process guides individuals towards adopting an experiential consumption philosophy encapsulated by the maxim “seek not to own, but to utilize.” Such a philosophy galvanizes the formation of a consumption community consciousness characterized by mutual inclusion and interdependence, subsequently recalibrating consumption ethics to align with the intrinsic value of use.

### *2.4 Expanding Employment Channels: Facilitating Synergistic Development of Mass Entrepreneurship and Innovation for All*

In Positioned within the New Era, the Chinese government strategically plans and advances employment as the paramount livelihood project, public sentiment initiative, and foundational infrastructure scheme, all integral to societal well-being and stability. The Green Sharing Economy, empowered by digital technology and computational systems, orchestrates resource aggregation and precise matching. This process efficiently dispatches high volume, high quality, and efficient employment opportunities for both supply and demand sides of the labor market. It not only serves as a direct “reservoir” for new employment demographics but also revitalizes indirect employment within associated upstream and downstream industries. Moreover, the Green Sharing Economy is transformative in altering traditional labor employment structures, pioneering a novel employment

paradigm characterized by flexible employment relationships, inclusive employment personnel policies, fragmented work content, elastic work methods, and networked entrepreneurial opportunities. Individuals can engage deeply within the Green Sharing Economy, participating autonomously in employment opportunities that align with their interests, schedules, and professional expertise. This participatory model incrementally facilitates the transition from traditional “employment-type” jobs to “entrepreneurial-type” employment. Through accurate apprehension of consumer demand characteristics via Green Sharing platforms, entrepreneurial ventures become more targeted and feasible. This dynamism injects vital momentum and introduces innovative measures for the elevated phase of “Dual Entrepreneurship and Innovation,” enhancing both the vibrancy and effectiveness of the employment landscape within the context of the Green Sharing Economy.

### **3. Achievements and Experiences in the Development of China’s Green Sharing Economy in the New Era**

With its foundation in the New Era, China’s Green Sharing Economy has rapidly risen, fundamentally due to the continuous improvement and refinement of top-level designs by the Chinese government. These efforts have been crucial in leading and directing high-quality development in the Green Sharing Economy. The government has diligently advanced administrative simplifications and decentralization to optimize the business environment for the Green Sharing Economy. Accelerated development in information technology has been instrumental in removing connectivity barriers for the high-quality development of the Green Sharing Economy, along with substantial efforts in cultivating digital talent to provide the necessary human capital foundation.

#### *3.1 Continuous Improvement of Top-Level Design: Guiding the Main Direction for High-Quality Development*

In the context of the New Era, the Chinese government places paramount importance on the development of the Green Sharing Economy, rolling out a slew of national policies related to the digital economy, platform economy, and flexible employment, all of which are intricately linked to the Green Sharing Economy. Since October 2015, the Communiqué of the Fifth Plenary Session of the 18th Central Committee of the Communist Party of China pointed out the need to “implement the ‘Internet+’ action plan, develop the sharing economy, and execute the national big data strategy.” The sharing economy was inscribed into the national strategy for the first time, marking the inaugural year of the sharing economy. In March 2016, the “sharing economy” was incorporated into the Government Work Report by the State Council of China for the first time, emphasizing “promoting the development of the sharing economy through innovative institutional mechanisms, constructing sharing platforms, enlarging clusters of emerging industries like high-tech industry and modern services, and creating powerful new engines.” Fast forward to 2021, the “14th Five-Year Plan for National Economic and Social Development of the People’s Republic of China and the Long-Range Objectives Through the Year 2035” advocated for “the healthy development of the sharing economy and the platform economy.”

Under the guidance of a series of orchestrated policy initiatives, the Green Sharing Economy has been afforded unprecedented strategic opportunities and policy dividends.

### *3.2 Deepening Administrative Simplification and Decentralization to Optimize the Business Environment for the High-Quality Development of the Green Sharing Economy*

As an emergent model, the Green Sharing Economy, akin to other nascent frameworks, experiences its unique set of advantages and disadvantages during its developmental trajectory. Its profound evolution not only needs to accommodate rising public demands that buoy its growth but also has to navigate through a maze of intricate interest barricades and confront deliberate resistance from established traditional industries. For this innovative business format and model, definitions that are excessively narrow or rigid are inimical to the development of the Green Sharing Economy. It is evident that the miraculous and swift growth of China's Green Sharing Economy can be attributed to the Chinese government's substantial emphasis and robust support towards this sector. In the context of the New Era, the Chinese government maximally encourages the development of the Green Sharing Economy by establishing a comprehensive error-tolerance mechanism, fostering a tolerant atmosphere for trial and error, and lowering entry barriers, unequivocally bolstering the development of the Green Sharing Economy. In 2017, the Government Work Report of China explicitly stipulated "Encouraging Innovation, and Cautious Inclusion" as the primary tone for regulating the sharing economy. With the prerequisites of ensuring orderly industry competition and adherence to legal boundaries, the Chinese government has been actively advancing administrative simplification and decentralization, coupled with appropriate regulation, thereby fully mobilizing and unleashing the potential and scale of the Green Sharing Economy.

### *3.3 Accelerating Information Technology Development to Facilitate High-Quality Growth in the Green Sharing Economy and Overcome Connectivity Barriers*

In traditional societies, the real-time information essential for supply-demand matching was difficult to transmit, relegating sharing to an "occasional phenomenon." Positioned within the New Era, the Chinese government has placed paramount importance on the development and application of modern information technology within the country, adopting an open and inclusive stance towards the advent of the Internet era. With a strategic vision oriented towards building a powerful cybernation, the government has nurtured the Internet economy, and with the maturation of next-generation information technologies such as 5G, cloud computing, big data, and artificial intelligence, there has been a chain of transformations. These technologies not only support and complement each other but also collaboratively advance, accelerating the empowerment, value enhancement, and intellectualization across various economic, social, and livelihood sectors, effectively bridging the "last mile" of resource and demand matching. As of June 2023, the number of internet users in China reached 1.079 billion, with an internet penetration rate of 76.4%. This expansive user base endows the development of China's Green Sharing Economy with unparalleled advantages. Owing to the progress in information technology and the dividends of the information age, the number of intermediary platforms within the

Green Sharing Economy continues to grow, with deeper industry applications, steady enhancement in industrial benefits, and the Green Sharing Economy, powered by the “winds” of new information technology, is still in its ascending phase, undergoing constant and rapid transformations.

### *3.4 Vigorously Cultivating Digital Talents to Provide a Human Resource Foundation for the High-Quality Development of the Green Sharing Economy*

The 20th National Congress of the Communist Party of China stipulates: “It is imperative to adhere to the principle that science and technology constitute the primary productive force, talent represents the foremost resource, and innovation serves as the principal driving force. We must earnestly implement strategies to rejuvenate the nation through science and education, empower the nation with talented personnel, and drive development through innovation, thereby exploring new domains and tracks for development and continuously creating new dynamics and advantages for development” (2015). As an integral component of the digital economy, the high-quality development of the Green Sharing Economy is indissolubly linked with the safeguard provided by ‘digital artisans’. Since the inception of the New Era, the Chinese government has placed paramount emphasis on the cultivation of digital talents. The Ministry of Human Resources and Social Security has unveiled the “Occupational Classification of the People’s Republic of China (2022 Edition)”, marking the inaugural identification of 97 digital professions, which account for 6% of the total number of professions. Meanwhile, the Ministry of Education has intensified efforts to establish majors related to the digital economy, inaugurating new specialties in digital economy, artificial intelligence, data science, and big data technology, among others. Through continuous refinement of the digital talent cultivation system within higher education institutions and the collaborative education, research, and production training system, a series of transformative initiatives have been implemented to expediently bridge the talent gap required by the Green Sharing Economy.

## **4. Innovative Pathways for Promoting the Development of the Green Sharing Economy in China’s New Era**

In the epoch of the Internet, the Green Sharing Economy is an emergent force integral to the transformative processes unfolding within socio-economic developments, substantively influencing modes of production, lifestyles, and cognitive frameworks. Anchored in the contemporary era, expedited efforts are imperative for the construction of a trust system underpinning the Green Sharing Economy. Consistent optimization of platform technology pertaining to the Green Sharing Economy, robust refinement of its regulatory modalities, and proactive expansion into global markets are also crucial.

### *4.1 Integrity Construction: Expeditionary Establishment of GSE’s Integrity System*

A retrospective analysis of human economic history underscores trust as a prerequisite for the fruition of transactions. The Green Sharing Economy is predicated upon a foundational framework of widespread social trust. Only with the establishment of a comprehensive and robust trust system can

parties engaged in supply and demand execute sharing behaviors amidst circumstances characterized by information asymmetry, cognitive imbalance, and communication inefficiencies. Government agencies should actively integrate fragmented credit information and efficiently coordinate administrative regulatory data from public security, industrial and commercial, and tax departments with financial credit data from the People's Bank of China. This coordination would expedite the construction of social credit evaluation systems, credit insurance mechanisms, and credit management infrastructures. In fostering the development of the Green Sharing Economy, it is advisable to judiciously open access to public data held by government departments. This accessibility would enable certified participants in the Green Sharing Economy to acquire relevant credit information at minimal thresholds and costs, thereby dismantling information silos, facilitating credit sharing, and enhancing information disclosure. Concurrently, it is essential to cultivate a cohort of independent, algorithmically sophisticated third-party rating and credit agencies. These entities should meticulously regulate user access prior to transactions, monitor the entire transaction process in real-time, and track user reviews post-transaction. Through aggregating, integrating, and correlatively analyzing unlawful credit behaviors and transaction data, a personal credit resource database should be established. Based on this database, cross-regional and cross-industrial credit incentive and disciplinary measures should be implemented, providing transaction entities with credit ratings for both parties involved in transactions.

#### *4.2 Technological Support: Continuous Optimization of GSE Platform Technology*

The continuous optimization of platform technology is imperative for the Green Sharing Economy. The leveraging of a new generation of network information technology has enabled the Green Sharing Economy to realize “low input, high output” and “low cost, high return,” symbolizing China's technological prowess transitioning from isolated breakthroughs to systematic capability enhancements. Indubitably, technology constitutes the foundational strength and crucial safeguard for the Green Sharing Economy. It is also quintessential for further stimulating the cultivation of new dynamics and the molding of new engines within the Green Sharing Economy. Presently, the Green Sharing Economy faces prominent issues and critical contradictions in certain feasible domains. These challenges are substantially intertwined with the instability of platforms and the immaturity of technology. In the context of the New Era, it is imperative to formulate a checklist for key technological breakthroughs in the domain of the Green Sharing Economy. Efforts should be directed towards strengthening and enhancing foundational, original, and leading platform technologies, instigating transformative and optimizing upgrades. Financial subsidies, tax reductions, and other supportive policies should be extended to enterprises and institutions listed in the research and development checklist to facilitate technological breakthroughs in platform science, thereby promoting a dual advancement of product services and market demands. Concurrently, concerted efforts should be invested in enhancing the synergy and collaborative breakthroughs in platform technology innovation. This entails deepening the integration between enterprises participating in the Green Sharing Economy and higher education



institutions and scientific research bodies. Intensifying talent cultivation in relevant fields, accelerating the translation of scientific and technological achievements into innovative applications, and creating conduits from “platform strength” to “industry strength” and “economic strength” are all crucial. Such strategic moves are designed to proactively seize the commanding heights in the global new round of technological competition.

#### *4.3 Regulatory Innovation: Constant Improvement of GSE Regulatory Mechanisms*

Continuous refinement is imperative for the regulatory framework overseeing the Green Sharing Economy. In a market environment characterized by rapid and unprecedented changes, adhering to parochial and traditional regulatory philosophies and methodologies will inevitably compel enterprises engaged in the Green Sharing Economy to allocate excessive resources towards compliance, rather than towards fostering innovation and market expansion. This misalignment could result in missed opportunities, serving as a stumbling block rather than a springboard for economic growth and societal development. Consequently, the regulatory mindset towards the Green Sharing Economy should be predicated on “encouraging innovation while exercising prudent tolerance.” There is a need to establish a regulatory paradigm where self-regulation by the Green Sharing Economy entities takes precedence, supplemented by administrative oversight. This framework should delineate clear boundaries safeguarding the fundamental interests of both suppliers and consumers while simultaneously enhancing the flexibility and resilience of legal and policy instruments. Through meticulous research and tracking of segmented markets within the Green Sharing Economy, one should analyze the practical challenges encountered by the Green Sharing Economy in various sectors, such as transportation and accommodation. Beginning with the current developmental status and future growth prospects of the Green Sharing Economy, timely revisions should be made to specific policies and support measures related to tax equity, rights protection, consumer rights defense, and platform infrastructure. Such adjustments aim to alleviate burdens and improve the operational environment for enterprises engaged in the Green Sharing Economy. Furthermore, it is crucial to leverage the rigidity of laws and regulations to bolster the construction of a trustworthiness system that is compelling, authoritative, and binding. This legal framework should effectively safeguard platform users’ data and personal information security, thereby achieving maximal assurance in both credit information and credit security.

#### *4.4 Field Expansion: Proactive Global Market Development for GSE*

The 20th National Congress of the Communist Party of China emphasized: “Accelerate the development of the digital economy, promote the deep integration of the digital and real economies, and establish digital industrial clusters with international competitiveness” (2022). Since the inception of the New Era, China’s Green Sharing Economy has undergone a transformation from imitation to innovation, from following to leading, and from manufacturing to intelligent manufacturing. The “Chinese-style innovation” in the Green Sharing Economy has attracted global attention. Standing at a new historical starting point, it is imperative to encourage enterprises participating in the Green Sharing

Economy to continuously expand their international perspectives, engage deeply in international operations, and actively explore international markets. Efforts should be made to launch a batch of Green Sharing Economy enterprises with competitive advantages, establishing overseas institutions and service outlets in countries along the “Belt and Road” Initiative. These enterprises should set up overseas research and development centers, customer service centers, and operation centers in the countries and regions where they operate, actively integrating corporate development strategies into the grand scheme of building a Community of Shared Future for Mankind. Through this international expansion, Green Sharing Economy enterprises should enhance their capabilities in understanding the demand characteristics of international markets, adapting to international market system rules, and safeguarding against international market risks. There should be a push for these enterprises to extend from market internationalization to the internationalization of management systems, innovation models, corporate culture, and talent development, thereby further elevating the brand image of China’s Green Sharing Economy on the global stage.

## 5. Conclusion

Standing at a new historical starting point, we need to realize that China ‘s macroeconomic environment is still facing greater pressure. From the perspective of China ‘s domestic situation, the foundation for China ‘s economic recovery is not yet solid, and the triple pressures of demand contraction, supply shock and expected weakening are still large ; from the perspective of the international situation, the world economic recovery is struggling, and the global development has suffered serious setbacks, making the green sharing economy face unprecedented challenges. However, we should also be optimistic to see that the policy orientation of the Chinese government to vigorously develop the green sharing economy has been further clarified, the online consumption habits of the Chinese people have been continuously deepened, the pace of digital transformation of Chinese enterprises has been accelerated, and the innovation, development and application of meta-universe technology have been popularized, all of which have provided a strong guarantee for China ‘s green sharing economy. In the future, China’s green sharing economy will further accelerate its penetration into various fields of economy and society, and make new and greater contributions to China’s expansion of domestic demand, promotion fees, and stable employment.

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