

## Original Paper

# Environmental Protection and Sustainable Development Strategies in International Trade Practice

Huishan Xu<sup>1</sup>

<sup>1</sup> English College, Xi'an FanYi University, Xi'an, Shaanxi, China

Received: February 29, 2025

Accepted: March 21, 2025

Online Published: April 05, 2025

doi:10.22158/wjeh.v7n2p53

URL: <http://dx.doi.org/10.22158/wjeh.v7n2p53>

### **Abstract**

*In the context of globalization, international trade, as an important engine to promote world economic growth, has played a crucial role in the economic development of countries. However, international trade activities also have far-reaching impacts on the environment, and problems such as over-consumption of resources, intensification of pollution, and loss of biodiversity are becoming more and more prominent. Therefore, how to realize environmental protection and sustainable development in international trade practice has become an important issue to be solved. This paper will start from the impact of international trade on the environment, to discuss the environmental protection and sustainable development strategies in international trade practice, in order to provide reference for the sustainable development of international trade.*

### **Keywords**

*International trade, environmental protection, sustainable development, green trade*

### **1. Introduction**

With the deepening of globalization, the scale and scope of international trade is expanding, and the economic ties between countries are becoming increasingly close. However, while international trade activities promote economic growth, they also have many negative impacts on the environment. Over-exploitation of resources, cross-border transfer of pollution, loss of biodiversity and other problems are becoming increasingly serious, posing a serious challenge to the global ecological environment. Therefore, it is of great significance to explore the strategy of environmental protection and sustainable development in international trade practice in order to realize the sustainable development of the global economy.

## **2. Multi-dimensional Impact of International Trade on Environment Exploration**

### *2.1 Excessive Consumption of Resources and the Destruction of Ecological Balance*

The rapid development of international trade has undoubtedly injected a strong impetus for global economic growth, however, this process has also significantly exacerbated the problem of excessive consumption of global resources. In order to meet the demands of the international market, countries are competing to increase the exploitation of resources, resulting in a drastic reduction of natural resources such as mineral resources, forest resources and land resources. This over-exploitation of resources not only exacerbates resource scarcity and pushes up resource prices, but also causes irreversible damage to ecosystems. Excessive deforestation not only reduces carbon sinks and exacerbates global climate change, but also destroys biodiversity and affects the stability and balance of ecosystems. Meanwhile, over-cultivation of land resources has led to a series of environmental problems such as soil erosion and land degradation, posing a serious threat to agricultural production and ecological balance.

### *2.2 Cross-border Transfer of Pollution and Aggravation of Global Climate Change*

International trade activities, while facilitating the flow of goods, also exacerbate the cross-border transfer of global pollution. In order to reduce production costs, some developed countries often transfer highly polluting and energy-intensive industrial production to developing countries, leading to a sharp decline in the environmental quality of these countries. This phenomenon of “pollution havens” not only harms the ecological environment of developing countries, but also exacerbates global environmental inequality. In addition, the surge in the logistics and transportation needs of international trade and the use of fuel oil in the transportation of large quantities of goods have led to a significant increase in greenhouse gas emissions, further exacerbating global climate change. Such cross-border pollution transfer not only violates the principle of environmental justice, but also poses a serious challenge to global environmental security.

### *2.3 Biodiversity Loss and Ecosystem Imbalance*

International trade activities also pose a serious threat to biodiversity by facilitating the cross-border movement of species. The invasion of alien species can disrupt the local ecological balance, exert competitive pressure on native species, and even lead to the extinction of some rare species. This biological invasion phenomenon not only affects the stability of the ecosystem, but also poses a potential threat to the sustainable development of human society. At the same time, activities such as deforestation and land reclamation in international trade also directly contribute to the loss of biodiversity. The destruction of forests, as one of the most important repositories of biodiversity on earth, will directly lead to the extinction of a large number of species and the imbalance of ecosystems.

### *2.4 Chain Reaction of Ecological Destruction and Global Ecosystem Crisis*

International trade activities may also cause more far-reaching damage to ecosystems. Overfishing of living marine resources will lead to an imbalance in marine ecology and affect the sustainable use of fishery resources. Excessive deforestation not only leads to biodiversity loss and land degradation, but

also exacerbates natural disasters such as soil erosion and flooding. Cross-border infrastructure development such as roads, railroads and pipelines may destroy natural landscapes and ecological corridors, affecting the migration and habitat of wildlife. These ecological damage problems not only affect local ecosystems, but may also pose a threat to global ecosystems through a chain reaction of ecosystems, exacerbating the global environmental crisis.

### *2.5 The Double Challenge of Green Barriers and Trade Protectionism*

In the face of the multiple impacts of international trade on the environment, some developed countries have set up strict environmental standards and green barriers in order to protect their own environment and industrial interests. These green barriers are often in the name of environmental protection, but the actual practice of trade protection, the export trade of developing countries constitute an unfair restriction. Green barriers not only raise the cost of exports from developing countries, but also limit the competitiveness of their products in the international market. At the same time, some developed countries have also utilized environmental regulations and standards to impose trade sanctions and suppression on developing countries, further aggravating unfair competition in international trade. This double challenge of green barriers and trade protectionism not only hinders the healthy development of international trade, but also poses a serious threat to global environmental governance and sustainable development.

## **3. Research on Sustainable Development Strategies in International Trade**

### *3.1 Green Trade Strategy*

#### *3.1.1 Promote Green Products*

Green products, i.e., products that are harmless or minimally harmful to the environment and conducive to resource regeneration and recycling, have become the new favorites in international trade. In order to meet the growing market demand for environmentally friendly products, the international trade system should encourage enterprises to actively develop and produce green products, such as new energy vehicles, organic food, environmentally friendly building materials, etc., which all show broad market prospects. The government plays an important role in this process, through the provision of financial subsidies, tax exemptions and other preferential policies, effectively incentivize enterprises to increase the research and development of green products and production inputs, so as to promote the prosperity and development of the green products market.

#### *3.1.2 Implementation of Green Marketing*

Green marketing, as a new marketing concept under the guidance of the sustainable development strategy, requires enterprises to strictly follow environmental protection standards throughout the production, sales and consumption processes, from technology selection, raw material procurement, manufacturing processes, product design to packaging processes, and even after-use waste disposal, all need to reflect the concept of environmental protection. Enterprises can significantly reduce pollution and damage to the environment through the promotion of green packaging, the implementation of

circular economy and other environmental measures. At the same time, the government should strengthen the publicity and education efforts on green consumption, improve consumer awareness and trust in environmentally friendly products, and then promote the popularization and practice of green marketing concepts.

### 3.1.3 Establishment of Environmental Labeling System

The environmental labeling system, as a kind of labeling system to prove that products meet environmental protection standards, plays an important role in international trade. Drawing on advanced foreign experience, the international trade system should actively promote the environmental labeling system, requiring enterprises to clearly mark the environmental labeling on the product to prove that it meets the environmental standards. This not only helps to improve consumer awareness and trust in environmentally friendly products, but also effectively promotes the international trade and development of environmentally friendly products. The government should strengthen cooperation and communication with international environmental protection organizations, and jointly promote the international mutual recognition and coordination of the environmental labeling system, so as to provide a strong guarantee for the international trade of green products.

## 3.2 Fair Trade Strategy

### 3.2.1 Protecting Labor Rights and Interests

Labor rights and interests, as an important part of social responsibility in international trade, should receive great attention from governments and enterprises. The international trade system should actively promote the formulation and implementation of labor rights and interests protection laws and regulations in all countries to ensure that workers enjoy basic rights in the global supply chain, such as a safe working environment, reasonable wages and working hours. The government can promote cooperation and coordination among countries in the protection of labor rights and interests through strengthening international cooperation and exchanges, so as to jointly safeguard the legitimate rights and interests of global workers.

### 3.2.2 Protecting Consumer Rights and Interests

Consumer rights and interests are another important aspect of social responsibility in international trade. The international trade system should promote countries to formulate and implement consumer rights and interests protection laws and regulations, and require enterprises to provide consumers with true and accurate product information to ensure product quality and safety. At the same time, Governments should encourage enterprises to establish consumer feedback mechanisms to deal with consumer complaints and opinions in a timely manner and to enhance consumer satisfaction and loyalty. This move will help enhance consumers' trust in the market and promote the healthy development of international trade.

### 3.2.3 Promote Social Justice

Social justice is one of the important goals of social responsibility in international trade. The international trade system should promote countries to formulate and implement fair trade policies to

ensure the fairness and transparency of trade. For developing countries, the international trade system should provide reasonable trade opportunities and equal market access conditions to improve their economic status. Governments can promote the fairness and rationality of the global trading system and the balanced development of the global economy by strengthening South-South cooperation and North-South dialogue.

### *3.3 Regional trade agreement strategies*

#### *3.3.1 Promoting Trade Liberalization*

As an important tool for promoting regional economic integration, RTAs can promote the free flow and optimal allocation of resources by reducing trade barriers and costs, thus promoting the sustainable development of regional economies. For example, RTAs such as APEC and the EU have significantly increased trade flows, reduced costs and improved competitiveness through the establishment of common markets, customs unions and economic integration mechanisms. The government should actively participate in the negotiation and formulation of regional trade agreements, promote the process of trade liberalization and facilitation, and contribute to the prosperity and development of the regional economy.

#### *3.3.2 Strengthening Environmental Protection Cooperation*

In the face of increasingly serious regional environmental problems and challenges, environmental protection cooperation should be strengthened in RTAs. Member countries can jointly formulate environmental protection standards and regulations, strengthen environmental monitoring and law enforcement cooperation, and promote exchanges and cooperation in green technology and environmental protection industries. The government should strengthen cooperation and exchanges with international environmental protection organizations, and jointly promote the establishment and improvement of regional environmental protection cooperation mechanisms, so as to provide a strong guarantee for the sustainable development of the regional environment.

#### *3.3.3 Promote Rational Allocation of Resources*

RTAs should pay attention to the rational allocation and effective utilization of resources. Member countries can promote the transformation of resource-intensive industries to technology-intensive industries by optimizing the industrial structure and trade structure; and promote the stability and sustainable development of the regional energy market by strengthening energy cooperation and the construction of energy security guarantee mechanisms. The government should strengthen cooperation and communication with international energy organizations, and jointly promote the establishment and improvement of regional energy cooperation mechanisms, so as to provide strong support for the green development of the regional economy.

### *3.4 Education and Technology Transfer Strategies*

#### *3.4.1 Raising Environmental Awareness*

Education is an important way to improve the environmental awareness and capacity of trade participants. The government should strengthen environmental education and publicity and training

activities to raise public awareness and attention to environmental issues. By promoting environmental protection knowledge and technology, it should encourage enterprises to adopt environmental protection measures and green production methods to reduce pollution and damage to the environment. At the same time, the government should also strengthen cooperation and exchanges with international environmental protection organizations, promote the internationalization and popularization of environmental protection education, and contribute to the development of the global environmental protection cause.

#### 3.4.2 Promote Technology Transfer

Technology transfer, as one of the important ways to promote rational allocation and effective utilization of resources in international trade, is of great significance to the green transformation and sustainable development of developing countries. The government should encourage developed countries to transfer advanced technology and management experience to developing countries to help them improve resource utilization efficiency and environmental protection. Through technical cooperation, investment and training, it should promote the realization of green transformation and sustainable development in developing countries. At the same time, the government should also strengthen cooperation and exchanges with international technology transfer organizations and jointly promote the establishment and improvement of technology transfer mechanisms.

#### 3.4.3 Strengthening Talent Cultivation

Talent cultivation is one of the key elements to realize sustainable development in international trade. The government should strengthen the construction of higher education and vocational education system to cultivate trade talents with international vision and environmental awareness. By strengthening cooperation and exchanges with international educational institutions, it can promote the sharing and optimal allocation of educational resources and improve the quality and efficiency of talent training. At the same time, the government should also encourage enterprises to strengthen internal training and talent cultivation, improve employees' environmental awareness and professional skills level, and provide strong support for the green development and sustainable development of enterprises.

### 3.5 Government Macro-oriented Strategies

#### 3.5.1 Improve Laws and Regulations

The government should improve the system of laws and regulations related to the environment and trade, and increase enforcement and supervision. It should formulate strict environmental protection standards and regulations, strengthen the supervision and punishment of polluting enterprises, and ensure the effective implementation of environmental regulations. At the same time, the government should also improve the trade policy and regulatory system, promote the process of trade liberalization and facilitation, to provide a strong guarantee for the healthy development of international trade. In this process, the government should strengthen cooperation and exchanges with international organizations and other countries to promote international mutual recognition and coordination of environmental

regulations and standards.

### 3.5.2 Strengthen International Cooperation and Exchange

In the face of global environmental protection and trade challenges, the government should actively participate in international activities in the field of environment and trade and strengthen cooperation and exchange with other countries. By participating in international environmental conferences and negotiation activities, it can promote the development of the global environmental protection cause; strengthen communication and coordination with other countries in trade policies, regulations, standards, etc., and jointly respond to the environmental challenges in international trade. At the same time, the Government should also actively participate in the construction and reform of international organizations and the multilateral trading system, so as to promote the fairness and rationality of the global trading system and to provide a strong guarantee for the sustainable development of international trade.

### 3.5.3 Guiding Industrial Structure Adjustment

The government should actively guide industrial structure adjustment and optimization and upgrading, taking into account the country's national conditions and changes in market demand. The rationality and competitiveness of the industrial structure can be improved by promoting the transformation of traditional industries into green and low-carbon industries, supporting the development of emerging industries and high-tech industries, and strengthening the integration and development of primary industries such as agriculture, forestry and fisheries with secondary and tertiary industries. At the same time, the government should also strengthen cooperation and exchange work with international organizations, draw on international advanced experience and technological achievements, and promote the process of industrial structure adjustment and optimization and upgrading in the country, so as to provide strong support for the green development and sustainable development of the economy.

## 4. Case Study

### 4.1 EU's Environmental Policy and International Trade

The EU has been committed to promoting environmental protection and sustainable development. In international trade practice, the EU through the development and implementation of strict environmental regulations and standards to regulate the trade behavior and production activities of enterprises. For example, the EU's environmental requirements for imported products are very strict, requiring that imported products must meet the EU's environmental standards and regulations before entering the EU market. At the same time, the EU also actively promotes green trade cooperation and technology transfer and other activities, and other countries to deal with global environmental issues.

The EU's environmental policy has a far-reaching impact on international trade. On the one hand, strict environmental regulations and standards have prompted enterprises to emphasize the research and development and application of environmental protection technology in the production process; on the other hand, activities such as green trade cooperation and technology transfer have promoted the

development process of global environmental protection undertakings. In addition, the EU has also made significant contributions to the development of global environmental protection through cooperation and exchanges with other countries and regions to jointly address global environmental issues.

#### *4.2 China's Green Development Strategy and International Trade*

As one of the world's largest developing countries, China has been committed to promoting the implementation of green development strategies. In international trade practice, China regulates the trade behavior and production activities of enterprises by formulating and implementing relevant environmental regulations and standards. For example, China has very strict environmental protection requirements for its exports, which must comply with international environmental standards and regulations before they can enter the international market. At the same time, China also actively promotes green trade cooperation and technology transfer and other activities to jointly address global environmental issues with other countries.

China's green development strategy has had a positive impact on international trade. On the one hand, strict environmental regulations and standards have prompted Chinese enterprises to emphasize the research and development and application of environmentally friendly technologies in the production process; on the other hand, activities such as green trade cooperation and technology transfer have boosted the development of economic and trade relations between China and other countries. In addition, China also strengthens its cooperation and exchange activities with other countries and regions by actively participating in international environmental protection organizations and conferences, making important contributions to the development of global environmental protection.

### **5. Conclusion and Prospect**

Environmental protection and sustainable development in international trade practice is a complex and important topic. By analyzing the impact of international trade on the environment and exploring the strategies of environmental protection and sustainable development in international trade practice, this paper provides certain reference and reference for the sustainable development of international trade. However, due to the complexity and variability of the international trade environment, the implementation of environmental protection and sustainable development strategies still faces many challenges and difficulties.

In the future, we need to further strengthen international cooperation and exchange activities to jointly deal with global environmental issues; strengthen the research and development and application of environmental protection technology to improve the efficiency of resource utilization and economic benefits; and strengthen the formulation and implementation of environmental protection regulations and standards to regulate the trade behavior and production activities of enterprises and other measures to promote the process of environmental protection and the realization of sustainable development goals. At the same time, we also need to pay attention to the new trends and changes in international



trade, timely adjustment and improvement of environmental protection and sustainable development strategies to adapt to the needs and requirements of international trade development.

## References

- Hu, Y. H. (2018). Analysis of marketing strategy of international market in international trade practice. *Modern Business*, (02), 31-32.
- Li, M. Q. (2024). Teaching Reform and Practice of Import and Export Customs Declaration and Inspection Practice Course Based on OBE Concept. *Foreign Trade and Economics*, (09), 100-102+110.
- Liu, T. (2016). Discussion on the construction of international trade practice course group in China's colleges and universities under the concept of sustainable development. *Foreign trade and economics*, (10), 130-132.
- Wang, X. L. (2022). Exploration of sustainable development strategy of China's international trade in forest products--Review of Theory and Practice of International Trade in Forest Products. *Forestry Economy*, 44(09), 97.
- Yao, X. F. (2023). Teaching innovation of international trade practice course in the context of "Belt and Road". *Asia-Pacific Education*, (17), 101-104.
- Zhang, Y. F., & Liu, Z. H. (2023). *International trade practice*. People's Posts and Telecommunications Press:202305.226.