

可持续消费与绿色发展

Sustainable Consumption and Green Development

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主要内容 Contents

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中国可持续消费现状与趋势预测
Status and Tendency Predication for
Sustainable Consumption in China

2

可持续消费的重点领域
Key Domains for Sustainable Consumption

3

相关措施及初步政策建议
Measures and Policy Recommendations



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中国可持续消费现状与趋势预测

Status and Tendency Predication for Sustainable Consumption in China

中国的可持续消费现状：

既有进展又受制约，消费不足与消费浪费并存

**Status quo of sustainable consumption in China:
Progress and constraints, consumption insufficiency and
extravagance co-existing**

消费增长率低于GDP增长率、高储蓄率、分配不公等

**Consumption increase rate < GDP
growth rate;
High savings rate;
Unfair distribution of income**

可持续消费能力提升，消费环境改善，国民意识开始形成，消费对象丰富

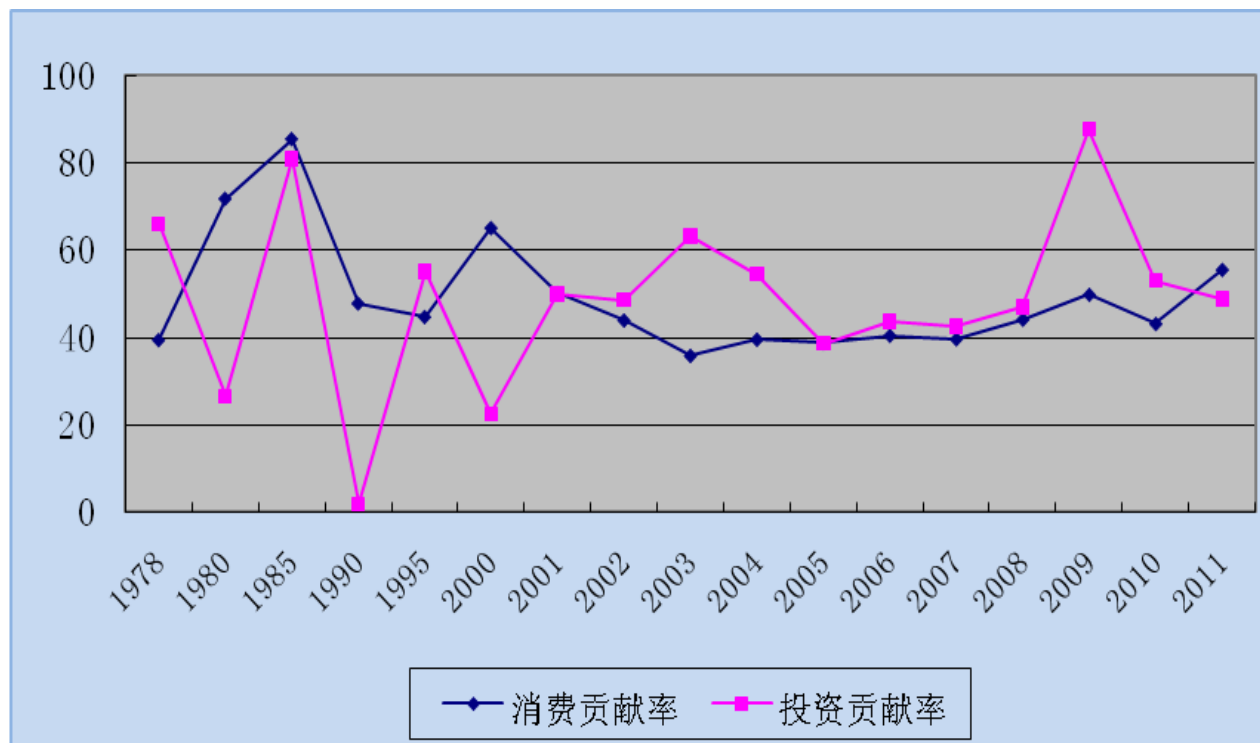
**Sustainable consumption capability
increases; sustainable consumption
environment improves; national
awareness of sustainable
consumption is forming; goods for
sustainable consumption become
enriched**



中国可持续消费现状与趋势预测

Status and Tendency Predication for Sustainable Consumption in China

1978-2011年中国消费贡献、投资贡献率变化趋势
Contributions to Growth in 1978-2011



Contribution of Consumption

Contribution of Investment

资料来源：中国统计年鉴2012

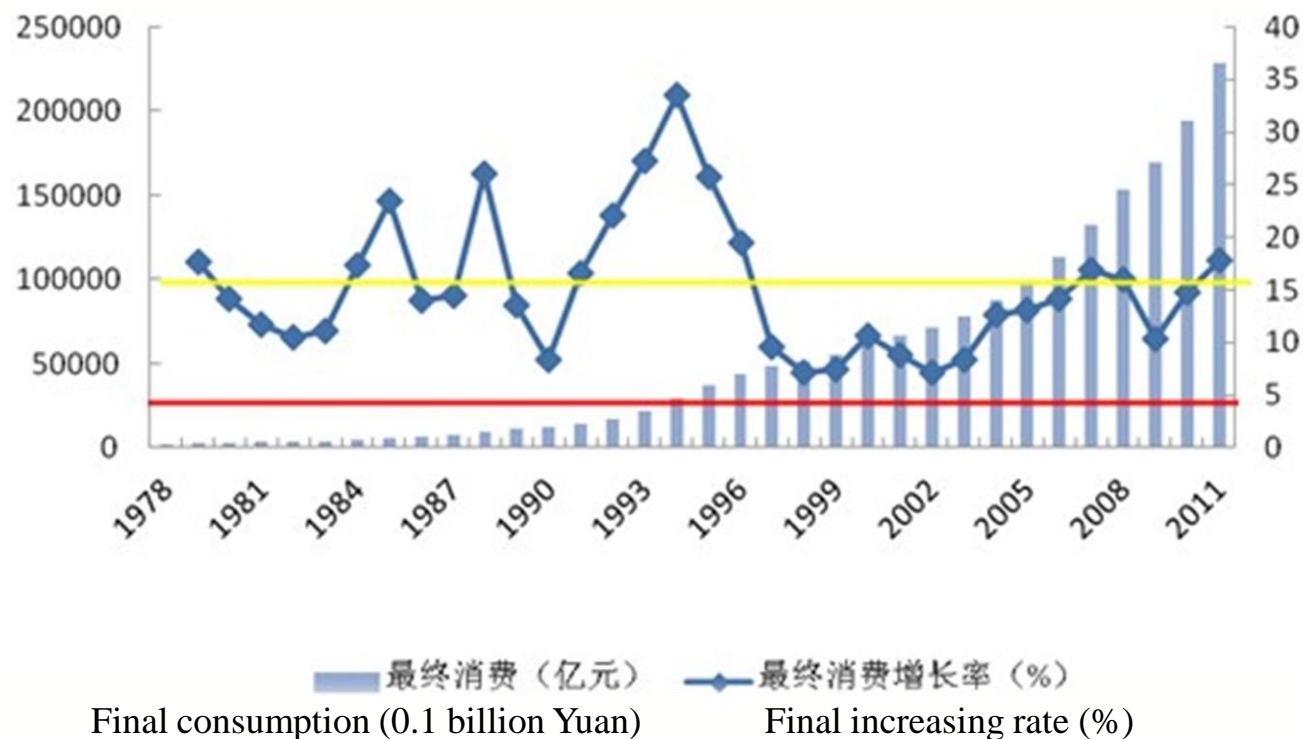
Source: China Statistical Yearbook 2012



中国可持续消费现状与趋势预测

Status and Tendency Predication for Sustainable Consumption in China

1978-2011年中国最终消费支出、增长率示意图
China's final consumption and increasing rate in 1978-2011



资料来源：中国统计年鉴2012

Source: China Statistical Yearbook 2012



中国可持续消费现状与趋势预测

Status and Tendency Predication for Sustainable Consumption in China

消费水平
Consumption
Levels

变化趋势
总体向好
Generally
good

消费结构
Consumption
Structure

明显的
升级态势
Upgrading

消费质量
消费效益
Consumption
Quality &
Benefit

趋势
不容乐观
Not encouraging



中国可持续消费现状与趋势预测

Status and Tendency Predication for Sustainable Consumption in China

经济发展水平提高：
夯实物质基础
Improved socio-economic growth:
consolidated material base

推进城镇化发展：
带来巨大机遇
Accelerated urbanization: gold opportunity

生态文明建设：完善
制度环境
Ecological civilization development:
improving institutional context

可持续生产发展：
改善供给条件
Sustainable production:
improving supply conditions



未来十年的可持续消费趋势预测

Tendency Predication for Sustainable Consumption in future 10 Years

人们的可持续消费意愿更加清晰

Distinct improvement in SC willingness

新能源汽车、节能家电、有机食品等可持续消费产品将高速发展

Rapid growth in SC goods such as new energy automobile, energy-saving household electric appliances, and organic food

租赁消费规模增速较快

Leasing consumption scale is enlarging with high speed

二手商品消费将成为习惯

Second-hand consumption will become people's habit



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可持续消费的重点领域

Key Domains for Sustainable Consumption

中国消费生态足迹在总量、人均上爆发性增长，1970年后一直处于生态超载之中。

Explosive growth of ecological footprint (total and per capita) caused by consumption in China; ecological overshoot since 1970s

2008年中国的人均生态足迹为其自身生态系统供给能力的2.5倍。

In 2008, per capita ecological footprint in China is 2.5 times as much as the provision capacity of its eco-systems

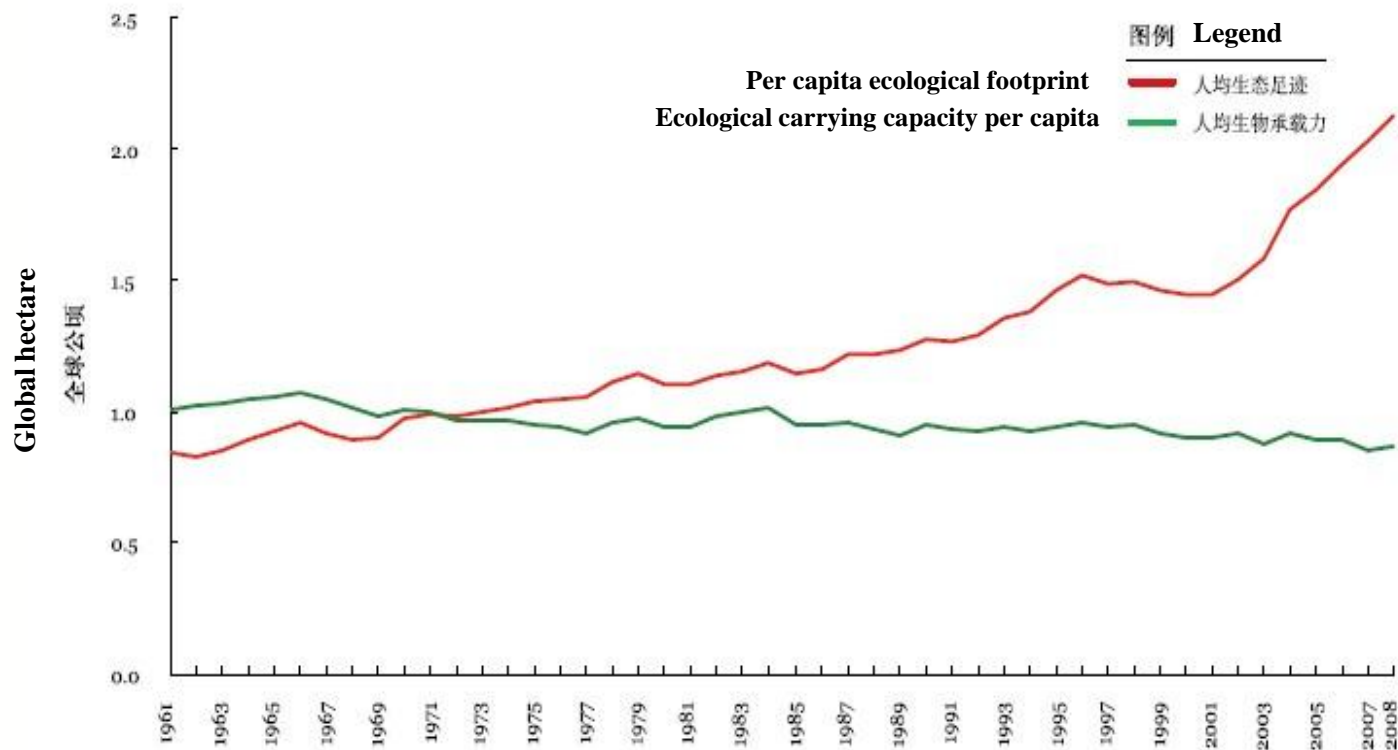
中国每年消费的自然资源已远高于本国生态系统所能承载的水平。

Annual consumption of natural resources in China greatly outweighs the carrying capacity of ecosystems in China



可持续消费的重点领域

Key Domains for Sustainable Consumption



1961-2008年中国人均生态足迹和生物承载力 (2008) (数据来源: 全球足迹网络, 2011)
Per capita ecological footprint and ecological carrying capacity for China 1961 – 2008 (2008)
(Source: Global Footprint Network, 2011)



可持续消费的重点领域

Key Domains for Sustainable Consumption

衣、食、住、行应成为中国优先推进可持续消费的重点领域 **Clothing, food, housing, and transportation** should be the key priority domains for China to boost sustainable consumption

食品、交通和住房在家庭消费中产生生态足迹最多 **Food, commuting and housing generate largest ecological footprints among household consumption**

服装、食品、房屋、交通工具等承载着消费需求基本功能 **Clothes, food, building and vehicle function to satisfy consumption demands**



可持续消费的重点领域

Key Domains for Sustainable Consumption

中国经济及消费模式：高消耗、低效益
**China's economy and its innate consumption patterns:
high energy consumption and low benefit**

文化娱乐、教育及其他服
务类的比重较低
**Low proportion of
entertainment, education,
and other service
consumption**

服务业占GDP比重不到
50%、生态足迹的经济效益
偏低
**Proportion of service
industry in GDP less than
50%, low benefits for the
corresponding ecological
footprint**

转型升级，提升资源消耗带来的经济效益
**Transition and upgrading to improve
cost-benefit brought by resource consumption**



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中国可持续消费的总体战略目标：

Overall Strategic Objective of Sustainable Consumption in China:

法律、经济和宣传教育相结合，发挥政府的引领和示范作用，形成企业和社会公众三位一体的协同力量。

Give full play to the leading and exemplary role of the Government in promoting sustainable consumption through comprehensive legal and economic means and public education, employ the synergistic strength of enterprises, the Government, and the public

推进绿色消费，提高消费水平，在全社会形成节约为本，绿色为先，适度消费的良好消费风尚，使中国消费实现绿色转型。

Promote green consumption and consumption upgrading to cultivate the sound social atmosphere of conservation-oriented, moderate, green consumption, and effectively curb pollution-related consumption and excessive consumption



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实现可持续消费战略目标的政策手段和工具：

Policy measures and instruments to achieve sustainable consumption strategy

法律法规与行政命令手段

Laws, regulations and administrative orders

基于市场的经济手段

Market-based economic instruments

以宣传教育为主的引导和自愿性手段

Guidance and voluntary means with focus on publicity and education



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中国实施可持续消费的重点任务：

Key Tasks to Promote Sustainable Consumption in China

将可持续消费作为国家战略

Make sustainable consumption into a national strategy

提高政府的引导力和作用力

Enhance the leading force and influence of government

在重点领域实施一批绿色消费工程

Implement a batch of green consumption projects in key domains

严格限制污染型和过度型消费，积极扩大非物质性消费

Strictly restrict pollution-related and excessive consumption, and actively enhance non-material consumption

建立产品设计、生产、消费与处置一体化综合管理体系

Establish an integrated management system covering product design, production, consumption and disposal



谢谢!

Thank You!



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