

Research on the Green Economic Development on the Basis of Cultural and Creative Industry

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Abstract. Green economy is a new economic development mode characterized by energy saving, environmental protection and harmonious development. It is proposed to solve the increasingly prominent global ecological problems and the deterioration of ecological environment quality. Green economy aims to adjust the direction of economic development, with information technology and creation as the breakthrough point and the knowledge economy as the focus of development. Cultural and creative industry is centered on intangible capital or resources such as creativity, knowledge, culture, information science and technology. It occupies little and has low energy consumption, strong extension and high technical content, which naturally makes it the focal point of green economic development. This paper discusses the development path of green economy from the aspect of cultural creative industry.

1 Introduction

Green economy has changed the mode of economic development. The path of green development is put forward in the context of increasingly prominent global ecological problems and deteriorating ecological and environmental quality. The main difference between green development and the traditional development path lies in that the former emphasizes the coordination of economic development and environmental protection. Low carbon, environmental protection, sustainability become the key words of green economy.

Cultural and creative industry is centered on intangible capital or resources such as creativity, knowledge, culture, information, science and technology. It occupies little and has low energy consumption, strong extension and high technical content, which naturally makes it the focal point of green economic development. Studies have shown that [1]: When per capita GDP is 1000-5000 dollars, the main engine of economic growth is the manufacture, processing and traditional service Industry. While when per capita GDP is 5000-10000 dollars, the main engine of economic growth lies in science and technology, innovation, creativity, high-tech Industry and service industry. Therefore, the development of green economy is in line with the needs of this stage, and increasingly shows the importance of fashion, design, culture and technology in economic development. It shows high added value and market potential.

2 The Main Goal of Green Economy

The international explanation of “green” usually includes three aspects: life, energy saving and environmental

protection. The concept of “green economy” was first put forward in the *Blue Book of the Green Economy* published by British economist John Pearce in 1989. Green economy aims to adjust the direction of economic development, with information technology and green technology as the breakthrough point and knowledge economy and creative economy as the focus of development, with the ultimate goal of expanding employment, eliminating poverty and enhancing competitiveness. In general, green economy is a new economic form that is market-oriented, based on traditional industrial economy, and develops for the purpose of harmony between economy and environment. It is a development state generated and manifested by industrial economy in order to meet the needs of environmental protection and health [2].

The main goal of green development is the harmonious coexistence of economic and social development and environmental protection. It is a new development model that emphasizes the sustainable use of environmental resources and regards the ecological environment as the inherent productivity. The ethical implication of green development is to overcome the antagonism between development and sustainability based on the existing ecological environment capacity and resource carrying capacity, and makes sustainability an active endogenous variable of development. The principle of green innovation with scientific and technological reform as the core is an important principle of green development environmental ethics, and the improvement and enhancement of ecological environment quality is the basic premise and guarantee for the fulfillment of green development [3].

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3 The Characteristics of the Cultural and Creative Industry

Cultural and creative industry is low-energy industry with technology, innovation and art as its core. It is an innovative economic element built with culture as the core, which is mainly driven by innovation and design ability, and reflects the intelligence component of economic elements. Cultural and creative industries include creative design, intellectual property rights, cultural content, technical content and brand value. Through the borderless penetration and radiation of creativity, science and technology, cultural and creative industries not only promote the upgrading of traditional industries, but also enhance the prosperity of new and innovative enterprises.

Cultural and creative industry is one of the most influential and potential sunrise industries in the 21st century. It has gradually become an important means for China's economic restructuring and transformation of economic growth. With the help of high technology and design innovation, cultural resources are created and improved to enhance the added value of products, and ultimately achieve design empowerment, low carbon environmental protection and high added value. The drive of cultural creativity mainly is "innovation", specifically "design innovation". With culture as the core and design as the drive, high creativity, high brand benefit and high added value of economy can be realized.

The elements of cultural and creative industries are as follows.

3.1 Design and creation

Design and creation mainly include fashion design, trend analysis, industrial design, intelligent technology research and application, accessory design, design display, process innovation, etc., which are important parts of the creative and cultural industry.

Creation and design, software research and development, information service, media communication service industry are the leading industry of modern economic and social development of informatization, which are characterized with high intelligence, high value-added, low energy consumption, low pollution, low space utilization rate. The cultural and creative industry speeds up the reform of economic development, the increase of economic strength, and leads the transformation from "manufacturing" to "creation". The development and expansion of creative design service determines the height, breadth and speed of the development of green economy, makes it actively adapt to the new normal. It actively leads the economic development, with design and innovative resources development as the core, promotes the relative industry development, plays a decisive role in the rapid development of green economy.

3.2 Cultural elements

Cultural elements belong to the conceptual elements of green economy and are the creative source of a region's green economy. The cultural connotation is a complex of cultural tracing, history, humanity, folklore and architecture of the region. It is the starting point of the creativity and determines the expression form of cultural creativity, the grade of fashion products, the differentiation characteristics with other cultures, the aesthetic expression of innovative design, etc. The quality of a regional cultural top-level design directly determines the level, excavability, sustainability, and expected rate of return of the product.

3.3 Resources operation organization

On the one hand, resources operation organizations are responsible for the promotion and dissemination of products, making them carriers of cultural significance; On the other hand, they are committed to the positioning and maintenance of emerging markets and ensures brand awareness and product association through various marketing combinations. Media and information industry, exhibition industry, advertising industry, consulting industry and so on belong to this rank.

3.4 Talents

Colleges and universities are the core force in the design, research and development, promotion and application of creative and cultural industries. They are also the training base for talents, and the main source of creativity and the content provider that consumers want. The level of design education in each city and the degree of connection between the local and top art universities affect the basic allocation of design talents in the region.

4 The Path of Green Economic Development Based on the Cultural and Creative Industry

In the process of accelerating industrial transformation and integration on a global scale and reshaping the new international economic order, the innovation-driven strategy has opened up new space for global economic recovery. After the global economic crisis, many developed countries have begun to seek new breakthroughs in technological innovation, design innovation and cultural and creative industries, thus giving birth to many emerging economic growth points and giving more diversified and contemporary development opportunities. The green development model, such as enhancing the innovation competitiveness of urban regions, developing and utilizing regional resources, optimizing the development model, and cultivating new economic growth points, has gradually become one of the main ways of competition among cities around the world. The innovative economic growth model with cultural and creative industries as the core will bring important breakthroughs to the rapid

development of green economy. Its development path can be classified as follows [4] :

4.1 Emphasis of cultural elements

Cultural elements are the core elements of cultural and creative industries. The products without cultural connotation and cultural origin, in a certain sense, are lack of commercial value. In the field of cultural tourism, successful brands usually have profound cultural connotations and their products present strong cultural symbols. Any product, if separated from its unique cultural background and national characteristics, will be difficult to obtain the recognition and respect of the world. In another sense, the process of artistic products created by human beings is a process of constantly exploring, discovering, recording, inheriting and creation of its cultural symbols. Culture, as the manifestation of human civilization, has become an important carrier of human inner belonging and spiritual dependence. Cultural and creative products, as their external forms, cannot be separated from their cultural roots. Creative products, as commodities with artistic and creative characteristics, cannot be completely separated from their cultural attributes.

It is necessary to strengthen the construction of cultural and creative industries with cultural elements as the core, and enhance the industrial value of cultural and creative brands. Cultural and creative product design is the crystallization of regional culture, traditional culture, national culture and the culture of the era. Designers take traditional culture as the foundation and develop cultural and creative products. It can not only pass on the multi-culture to consumers, activate the cultural value, but also enable consumers to obtain cultural pride and cultural identity, virtually enhance the emotional value of the brand. At the same time, it also enhances the identification of the region and enhances the regional image.

A representative example is “the Cultural and Creative Products of the Palace Museum” (abb. CCPPM) a whose annual sales volume has risen rapidly in recent years, increasing from RMB 600 million in 2013 to RMB 1.5 billion in 2018, exceeding the annual revenue level of 1,500 listed companies [5]. The core of CCPPM comes from the artistic deposits of China’s royal culture. Its inspiration stemmed from the Ming and Qing dynasties royal culture. Through deep mining, combing historical allusion and historical origin, recovery of representative royal art designs and color, CCPPM utilize aesthetic symbols in the design of the products and guide the consumers to experience the appeal of the traditional art.

For example, Bookmark of Riverside Scene at Qingming Festival in Figure 1 is inspired by the ancient painting collected in the Palace Museum. Its style, pattern and color enhances the aesthetic sense of the product, making it elegant and unique [6].



Fig. 1. Bookmark of Riverside Scene at Qingming Festival

This form of production with low consumption and high added value is precisely based on the combination of inheritance and innovation, and then creates high profits.

4.2 Improvement of design and innovation

One way to fulfill green creative development is to start with cultural and creative product design, fashion design, home design, tourism and other lifestyle design, and to enhance the application of innovative elements including design, art, information technology, product design, digital services, big data analysis, intelligence and so on. It is advised to mobilize the resource allocation of various industrial links with intellectual factors, to make full use of headquarters, to take efforts to polymerize, to attract high-quality designers, and to speed up the incubation of brands. Besides, it is quite necessary to accelerate the domestic and international fashion design, fashion manufacture, fashion materials, fashion trends forecasting, fashion creative technology and brand communication, to boost the efficiency of the creative cultural industry, to bring the wisdom of the world into the system, and to give full play to the effectiveness of every link in the economic system.

4.3 Transformation of design and innovation into a sustainable driving force

It is advisable to grasp the key points of the industrial chain, promote the in-depth reform of the supply side of the creative and cultural industry, turn design innovation into the sustained driving force of economic development, increase the core role of technology, patents and other intellectual property rights, accelerate the empowerment of design and innovation to the creative and cultural industry, and promote the high-quality development of green economy. Besides, it is feasible to improve brand research and development strength, seize the “smiling curve” of the industry, to rapidly ascend to “intellectual property rights + brands”, “intellectual property rights + collaboration”, to give full play to the advantages of green economy, to radiate to the surrounding area with advantages of headquarter economy, to strengthen collaboration with manufacturing, and to realize the mutual benefit.

4.4 Resources operation

In the information age, the media has become an important means to compete for the speaking right and carry out industrial upgrading. In particular, the creative and cultural industry involves the image construction of brands, the improvement of the premium power of products, and the sale of products. Thus, media participation is indispensable. The awareness and reputation of brands and other important means to enhance brand value mainly rely on media communication. The world's top luxury goods over 100 years old, such as Chanel and Dior are all successful media operators. Nowadays, functions, crafts and quality of high-end products are comparable. In order to impress consumers, enterprises ultimately compete for brand culture, which is mainly completed by media.

We should grasp the characteristics of green economy development in the information age, make full use of hot events such as exhibitions and fashion weeks, give full play to the advantages of the media industry and make use of the effect of "attention economy" to promote the consumption and the upgrading of local industries.

4.4.1 To strengthen the media construction

The local council can actively respond to the change of the traditional business model with the influence of the media, construct media center, strengthen the quality of media channels, introduce the enterprise and talents, attract a batch of excellent media and enterprises, cultivate and integrate traditional media (such as TV and print media) as well as new media, promote the voice in the field of fashion, guide the popular trend, enhance the brand recognition and reputation, promote fans marketing, and strengthen the spread of brand internationalization. With the help of media application, the enterprises can solve the aging problem of some well-known brands' image and fans, rebuild the vitality of brands, and the local council can expand the dimension of regional consumption environment, promote the regional consumption heat, and improve the overall image, sales capacity, premium capacity and asset value of local brands.

4.4.2 To develop the exhibition industry

Combined with cultural elements, the multi-win mode of "exhibition +" will be developed. For example, with the combination of exhibition and tourism, the use of beautiful landscape and characteristic tourism, the local council can create an exhibition mode of high sense of experience, high compatibility, high aesthetic, high comfort, high topic degree. It is advisable to give full play to the effect of "attention economy", to cooperate with the media industry, tourism industry, sports industry, cultural entertainment industry and consumption industry in the golden tourism period, and to plan multi-level exhibitions according to the differences in exhibition types, product categories and

consumption levels. In addition, it can also invite cultural activities, entertainment activities, sports projects, etc., to carry out fan marketing, and intrigue hot topics. It will radiate the force of exhibition to relevant industries, promote the circulation of commerce and trade, and promote the development of culture, entertainment, tourism and sports industries. It will not only consolidate the economic foundation of low carbon and environmental protection, but also drive the track of sustainable economic development.

5 Conclusion

Green economy is an important means to improve the quality of economic development and create harmony between production and environmental protection. It takes the information technology and the innovation as the breakthrough, regards the knowledge economy as the development key point, provides the new thought for the sustainable development of economy. Cultural and creative industry is a driving industry with low consumption, low space occupancy, recycling and strong radiation to other industries. With culture as the core element and intangible capital or resources such as innovation and science and technology as the extension, it has made a qualitative improvement to the drive of economy. Therefore, it has become one of the effective ways to upgrade the industry and has given play to the intelligent economy. With cultural and creative industries as the breakthrough point, green economic development shows a broad future.

Acknowledgments

This paper was the phased research results of "Construction of Quality Teaching and Courseware in Beijing" (NHFZ20200210/004), the Social Science Project of Beijing Education Commission (No.: SM201810012003) and the Special Fund Project for the Construction of High-level Teachers Team of Beijing Institute of Fashion Technology (No.: BIFTTD201803).

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