

# Strategy of Education of Citizens' Green Development View on the Perspective of Ecological Civilizations

Dan Liu <sup>1,\*</sup>, Li Liu <sup>2</sup>

<sup>1</sup> Anshan Normal University, Liaoning, China

<sup>2</sup> University of Science and Technology Liaoning, Liaoning, China

\* Corresponding author: Dan Liu

**Abstract:** In the process of advancing the strategic goals of ecological civilization and green development, the education for the citizens on the concept of green development cannot be ignored. Based on relevant conceptual and theoretical analysis, some specific suggestions were proposed to comprehensively promote the education of citizens' green development concept from the three different perspectives- the public, education and enterprises.

**Keywords:** Ecological Civilization; Green Development; Education; Social responsibility

## 1. Introduction

The strategic goal of green development and ecological civilization was proposed in the report of the government in 2012, and the issues of green development and ecological civilization construction have attracted extensive attention from the academic and practical circles. Green development is derived from the concept of sustainable development, and its core is to pursue the balance between economic development and ecological environment in the process of social and economic development, so as to achieve the ultimate goal of sustainable development. Especially for the resource-dependent traditional heavy industry cities, green development is the inevitable choice of urban transformation and industrial upgrading. Green development is not limited to the industrial field, it involves all sectors of society, but also reflected in all aspects of social activities.

## 2. The Concept of Green Development and Ecological Civilization

In 2002, the United Nations Program Development Group first proposed the concept of "green development", and China mentioned green development for the first time in the 12th Five-Year Plan. Green development is a mode of economic growth and social development that aims at efficiency, harmony and sustainability, values between human and nature, takes environmental protection as its main principle and ecological civilization as its basic focus [1]. Green development in essence consists of three

levels of connotation, first of all, the natural environment and resources into the category of economic resources; Secondly, the social, economic and environmental sustainable development is the core target, and proposed the ways to realize green development and the specific content of green development that to realize the ecologicalization and green development of social economic production and life process and results.

Ecological civilization is social and cultural ethics form based on the premise of respect and maintain the natural and the harmonious coexistence of people, nature, society, in order to establish a sustainable mode of production, consumption, guide the society, social and cultural ethical form of sustainable and harmonious development of society [2]. Virtuous circle is the origin of ecological civilization [3], and environmental philosophy is the philosophy form of the ecological civilization, while, circular economy and green and simple life are its essential contents [4]. Furthermore, it is the reflection and innovation of industrial civilization, which can be divided into three dimensions, consciousness civilization, system civilization and behavior civilization.

In the context of global climate change and ecological environment deterioration, the proposal of the goal of green development and ecological civilization construction can effectively alleviate the phenomenon of ecological environment deterioration, and promote the realization of the goal of sustainable development, but also change the mode of thinking of organizing social and economic production and life under the premise of limited resources.

The authors wish to thank A, B, C. This work was supported in part by a grant from XYZ.

## 3. The Origin of Green Development Theory

Green development is a green concept of development originating from Marxism. It is an innovative concept proposed by China under the new environment protection situation and a major theoretical innovation in the practice of sustainable development [5]. Green development is crucial not only for cities in transition, but also for the sustainable development of social economy. China has been thinking and practicing green

development and ecological civilization for a long time and has been pursuing the concept of sustainable development in the process of social and economic development. In the early period of founding of the People's Republic of China, it is proposed that natural resources, including the air, the forests and the treasures, are all important elements needed in building socialism. In the early stage of the construction of market economy, It was repeatedly emphasized the coordinated development of population, resources and environment from the perspective of the basic national policy and strategy of long-term national development. Green development strategy is to construct a sustainable development model of social resources through concept innovation, system innovation and technology innovation, and realize the unification of economic benefits, social benefits and environmental benefits in this process [6].

#### **4. The Way of Citizen Green Development Concept Education**

Green development is the carrier of ecological civilization. In the process of promoting the construction of ecological civilization, the strategy of green development must be fully implemented, and the cultivation of green development concept is the foundation of the implementation of green development strategy. The most fundamental ideological obstacle to green development and ecological civilization construction is that science and technology omnipotence and materialism [7]. In order to realize the real ecological civilization, it is necessary to enhance citizens' understanding and cognition of ecological civilization and green development in the whole society, and build ecological citizens with ecological perception ability and behavioral consciousness. The cultivation of ecological citizens depends on education. Through the education of green development concept, ecological citizens can be cultivated in the whole society so as to promote the realization of the goal of ecological civilization construction.

##### **4.1 Popularization of Green Development Concept in the Whole Social**

The issue of green development is closely related to every member of society and concerns the well-being of all members of society. Therefore, the education of green development concept should also cover the scope of the whole society and popularizing the green development concept in all social members is necessary. As social citizens, their words and behavior will directly affect the spread of the concept of green development and the implementation effect of various measures of green development. In order to ensure the policies and reform project promoted by green development concept implement smoothly and get the expected benefit goal, it is very necessary to popularize the green development education within the scope of the whole society, so that all the social members has a more profound understanding and cognition about the green development concept, and allow the related legal system and

specifications of green development in the social behavior.

The education of green development concept within the social scope can be carried out in flexible and diverse ways, and the publicity platform of social media, including various official media and the popular "we media", can be fully utilized. Green development and the target's of social justice pursued by social members is essentially consistent, therefore in the process of green development of education, the fairness properties of green development concept connotation is emphasized. Connecting green development with the members' real life of the community effectively, make social members understand the importance of green development through a variety of life case.

##### **4.2 Promote the Education of Green Development Concept in the Field of Education**

Education is the foundation of social and economic development and plays a leading role in shaping the values of social members. Therefore, education is the most important communication tool and carrier in the process of popularizing and shaping the green development concept in the whole society. The education of green development concept should run through all domains and levels of education, including basic education, secondary vocational education, higher education and all kinds of continuous education and training.

###### *4.2.1 Cultivating consciousness of green development in the basic education domain*

The consciousness of green development will be directly reflected in the daily activities of social members, such as life and study. Therefore, the education of green development concept should be started from childhood, and the consciousness of green development should be preliminary cultivated in the basic education stage. For basic education, the focus of green development education is the cultivation of consciousness and the formation of behavior habits. In view of the feature that the basic education object's age is low, green development education can be combined with moral education and social responsibility education, and help students understand the connotation of the concept of green development on the perspectives of responsibility education. While cultivating students' sense of social responsibility, students' green development concept is cultivated. And in the basic education courses the content of the green development also can be integrated. For example, the green technology innovation and the connection of subject knowledge is introduced in the natural science basis course, which not only can make students better understand the concept of green development and multi-level connotation, also can fully stimulate students interest in learning of theoretical knowledge. In addition, it can also stimulate students' comprehensive thinking and application of innovation, and has the diffusion effect.

#### 4.2.2 *Permeating green development in secondary education domain*

Secondary education is aimed at teenagers who have a certain knowledge base and have a preliminary learning basis of the concept and theory of social responsibility, as well as certain cognitive and understanding abilities. Considering the feature of this group, the direct impact of the green development concept of propaganda and education on social development should be emphasized in the process of education of green development concept. The theory of sustainable development and ecological civilization should be integrated into the whole education process of green development concept to guide students to know and thinking the necessity of ecological civilization and green development from the perspective of sustainable development, and have a comprehensive understanding of the 17 SDGs of sustainable development and their relevance to green development, also helps students to construct a broader value of green development.

#### 4.2.3 *Promoting green development mission education in higher education domain*

Contemporary college students are the new force of social and economic development, and their individual values and behaviors have an important impact on social and economic construction and development. Therefore, in the process of promoting the education of green development concept, college students are the important objects of the education of green development concept. The goal of higher education is to train all kinds of talents needed by social and economic development, including technical talents, managerial talents, cultural and educational talents, etc. The ultimate goal of green development is sustainable development, which involves many fields of social development, including technology research and development, culture and education, administration and so on. Therefore, to promote the mission education of green development concept in the higher education domain, the green development concept education can be combined with the ideological and political education and professional education, which shape the mission sense of green development in the ideological and political education process. Students can personally experience and feel the internal relationship between the green development concept and professional learning, and have a more intuitive and vivid perception for the essence of green development through integrating the technical trend of green development and the latest management concept of green development in the professional education.

In addition, promotion of green development concept should also be promoted in the field of college students' innovation and entrepreneurship and employment education, especially in the field of college students' innovative and entrepreneurship. It is necessary to encourage college students to combine the concept of green development and business objectives and put more power to support the projects which green technology and green management is applied to help students realize the

incubation and application of entrepreneurial projects, so as to promote the realization of the social benefits of green development throughout the year. Furthermore, in the process of the education of green development concept, strengthening the sense of social mission of college students and improving their consciousness of subject and responsibility in the construction of ecological civilization is also necessary to promoting their practice of green development concept.

#### 4.2.4 *Strengthening and establishing green development concept in the continuous education and training domain*

The overall penetration rate of higher education is not high in China. Therefore, continuous education and multiple training have become effective ways to improve the educational level of social members, which are indispensable but effective supplements in the process of improving the overall social cultural and educational level. The subjects of continuous education and training are mainly adults, who are direct participants in the production and management in society. Their education of green development will directly correspond to the practical results of green development, so education them about green development concept should not be ignored. Shaping green development concept in various forms of continuing education and training should be the basis. Integrating relevant theory and the application of green technology into the education process, and permeating the idea of green development in vocational education and training improve the group's awareness of the importance of green development, and apply and imply the idea and technology in practice to promote green development.

#### 4.3 *Shaping Green Development Concept on the Level of Enterprises*

Enterprise is an important member of the social economic system and plays an important role in realizing the construction of social ecological civilization and sustainable development goals, and their management decisions directly will affect the ecological civilization and environment of the society. Therefore, it is very necessary to strengthen the education of green development within enterprises to shape enterprises' consciousness of green development and lead enterprises to make production and management decisions under the premise of green development. In addition to comprehensively popularizing the concept and theory of green development and the necessity and importance of green development to social and economic development, enterprises' education of green development concept can be carried out in different manner. Different educational emphases are designed for different types of enterprises and employees.

For industrial enterprises, in addition to the cultivation of the consciousness of green development, education and training on green technology should be focused to help enterprises realize the goal of green development in the production process. For service-oriented enterprises, special attention should be paid to the application of the

concept of sustainable development in the service process, and encourage enterprises to save energy and reduce emissions, and do a good job in the recovery and utilization of resources. For science and technology enterprises, strongly support should be give the projects related to green technology research and innovation, including administrative and financial support, to promote their achievements in green technology research and innovation.

At the employee level, there are different focus on green development education for employees with different positions. For front-line technical positions, it is mainly to strengthen the studying and training of green technology, so as to achieve green goals in the production process. For management positions, the education should focus on the implementation of green management process, including learning of the rules for energy conservation and environmental protection and information management technology, so that they can do well in the green development in their practice process. For the enterprise's senior managers, shaping the concept of green development is the first priority, including the basic concept, legal system, policy system to improve top managers and policymakers' consciousness of green development while making enterprise strategic. On this basis, specific goals of green development in activity level of enterprise production management can be refined and the green development consciousness can truly and effectively and be deeply implemented all over the whole enterprise' operation process to achieve better target benefits.

## 5. Conclusion

Enhancing consciousness and initiativeness of green development concept and forming green development mode and life style are the foundation of realizing green development and ecological civilization construction. Therefore, in the process of ecological civilization construction, it is necessary to improve the social

members' understanding and cognition of the green development through multiple education of green development, so as to actively and consciously develop the way of life and production of green development, and finally realize ecological civilization and sustainable development.

## Acknowledgements

Sponsored by Liaoning BaiQianWan Talents Program (No. 2019921103), Liaoning Education Department Project (No. LJKR0561), Liaoningand Philosophy and Social Science Project (No. 20211slhzyb-06) and Anshan Philosophy and Social Science Project (No. as20212046).

## References

- [1] Ren, L.X. Adhere to green Development. <http://opinion.people.com.cn/n1/2015/1222/c1003-27958390.html>. **2015**.
- [2] Chen, G.H. The development and evolution of human civilization. <http://www.lowcn.com/>. **2012**.
- [3] Xie, P. Natural arche of ecological civilization. *Journal of Lake Sciences*, **2016**, 28(1): 1-8. doi: 10. 18307 /2016. 0101.
- [4] Xun, Q.Z. Rebuilding the Foundation of Modern Civilization -- Research on Ecological Socialism. *Peking University Press: Beijing, China*, **2009**, pp. 97.
- [5] Huang, M.X.; Ye, Q. The Marxist Green Development Concept and Green Development in Contemporary China: Comment on Incompatibility Theory between Environment and Development. *Economic Research Journal*, **2017**, 52(6):17-30. doi:10.16110/j.cnki.issn2095-3151.2021.16.010.
- [6] Xu, X.; Luo, Y. Green transformation and prosperity of Chinese cities. *Research on Economics and Management*, **2012**, (9):118-121. doi:10.13502/j.cnki.issn1000-7636.2012.09.011.
- [7] Lu, F. Key to and Fundamentals of Green Development and Ecological Civilization Construction. *Journal of China University of Geosciences*, **2012**, 17(1):118-121. doi:10.16493/j.cnki.42-1627/c.2017.93.001