

# Research on The Value Realization of Ecological Products

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## ABSTRACT

*With the development of economic globalization, ecological problems are not only a development problem of a country, but also an important problem facing all countries in the world. Ecological issues not only involve environmental protection, but also involve economic, social, political and other comprehensive issues. To properly handle the relationship between human beings and ecology will contribute to the long-term stability of the society and the country. Therefore, this paper analyzes the problems faced by the ecological product value, and on this basis, puts forward the ecological product value realization way, mainly including the establishment of ecological product value realization system, speed up the construction of ecological product value realization market trading system, improve the relevant legal mechanism, improve the guarantee mechanism of ecological products and so on four aspects. In order to promote the value of ecological products, accelerate the promotion of national, and even global ecological civilization construction.*

**Keywords:** Ecological, Ecological Products, Product Value, Regime System

## I. INTRODUCTION

In recent years, the incidents of ecosystem retaliation against human beings emerge one after another. The governments of various countries have paid attention to the study of ecosystem imbalance, increasing the diversity of ecological products, the value of ecological system and other related studies. As early as in 1949, foreign scholars have realized the importance of ecological environment, Aldo Leopold scholars believe that the ecological environment has its own uniqueness, human cannot completely replace the natural environment, cannot completely replace the ecosystem service function, people are just a member of the nature, people can't become the master of nature. At the same time, scholar Fairfield Osborn studied the importance of ecosystem. Ecology provides the environment for human beings to live on, and the basic materials for people to survive (water, air, soil, etc.), but ignores that if human beings destroy the natural ecosystem, what means will the ecosystem take to revenge human beings? How much cost will people pay to restore the ecological environment? Vogt has perfected the views of its predecessors and proposed the concept of related soil capital. Pointed out that if the unlimited destruction of people's living environment, destroy the basis of survival, will reduce our solvency. From the 1940s to the 1970s, foreign scholars mainly focused on the concept and definition of the ecosystem, which laid a foundation for human beings to understand the ecosystem. It was not until the 1970s that foreign scholars began to study ecological products, which was called ecosystem service by foreign scholars. At this time, the ecological service system was defined as the ecological environment to provide various services for human life and survival. It is the first time to study whether human technology and ecosystem are alternative. But it shows that the ecosystem has its own superiority and irreplaceable. With the deepening of the research, the ecological service system is gradually used by western countries. Until the 1980s, with the continuous improvement of people's living standards, the damage to the environment is also deepening. Western developed countries based on previous scholars on the study of ecological system, has the ecological service system for public assets, has begun to develop some ecological service system value realization path and method, one of the most typical is by making the relevant laws and regulations, tax law, through the Ministry of Finance, to make up for the damage to the ecological environment, to certain economic compensation and ecological service system. Australia's carbon tax, for example, collects a carbon tax to large companies for the forestry sector to make up for the loss of lost green space. For example, Japan, Canada and other countries enacted forest laws, through regulations to protect the ecological environment. Although relevant foreign government departments have formulated relevant laws and regulations to realize the value of ecological products, is this compensation really effective? Does this compensation really cover the loss? For most people to have such a question. At the same time, the way to study the realization of the value of ecological products is relatively single, and it does not involve the incentive effect of the economic market on the realization of the value of ecological products.

As early as 1985, the definition concept of ecological products was put forward in China, and the impact of the ecosystem of the Loess Plateau was studied by means of case analysis. Through domestic scholars Yuan Guobao, Xu Yang through different perspective analysis, divided the type of ecological products, characteristics, combined with the domestic scholars research makes us have a preliminary understanding of ecological products, until 2010, The General Office of the State Council issued the national priority zones planning, the first time the definition of ecological products shown in the official documents, on the one hand, formally to the ecological product definition. On the other hand, it can be imagined that the Chinese government has begun to pay attention to the ecosystem, showing the importance of the ecosystem. However, the issued documents only focus on the concept and connotation of ecology, and the research content does not involve the measurement and practice of the actual value of ecological products. As the 21st century, domestic scholars for ecological product value practice also has certain research results, Liu Xingyuan (2011), Wu Shuang (2014), Zhang Liqin (2018), Deng Chuxiong (2019) scholars using the analysis method, in the north of Tibet grassland, China's forest ecological system and the value of Wuhan land ecosystem accounting research and analysis. However, most scholars focus on using foreign tax laws and policies, and only realize the value of ecological products through ecological protection compensation and ecological ownership transaction. There are few studies on realizing the value of products through government policy stimulus and economic development stimulus.

Since 1949, the value of soil in China has been lost at 40 million tons of fertilizer per year. With the loss of nutritional value, China's land has also been lost at a very fast speed. China is not only faced with the problem of soil erosion, Air pollution, good water quality, household waste, land desertification and other deteriorating ecological environment, After faced with the punishment of nature, Ecosystem, ecological service system, ecological products, ecological products and the value of ecological products are slowly entering the attention of Chinese scholars, In the context of many natural public opinions retaliate against human beings, The research and application of ecological products (Gao Jianzhong, 2005) (Zeng Jiangang, 2014) (Chen Ci, 2014) (Huang Ruliang, 2015) (Zhang Linbo, 2019) (Liu Chang, 2022), (Gou Yanjia, 2021) (Shen Hui, 2021) (Gao Xiaolong, 2022).

In view of this, this project plans to systematically study the realization path of the value of ecological products in Kashgar, which provides a theoretical guarantee for the Kashgar government to rationally use the ecological system in Kashgar. Constantly improve Kashgar's economy, promote the development of local economy, and provide theoretical support for the realization of the value of ecological products.

## II. RESEARCH METHODS

There are many research methods, such as empirical analysis method, normative research, case analysis and so on. Through theoretical analysis, normative research, reference to a large number of theoretical literatures of SCR hypocrisy behavior at home and abroad, and further expand and discuss on this basis, in order to use a more complete theory for research. The results show that the enterprise hypocrisy behavior in all aspects is not conducive to the long-term development of the enterprise, and even damage the value of the company, is not only conducive to damage the company's internal reputation, reduce the performance of the company, for the outside world.

## III. DISCUSSION

### 3.1 The Definition Of Property Right Is Unknown

Clarifying property rights is only a necessary condition for realizing the allocation of resources through market transactions, but the Coase theorem clarifies the decisive role of property rights in reducing transaction costs. As long as the property rights are clearly defined, even if there are transaction costs, the transaction can still be achieved. Ecological products integrate natural attributes and social attributes, most of which belong to public products. The types of ecological products are obviously different, including material products, regulatory service products and cultural service products, so it is necessary to classify them according to the competition and exclusivity. Ecological products can be divided into market products, club products, public pond resources, crowded public goods and pure public products. Market products and club products are relatively clearly defined, and can be traded with the help of the existing market. For public pond resources, crowded public goods and pure public goods, it is difficult to define property rights and easily lead to "free ride" and other behaviors, which leads to the lack of production enthusiasm of the supply subject, and even leads to the "tragedy of the Commons". Therefore, it is necessary to focus on the unified right confirmation and registration, and improve the property rights system.

### 3.2. The Transaction Price Mechanism of The Value Conversation of Ecological Produces Is Not Mature

At present, China mainly realizes the value of ecological products through government means and market means. The government means mainly to adopt the ecological compensation mechanism, and the market means mainly is to buy and sell ecological products as a kind of commodity. In reality, most of the government means, but due to the huge demand for capital, the government transfer payment is difficult to meet the capital needs, so it needs to turn to the market means. However, at present, our country ecological products trading market development degree of low, market access conditions, trading technology and process, the stakeholder's distribution, trading price and related supervision and management measures is not unified specification, has not yet formed a unified ecological product free exchange market and pricing mechanism, ecological product value to realize the market trading system remains to be further perfect mature.

### 3.3 Lack Of Relevant Legal Mechanism

The current legal system of ecological environment and resources lacks the basic principles of comprehensive ecological environment and natural resources protection laws, including the lack of supporting regulations and implementation rules, the operability of relevant laws and regulations; the lack of management system and measures for ecological environment protection, vertical and decentralized ecological protection and resource management system is not conducive to ecological environment and resource protection. In addition, the ecological compensation guarantee mechanism in key river basins in some regions relies more on administrative forces and lacks a long-term legal protection mechanism.

### 3.4 Ecological Product Guarantee Mechanism Is Limited

Although China has established ecological product protection compensation mechanism for a lot of attempts, also has achieved certain results, but the mechanism lack of unified ecological compensation evaluation system principle, and in the form of the government dominated the financial burden pressure, limited and single sources of funding, regional coordination between cohesion is not unobstructed, lack of ecological product damage compensation related legal protection bottleneck, etc. The compensation system for the realization of ecological product value still needs to be further improved.

## IV. CONCLUSION

This paper puts forward the governance method from the following aspects, and constructs the external governance system.

### 4.1 Establish The Institutional System To Realize The Value Of Ecological Products

Establishing and perfecting the system of ecological product value realization is the key to ensure the smooth operation of ecological product trading market. To establish and improve the property rights system of ecological products, we should start from the following aspects: First, clarify the ownership of the property rights of ecological products. The government should define the stakeholders of the property rights of ecological products, determine the owners' equity of ecological products according to the scientific basis, and reasonably define the owners' equity system and the ownership of rights and responsibilities such as transfer, transfer, lease and mortgage. Secondly, establish the ecological product information census system. Government departments can formulate a complete list of ecological products according to the different attributes of ecological products, register the right of ecological products in a unified manner, avoid overlapping cross-right confirmation, and establish a dynamic monitoring system for ecological products. Finally, establish a variety of trading systems to stimulate market vitality. The government should introduce a variety of incentive measures to encourage individuals, enterprises and other related stakeholders to obtain the right to use ecological products through leasing, redemption, mortgage and other ways, so as to fully stimulate the vitality of the ecological products market.

### 4.2 Accelerate The Construction of A Market Trading System That Realize The Value of Ecological Products

The core of the realization of the value of ecological products is to monetize ecological products by market-oriented means. However, the property rights of ecological products such as carbon emission rights and pollution emission rights are not clear enough, and it is difficult to directly realize the product value through market-oriented means. Therefore, the establishment of a smooth ecological product market trading system led by the government is an important carrier to realize the value of ecological products. It not only creates a tradable platform for enterprises, providers and beneficiaries related to ecological products, but also provides a guarantee for promoting the construction of ecological civilization. First of all, we should accelerate the construction of ecological product trading market. Establish an ecological product market trading center with information sharing, open market and transparent competition, and integrate ecological products into a unified and standardized ecological product market trading platform, so as to create a good competitive environment for the trading of ecological products such as carbon emission rights, emission rights and water rights. Secondly, improve the market trading system of ecological products, clearly stipulate the trading methods, procedures and access conditions of ecological products, follow the mode of "total amount control-trading", and develop and improve the price formation mechanism of ecological products with market-oriented guidance, so as to maximize the ecological value and economic benefits of ecological products. Finally, build a good ecological credit evaluation mechanism. Introduce third party credit evaluation institutions, according to the nature of the enterprise and the production and operation conditions, develop ecological credit files and ecological products related enterprise evaluation list, set up certain "limit", will exceed the development of ecological environment carrying capacity, use behavior record in enterprise credit files, in order to limit the excessive use of ecological products.

### 4.3 Improve The Relevant Legal Mechanisms

To increase the supply of ecological products, a perfect system of market laws and regulations is the guarantee. Through the formulation of a complete legal and regulatory system, producers and consumers can bring the cost of the environment into their own decision-making category. In particular, the differentiated compensation of ecological products should be confirmed through laws and regulations, and the suppliers with large production scale and more ecological products should be taken as the key compensation objects, so as to encourage them to increase the supply of ecological products. At the same time, laws and regulations should be improved to change the traditional economic development model that mainly depends on environmental resources, and encourage the transformation to ecological industries.

#### 4.4 Improve The Guarantee Mechanism For Ecological Products

Ecological products of public and externality of special properties, makes the relationship between the stakeholders is complex and difficult to distinguish beneficiaries, therefore, the government should speed up the establishment and perfecting the ecological product value realization compensation mechanism, give compensation for ecological product provider, stimulate the enthusiasm of to protect the ecological environment and initiative, but also to invest in ecological products related enterprises to give policy tilt.

First, establish an ecological compensation mechanism with central government compensation as the main and local government compensation as the auxiliary. The central and local governments can focus on improving and coordinating the allocation system of transfer payment funds in the areas where ecological products are provided according to the value accounting results of ecological products, the area of ecological environment protection and other factors. At the same time, we will expand the compensation fund channels for the realization of the value of ecological products, and jointly promote the horizontal compensation and vertical compensation mechanisms. By setting up ecological protection public welfare positions and the establishment of ecological product providers and beneficiaries of ecological cooperation parks, we will compensate ecological product providers by means of benefit distribution and risk sharing. Secondly, increase the compensation proportion of key ecological protection areas and ecological enterprises related products. Most key ecological reserves need to undertake the dual task of economic and ecological protection, and it is difficult to balance the benefits of both; ecological products related enterprises invest in ecological products themselves, but also bear high risk and lower income. Therefore, the government needs to reasonably arrange the compensation ratio of ecological protection areas and enterprises related to ecological products, and appropriately increase the compensation ratio of key protection areas, so as to form a benign interaction between ecological products and economic development, and establish a circular mechanism. Finally, the damage compensation mechanism of ecological protection areas should be established and improved. Accelerate the establishment of relevant policies and regulations for damage compensation as well as specific evaluation methods and implementation mechanisms for damage in ecological reserves, according to the principle of "whoever causes damage will compensate", increase the cost of illegal, and strengthen the supervision and management of damage compensation for ecological protection areas.

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