

Research on the Operation Mode of New Retail Enterprises under the Concept of Low Carbon

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Abstract: Developing low-carbon economy will become an important basic national policy in China now and even in the future. For new retail enterprises, they should actively respond to the call of developing low-carbon economy and get policy support. Build a low-carbon business information platform, innovate low-carbon consumption and operation mode, and coordinate the relationship between economic development and social sustainable development of enterprises. This paper will focus on the new retail enterprise operation mode under the concept of low carbon.

Keywords: Low-carbon concept; New retail enterprises; Operation mode

1 Introduction

Low carbon economy is also low carbon development, the use of low carbon technology to lead a low carbon life is a general term. To change the operation mode of high consumption and high pollution is the goal and direction of the development of the current new retail enterprises, and vigorously promote the economic development mode of low energy consumption and low emission. As a developing country, China has a particularly prominent problem in environmental protection, which requires efforts from all walks of life. This paper mainly studies the operation mode of new retail enterprises under the low carbon concept.

2 Features of low-carbon economy

With the rapid increase of the world population and the rapid development of economy, energy consumption and environmental pollution have brought a series of environmental problems, which threaten the survival and development of human beings. In this regard, low carbon economy, low carbon life has been gradually rooted in the hearts of the people, but also accompanied by the promulgation of relevant policies. Low carbon economy mainly has the following characteristics:

2.1 Comprehensive

At present, the development of low-carbon economy is no longer a simple economic or technical problem, but is closely related to social life and ecological environment, and is a comprehensive problem. Under the influence of low carbon concept, new retail units no longer take the old road of energy for economy, that is, at the cost of the environment, vigorously develop the economy, but plan the social development path in a planned way, focus on addressing climate change. Global warming and other environmental issues. The new retail business model focuses on energy conservation and emission reduction, while promoting development, so that the quality of life can be avoided due to energy conservation. In the current era, human life is closely related to energy, so there is a difference in the space for emission reduction. Therefore, different retail enterprises need to choose different operation modes according to the actual situation.

2.2 Global and strategic

The climate problem is not a corporate problem, but a whole concept, is a common human problem.^[1]Therefore, no country has the ability to deal with climate change. Instead, we need to make strategic changes through global cooperation in terms of energy consumption, production and life style.

2.3 Game and equilibrium

This feature mainly includes two aspects: first, the implementation of low-carbon economy needs to strictly abide by the market related economic laws and mechanisms to develop; The second is to ensure that in the process of developing a low-carbon economy, human production and living standards do not significantly decline. That is to say, to develop a low-carbon economy requires not only to oppose extravagance and waste, but also to improve people's living standards.^[2]

3 Effective approaches to low-carbon transformation of new retail enterprises

3.1 New retail enterprises develop low-carbon economy

In order to further narrow the gap between domestic retail enterprises and international large enterprises, specific activities can be carried out from the following aspects:

First of all, store transformation. Infrastructure transformation is the simplest energy saving measure. If the store transformation

of an enterprise is successfully completed, it can save 20% to 30% energy, which means it can save a lot of energy. The specific aspects of the facade renovation include: first, the building, the renovation of ventilation and other facilities; Second, energy saving shop equipment, electrical equipment, such as reducing the use of floodlights, switch to natural light; Third, water-saving renovation, including the construction of circulating water tanks, waste water recycling and rainwater collection systems; Four is the unit can be installed at the same time solar, wind or ground source heat pump equipment, the use of new energy, from the source to reduce the use of traditional energy, reduce the release of carbon dioxide.

The second is technological mitigation. The development of a low-carbon economy must be based on certain technologies, so it is important to pay attention to the great value of new technologies in the retail industry. New retail enterprises developed under the concept of low carbon can reduce emissions from the following aspects: first, the implementation of energy-saving technology for air conditioning, including frequency control technology, automatic cleaning condenser and the use of cleaning and disinfection technology in the air cabinet at the end of the air conditioning, etc. Two is the use of packaging materials recycling technology, retail units of packaging box usage is very much, if not to be used and recycled, just one-time use, then will increase the waste, and energy conservation and emission reduction concept; Thirdly, water recycling and utilization technology. Retail enterprises use a large amount of water resources and should recycle it. Fourth, e-commerce, retail enterprises should pay special attention to the use of e-commerce, if the use of appropriate and not urgent can avoid energy loss, reduce pollution, but also conducive to the optimization of the mix of resources, reduce transaction costs; Five is the intelligent control technology, such as the lighting system control, temperature control, through automatic control, can reduce unnecessary energy waste.

Finally, it is necessary to guide consumer behavior. The development of low-carbon economy needs the participation of all citizens. The implementation of the concept of low-carbon consumption by residents in their daily life is the strongest driving force to improve the development of low-carbon economy. It is not enough to develop a low-carbon economy by relying only on new retail enterprises. Consumers need to be guided. Its specific approach is as follows: first, through posters, broadcast or billboards and other forms, to inform consumers of the carbon dioxide emissions of different goods, so that they can be selectively consumed in the usual consumption, as far as possible to reduce carbon dioxide emissions; Second, to strengthen the publicity of economic knowledge, let consumers better understand the carbon footprint, encourage consumers to carry out reasonable and scientific consumption; Third, to simplify the packaging of goods, try to use green packaging, reduce pollution; The fourth is to establish a packaging recycling system to realize the recycling of packaging boxes; Fifth, low-carbon consumption mode should be promoted, including reducing the consumption of luxury goods and eating less meat and more fruits and vegetables. The establishment of low carbon life needs the joint efforts of consumers and retail enterprises.

3.2 Expand low-carbon operation levels

First, we can use a variety of technical means to improve the efficiency of energy conservation and environmental protection. Retail enterprises can obtain systematic and novel energy-saving means to improve the utilization rate of energy through learning and other ways. For example, central enterprises have realized the comprehensive monitoring and management of energy through the transformation of energy-saving equipment, and the audit system of electrical energy can also be widely realized through this means. Secondly, it promotes the low-carbon development of upstream suppliers. Under the guidance of the concept of sustainable development, new retail units should gradually raise upstream suppliers' awareness of environmental protection and ecological sustainability. While expanding new suppliers, they should use all available means to ensure that their operations are in line with ethical laws and environmental protection. The third is to reduce waste and recycle it. For example, Walmart China is committed to composting organic waste, so that the composting will eventually return to the fields to ensure the recycling of resources. Four is to develop low carbon economy development of store space, many enterprises in the process of building a previous operation mode and no attention to the development of low-carbon economy, therefore, how to effectively improve the efficiency of stores the overall energy-saving environment, to reduce energy consumption at the same time, reduce costs and increase profits is each new retail enterprises should focus on key issues, Strive to achieve a win-win outcome of economic growth and environmental protection. Finally, it is necessary to assume social responsibility and advocate green consumption. Retail enterprises should make use of all available conditions to guide consumer behavior toward the direction of green development. They can use social welfare activities or other public activities to make consumers realize the importance of environmental protection in consumption and understand how to protect the environment.

3.3 The government shall formulate necessary policies and measures

Through the previous constraints on the development of retail enterprises in low-carbon economy, it can be concluded that a large part of the reason is that the government does not give retail enterprises corresponding preferential measures for energy conservation and emission reduction. Therefore, from the current development situation, in order to promote the rapid development of low-carbon retail enterprises, the following measures must be introduced as soon as possible: First, retail enterprises need to cooperate with the government to take certain powerful measures to help consumers form the awareness of low-carbon consumption, create a low-carbon consumption environment, and then promote this behavior.^[3]

Secondly, it is necessary to seize the time to complete the establishment of operation standards for retail enterprises under the concept of low carbon economy that are suitable for China's national conditions. As mentioned above, there is no corresponding low-carbon standard for the retail industry, which leads to the poor development of China's retail enterprises in this respect. Therefore, it is necessary to formulate the national low-carbon retail industry standard to regulate and restrict the low-carbon activities of the retail industry. For this, we can learn from the experience of the UK. In 2010, the UK launched the PAS2060 standard, which takes inclusiveness, accessibility and openness as the three principles of business operation, and quantified the greenhouse gases such as carbon dioxide emitted by enterprises.

Conclusion

In the retail industry of our country, the large chain supermarket is an important component of the department, and is also the main shopping place for consumers. At present, there are still many deficiencies in the operation process of retail enterprises, resulting in excessive energy consumption, such as refrigeration system and exhaust system technology content is too low, can not meet the standards of low carbon economy. In this regard, some measures should be taken to recycle the corresponding resources and reduce energy consumption, so as to realize the low-carbon operation of new retail enterprises.

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