

# Value Evaluation and Realization Path of Ecological Products in Chun 'an County, Hangzhou under the Goal of Common Prosperity

Wenjie Jiang

Tourism College of Zhejiang China, Hangzhou, 311231, Zhejiang, China

jiangwenjie@tourzj.edu.cn

**Keywords:** Common prosperity; Chun 'an County, Hangzhou; Ecological products; Value assessment

**Abstract:** This paper deeply discusses the value evaluation and realization path of ecological products in Chun 'an County, Hangzhou under the goal of common prosperity. By using the methods of market research and data analysis, the economic value, social value and ecological value of ecological products in Chun 'an county were comprehensively evaluated, and the realization path of ecological product value was analyzed accordingly. The results show that the ecological products in Chun 'an county have high comprehensive value, but there are still many challenges in the process of marketization. In order to maximize the value of ecological products, this paper puts forward specific paths such as strengthening government guidance and support, innovating marketing strategies, improving industrial chain and supply chain, and improving product quality and brand image. In addition, the policy recommendations emphasize the importance of strengthening ecological protection and sustainable development, optimizing industrial layout and market positioning, and increasing investment in scientific and technological innovation and research and development. It not only provides a scientific basis for the reasonable pricing and market promotion of ecological products in Chun 'an County, but also provides a useful reference for promoting the green development of regional economy and the construction of ecological civilization.

## 1. Introduction

Common prosperity is the essential requirement of socialism and the important goal and fundamental principle of China's socialist system [1]. In recent years, with the rapid development of social economy in China, the concept of common prosperity has been gradually promoted to the national strategic level [2]. Through a series of policies and measures, such as helping the poor, improving people's livelihood and optimizing income distribution, the government strives to push all the people towards the goal of common prosperity [3]. Under this background, it is of great theoretical and practical significance to study how to combine the concept of common prosperity with the development of specific regions and industries [4].

Chun 'an County, located in Hangzhou, Zhejiang Province, China, is a region with rich ecological resources and beautiful natural environment [5]. In recent years, with the deepening of the construction of ecological civilization, Chun 'an County has vigorously developed ecological products, such as organic tea and green agricultural products, relying on its unique natural conditions, and achieved certain economic and social benefits [6]. However, the development of eco-products still faces many challenges, such as weak market competitiveness, low brand value and imperfect industrial chain [7]. Therefore, an in-depth analysis of the development status of ecological products in Chun 'an County will help to find out the existing problems and deficiencies and lay the foundation for subsequent improvement and promotion.

The purpose of this study is to explore the value evaluation and realization path of ecological products in Chun 'an County under the goal of common prosperity. By evaluating the economic value, social value and ecological value of ecological products, it provides scientific basis for the reasonable pricing and market promotion of ecological products in Chun 'an County. At the same

time, by exploring the path to realize the value of ecological products, the sustainable development of ecological industry in Chun 'an County will be promoted, and then the local economic growth and social progress will be promoted. This study is not only helpful to enrich and improve the practical connotation of the concept of common prosperity, but also has important practical significance to promote the green development of regional economy and the construction of ecological civilization.

## 2. Theoretical basis of common prosperity and ecological products

### 2.1. The connotation and requirements of the concept of common prosperity

The concept of common prosperity emphasizes the fair distribution of social wealth and the shared development of all people. It requires that on the basis of economic development, everyone can enjoy the fruits of economic development through a reasonable income distribution system and social security system [8]. Common prosperity pays attention not only to the speed and efficiency of economic growth, but also to the quality and fairness of economic growth. Under this concept, the development of ecological products has become one of the important ways to achieve common prosperity, because it not only meets the requirements of green development, but also promotes the development of rural economy and improves the income level of farmers.

### 2.2. The internal relationship between common prosperity and the development of ecological products

Ecological products refer to those products that have little impact on the environment, high resource utilization efficiency and excellent quality in the process of production, processing and sales [9]. According to their different functions and uses, ecological products can be divided into several categories, as shown in Figure 1.

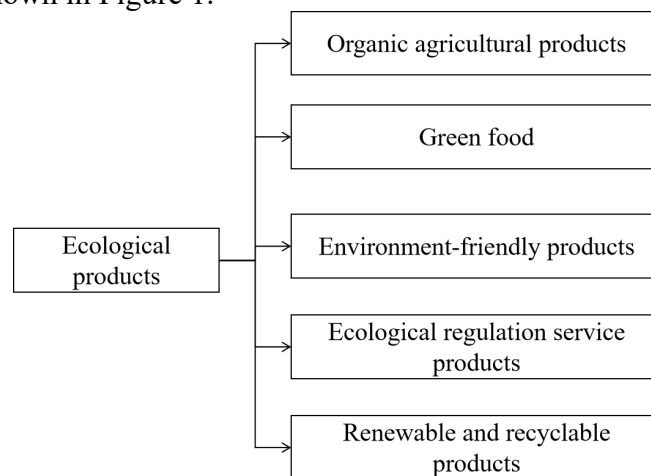


Figure 1 Classification of ecological products

These products not only satisfy people's pursuit of high-quality life, but also reflect their concern for environmental protection and sustainable development.

There is a close relationship between common prosperity and the development of ecological products. On the one hand, the development of ecological products can promote the growth of rural economy and the increase of farmers' income, thus promoting the realization of common prosperity. On the other hand, the concept of common prosperity also provides strong policy support and market demand for the development of ecological products. Under the goal of common prosperity, the government will pay more attention to the protection of ecological environment and the sustainable utilization of resources, and create a good external environment for the development of ecological products. With the improvement of people's income level and the change of consumption concept, the demand for ecological products will continue to increase, which also provides a broad space for the development of ecological products market.

### 3. Value evaluation of ecological products in Chun 'an county

#### 3.1. General situation of ecological environment in Chun 'an County

Chun 'an County is located in the southwest of Hangzhou City, Zhejiang Province, with a unique natural environment. Its ecological environment is mainly mountainous, with high forest coverage, abundant water resources and pleasant climate. These natural conditions provide a good environmental foundation for the growth of ecological products. In addition, Chun 'an County has actively promoted the construction of ecological civilization, strengthened environmental protection and ecological governance, and further improved the local ecological environment quality.

#### 3.2. Ecological product value evaluation method

In order to scientifically evaluate the value of ecological products in Chun 'an County, this study adopted the following evaluation methods:

##### (1) Construction of evaluation index system

In the construction of evaluation index system, this paper comprehensively considers many aspects of ecological products, including economic value, social value and ecological value, as shown in Table 1.

Table 1 Comprehensive evaluation index system of ecological products

Evaluation dimension	Evaluation index	Analysis of evaluation index
Economic value	Market price	Pricing level of ecological products in the market
	Yield	Annual output or total output of ecological products
	Sales status	Product sales, sales channels, market share, etc.
Social value	Employment opportunities	The number of jobs provided by the production, processing and sales of ecological products.
	Local economic development	The contribution of ecological products to local economic growth
	Social acceptance	Consumer's Acceptance and Satisfaction with Eco-products
Ecological value	Environmental protection attribute	Use of environmental protection materials for products and environmental protection measures in production process, etc.
	Biodiversity protection	The impact of product production on biodiversity, such as whether it helps to protect endangered species, etc.
	Sustainability	Sustainable production methods and resource utilization efficiency of products

Table 1 shows an index system for comprehensive evaluation of ecological products, covering economic value, social value and ecological value. Economic value is mainly reflected by market price, output, sales and other indicators; Social value pays attention to the contribution of ecological products to society, such as providing employment opportunities and promoting local economic development. The ecological value is reflected in the environmental protection attributes of products and the protection of biodiversity.

##### (2) Data acquisition and processing

Data collection is mainly carried out through field investigation, questionnaire survey, network crawling and other ways. We went deep into the production base and sales market of ecological products in Chun 'an County to conduct on-the-spot investigation and collected a lot of first-hand data. At the same time, using the network resources, we collected the market price, sales quantity and other information related to ecological products. In data processing, this paper adopts statistical analysis, data mining and other technical means to ensure the accuracy and effectiveness of data.

#### 3.3. Chun' an county ecological product value evaluation results analysis

After evaluation, this paper finds that the ecological products in Chun 'an County have high economic value, social value and ecological value. Among them, the economic value is mainly reflected in the market price and sales volume of products, which shows that the market has a high degree of recognition and acceptance of ecological products in Chun 'an County. Social value is

reflected in the role of ecological products in driving the local economy and providing employment opportunities for local residents. The ecological value highlights the positive role of ecological products in environmental protection and biodiversity protection in Chun 'an County.

#### **4. Chun 'an ecological product value realization path**

At present, the marketization of ecological products in Chun 'an County has made some progress, but it still faces many challenges. On the one hand, the market competition is fierce, and consumers' awareness and acceptance of ecological products need to be improved; On the other hand, there are still shortcomings in brand building, marketing and promotion of ecological products. Many regions have gained successful experience in the marketization of ecological products. For example, by strengthening brand building, improving product quality and innovating marketing strategies, eco-products have been successfully brought to the market and recognized by consumers. These experiences have important reference significance for the marketization of ecological products in Chun 'an County.

In view of the present situation and challenges of the marketization of ecological products in Chun 'an County, this paper puts forward the following specific paths to realize its value:

1) Strengthen government guidance and support

The government should increase its support for the eco-product industry, including providing policy support, financial subsidies and other measures to reduce the production costs and market risks of enterprises. At the same time, the government should strengthen supervision to ensure the quality and safety of ecological products.

2) Innovative marketing strategy

Enterprises should actively explore new marketing strategies, such as using the Internet platform for online promotion and launching promotional activities to attract consumers. In addition, it can also be combined with tourism, culture and other industries to create a brand of characteristic ecological products and enhance market competitiveness.

3) Improve industrial chain and supply chain

Strengthening the cooperation and collaborative innovation ability between upstream and downstream enterprises in the industrial chain is the key. Enterprises should optimize production processes, improve production efficiency and reduce costs; At the same time, actively seek cooperation opportunities with external resources such as scientific research institutions to promote industrial upgrading and technological innovation.

4) Improve product quality and brand image

Enterprises should pay attention to improving product quality and service quality to meet consumer demand; At the same time, strengthen brand building and publicity to improve brand awareness and reputation. It is also one of the effective means to show corporate image and product characteristics by attending exhibitions, holding tasting meetings and other activities.

#### **5. Conclusions and suggestions**

After in-depth research and analysis, this paper draws the following conclusions:

(1) Evaluation results of ecological products in Chun 'an County.

Ecological products in Chun 'an county have high economic, social and ecological values. Economic value is mainly reflected in its market potential and contribution to local economy; Social value is embodied in providing employment opportunities and promoting community development. The ecological value comes from its environmental protection and sustainable production mode.

(2) Analysis of the path to realize the value of ecological products in Chun 'an County.

To realize the comprehensive value of ecological products in Chun 'an county, we need to make comprehensive efforts in many aspects, such as government guidance, marketing, industrial chain improvement and quality improvement. In particular, the use of modern marketing means and technological innovation can effectively enhance the market competitiveness of ecological products.

Based on the above research conclusions, this paper puts forward the following policy suggestions:

(1) Strengthen ecological protection and sustainable development.

We should further strengthen the awareness of ecological protection, ensure the environmental friendliness in the production process of ecological products, and promote the implementation of the sustainable development strategy.

(2) Optimize industrial layout and market positioning.

Chun 'an county should optimize the industrial layout of ecological products and define the market positioning according to its own resource endowment and market demand, so as to better meet the needs of consumers.

(3) Increase investment in scientific and technological innovation and R&D.

Scientific and technological innovation is the key to enhance the competitiveness of ecological products. It is suggested to increase investment in related scientific research and innovation to improve the quality and added value of ecological products.

In the future, we will continue to deepen our research and explore more effective evaluation methods and market-oriented strategies for eco-products in order to contribute to the sustainable development of eco-industries.

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