

Discussion on the Impact of Low-carbon Economy on Real Estate Economy

Zhou Ying

Kunming Real Estate Registration Center, Kunming, 650000, Yunnan, China

Keywords: low-carbon economy; Real estate economy; affect

Abstract: In order to achieve sustainable economic growth, my country has begun to advocate a low-carbon economy. By developing a low-carbon economy, we can effectively protect our living environment, and can further adjust and optimize the economic structure. The implementation of low-carbon economy can improve the problem of energy disappearance in the development of real estate economy, and can effectively save energy and reduce consumption in the realty. In the low-carbon development of real estate economy, it is not only conducive to the internal structure optimization of the industry, but also has a positive impact on related industries in the economic chain. Therefore, it is necessary to build a low-carbon economic development standard and formulate an energy saving and emission reduction target in combination with the actual situation in the region. The low-carbon affordable real estate exhibition not only helps to promote green production and consumption, but also can adjust the overall structure of real estate, so as to improve the economic growth rate. This paper expounds the impact of this economic form on the real estate economy, and analyzes the positive and negative effect of low-carbon economy on the future growth of the real estate economy.

1. Introduction

For the seek of achieve continuable economic growth, China began to advocate low-carbon economy. For example, the carbon dioxide emissions in 2020 will be reduced by about 45% compared with that in 2005. It is a medium-and long-term plan in China's current development process, and the formulation of this goal also marks a new milestone for China's low-carbon economy [1]. In order to develop a low-carbon economy in the realty and meet the needs of the expand of the times, we need not only the support of national policies, but also the high attention of real estate enterprises, as well as the low-carbon consumption concept of consumers. Through the development of low-carbon economy, we can effectively protect our living environment, and further adjust and optimize the economic structure. It can not only effectively improve the utilization of energy, but also has great significance in promoting the development of new energy. This article will analyze the importance of implementing low-carbon economy in real estate, then analyze the impact of low-carbon economy, and discuss the problems and Improvement Countermeasures in the development of low-carbon economy in realty for reference.

The low-carbon economy mainly realizes green, healthy and low energy consumption sustainable development through the development of new energy, industrial transformation and technological innovation. However, as my country's high-emission industry, real estate enterprises, according to investigation and research, in the future, my country's building energy consumption will reach about 40% of China's total energy consumption [2-3]. In the face of this phenomenon, it is particularly important to reduce emissions in the realty. The low-carbon affordable real estate exhibition not only helps to promote green production and consumption, but also can realize the adjustment of the overall structure of real estate, so as to improve the economic growth rate and drive real estate consumption. For the better adaptation to the growth of low-carbon economy and meet the strategic goal of production and operation demand, real estate enterprises need to comprehensively investigate the unreasonable land use, change the problem of high carbon emissions caused by low efficiency of intensive land use before, and further innovate and optimize land planning to meet the new changes of current real estate economy.

2. Impact of Low-carbon Economy on Real Estate Economy

2.1. Positive influence

The implementation of low-carbon economy can improve the problem of energy disappearance in development, effectively save energy and reduce the consumption of the realty. Energy conservation and consumption reduction has always been a prerequisite for the country's economic development, but many developers are often blinded by the immediate interests, only pursuing the immediate interests and neglecting the long-term development, and paying little attention to the environmental damage. But the low-carbon economy is different. Because the low-carbon economy pursues the healthy and long-term development of the environment, which is conducive to economic development and health. It can enhance the publicity and education of low-carbon environmental protection in the whole society, improve the environmental protection awareness of the whole people, make people have a strong low-carbon awareness in production and life, form the habit of using energy-saving and emission reduction products, accelerate the transformation of people's thinking and lifestyle, guide people to live a green and healthy life, and lay an excellent understructure to the growth of low-carbon real estate financial condition[4].

The excessive growth of house prices will inevitably lead to a crisis. The low-carbon economy is different. Real estate companies have established the concept of low-carbon environmental protection in their development. Then other related industries will gradually begin to pay attention to the importance of low-carbon economic construction. If things go on like this, it will definitely promote the continuable growth of our country; On the other hand, it can allow real estate enterprises to develop in the long-term in the future. The realization of a low-carbon real estate economy enables my country to determine the carbon emission standard of real estate from a policy perspective, and provides a basis for supervising the development of my country's real estate in a low-carbon direction. At the same time, it can also play a role in urging China's real estate enterprises to move towards low-carbon voluntarily. The combination of low-carbon economic policies in the realty can promote the extension of the investment period, optimize the future income, effectively prevent the phenomenon of real estate speculation from becoming more serious, and improve the quality of housing construction. Therefore, The role of this economic form is positive and effective.

2.2. Negative impact

Limited by the technical level, low-carbon technology is still immature, so the use of low-carbon technology has greatly increased the cost of the realty. If the environmental economy is introduced into the real estate field, enterprises will be required to invest resources and energy in development and research environmental protection technologies [5-6]. Large real estate developers dare not invest heavily in low-carbon technology when they are not sure that the use of low-carbon technology will bring economic benefits. Small developers do not have sufficient funds to invest in low-carbon products. Taking the path of low-carbon economy will raise house prices. There are two main excuses for the rise in house prices. One is the increase in the cost of developing real estate; The other is financial speculation and market regulation. If we want to follow the path of low-carbon economic development, we need to increase the research and development of new technologies and energy. In this way, the realty is bound to use low-carbon to publicize the advantages of energy and materials in buildings, so as to improve house prices.

In addition, green buildings have not been widely used at present, and only some high-end consumers can afford them. Others will mistakenly think that green buildings are equivalent to high-priced and high-quality buildings, and virtually the house prices will rise. Low carbon economy will severely restrain the development of real estate in the short term. The positioning of real estate should be the necessities of life, so high-end real estate should not become the mainstream of real estate. The industries related to real estate use a large amount of coal and wood. In order to prosper and develop the real estate business, most industries are increasing the consumption of energy, so only cheap energy can meet the needs of real estate. At present, the consumption per unit area of the construction field in China is relatively high, which can reach

about three times that of Europe, which brings certain disadvantages to the development and production of the society. Reform is inevitable.

3. Innovative Development of Real Estate Economy in Low-carbon Economy

3.1. Strengthen the establishment of low-carbon standards and the promotion of materials

In the environmental protection growth of the real estate economy, it is not only conducive to the internal structure optimization of the industry, but also has a positive impact on the related industries in the economic chain. Therefore, it is necessary to establish such development standards and formulate energy conservation and emission reduction targets in combination with the actual situation of the region. Therefore, China needs to comprehensively develop some new energy-saving and environmental protection materials and technologies, such as new glass materials, which can meet the needs of indoor lighting, so as to reduce the use of air conditioners and achieve the effect of energy conservation and consumption reduction [7]. In the process of real estate development, it must be based on technological innovation and low-carbon environmental protection, supplemented by various new materials, new energy, new processes and new technologies, and use renewable energy such as wind energy and solar energy as much as possible, so as to carry out energy conservation, emission reduction and low-carbon environmental protection to the end and build more low-carbon and environmentally-friendly buildings.

The introduction of a low-carbon economy into the real estate industry is not achieved overnight. It will take a long time of research and development, investment, and restructuring. This requires my country to do a good job in the development target planning of the realty when introducing an environment-friendly economy. That is, when to start, when to conduct a pilot project, when to replace old and new products, and when to build a comprehensive low-carbon real estate industry. Under the guidance of clear industrial development goals, it will have a multiplier effect on the introduction of low-carbon economy in China's realty. And if the external conditions allow, the existing high energy consumption buildings can be renovated, which can not only promote the realization of energy saving and emission reduction targets, but also have a certain warning effect, promote the use of low-carbon materials and technologies in real estate construction, and actively advocate low-carbon life., establish a correct consumption concept. On the basis of not affecting the stability and firmness of the development project itself, optimize the structural design, use new low-carbon materials as much as possible, and reduce energy and resource consumption.

3.2. Advocate green environmental protection

Increasing the study and development of low-carbon technology and promoting new low-carbon technologies can effectively boost the growth of low-carbon real estate. In the current low-carbon economic environment, the realization of low-carbon in the realty needs to speed up the innovation of materials and technologies, and use green environmental protection materials to effectively replace high-energy consumption materials, so as to realize the green environmental protection of materials.

We should actively guide consumers to sort out the low-carbon concept. For the real estate industry, the ultimate goal is to let consumers buy the houses they sell. As the low-carbon economy continues to be implemented, it needs to be recognized by consumers. The government and the media need to actively guide consumers to establish a correct low-carbon consumption concept, understand the standards for house selection, and make it clear that when choosing a house, we need to pay attention to the quality of the house rather than the location, Ensure that consumers can fully recognize the value of green buildings. Combined with the overall planning of urban development in the region, determine the development and design requirements of real estate projects, conduct comprehensive and in-depth research on the specific process and main stages of the development project, and formulate a scientific system based on this. At the same time, based on the current development of the real estate market, establish scientific carbon emission indicators, provide them with sound legal norms, and guide macro indicators through statutory planning to achieve

low-carbon emissions [8-9].

Good publicity and promotion in advance will enable people to realize the benefits brought by low-carbon economy, and gradually the people will also become aware of environmental protection. Only after the support of the masses can this low-carbon technology operate in a low-carbon economy for a longer time. In combination with the actual situation of low-carbon real estate development, through vocational education and training, enhance the professional quality of personnel, pay attention to the assessment of training results, avoid the training content becoming a mere formality, form a perfect incentive mechanism, and improve their enthusiasm and subjective initiative [10]. At the same time, we should absorb the successful experience of other regions, comprehensively consider the actual situation of this region, and build a perfect low-carbon technology system according to local conditions.

4. Conclusions

To sum up, now the country has fully implemented the development and construction of low-carbon economy and society, and the real estate economy has developed advanced ideas during this period. However, from the analysis of the real development and operation, there are still many problems that have not been fundamentally solved. Therefore, we must take active measures to make the real estate economy better integrate into low-carbon technology, reasonably control the development cost of real estate, and at the same time, let consumers actively accept green buildings. We need to constantly innovate the management of real estate economy, effectively improve the living environment quality of residents on the basis of accelerating the rapid development of real estate economy, ensure the harmonious development of economy and environment, and make certain contributions to the continuable growth of China's socialist economic construction. It is necessary to make continuous innovation in the economic management of real estate, effectively improve the environmental quality of residents' lives and ensure the harmonious development of economy and environment on the basis of accelerating the rapid development of real estate economy.

References

- [1] Li M A. Discussion on the Impact of Real Estate Investment on Economic Growth of Different Scale Cities——Based on Data Analysis of 14 Cities in Guangxi[J]. Journal of Guangxi Cadres College of Economic and Management, 2018.
- [2] Ze L I. Discussion on the Growth Paths of the Construction Industry under the Background of Low-carbon Economy[J]. Shanxi Science and Technology, 2015.
- [3] Song Y, Deng H. Discussion on Supply Chain Management Issues of Coal Enterprise under Low Carbon Economy[J]. Coal Economic Research, 2016.
- [4] Liu J. A Discussion on the Impact of Financial Factors on International Oil Prices[J]. Journal of Sinopec Management Institute, 2016.
- [5] Liu Y. Discussion on the ways of developing clean energy to promote low-carbon economy[J]. Environment and Development, 2017.
- [6] Li X. Brief Discussion on the Significance of Low Carbon Sports Tourism Development[J]. Bulletin of Sport Science & Technology, 2018.
- [7] Pei M, Wang X Q, Zhao S. Discussion on the sustainable development of low carbon under the situation of coal mine[J]. Shandong Coal Science and Technology, 2015.
- [8] Zhang R. Discussion on Hotel Management Mode based on low carbon economy[J]. Modern Agriculture Research, 2019.
- [9] Huang Z G, University S T. Discussion on the Growth Way of Low Carbon Urbanization of

Hebei Province[J]. Management & Technology of SME, 2018.

[10] Qin Z X, Liu Y W, University Z W. Discussion on the Landscape Design of Urban Residential Area based on Low Carbon Economy[J]. Special Zone Economy, 2018.