

Research on Environmental Protection Development Strategy of Small and Medium-sized Industrial Enterprises in the Context of Ecological Civilization

Zhuolin Xiao

*Department of Food and Pharmaceutical, Qingyuan Polytechnic, Qingyuan, China
Email: xiaozhuolin@yeah.net*

ABSTRACT. *Using the case analysis, this paper analyzes the environmental problems existing in a paper mill, the harm caused by environmental problems, the environmental development strategy adopted by the enterprise and the effectiveness achieved by the environmental development strategy to explore how small and medium-sized industrial enterprises that have widespread environmental problems should implement environmental development strategies. In addition, the environmental development strategy also significantly improves the economic efficiency and corporate image of the company, which is conducive to the long-term development of the company. In order to achieve the two major goals of environmental protection and development, it is recommended that small and medium-sized industrial enterprises that generate environmental pollution implement environmental development strategies.*

KEYWORDS: *Ecological Civilization; Environmental Development Strategy; Small and Medium-sized Industrial Enterprises; Clean Production*

1. Introduction

In recent years, with the rapid development of China's economy, China's influence in the international community has also been continuously enhanced, and its economic development has become an indispensable part of the world's economic development. One of the most important factors in China's economic development is the contribution of small and medium-sized industrial enterprises which play an important role in the development of China's national economy. Ecological civilization is the main theme of today's society to promote environmental protection. Compared with Western developed countries, the rapid development of China's small and medium-sized industrial enterprises is mostly at the expense of sacrificing the environment, breaking the ecological balance and destroying the harmony between man and nature. Therefore, in the context of ecological civilization, small and medium-sized industrial enterprises must follow

the concept of harmonious coexistence between man and nature, change the way of economic development, and actively seek environmental development strategies that suit their own needs. Through specific cases, this paper analyzes the problems existing in the environmental protection of small and medium-sized industrial enterprises, the harm caused by these problems, how the enterprise implements the environmental development strategy and the effect achieved by the environmental protection development strategy. Finally, this paper makes recommendations on how to implement environmental protection development strategies for small and medium-sized industrial enterprises that have environmental problems.

2. Current Status

According to statistics, the problems in environmental protection of small and medium-sized industrial enterprises mainly include the following aspects: air pollution, water pollution, soil pollution, solid waste pollution and noise pollution. Water pollution from small and medium-sized industrial enterprises accounts for 31.2% of industrial pollution. Because the technology of such enterprises is not advanced, the sewage treatment rate is low, and excessive sewage is discharged, which ultimately causes serious pollution of water bodies, and there is a serious shortage of water resources that can be utilized. Now due to environmental pollution, the deterioration of water quality on the earth has seriously damaged human health. More and more people suffer from cardiovascular disease due to drinking contaminated water; when a company discharges sewage into the water, the aquatic organisms will be poisoned and die. Therefore, water pollution caused by improper sewage treatment will eventually destroy the balance between humans and nature, endangering human life and health.

The soil pollution caused by industrial enterprises is caused by the leakage of wastewater discharged from the production of the enterprise into the land, and the polluting gas in the air invades the soil. Solid waste accumulates in the upper layers of the soil and eventually penetrates the deep layers of the soil to form pollution. In recent years, due to the increasing concentration of pollutants in industrial production, great damage has been caused to the soil. These pollutions have also caused many adverse effects on crops. The fertile soil is diminishing, and the land that can make crops thrive is also decreasing. When people eat crops cultivated from contaminated soil, they are also a great threat to people's health.

3. Analysis

Since its inception, the company has been adhering to the concept of service-oriented, providing customers with high-quality paper products to meet the needs of customers at different levels. Nowadays, with the rapid development of science and technology and the continuous upgrading of products, the company introduces and develops advanced papermaking technology, continuously improves product quality and professional skills of employees, and makes every effort to provide customers with products with market competitiveness.

There are three main sources of pollution in the paper industry: pulping waste, mid-stage wastewater and paper machine white water. Among them, the pollution caused by pulping wastewater has the greatest damage to the environment. The middle-stage wastewater and white water also contain a large number of chemical components, and the harm to the environment is second only to the pulping waste liquid. These three kinds of wastewater contain high chemical oxygen demand, large odor, and extremely complex components, so it is difficult to completely treat them. If it is not strictly treated before discharge, it will cause great harm to the human body and the environment. The company has created such problems in the process of discharging wastewater and water. The environmental pollution problem generated by the paper mill greatly affects the reputation of the company, which is not conducive to the long-term stable development of the company.

Through on-the-spot investigations and inquiries by local residents, it can be learned that the company discharges wastewater that has not been treated strictly into the surrounding rivers. Because the wastewater contains high chemical oxygen demand, it also contains toxicity and odor. After the paper mill has been in operation for a period of time, the continuously discharged wastewater has seriously affected the lives of local residents: the surface of the nearby rivers can be seen everywhere, the dead water in the water floats, the water emits stench, and the air also emits pungent toxic gases.

The environmental pollution generated by the company in the production process not only seriously affects the ecological balance, but also causes great trouble to people's lives, and it also seriously hinders the development of the enterprise itself. Obviously, under the background of ecological civilization, the environmental pollution generated by the enterprise runs counter to the harmonious development of human, nature and society advocated by ecological civilization, and is contrary to the current five development concepts of "innovation, coordination, green, openness and sharing". At this time, the paper mill is also deeply aware of the environmental pollution generated in the production process to the natural environment, the harm to local residents and enterprises, and the implementation of environmental protection development strategy is the general trend. Therefore, the paper mill has decided to comply with the trend of the times, respond to the call for green environmental protection, transform the economic development mode, take the road of sustainable development, and implement the environmental development strategy.

In order to improve the discharge of wastewater and the low treatment rate, the paper mill has low recycling rate and serious waste of industrial water. At the same time, it also seeks better development in order to improve corporate image. In June 2010, after careful consideration and measurement of advantages and disadvantages, the paper mill decided to implement an environmentally friendly development strategy based on clean production, relying on scientific and technological progress, introducing clean processes, and establishing a relatively complete clean production process system.

The paper mill uses sewage recycling measures and professional techniques for industrial wastewater appearing in the production process which include air flotation

treatment, vacuum filtration, chemical coagulation and other technologies. The paper mill's use of these specialized scientific processing technologies has greatly increased the recycling rate of the paper mill's industrial water, saving the paper mill a lot of valuable water resources. At the same time, the paper mill has also adopted ordinary sewage recycling methods and measures, such as: recycling condensed water for coarse pulp washing; reuse of clean condensed water, as boiler room make-up water. In short, whether it is the use of professional sewage recycling technology or the ordinary sewage recycling method. These ultimately improve the company's water reuse, saving resources for the company.

Since the implementation of the environmental development strategy, companies have used advanced technology to improve environmental protection facilities and improve the efficiency of resource use. The economic efficiency of the company has been continuously improved, the total profit has increased year by year, and the rate of increase has been accelerating. Therefore, the implementation of the environmental protection development strategy has continuously increased the overall economic efficiency of the enterprise and provided sufficient financial support for the rapid development of the enterprise. With the support of these funds, enterprises can continue to expand the scale, purchase advanced equipment, introduce advanced technology and talents, and the continuous improvement of economic benefits has laid the foundation for the stable development of enterprises.

4. Conclusions and Suggestions

Enterprises should actively establish and improve the various systems necessary for environmental protection development as a whole and constrain and correct the behavior of employees by means of regulations. Moreover, the company regularly selects the model of corporate environmental ethics, in order to encourage all employees of the company to establish environmental awareness and reduce waste of resources, so as to better establish a good image of corporate green environmental protection.

Small and medium-sized industrial enterprises should enhance the scientific and technological research and development and application of the development of environmentally friendly green economy, take the initiative to introduce the investment in advanced science and technology of environmental protection economy and green development, and improve the technological innovation and research and development capabilities of small and medium-sized industrial enterprises to develop green recycling economy. It is necessary to focus on solving common problems and key issues of small and medium-sized industrial enterprises in environmental protection responsibilities. The focus is on the research and development of green remanufacturing technology and clean production technology, establishing and improving the security system for energy conservation and emission reduction technologies, accelerating the comprehensive utilization of resources for small and medium-sized industrial enterprises in the long-term development, and never being able to choose to deal with pollution first. Negative approach.

Small and medium-sized industrial enterprises should combine clean production activities with the management and production of enterprises. Enterprises should use the least amount of energy and resources to achieve environmental protection, actively improve the management mechanism of enterprises, and continuously increase the comprehensive competitiveness and market economic benefits of enterprises, so as to achieve a “win-win” for the development of the economy and the protection of the environment. The ultimate goal of the company to implement cleaner production. In addition, enterprises should actively cooperate with local environmental protection departments to carry out clean production work from their own actual conditions, so that enterprises can become a typical example of local clean production, for other enterprises to learn from, so that clean production can be gradually promoted.

Enterprises should apply the ecological value of green environmental protection to the price of products, add the ecological cost of green environmental protection products to the total cost of products, and increase the accounting of ecological and environmental protection costs. This makes people realize that industrial enterprises attach importance to environmental protection development, and at the same time let people know that green environmental protection products deserve higher prices, thus establishing a high-quality image of green environmental protection industrial products.

If small and medium-sized industrial enterprises want to implement environmental protection development strategies in order to achieve stable and sustainable development of enterprises, they must have strong technical support as a strong backing. To this end, enterprises should introduce and draw on advanced professional skills and establish professional skills training courses. Train your company's technical staff with a variety of available platforms to instill advanced skills and environmental concepts into them to enable these professional skills to be used in future work and life, to minimize the damage to the environment in production and development. Enterprises should actively establish and improve professional advanced skills training courses in the long-term perspective of the whole. And use the incentive guarantee mechanism to take effective measures to consolidate and strengthen the talent cultivation required for small and medium-sized industrial enterprises to implement environmental development strategies.

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