

WORLD EXPERIENCE OF GREEN DEVELOPMENT IN HOUSING AND COMMUNAL SERVICES

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The article concludes that the development of the green economy has a great impact on the international economic efficiency of housing and communal services and various factor-intensive sub-sectors.

Keywords: digital economy; housing; urban infrastructure; urban and rural construction.

МИРОВОЙ ОПЫТ ЗЕЛЕННОГО РАЗВИТИЯ В ЖИЛИЩНО-КОММУНАЛЬНОМ ХОЗЯЙСТВЕ

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В статье исследуется влияние цифровизации и развития зеленой экономики на международную конкурентоспособность жилищно-коммунального хозяйства и различных фактороемких подотраслей.

Ключевые слова: цифровая экономика; жилищное строительство; городская инфраструктура; городское и сельское строительство.

With the continuous innovation of digital technology, the digital economy has developed into a new driving force for global economic growth. At the same time, the fourth industrial revolution marked by digital technology is promoting the transformation of social production methods to digitalization worldwide. This will not only impact and affect the entire economic system, but will also trigger the adjustment of the international economic structure. Utilities have a profound impact on energy efficiency. Therefore, in the context of global digital

transformation, studying the impact of digitalization on the energy efficiency of China's housing and utilities can improve the efficiency and international competitiveness of China's utilities, and has strong theoretical and practical significance. As a new economic form spawned by the current new generation of digital technology, the digital economy is having an impact that cannot be ignored on the global economy. The world economy is undergoing a comprehensive digital transformation. In order to firmly seize the opportunity of the vigorous development of the new generation of digital technology and seize the commanding heights of future industrial competition, governments have introduced many strategies and measures to promote the development of the digital economy and accelerate the digital transformation of industries.

In recent years, real estate has become the most focused topic of people.

Comprehensive digitalization is sweeping across, affecting the transformation and upgrading of all walks of life. The real estate industry is no exception. In the core transaction link, with the changes in the real estate market, the market is paying more and more attention to more efficient, convenient and professional marketing models and service experiences, such as VR/VR viewing, online viewing, New models and new services such as online contracting have gradually become standard functions of major industrial organizations. Compared with the traditional real estate marketing model, the future real estate market may focus more on the application of cutting-edge technologies such as big data and AI, as well as Internet products, gradually forming a digital-led trend of transformation and upgrading of the real estate industry chain. Nowadays, the digitalization trend of the real estate industry is becoming more and more obvious. From large building construction to small transaction contracts, information technology and Internet applications are being fully introduced to transform. From April 25th to 26th this year, the 4th Digital China Construction Summit was held in Fuzhou, China. At present, Fujian Province is making every effort to build "the first province of digital application", focusing on building a complete modern urban and rural infrastructure system. Digital reform is a new requirement for the high-quality development of housing and urban-rural construction. On April 26, the reporter talked about the rapid development of digital reform, but we also clearly see that the current development of the construction industry mainly relies on factor input and large-scale investment, and there are low levels of industry informatization, extensive production methods, and low efficiency. High, high energy consumption and other issues. Therefore, there is an urgent need to accelerate the transformation process of construction industrialization, digitalization, and intelligence, and to find a new path of connotative and intensive development. At the beginning of this year, Fujian Province issued the "Exceeding Action Plan for Promoting High-Quality Development of Housing

and Urban-Rural Construction in an All-round Way", focusing on building a modern urban and rural infrastructure system with complete systems, efficient and practical, intelligent, green, safe and reliable.

1. It is to vigorously develop intelligent construction, guide the effective gathering of various elements, accelerate the construction of the construction industry Internet, promote the application of automated construction machinery, construction robots, 3D printing, etc., promote the digitalization and intelligent upgrading of parts and components production, and vigorously promote intelligent construction and construction. Coordinated development of industrialization.

2. It is to accelerate the construction of new urban infrastructure, connect «new urban construction» with «new infrastructure», vigorously promote the construction of urban information model (CIM) platform, and promote the application of CIM platform in urban physical examination, urban security, smart municipal, smart community, smart Applications in construction and other fields. Increase the intelligent management of municipal facilities and improve the quality of construction.

3. It is to vigorously develop green buildings and prefabricated buildings, promote digital design, promote the standardization of components and parts, accelerate the promotion of full building decoration, actively develop finished houses, improve the level of lean design and construction, and promote high-efficiency and high-quality development.

4. It is to focus on improving the level of enterprise informatization, further stimulate market vitality, increase the integrated application of BIM, Internet of Things, big data, cloud computing, artificial intelligence, drones and other technologies, promote the upgrading of enterprise and project management informatization, and enhance core competitiveness.

5. It is to increase investment in construction technology innovation and research and development, and promote the practical application of new technologies such as BIM, 5G, and construction robots in the field of engineering construction.

The development of real estate products with environmental advantages, green real estate energy production and consumption, and urban ecological construction layout have become the concepts of green real estate development. At the same time, when implementing the green mechanism, it is necessary to develop the market economy

On the basis of regulation, it is also necessary to give full play to the leading role of the government in regulation and control at critical moments, guide the construction of supporting green H standards, formulate green action plans, improve the ability to integrate green, and focus on and optimize the development of green real estate development that reduces resources. The

following is a discussion on the concept and strategy of China's green real estate development. After realizing the unification of green real estate economic benefits, social benefits and environmental benefits, it emphasizes the formulation and implementation of real estate regulation on the basis of green development, so as to better meet the needs of future development. Based on the new development stage, we must completely, accurately and comprehensively implement the new development concept, and lead the comprehensive green transformation of economic and social development with the concept of green development. The first is to form a green-oriented industrial structure, seize the key to adjust the industrial structure, deepen the supply-side structural reform, accelerate the development of strategic emerging industries, high-tech industries, and modern service industries, and promote quality changes, efficiency changes, and driving forces. Reform, significantly improve the green index of economic and social development, realize the coordination and unification of industrial structure and ecological environment protection, and the harmonious coexistence of man and nature. The second is to vigorously advocate green and low-carbon production methods, use green consumption to promote the upgrading of production methods, clarify the timetable, road map, and construction drawings for my country's carbon peak and carbon neutrality as soon as possible, and establish a sound production system for green, low-carbon and circular development. In order to make economic and social development based on the efficient use of resources and green and low-carbon development. The third is to continue to improve the quality and stability of the ecosystem with a systematic concept, to fight the battle of pollution prevention and control in depth, to promote the integrated protection and restoration of mountains, rivers, forests, fields, lakes, grass and sand from the perspective of the integrity of the ecosystem, to strengthen land space planning and use control, and to implement important Major projects for ecosystem protection and restoration, and large-scale land greening actions. The fourth is to strengthen legal and policy guarantees for green development, deepen the reform of the ecological civilization system, build a system of nature reserves with national parks as the main body, improve the supervision system of nature reserves and ecological protection red lines, and carry out monitoring and evaluation of the effectiveness of ecosystem protection. Improve the compensation mechanism for ecological protection and establish a mechanism for realizing the value of ecological products. The fifth is to advocate a green and low-carbon life style, strengthen publicity, education and guidance, enhance the awareness of conservation, environmental protection, and ecology of the whole people, advocate a simple, moderate, green and low-carbon lifestyle, and transform the construction of a beautiful China into the conscious actions of all people.

Urban and rural construction is an important battlefield for promoting green development in an all-round way, and an important field for achieving the goal of carbon neutrality at peak carbon. At the end of last year, the government and the Ministry of Housing and Urban-Rural Development signed the «Cooperation Framework Agreement on Jointly Promoting Green and Low-Carbon Development in Urban and Rural Construction» to help China's Shandong Province build a more dynamic, inclusive and sustainable beautiful city and countryside. With the official issuance of «Several Measures», a strong atmosphere for promoting green development in the field of urban and rural construction in Shandong Province has been formed.