

Research on Empowering Rural Revitalization Strategy Development with Green Finance: Based on the Perspective of Industrial Revitalization

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Abstract. As an important force in promoting rural industrial revitalization, green finance has a profound impact on achieving the rural revitalization strategy through its high-quality development. It not only provides financial support for the low-carbon and circular development of rural economy, but also helps industrial upgrading and ecological transformation through the new model of "finance+industry+ecology". The article focuses on the value of driving rural revitalization through the development of green finance and clarifies from a macro perspective that high-quality development of green finance is an important focus for promoting rural industrial revitalization. It emphasizes the coupling relationship between green finance and rural revitalization. At the same time, further sorting out the internal logic of green finance empowering rural revitalization, that is, emphasizing the multi-party and multi-faceted driving force of green finance on the prosperity of rural industries from a micro level. Through the joint efforts of the government, financial institutions, and talent cultivation, an organizational synergy for rural revitalization can be formed, fully utilizing the empowering effect of green finance on industrial revitalization, and thus achieving the prosperity and development of rural industries.

Keywords: Green finance; industrial revitalization; ESG.

1. Introduction

In the new stage of China's historic victory in poverty alleviation, the transformation of rural development has become a new mission of the times. Rural revitalization is not only a key measure to consolidate the achievements of poverty alleviation and prevent the phenomenon of returning to poverty but also an important way to promote the comprehensive upgrading of the rural economy and achieve integrated urban-rural development. In this process, industrial revitalization has become the core driving force leading rural transformation. It can not only accelerate the pace of agricultural modernization and promote the transformation and upgrading of agricultural production methods but also significantly enhance the income level and quality of life of farmers by improving the diversification and resilience of the rural economy, laying a solid foundation for the comprehensive prosperity of rural society.

As a product of the integration of financial innovation and sustainable development concepts, green finance's core value lies in balancing the relationship between economic development and ecological protection, providing a green and sustainable development path for rural industrial revitalization. By introducing green finance mechanisms, social capital can be effectively guided to flow towards environmentally friendly, low-carbon, and efficient rural industrial projects, promoting the construction of a resource-saving and environmentally friendly society. This not only achieves a win-win situation between economic and ecological benefits but also injects new vitality and momentum into the long-term development of the rural economy [1].

However, the process of green finance supporting the revitalization of rural industries is not a smooth road. The lagging policies and regulations, insufficient innovation capabilities in financial products and services, and shortage of professional talents in the green industry have made it difficult for green finance policies to be effectively implemented, affecting the positive response and participation of the market, and making it difficult to meet the diversified financing needs of rural industries, which has constrained the promotion and deepening of green finance in rural areas.

Faced with these challenges, academia, and industry are actively exploring solutions from different dimensions. In this context, this article focuses on the two core entities of government and financial institutions, as well as the key part of talent cultivation, to systematically analyze the path of green finance's impact on rural industrial revitalization. By sorting out relevant research results at home and abroad, this paper deeply analyzes the positive role of green finance in promoting the optimization of rural industrial structure, stimulating market vitality, and creating a good atmosphere for industrial and economic development. The aim is to provide theoretical support and practical guidance for promoting the deep integration of rural industrial revitalization and green finance in China.

2. Exploration of the Path of Empowering Rural Industrial Revitalization with Green Finance

The government, financial institutions, and talent cultivation promote each other in the revitalization of rural industries. A virtuous cycle system is formed among the three. Firstly, the government provides guidance and support, followed by financial institutions providing funds and services to cultivate talents and enhance industrial capabilities. Then, the revitalization of rural industries feeds back to society and the government, further promoting policy optimization and financial service innovation, and forming a more complete rural revitalization system. In this system, every part plays an indispensable role, jointly promoting the pace of rural industrial revitalization.

2.1. Government

The government plays multiple roles as a leader, supporter, and regulator in the process of rural revitalization. At present, there are three main influencing factors on the development path of rural industrial revitalization.

The first type is regulation of the market. Firstly, the government adjusted the prices of production factors reasonably and implemented differential taxation to change the extensive growth model gradually. At the same time, the government optimized the green finance system further and established a mandatory information disclosure system. Policymakers also added corresponding policy incentives to deepen regional economic cooperation [2]. In addition, since financial institutions are market entities and they fundamentally pursue the maximization of interests, the government increased the enthusiasm of social capital to invest in green finance by establishing green funds, and implementing incentive mechanisms such as fiscal subsidies and tax exemptions [3].

The second type is support for rural areas. The government provides certain financial subsidies for rural green finance and offers necessary financial support for rural green finance projects [4]. In addition, the government utilized fully its macroeconomic regulation function, guiding social capital to flow to the area's most urgently needed in rural areas through a combination of policy guidance and market mechanisms. At the same time, the government strengthened the construction and personnel allocation of rural regulatory infrastructure, providing strong guarantees for the supervision of rural environmental protection and green finance, and improving the level of rural environmental governance.

The third category is policy guidance. Firstly, local governments created green project databases based on local characteristics and industrial needs to provide accurate information support for financial institutions. Furthermore, the government established a green finance risk guarantee and compensation system to share financial institution risks and boost shareholder confidence [5]. Since 2023, the direction of government policies has become clearer and more specific, emphasizing the importance of creating a sound financial ecosystem. By guiding green financial institutions and encouraging relevant enterprises to promote green industrialization, using green credit as leverage, the government adjusted and optimized the rural industrial structure [3]. At the same time, relevant scholars drew on foreign experience and proposed innovative measures to transfer the management of interest subsidies to green finance departments of banks in pilot areas, reduce social financing costs, and improve market financing efficiency through fiscal security measures and refinancing policies

[6]. In addition, the implementation of green finance policies is also accompanied by structured approaches to pollution control. Through integrating information, strengthening supervision, and governance, the government ensures the environmental benefits of green finance projects, achieving a win-win situation between economic and ecological benefits [3].

2.2. Financial Institutions

As an important force serving the grassroots financial market, small and medium-sized banks in rural areas laid a solid foundation for the sustainable development of green finance [7]. Commercial banks create and utilize green financial products, build an environment, and strictly implement government policies to jointly build a green rural future.

In response to the innovation of green financial products, rural financial institutions at different levels designed flexibly and launched diversified green financial products based on their strength and positioning, such as green loans, green bonds, etc., to meet the diversified financing needs of rural enterprises [4]. At the same time, financial institutions also utilized comprehensively various financial tools such as green loans, green bonds, green funds, and green insurance to reduce service costs continuously and improve service efficiency, to better meet the green financing needs in the process of rural revitalization [7].

In terms of environmental construction, financial institutions, and environmental protection departments established a two-way feedback mechanism to enhance the accuracy and effectiveness of green financial services [4]. In addition, financial institutions improved the rural green finance infrastructure, such as establishing dedicated "rural finance" service departments to provide more professional and targeted services for agricultural operators. At the same time, according to the national definition standards and technical application indicators for green agriculture, financial institutions built a green financial service environment and risk assessment system that is suitable for their characteristics, creating a favorable environment for the operation of rural green finance [8].

At the policy implementation level, financial institutions firmly implemented differentiated interest rate policies, used interest rate leverage to guide the precise irrigation of funds into the fields of green production and consumption, and injected momentum into sustainable development. At the same time, facing the challenges of the "two highs" (high pollution, high energy consumption) and overcapacity industries, financial institutions increased their support for the transformation of these industries and guided them orderly to transform or exit towards green and low-carbon directions, responding to the call of the times for green development with practical actions [3]. From a macro perspective that integrates environmental and social responsibility perspectives, financial institutions went beyond the consideration of single economic benefits and consider social benefits as equally important goals. They not only provided financial support, but also integrated green genes into financial services, tailoring solutions for the green transformation of environmental protection projects and polluting enterprises and using the power of finance to assist in the dual realization of environmental protection and social responsibility.

2.3. Talent Cultivation

Talents are the primary resource for rural industrial revitalization and the core driving force for promoting green finance to take root in rural areas. In this regard, the government, rural areas, educational institutions, and financial institutions cooperated to better integrate and optimize resource allocation and improved the efficiency of talent introduction and training.

As the core promoter of the rural revitalization strategy, the government formulated and implemented a series of forward-looking policy measures. The government established a special program for cultivating talents in rural social governance, such as the "Dual Leaders" training program, and at the same time, used national preferential policies to encourage young talents to devote themselves to the cause of rural revitalization [2]. In the academic and practical fields of green finance, the government is committed to strengthening the construction of a talent system for green finance. Implementing talent introduction strategies and systematic training programs, effectively enhanced

the professional competence and comprehensive ability of talents in this field. At the same time, the government utilized modern information technologies such as big data and blockchain to build an intelligent and efficient online service platform for green finance. At the source of talent cultivation, the government increased its support for the development of green finance majors in higher education institutions. Through policy incentives such as fiscal appropriations and tax incentives, universities are encouraged to add courses related to green finance and deepen theoretical research and practical teaching of green finance [9].

Rural areas, as the main battlefield for rural revitalization, actively build a talent-gathering mechanism. On the one hand, relevant departments in rural areas implemented the local talent doubling project, established special funds, and strengthened the training and support of practical talents in rural areas. On the other hand, relevant departments designed attractive policies to encourage foreign entrepreneurial talents and entrepreneurs to invest and develop in rural areas, bringing advanced management concepts and technical support. At the same time, rural youth who work outside were encouraged to return home and start businesses, utilizing the resources and policy advantages of their hometown to achieve a win-win situation between personal value and rural revitalization [2].

The education department actively responds to the needs of rural revitalization and green finance development, adjusting professional settings and talent training programs. The education department established green finance-related majors in universities and vocational colleges to cultivate green finance talents with professional knowledge and practical abilities [4]. At the same time, universities strengthened the construction of modern industrial colleges for green finance, established open, competitive, and diverse talent introduction mechanisms, and attracted outstanding talents from home and abroad to participate in teaching and research activities. Through school-enterprise cooperation and the integration of industry, academia, and research, the education department explored diverse joint training programs, providing more high-quality and versatile talents for the field of green finance [10].

Financial institutions, as the core drivers of green finance, actively build a green finance organizational system that meets the needs of rural revitalization. Financial institutions enhance the professional competence and business capabilities of their employees through systematic training programs, ensuring that every practitioner becomes a practitioner of green finance. At the same time, they introduced outstanding talents and advanced experience in the field of green finance from external sources, injecting fresh blood and vitality into the organizational system. On this basis, financial institutions are committed to building close cooperation bridges with the government, rural communities, and education departments. Through efficient communication mechanisms and information-sharing platforms, they gathered wisdom and resources from multiple parties to jointly explore innovative paths and application scenarios for green financial products [5].

3. Conclusion

In recent years, with the acceleration of China's ecological civilization construction and the deepening implementation of sustainable development strategies, green finance has shown unprecedented vitality and potential on the broad stage of rural revitalization. Undoubtedly, there are still certain limitations in the current academic research on green finance in the field of rural revitalization. Most of the research focuses on macro-level rural revitalization strategies, and there is still a lack of in-depth exploration of the core link of industrial revitalization, especially in the theoretical research and practical exploration of specific fields such as technological innovation investment and ecological environment protection, which need to be strengthened. In this context, this article comprehensively reviews the development path and practical cases of green finance in rural industrial revitalization, pointing out the direction for further exploration in the future. With the increasing popularity and deepening of green finance concepts in rural areas, as well as the deep integration of ESG (Environmental, Social and Governance) standards and rural revitalization

strategies, a development path that conforms to ecological laws and demonstrates economic benefits will become increasingly clear.

Looking ahead to the future, the combination of green finance and rural industrial revitalization will no longer be limited to attempts and breakthroughs in a single dimension but will form a comprehensive development system with multiple dimensions, levels, and fields. Under the joint efforts of policy guidance, technological innovation, market mechanisms, social capital, and other forces, green finance will deeply integrate into every cell of rural industrial development, helping to build a new vision of rural revitalization that is green, low-carbon, ecologically livable, and industrially prosperous. Through continuous theoretical innovation and practical exploration, green finance can shine brighter in the great journey of rural revitalization.

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