

Research on the Innovative Development Path of Green Finance in Henan Province

Yaning Wang*, Tianyu Lu and Weihe Yang

North China University of Science and Technology, China

Abstract

The financial industry has always occupied a major position in the whole process of economic development. With the rapid development of the Internet, modern technologies such as cloud service, Internet +, 5G and artificial intelligence have emerged at the historic moment. The financial industry, as an important part of its development, is also undergoing gradual transformation and upgrading, promoting innovative cooperation between finance and various fields. At present, the development of green finance promote the development of green industry and realize the high quality of stable economic growth has become the consensus of the society, and in henan province is located in the central plains area of our country, with a large number of plain land, as the nation's most populous province, agricultural province in recent years development is faced with difficulties, need to be addressed, the provincial government also actively follow the central policy, Implement green financial preferential policies to support the local development of green industry, but it is undeniable that there is still a green financial products in henan province of a single financial institution, the main body of participation is low, the upgrading of industrial structure is not obvious, the problem such as the lack of a comprehensive financial management personnel, need to continue to accelerate the establishment of henan province green financial system, We should do a good job in the process supervision, risk management and regulation of green finance, increase the support of policy funds and so on, and further promote the innovative development of green finance in Henan province in an all-round way.

Keywords

Green Finance; Innovation and Development; Path Analysis; Henan Province.

1. The Essence and Meaning of Green Finance

Green finance refers to economic activities that support environmental improvement, climate change response and resource conservation and efficient utilization, namely, financial services provided for project investment and financing, project operation and risk management in the fields of environmental protection, energy conservation, clean energy, green transportation and green building. Green amount is actually a special kind of adapt to modern social development trend of a kind of innovative financial services and financial products, it has special effects, different from the previous Internet finance, pratt & whitney finance, etc., but fully demonstrated "the green water castle peak is the jinshan silver", makes the financial services sector, From a general sense of stocks, securities by the applications and development of green industry, pay more attention to environmental protection, economic development and environmental protection are in a state of relative balance as far as possible, while to realize the stable growth of national economy, the environmental protection in the first place, gave rise to the development of green industry power, better serve the national economy.

Green finance mainly has two meanings: one is how the financial industry can promote the sustainable development of green industry and economy and society; the other is how the

financial industry itself can make corresponding adjustments according to the dynamics of social development to realize the innovative development of the financial industry. The former clearly points out that the role of "green finance" is mainly to guide the flow of funds to resource-saving technology development and ecological and environmental protection industries, guide enterprises to pay attention to green environmental protection in production, and guide consumers to form the concept of green consumption. The latter clear financial industry to realize the sustainable development of its own, must comply with the trend of social development, in the green environmental protection industry, not only pay attention to short-term interests at the expense of the environment, should pay attention to the development of financial industry and how to realize the harmonious development and the green industry, to support each other, more conducive to the development of financial industry the core.

The innovative development of green finance has provided sufficient financial support for projects with environmental benefits, effectively solving the investment and financing problems of small and medium-sized enterprises developing green industries, and reducing worries at home. At the same time, the development of green economy is effectively stabbed, the financial service field is expanded, which is conducive to the innovation of financial products, providing customers with various financial products, and speeding up the construction of a sound green financial system. Promoting the coordination between financial development and environmental protection can effectively control environmental pollution while developing social economy, which is conducive to actively dealing with climate change and improving the efficiency of resource allocation of the whole society.

2. Analysis of the Development Status of Green Finance in Henan Province

In 2020, Henan's GDP reached 5.499707 billion yuan, ranking fifth in China. Henan's GROSS domestic product (GDP) reached 5.425920 billion yuan in 2019, up 1.3 percent from the previous year, but still lower than the national growth level. Henan province overall development trend of positive, but it is not hard to grow smaller, on economic development limited development, need to speed up the transformation and upgrading of industrial structure adjustment, implementation, and the ecological environment problem is particularly serious, nearly five years, the total water resources of henan province from 33.73 billion cubic meters in 2016 to 2019 years of 16.86 billion cubic meters, In five years, the total amount of water resources has been drastically reduced; Oil reserves have also declined to some extent. Soil and water loss, the urban air quality, increase the phenomenon such as respiratory infections disease, suggests that in henan province at present urgently needs to increase the financial support of ecological resources protection, to speed up the repair forest green space, the development of science and technology, seeking the balance of economic development and environmental protection, to make it better in the service of ecological construction, to speed up the green financial system building, promote the quality of the economic development.

Faced with the difficulties of industrial transformation and upgrading, the Henan Provincial government has actively implemented the relevant policies of the central government, guided social capital into the field of environmental protection, opened up new channels for the investment in environmental protection, and actively promoted relevant financial institutions to innovate financial products and carry out green financial services. Henan Provincial government has issued relevant green finance policy guidance, emphasizing the development of green, low-carbon and circular economy, improving market-based green credit guarantee mechanism, and simplifying green credit procedures, so as to effectively solve the difficulties in investment and financing for the development of green industries. At the same time, we will actively promote financial institutions to issue green financial bonds, encourage enterprises to issue green bonds, set up green development funds, and encourage and support all kinds of

environment-friendly enterprises to provide them with broad market development space and increase their market share. Among them, Industrial Bank Zhengzhou Branch insists on combining the development of green finance with the support for the development of agriculture, rural areas and farmers, and has walked out of a road of supporting agriculture by combining special operation with differentiated support. At the same time, it is also innovating direct financing methods for large enterprises. For example, in 2019, the company raised more than 5 billion yuan for Yongcheng Coal power Holding Group Co., Ltd. by issuing bonds and other financial products, and successfully implemented the 970 million yuan green bond business of Pingcoal Holdings to promote the transformation and upgrading and green development. The bank underwrote a total of 12.2 billion yuan of debt financing instruments throughout the year, which not only reduced the financing costs of enterprises, but also enhanced the quality and efficiency of its services to the real economy. Most banks in Henan province have incorporated green credit standards into the whole process of credit management, strictly checked all links and established a green credit classification system. Banking institutions in the province have also increased financial support for energy conservation and environmental protection and new energy projects such as wind power, new energy vehicles, combined heat and power generation, forestry and paper integration, sewage purification, construction waste cleaning and disposal.

3. Path Analysis of Green Finance Development Obstacles in Henan Province

(1) The financial laws and regulations system is not sound

Green finance is an inevitable trend of economic development and the trend of social development. But its development is by no means isolated, need social parties to work together, in which the function of law is critical, green finance wants to occupy a larger share in the market, must rely on the support of the laws and regulations, but now in henan province about the green financial legal system is not sound, has not yet formed systematic, comprehensive and professional financial system, In the market, there are still loopholes in financial laws, opportunistic behaviors that disrupt the financial market. The construction of environmental laws and regulations lags behind, and the lack of binding normative documents and unified standards are not conducive to the smooth development of green finance.

(2) The innovation degree of green financial products is low

With the introduction of a series of relevant policies and laws on green finance by the central government, local governments have also responded positively, and the Henan Provincial government is no exception. But quantity the lack of a good green financial services products, green financial products more onefold, remains fixed green credit, insurance fund green, green, etc., innovative is low, the investment and financing of solve ability is limited, mainly in clean energy, such as green energy saving and emission reduction projects is given priority to, focused on carbon carbon centered financial markets, Other types of green financial products are backward in development, with fewer types and relatively single. We will vigorously promote diversified green financial products and promote the sound development of green finance.

(3) Lack of comprehensive financial talents

Around now although is big gen era, are taking all kinds of positive policies to guide the talent, but it is not hard to find, and not in the right position to get a large number of talents give full play to their ability, treatment is different from the local society, etc., still faced with housing, rent, transportation, and so on difficult, state and local governments should fully tap talent, Professional comprehensive financial talents is very important to promote the development of green financial market, it has a strong ability of financial business processing as well as the

strong ability of financial risk prevention, to minimize the loss as far as possible, the protection of the interests of investors, for the healthy development of financial markets continuously inject energy, promote financial continuously strengthen and cooperation in various fields, Seek commonness in contradiction, seek harmonious and effective development.

(4) Incomplete green finance system

Green financial market development, cannot leave the financial institutions to actively participate in, but now in Henan province green financial system is still not perfect, mainly has the following several aspects: one is the green financial participants is given priority to with commercial Banks, other financial institutions of social participation is low, participation is low, not form a diversified pattern of development of subject; Second, the implementation means of green finance is single, the financing channel is single and the cost is high, which exacerbates the difficulty of promoting the development of green finance.

(5) The green financial management of financial institutions needs to be improved

At present, financial institutions in Zhengzhou are relatively backward in developing the internal organizational structure and system management construction of green finance. Some financial institutions do not understand green finance and do not realize the importance of carrying out green finance business; Some financial institutions do not have clear internal division of labor Specialized departments in charge of green finance business; The management system of green finance is not perfect and perfect enough to meet the development needs of modern green finance. All these problems will hinder the normal development of green finance business.

(6) The public awareness of green finance development is weak

Public awareness is an important basis for the implementation of government policies. When the public forms a unified ideology of environmental development, it will facilitate the implementation of green finance policies and enhance their effectiveness. At present, the whole society's awareness of environmental protection is relatively weak, and the green consumption mode has not been formed, and the understanding of the coordinated development of environmental protection and finance is low. The reasons are as follows: first, the publicity of social environmental protection is not enough, and the channels for the public to understand green financial products are limited, which will directly reduce the public's investment intention for green finance, leading to the problem of insufficient efforts in the early promotion of green finance. However, green consumption has not been really promoted, has not really entered the life of the public, the level of green environmental protection consumption awareness is low, in the ordinary process of consumption has not taken into account environmental protection and green issues, green consumption awareness is weak.

4. To Promote the Exploration of Green Finance Development Path in Henan Province

(1) Strengthen the construction of the legal system of green finance

It is an inevitable choice for Henan province to establish and perfect green finance laws and regulations system.

First, the Henan provincial government should set up a green finance development team to conduct in-depth market research, understand the current situation of the financial market, and identify the key to economic development and the reasons for the lack of power. Secondly, relevant laws and regulations should be formulated for different financial market participants to encourage them to actively participate in the construction of green financial market. The threshold of financial market should be lowered from the aspects of capital, material and talent introduction, so that more investors can understand green financial products. Then, the legal

system is the criterion for the effective operation of enterprises, and the enterprises that pollute the environment should be strictly held accountable, and the main responsibility should be implemented, so that the environmental protection policies can be effectively implemented, and the law enforcement of environmental protection should be standardized, institutionalized and normalized. Promote enterprises to strengthen the construction of environmental protection and promote the green development of enterprises; Finally, it is also essential to strengthen market supervision. When implementing policies, Henan Province must strictly implement the responsibilities of governments at all levels, strictly examine the implementation of policies, strictly punish government officials who operate illegally and resort to fraud, and improve the intensity and efficiency of supervision.

(2) Build a green financial market system and promote green financial product innovation

In the process of developing green finance, Henan Provincial government should combine the different economic strength and different financial institutions and financial departments to create different green investment platforms and develop green finance professionally. First, we should actively promote local enterprises to strengthen environmental protection construction, combine with financial development, launch a variety of green financial products, and improve the innovation of green financial products; Second, the implementation of special green funds, green insurance, green credit services, and increase the support of preferential policies; Third, reduce the entry threshold of green financial services, promote the effective coordinated development of real economy and green finance, reduce the financing cost of enterprises, and effectively enjoy the development dividend brought by green finance.

(3) Strengthen the training and introduction of compound financial talents

Talent qualification is an important resource for regional development. It plays an important role in promoting the development of green finance in Henan province to strengthen the professional training of green finance talents and provide talents with high comprehensive quality for the development of green finance. The development of green finance in Henan province needs a large number of professionals with rich experience and high comprehensive quality who master green environmental protection knowledge and financial professional knowledge. Therefore, financial institutions should not only vigorously the introduction of high comprehensive quality green financial professionals, but also to the existing education training for the staff, combine theory with practice, improve the staff's green finance professional accomplishment and ability to work, let them not only to understand the green financial development status and trend, but also grasp the green financial professional theory knowledge, Familiar with green finance laws and regulations.

(4) Promoting innovation in green technologies

The development of green finance in Henan province cannot be separated from the support of green technology. Henan Provincial government should effectively promote enterprises to accelerate the innovation of green technology and provide technical support for the development of green finance. First, promote the construction of green finance platform, build a platform for exchange and sharing for the development of green finance market, and promote technological innovation; Second, to provide talent and financial support for the development of green technology, to form a good social development atmosphere, and to promote the docking and cooperation between green technology and related projects; 3 it is to make full use of talents in colleges and universities in Henan province and the advantages of intellectual resources, strengthen the manufacture-learning-research cooperation, strengthen cooperation with local colleges and universities project research, carry out various kinds of green financial innovation creative competition, increase college students' cognition of green finance, at the same time, enterprises should cooperate with colleges and universities to carry out the training, allowing employees to study on learning in colleges and universities, exchanges and

cooperation. Fourth, use fintech to promote the development of green finance. We will use the Internet, big data and other technologies to build a green finance investment and financing service platform, reduce information asymmetry, help enterprises' green projects connect with financial institutions, and boost the transformation of green technology achievements.

References

- [1] li. Study of the problem of green financial industry development in henan province [J]. Journal of agricultural economy, 2019 (6) : 112-114. The DOI: 10.3969 / j.i SSN. 1001-6139.2019.06.04.
- [2] Li S L. Study on the role of financial support on agricultural green development in Henan Province [J]. Food science and technology and economy, 2018 lancet (11) : 107-109112. The DOI: 10.16465 / j.g. Ste cn431252ts. 20181126.
- [3] hong-wei li. Green financial development present situation and countermeasure research of henan province [J]. Journal of investment and entrepreneurship, 2018 (9) : 34 and 35. DOI: 10.3969 / j.i SSN. 1672-3414.2018.09.018.
- [4] Tian L. Discussion on the development of green finance in Henan Province [J]. Finance and Accounting Monthly (Theoretical Edition),2012(8):36-38. (in Chinese).
- [5] Sun Zhongzhi, Yang Xi. Investment and entrepreneurship,2021,32(6):56-58. (in Chinese) DOI: 10.3969/j.issn.1672-3414.2021.06.019.
- [6] [Wang Z L. Research on green finance promoting the optimization and adjustment of industrial structure-- TAKING Henan Province as an example [J]. Commercial Economics,2020(10):52-53,101. (in Chinese) DOI:10.3969/j.issn.1009-6043.2020.10.023.
- [7] Qi Jingzhi, Song Zheshen, Wu Teng. Research on the Path of Building green Finance Reform and Innovation pilot zone -- Taking Henan Province as an example [J]. Financial Theory & Practice, 2017 (11): 111-115. (in Chinese) DOI:10.3969/j.issn.1003-4625.2017.11.020.
- [8] Xie P J. Research on green finance support of new urbanization in Henan Province [J]. Business Situation,2020(18):74-75. (in Chinese).
- [9] Wang Y, Wang Y, Wang Y, et al. The role of green finance in the development of sustainable Development [J]. Journal of Economic And Social Development,2019(2):9.
- [10] Liang Chenbei. Research on the development of green finance in China [J]. Times Finance (middle), 2017 (12):46.
- [11] Li Xinyue. Let green all over the Central Plains -- Henan Province Zhengzhou Agricultural Credit Cooperatives supporting the development of low carbon economy [J]. China Rural Finance, 2011 (13): 61-62. (in Chinese) DOI:10.3969/j.issn.1674-9162.2011.13.024.
- [12] Yuan Kai. Research on the impact of green finance on the ecological development of regional Economy and countermeasures - Taking Henan Province as an example [J]. Wealth Today (Intellectual Property In China),2019(2):56-58.