

Technical Assistance Consultant's Report

Project Number: 48028-001

February 2017

People's Republic of China: Policy Advice on Promoting the Circular Economy in Qinghai Province (Financed by PATA 8853)

提升青海省循环经济政策建议

Synopsis of Final Report

最终报告摘要

Prepared by Qinghai Provincial Administration Institute

For Executing Agency: Qinghai Provincial Finance Department Implementing Agency: Qinghai Provincial Policy Research Office

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Printed in the People's Republic of China. 在中华人民共和国印刷。

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Policy Advice on

Promoting the Circular Economy in Qinghai Province

Synopsis

Policy Advice on Promoting the Circular Economy in Qinghai Province

Project Management Office

February 2017

Since the 1990s, the development of Chinese economy has resulted in an increasingly serious issue of natural environment deterioration. In pursuit of a suitable mode of ecological protection and sustainable economic development, circular economy has been viewed as an important channel and vehicle for the realization of healthy and sustainable development in China. At the beginning of the 21 century, the Qinghai Provincial Party Commission and the Qinghai Provincial Government adopted circular economy as a strategic approach to transform the means of economic development, to address the shortcomings of its existing industrial structure, and to improve the economic quality and benefits, according to the special provincial reality characterized by rich natural resources but vulnerable ecology. Over a decade of development, the circular economy of Qinghai Province has achieved prominent economical, ecological and social benefits. The research project entitled "Policy Advice on Promoting the Circular Economy in Qinghai Province" is an ADB TA project jointly implemented by the Ministry of Finance and the Qinghai Provincal Government of the PRC. The project is aimed at conducting in-depth research and putting forward policy suggestions for optimizing the construction of circular economy pilot zones in Qinghai. The policy suggestions mainly involve industry, economy, talents and science & technology areas.

As final results, the research project has come up with 3 research reports, namely, Assessment and Optimal Improvement of the Chaidamu Circular Economy Pilot Zone, Integrated Evaluation of Circular Economy Development Level in Qinghai and Developing a Policy System for Promoting the Circular Economy Development in Qinghai. They serve as an objective and full evaluation of the development level and capacity of the circular economy in Qinghai, therefore, providing a valuable reference for promoting the healthy development of circular economy in Qinghai.

I. Assessment and Optimal Improvement of the CCEPZ

On the basis of evaluating the development status of the Chaidamu Circular Economy Pilot Zone (hereafter referred to as CCEPZ) during the period of the 12th Five Year Plan, the research team has summarized major practices in the construction of the CCEPZ, which include scientific formulation of park development programs, implementation of priority heavy industry projects, execution of various legal codes and policies, making full use of key enterprise projects, and strengthening of the construction of both infrastructure and counterpart support system. In the meanwhile, the team has also made an analysis of resultant economical, ecological and social benefits. As a result, the research project team concludes that the construction of the CCEPZ fits with the current development status of Chaidamu, and it plays an important demonstration role in the development of local resources that enjoy comparative advantages. The achievements of above-mentioned results can be attributed to the four salient points the CCEPZ upholds, which include: 1) Clear thoughts, which is a prerequisite of speeding up the construction of circular economy in the CCEPZ; 2) Policy support, which is the key to accelerating the construction process; 3) S&T innovations, which served as a driving force; and 4) Business attractions, which served as an effective instrument.

However, when the CCEPZ reached a stage of full growth, affected by changes in micro, mezzo, and macro environments and many other factors, it has shown a downward development momentum in terms of speed and quality. The major issues cover five

important aspects as the following: deviations in thinking and practice of circular economy development, low industrial efficiency, weak S&T innovation capacity, poor capacity of mitigating risks and inadequate development policies. In reflection of those issues, the research project team contends that it is important to carry out supply-side structural reforms and improving the quality and efficiency of supply system, and resolve issues like irrational industrial structure, excess capacity of traditional industries and small scale of emerging industries. In the long run, it is advisable to take the green low-carbon approach as a strategic direction, and develop a new industrial system characterized with green, low-carbon, innovation, and long-term competitiveness.

More specifically, the team propose the following major policy measures:

- 1. Strengthening Supervision & Administration and Rectifying Deviations in Development Thinking and Practice. Firstly, green performance shall be used to regulate behaviors of government bodies. It is important to develop a green performance mechanism dominated by circular economy, including evaluation system of green performance, supervision system and application of evaluation structure, in order to adequately strengthen circular economy behaviors of government officials. Secondly, environmental regulations should be used to regulate and control behaviors of corporate sectors. Market mechanism can be used to strengthen incentives and orientation, to change the outdated pollution management method of enterprises and greatly encourage enterprises to promote innovations in technology and management. Thirdly, Public participation should be encouraged. All levels of governments should actively give full play to the role of public participation, education and awareness-raising, creating a positive cultural environment for the circular economy of the CCEPZ.
- 2. Promoting Industrial Transformation and Carrying Out Supply-Side Structural Reforms. First, industrial transformation and upgrading should be promoted and the level of supply should be improved. It is essential to uphold "1 principle", that is, rich natural resource endowment of the Chaidamu Basin, to realize "2 driving forces" which include technological innovation and internet, and to take "3 paths", including eliminating the excess capacity, developing the potential sectors, and upgrading the existing sectors. Second, there should be a strong emphasis of quality and optimization of supply structure. Specifically, it is wise to clarify the industrial development priorities of the CCEPZ and Xining industrial parks and realize the optimal integration of circular economy resources. According to their comparative advantages in resource and technology, both parties should identify industrial priorities in an effort to achieve differential developments and improve the optimal use of circular economy resources in the two regions, even in the whole province. In addition, it is reasonable to develop emerging industries, and efforts should be placed on the cultivation and development of such industries as distinctive plateau biology, new materials, new energy, salt lake chemical engineering and modern finance.
- 3. Focusing on S&T and Innovation System. Firstly, it is important to make up the shortage of skills and to enhance the quality of labor. There is a proposal to encourage people migration towards the East and fill the labor shortage, and meanwhile "the government + the enterprise" training be deployed to improve the quality of labors. Secondly, it is necessary to establish talents development platforms to attract talents from outside. There is a need to establish market-oriented talent recruiting mechanism and

implement significant talents projects, widening channels of enticement and use of talents, and at the same time, improving the quality of existing talents. Thirdly, S&T inputs should be increased and S&T support should be intensified. Measures such as encouraging the participation of enterprises and the setup of special funds should be implemented to increase the S&T resources and stimulate R&D activities. Meanwhile, it's important to strengthen the linkages between government research institutes and industries.

4. Strengthening the Risk Management and Mitigation Capacity. Firstly, it is essential to strengthen the efforts of raising the awareness of risks. This can be achieved by reinforcing risks awareness education, fully leveraging the role of think tanks and carrying out training workshops and study tours. Secondly, there is a need to establish mechanisms of risk management, such as risk identification, risk control and mitigation plans so as to improve the capacity of risk diagnosis and treatment in the industrial parks. Thirdly, it is also important to enhance the capacity of combating industrial risks. On one hand, brand building needs to be strengthened to increase the competitive edge of the park; on the other hand, industrial chains should be efficiently integrated to raise the clustering and agglomeration effect, thus increasing the core competitiveness of the park and enhance the capacity of resisting market cyclic risks.

II. Integrated Evaluation of Circular Economy Development Level in Qinghai

The research project fully draws on related national and international experiences regarding evaluation of circular economy development and adequately takes various factors affecting the development of circular economy into consideration in accordance with implications, development objectives and principles of circular economy. The study has established an evaluation indicators system for circular economy in terms of economic, social and resource-environmental systems, on the basis of analyzing system structure and level structure, and combing the design principles of evaluation indicators system of circular economy. Furthermore, it carries out horizontal and vertical comparisons of the developments of circular economy among 13 provinces or municipalities, including Qinghai, over the period from 2010 to 2014, using the improved method of key component analysis, namely, method of holistic principal component analysis, based on the comprehensive comparison of various types of evaluation methods. The horizontal comparison allows for an objective and accurate understanding of the current development status of Qinghai circular economy within the context of PRC, while the vertical comparison can not only allow for a good understanding of changing trends of the circular economy development in Qinghai, but also sheds some light on the changing trends of circular economy development of different provinces or municipalities. Based on the above, people can gain some insights into the present development situation of circular economy in Qinghai as well as China from the perspective of development trends. The research project mainly focuses on the following aspects:

1. **Developing Evaluation Indicators.** The research project has constructed a four-level indicators system regarding integrated evaluation of circular economy development in terms of economic, social and resource-environmental systems. The structure consists of four levels, namely, objective level, system level, criterion level and indicator level. The whole indicators system comprises of 32 indicators, with respective interpretations.

- 2. Identifying Evaluation Methods and Developing Evaluation Models. International and national scholars mainly adopt such evaluation methods as entropy evaluation method, data envelopment analysis (DEA), integrated fuzzy evaluation method and principal component analysis (PCA) for conducting evaluation of regional circular economy development. Based on the advantages and disadvantages of the above methods and the characteristics of circular economy development in China, and in order, the research project has adopted the global PCA method to carry out an integrated evaluation of the circular economy development level in Qinghai. Such a method was aimed to avoid the disadvantages of the currently available evaluation methods, to improve the scientific rationality and convenience of evaluation models and to obtain well-rounded, scientific and accurate evaluation results. On such basis, it has developed a number of concrete evaluation models.
- 3. Empirical Analysis. The research project carries out an objective and accurate evaluation of the development level of circular economy in Qinghai Province through both the horizontal and vertical comparisons. *Horizontal Comparison*: in 2015, 13 provinces or municipalities like Tianjin, Liaoning, Shanghai, Jiangsu, Anhui, Shandong, Hunan, Guangdong, Chongqing, Sichuan, Shanxi, Gansu and Qinghai went through review and evaluation and were declared as national circular economy pilot units. Therefore, the horizontal comparison can allow for a more in-depth understanding of the current development level of circular economy of Qinghai within the context of whole China. *Vertical comparison*: The vertical time series dynamic comparison of the development levels of circular economy in 13 provinces or municipalities, during the period from 2010 to 2014, can allow for an understanding of the changing trends of circular economy development in Qinghai as well as comparing historic trends of circular economy development in other provinces or municipalities, thus providing an insight into the current development level of circular economy in Qinghai as well as in China from the angle of development trends.
- 4. Conclusions. Horizontal Comparison: There has been considerable discrepancy in development level of circular economy between Qinghai Province and nationwide priority areas. Such discrepancy is a result of constraints in terms of technological level, economic level and social development capacities. Vertical Comparison: The development of circular economy in Qinghai is characterized with rapid growth and remarkable effects on energy conservation and emission reduction, generally showing positive development momentum. Therefore, it must be clearly recognized that it is an arduous task to construct national circular economy pilot zones in Qinghai Province. In order to fulfill the mandate of the central government to develop circular economy, it is important to firmly establish a new norm of economic, intensive and recycling use of resources through applying five development concepts such as innovation, coordination, green, opening and sharing. It is essential to develop the circular economy by centering on increasing resource outputs of the whole society as well as innovations in science & technology, production models and industrial activities. In addition, it makes perfect sense to stimulate new motivations through system and institutional innovations to speed up Qinghai's transformation towards a green and circular society, and lay a solid foundation for the full establishment of a Xiao Kang society and becoming a leader in the national circular economy development by 2020.

III. Developing a Policy System for Promoting the Circular Economy Development in Qinghai

The research report summarizes findings regarding policies of circular economy development of the theoretic communities in China and abroad, streamlines three levels of practice of circular economy in Qinghai Province, such as large recycle, intermediate recycle and small recycle based on in-depth field investigations of industrial parks in Qinghai, and analyzes current policies of circular economy in the province. In the meanwhile, the research project puts forward policy suggestions for better promoting circular economy development in the province. These suggestions involve industry, economy, talents, science & technology and management policies, in an attempt to help the government to overcome the current challenges and implement the circular economy more effectively in Qinghai. There is also some brief description of laws and regulations and provisional policies concerning the ecological environment protection. The research report mainly focuses on the following areas:

- 1. **Establishing a Research Basis.** The research project has developed its research framework and storylines along the following aspects: experiences and lessons learned from foreign systems concerning policies & legal codes; structure of policy systems of circular economy; constraints of finance & tax policies on promoting circular economy development; policy advice for promoting circular economy development, and evolution of circular economy policies in China.
- 2. Existing Issues in Policy Development and Enforcement. The research project has categorized, summarized and streamlined various issues existing in the process of policy development and enforcement at the micro, mezzo and macro levels. The causal analysis revealed important causes for the existing issues, such as the problems on supply and demand of national circular economy policies, the flawed formulation mechanisms and inadequate coordination of local circular economy policies, etc. .
- 3. **Optimizing Policies.** Based on the existing issues, the research project focuses on suggestions for optimizing policies in the following areas: 1) *Industrial Policies*. Those suggestions include optimization of industrial organization policies; design of package policies to strengthen efforts of supporting SMEs; using industrial policies to actively promote corporate competitiveness in the value chains; and optimization of park industrial structure adopting the "large recycle" strategy. 2) *Management policies*. Those suggestions are intended to encourage industrial parks to explore their own management innovations and, meanwhile, strengthen cooperation and collaboration across different industry parks. 3) *Economic Policies which consist of fiscal policies, taxation policies, price policies and financing policies*. For finance policies, suggestions include continuing government financial support for circular economy development; further increasing the support for local development; reforming financial spending methods to allocate more resources to the circular economy development; creating a system of product labeling & certification catered to needs of circular economy. For taxation policies, suggestions include refining resource taxation to stimulate circular economy development; adjusting VAT and income

taxes, incorporating the green taxation idea; and accelerating efforts on other taxations aimed for environmental protection. For price policies, suggestions involve accelerating reform process of pricing system; raising emission costs and further refining auction & trading system regarding emission rights. For financing policies, suggestions include optimizing polybasic investment and financing environments, etc. 4) Talents and S&T Policies. Suggestions include setting up a special government fund to support the R&D activities of SMEs; deepening reforms of local higher education and professional education; improving the efficiency of human resource management system; sustainably increasing the financial support for S&T research and development; creating a system that facilitates the adoption of circular technology and equipment; and further strengthening the integration of "industry -university-research". 5) Other Policies. These include developing multiple incentives for green economy; strengthening circular economy campaigns for public awareness & acceptance; encouraging green consumption to mainstream the circular economy practice; and constructing recycle-based communities and demonstrative public places where the knowledge and practice of circular economy are perfectly integrated.

提升青海省循环经济政策建议 研究成果简介

《提升青海省循环经济政策建议》 项目办公室 2017年2月 20世纪90年代以来,经济发展导致资源环境遭受损害的问题日益严重,在寻找生态保护与经济可持续发展模式中,循环经济被认为是实现经济、生态、社会健康可持续发展的重要渠道和载体。21世纪初,青海省委省政府立足资源富集和生态脆弱的特殊省情,将发展循环经济作为转变经济发展方式的主攻方向,以破解产业结构性矛盾,提升经济质量和效益。经过10余年的发展,青海省循环经济在经济效益、生态效益和社会效益等方面均取得了突出的效益。本课题《提升青海省循环经济政策建议》是由财政部和青海省政府共同实施的亚洲开发银行国别技援赠款项目,旨在通过深入研究,从产业、经济、人才、科技等方面,为青海建设循环经济先行区提出优化建议。课题最终形成了《柴达木循环经济试验区建设评估与改进优化》《青海省循环经济发展水平综合评价》《构建促进青海省循环经济发展政策体系》三项研究成果,以更加客观全面研判青海省循环经济发展水平和能力,为推动青海省循环经济健康发展提供借鉴。

一、柴达木循环经济试验区建设评估与改进优化

在梳理柴达木循环经济试验区(以下简称试验区)"十二五"期间发展现状的基础上,课题组从科学编制园区发展规划、大力实施重点工业项目、认真执行各项法规政策、发挥骨干企业项目作用、着力加强基础设施建设、加强配套支撑体系建设等方面对试验区建设主要做法进行了总结,同时就产生的经济效益、社会效益、生态效益进行了分析。基于此,课题组认为试验区建设是符合柴达木发展现状的,对柴达木地区特色优势资源开发发挥了重要促进作用。以上成绩的取得正是试验区紧紧抓住了四个关键点,一是理清思路是加快试验区循环经济建设的前提,二是政策支撑是加快试验区循环经济建设的关键,三是科技创新是加快园区循环经济建设的动力,四是招商引资是加快试验区循环经济建设的手段。

但是,试验区进入成长阶段受到宏观、中观和微观环境的变化影响,无论发展速度还是质量均受到多方面制约而呈现下降态势。主要存在的问题是循环经济发展理念与实践存在偏差、循环经济试验区产业效能不高、循环经济试验区科技创新能力不足、循环经济试验区抵御风险能力不强、循环经济试验区发展政策不系统等五个方面。针对以上问题,课题组试验区要着力加强供给侧结构性改革,提高供给体

系质量和效率,以绿色低碳为主攻方向,着力解决产业结构不合理、传统产业效益不高、新兴产业规模不大等问题,促进产业迈向中高端,基本形成绿色低碳循环、创新驱动、特色鲜明、效益显著的产业新体系,不断增强产业综合竞争力。主要措施有:

- 1. 着力加强监督管理、纠正理念实践偏差。一是,以绿色政绩调控政府主体行为。构建以循环经济为主导的绿色政绩考核机制,包括构建绿色政绩考核体系、监督体系、考核结构运用等内容,以全面加强领导干部循环经济行为。二是,以环境规制调控企业主体行为。通过利用市场机制,加强激励与引导、改变企业污染治理模式、改变企业污染治理模式、大力鼓励企业推进技术和管理创新等方式。三是,推进公众参与。各级政府应积极发挥在宣传、教育和引导中的主导作用,加强舆论引导,形成全社会的价值观和行动方向,营造柴达木地区循环经济发展的人文环境。
- 2. **着力产业转型升级、推进供给侧改革**。一是,推动转型升级,提高供给水平。坚持"一原则",即坚持柴达木盆地"资源禀赋"原则;实现"两驱动",即坚持技术创新和互联网+驱动的发展模式;坚持"三路径",即坚持淘汰过剩、保留潜力、升级传统。二是,强化质量引领,优化供给结构。首先,明晰柴达木与西宁工业园区产业发展重点,实现循环经济资源优化整合。两者根据资源、技术等优势应明确产业布局重点,实现差异化发展,提升两地甚至全省循环经济资源优化整合。其次,培育新兴产业,突出产业特色。在处理好保护与开发的前提下,加大对高原特色生物、新材料、新能源、盐湖化工、现代金融等产业培育与发展力度。
- 3. 着力科技要素驱动,完善创新动力体系。一是,弥补劳动力短缺,提升人口素质。建议实施"东移西扩"项目,实现人口机械迁入,同时构建"政府+企业"培训模式,提升人口综合素质。二是,加强人才引进,构建培育平台。探索建立市场化人才引进机制、实施重大人才工程等措施,拓展吸引人才、使用人才渠道;提高人才素质,完善人才结构。建立柔性人才机制、发挥研究机构作用等方式,加强人才素质的提升。三是,加大科技投入,强化科技支撑。通过政府引导企业参与、设立专项基金等措施,加大多渠道投入,激发科研动力。同时,发挥政府引导、企业参与等作用,搭建科研平台,整合技术资源。
- 4. **着力加强风险管理,提高抵御风险能力**。一是。加大风险意识培养。通过加强风险教育、发挥智库作用、开展培训与学习等方式加强风险意识培养。二是,

建立风险管理机制。构建园区风险识别、风险控制、管理预案等风险管理机制,以提高风险预判、处理的能力。三是,提升产业抵御风险能力。通过加强品牌建设,提升竞争力;高效整合产业链,提升集聚倍增效应,以增加园区产业的核心竞争优势,增强抵御市场风险能力。

二、青海省循环经济发展水平综合评价

在充分借鉴国内外循环经济评价的有关经验,同时依据循环经济发展的内涵、目标和原则,充分考虑影响循环经济发展的各种因素,在分析系统结构、层次结构的基础上,结合循环经济评价指标体系的设计原则等从经济系统、社会系统、资源环境系统三方面构建循环经济评价指标体系。并在综合比较各类评价方法的基础上,应用改进的主成分分析法——全局主成分分析法,对 2010-2014 年青海等 13 个省市的循环经济发展水平进行了横向和纵向比较。横向比较可以客观准确了解当前青海省循环经济在我国的发展状况;纵向比较不仅可以了解青海省循环经济发展的变化趋势,而且可以比较不同省市循环经济发展的变化趋势,从发展趋势角度了解当前青海省循环经济在我国的发展状况。主要研究内容:

- 1. **评价指标构建**。从经济系统、社会系统、资源环境系统三方面构建循环经济发展水平综合评价的四层指标体系结构,目标层—系统层—准则层—指标层。整个指标体系由32个指标组成,并对指标释义。
- 2. 评价方法确定及模型构建。国内学者对区域循环经济发展评估研究主要采用熵值、数据包络线、模糊综合和主成分等分析法。基于以上方法优劣势和循环经济发展特点,为避免已有评价方法的缺陷,提高评价模型的科学性与便利性,以获得科学准确的评价结果,本课题采用全局主成分分析法对青海省循环经济发展水平进行综合评价。在此基础上,构建出具体评价模型。
- 3. 实证分析。课题从横向比较和纵向比较两个角度对青海省循环经济发展水平进行客观准确地评价。横向比较: 2015年,天津、辽宁、上海、江苏、安徽、山东、湖南、广东、重庆、四川、陕西、甘肃、青海等13个省市通过了国家循环经济试点单位检查评估和验收。因此,通过这13个省市的循环经济发展水平的横向比较可以客观准确了解当前青海省循环经济在我国的发展状况。纵向比较:通过2010-2014年上述13个省市循环经济发展的纵向时序动态变化比较,不仅可以了解青海省循环经济发展的变化趋势,而且可以比较不同省市循环经济发展的变化趋势,从发展趋

势角度了解当前青海省循环经济在我国的发展状况。

4. **结论**。横向比较,青海省循环经济发展水平与全国重点地区还存在一定的差距。这种差距需主要是由于技术水平、经济水平、社会建设能力等因素造成。纵向比较:青海省循环经济发展呈现增长速度快、节能减排成效显著等特点,总体处于向好发展态势。因此,我们必须清楚地认识到,青海省建设国家循环经济先行区任重道远,要深入贯彻习近平总书记系列重要讲话精神,以创新、协调、绿色、开放、共享五大发展理念为引领,牢固树立节约集约循环利用的新资源观,以提高全社会资源产出率为核心,以科技创新、模式创新和业态创新形成引领循环经济发展新动能,通过体制创新和制度供给激发循环经济发展新动力,加快推动全省经济社会绿色循环转型,夯实全面建成小康社会的资源环境支撑,为 2020 年建成全国循环经济的先行者、排头兵打下坚实基础。

三、构建促进青海省循环经济发展政策体系

在概括总结国内外理论界关于循环经济发展政策的研究状况的基础上,深入青海省各产业园区实地调研,通过对循环经济"三个层次"——大循环、中循环、小循环的实践梳理,分析青海省现行循环经济发展的政策,以问题为导向、以落地为原则,具体从产业、经济、人才、科技、管理等方面提出促进青海省循环经济发展政策体系的建议,架构青海省循环经济发展的政策体系框架。在具体研究工作中,对于法律法规等基础性政策和生态环境保护前置性政策作了扼要说明,未作为研究内容。主要内容:

- 1. **构建研究基础**。从国外政策法规体系经验借鉴、循环经济政策体系的结构问题、促进循环经济发展财税政策的局限性问题、推动循环经济发展的政策建议和我国循环经济政策演进等五方面构建起课题研究框架和思路。
- 2. 政策构建与**执行存在问题。**从宏观层面、中观层面和微观层面对政策制定、 执行等过程中存在的各种问题分类总结梳理,并在指出造成问题的重要原因是国家 循环经济政策供需存在问题、地方性循环经济政策形成机制不畅、政策协调性系统 性不足等。
- 3. 政策优化。根据存在问题,重点从以下方面提出了优化建议。一是产业政策。 优化产业组织政策、以政策"捆绑"设计,加大对中小企业的支持力度、通过产业 政策积极促进企业提升价值链位置、以"大循环"战略优化各园区产业布局。二是

管理政策。鼓励各产业园区探索适合自身发展的管理方式和管理模式、加强合作开发产业园区的制度供给。三是经济政策。财政政策:持续加大支持循环经济发展的财政资金投入力度、进一步增强地方的发展积极性、改革财政支出支持循环经济发展的方式、探索建立循环经济生产方式产品标志及其认证制度。税收政策:完善资源税促进青海省循环经济发展、调整增值税和所得税,体现绿色税收理念、开征环保税并加大征收力度。价格政策:加快价格制度改革进程、提升排放成本、进一步完善排污权拍卖与交易制度。金融政策:优化多元化投融资环境、促进循环经济多元化投融资机制的建立。四是人才、科技政策。建立政府支持中小企业研发力量建设的专项基金、深化高等教育与职业教育改革、加强人才管理制度实效性、持续加大科学技术研发的财政投入力度、进一步加强"产学研"一体化等。五是其他政策。形成多项激励,改变经济激励的单一模式、加大宣传力度,提升全社会对循环经济的认知度、引导绿色消费,拓宽循环经济在全社会的实践道路、建设循环社区,形成公众知行合一的示范地。