



Green Employment: Synergizing Digitalization, Environment & Human Development

绿色就业：数字化、环境与人的协同发展

Session 4.4: Digitalization, Environment, and People

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Agenda | 发言议程

01	E-commerce & New Media Entrepreneurship 电商与新媒体创业	→
02	Shared Energy Mechanisms 共享能源机制	→
03	Vocational Education & Capacity Building 职业教育与能力建设	→

能源转型与绿色就业宏观关联

全球可再生能源行业就业人数已超 1300 万，中国占比约 40%。能源转型与就业增长形成正向循环而非零和博弈。

Energy Transition & Green Employment



Global Scale

Sector employs over 13 million people worldwide with China accounting for approximately 40%, demonstrating strong job absorption capacity.

Ecosystem Effect

Energy transition creates multi-layered employment spanning manufacturing, installation, operations, maintenance and services.



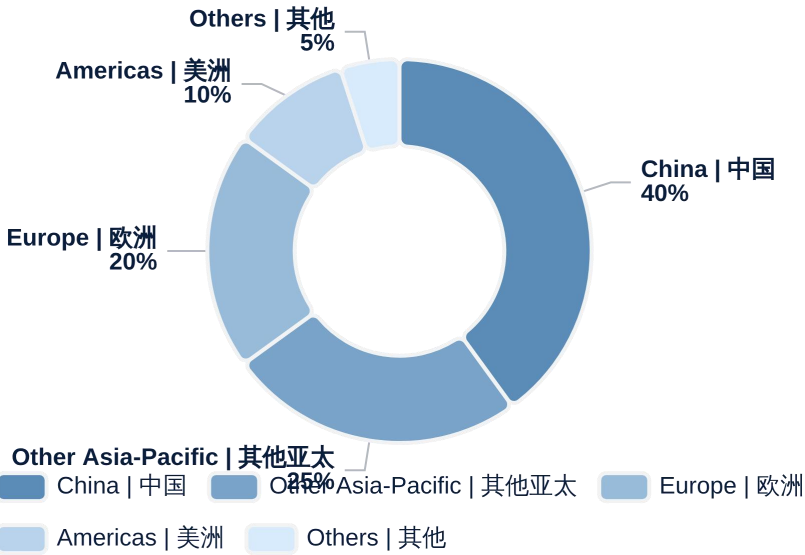
Smooth Transition

Traditional energy workers can transition smoothly into new energy sector through skills retraining, reducing social friction.

Regional Cooperation

Asia-Pacific region can share green employment experiences through regional

Global Renewable Energy Employment Distribution



Source: IRENA Renewable Energy and Jobs Annual Review

E-commerce Evolution: From Shelf Logic to Content-Driven

电商模式演进：从传统货架到内容驱动 · 绿色经济触手可及

Traditional Model | 传统模式

Relied on shelf logic and paid traffic requiring heavy investment in supply chain and advertising budgets, making it difficult for small entrepreneurs to enter the market and compete effectively.

New Media Model | 新电商模式

Platforms like TikTok and Temu use short videos and live streams to show product usage scenarios, naturally triggering purchase intent without expensive paid traffic, enabling inclusive participation.

Key Insight

Narrative Shift: Product selection logic shifted from what sells well to what has a compelling story, giving green products inherent communication advantages due to environmental values resonating with consumers.



TikTok Cross-border E-commerce Live Streaming Scenario

Green Camel Bell Pastoral Project

绿驼铃牧区项目：从公益到社会企业

绿驼铃在青藏高原牧区的太阳能项目不仅解决电力短缺问题，更通过技能培训让牧民获得可持续收入来源。项目已覆盖 9 个家庭培养 10 名光伏服务团队成员，正从公益项目转型为可复制的社会企业模式。

Installed distributed solar systems for 9 pastoral families with total generation capacity of 3878 kWh, effectively solving power shortage and traditional fuel dependency issues in remote pastoral areas.

- **Environmental Impact**

Monthly reduction of 2.3 tons yak dung burning and annual 3.1 tons CO2 emission reduction, improving environmental quality while reducing herders energy expenditure burden and women labor intensity.

- **Green Employment**

Trained 10 long-term PV service team members who can independently complete installation and maintenance work after systematic training, forming stable local green employment with sustainable income.

- **Quality of Life**

Electric cookers and heating significantly reduce women labor burden of collecting dung, stable power enables herders to conduct more production activities at night extending effective working hours.



青藏高原牧区太阳能发电系统实际应用场景

Shared Energy Models: Battery Leasing & ESCO Services

共享能源模式：电池租赁与 ESCO 服务

Key Insight

通过按需租赁与节能分成机制降低用户初始投资门槛，同时创造从电池运维到能源管理的全链条专业就业岗位。从销售产品转向销售服务不仅降低客户门槛，更创造高价值的专业技术岗位。



Shared Battery Operation Scenario

Shared Battery Leasing

共享电池租赁

Users rent batteries on-demand rather than purchasing, dramatically lowering initial investment thresholds for electric vehicles and home energy storage while creating battery operations and charging station management jobs.

ESCO Energy Service Companies

ESCO 能源服务公司

Companies invest equipment and receive returns from shared energy savings, enabling SMEs to participate in energy efficiency upgrades without upfront capital while creating technical consulting and monitoring service jobs.

Resource Sharing Platform

资源共享平台

New energy industry shares technology and market resources with related industries, promoting cross-industry employment growth and reducing information asymmetry through platform-based resource matching.

Diversified Sharing Models: Transportation, Tourism & Community

多元共享模式：交通、旅游与社区

01 TRANSPORTATION

Motorcycle Sharing & Employment

Motorcycle sharing platforms popular in Southeast Asia require operators to hire dispatchers, maintenance technicians and operations staff, creating substantial local employment opportunities in the transportation sector.

交通共享与就业

02 ECO-TOURISM

Direct Guide Connection Platforms

Platforms connect local guides directly with tourists, allowing guides to receive orders without travel agency affiliation with more transparent income and fairer revenue sharing models benefiting local communities.

生态旅游平台

03 COMMUNITY

Resident-Funded Cooperatives

Chongqing suburban eco-tourism cooperatives jointly funded by residents who receive tourists collectively with profits distributed by share, enhancing community autonomy and local benefit retention.

社区协作合作社

"The core logic is usage rights over ownership, improving resource efficiency to reduce waste while creating new service-oriented employment positions."

Vocational Education: Complete Training-to-Employment Loop

职业培训为特色就业的人力资本基础，通过培训加认证加就业一体化模式提高培训有效性。课程内容与能源转型实际需求精准对接，学员完成培训后可直接上岗显著缩短就业转化周期。

📁 Training System Design | 培训体系设计

Curriculum precisely aligned with energy transition needs including PV system installation, storage technology operations, and energy management systems, enabling direct employment after training completion.

📁 Multiple Career Pathways | 多元化就业路径

Options include joining PV service teams for stable wages, establishing community cooperatives to undertake projects, or independent entrepreneurship opening maintenance studios serving local markets.

✓ **Low-Literacy Friendly:** Materials use extensive diagrams and practical demonstrations instead of text-heavy content.

🔄 **Ongoing Support Loop:** Comprehensive support including business coaching, financing plans, and marketing guidance.



Vocational Training: PV System Installation Practical Drill

Chongqing Practices: Three Pathways Validated

三个实践案例验证了绿色就业三条路径的可行性：光伏加智慧能源社区模型落地创造新岗位，跨境电商企业家培养带动海外就业，创新金融方法通过绿色工具降低融资成本。政策、金融、技术三位一体协同是关键。



Shenzhen Green Finance Public Service Platform

Reference Case

 PV + Smart Energy Communities
光伏加智慧能源社区

Deployed distributed PV and intelligent energy management systems in multiple communities, effectively reducing residential electricity costs while creating community energy administrator positions for system operations and user service.

 Cross-Border E-commerce Training
跨境电商企业家培养

Helped over 30 local new energy enterprises enter Southeast Asian markets through TikTok, Amazon and Temu platforms, creating over 200 jobs in cross-border operations, overseas installation and customer service.

 Innovative Financing Methods
创新金融方法

Climate investment pilots and EV infrastructure expansion projects effectively reduce financing costs, attracting more capital into green employment sector through green financial tools and specialized funds.

结论与建议：将绿色就业纳入能源转型核心

基于重庆实践和绿驼铃案例，建议从政策、金融、技术三层面入手，将绿色就业从边缘议题变为能源转型的核心目标。实现环境与就业的双赢需要系统性政策支持和区域协作机制。



Policy Level

政策层面

Include green employment in energy transition policy assessment indicators measuring not only installed capacity and emission reduction but also job creation numbers with regular regional green employment reports.

Establish green employment statistics and monitoring system providing data support for policy adjustments ensuring employment targets advance synchronously with emission reduction targets.



Finance Level

金融层面

Establish green employment special funds providing low-interest loans or subsidies for vocational training and shared energy projects, reducing initial capital barriers for SMEs and individuals.

Encourage financial institutions to develop green entrepreneurship loans and skills training installment products, lowering financing thresholds for SMEs and individuals participating in green industries.



Technology Level

技术层面

Establish Asia-Pacific regional green skills certification mutual recognition mechanism making training certificates valid across the region, promoting talent mobility and avoiding resource waste from repeated training.

Build regional green employment information platforms matching skills supply with enterprise demand, improving employment matching efficiency and reducing structural unemployment and skills mismatch problems.

Three-Pillar Ecosystem: Mutual Reinforcement for Sustainability

E-commerce

Market Channel | 市场通道

Opens global markets through TikTok and Temu platforms enabling green products to reach international customers, creates sales and derivative employment opportunities while needing shared energy projects to promote and vocational education to train operators.

Shared Energy

Resource Activation | 资源激活

Activates local energy resources through sharing platforms enabling communities to participate in energy production and distribution for stable returns, needs e-commerce channels for project promotion and vocational education to train operations personnel.

Vocational Education

Capability Building | 能力培养

Builds green skills through systematic training enabling people to transform from aid recipients to service providers, training content derived from actual market needs and graduates feed into e-commerce and shared energy sectors.



Key Insight

"E-commerce, shared energy, and vocational education form a complete green employment ecosystem. The key to their synergy lies in mutual support to form a closed loop, ensuring the sustainability of green employment rather than relying on external blood transfusion."

Final Report

Co-Creating a Green Employment Future

共创绿色就业未来

Thank You

感谢聆听 | Welcome to Exchange & Cooperate | 欢迎交流合作

01. Implementation

E-commerce & Shared Energy
Support

02. Synergy

Market Mechanisms &
Resource Allocation

03. Expansion

Chongqing Model to Southeast
Asia

04. Connectivity

Cross-border Flow of Clean
Technology