

Exploration of Pathways and Methods for Enterprises' Comprehensive Management and Services of Carbon Assets under the Dual Carbon Strategy

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Abstract: With the challenges posed by global climate change, the dual-carbon strategy (carbon peak and carbon neutrality) has become a global focus. This paper explores how enterprises can effectively manage and provide comprehensive services for carbon assets in the context of the dual-carbon strategy. By analyzing current environmental policies, market demands, and technological advancements, the paper proposes a series of practical management strategies and methods. These strategies not only contribute to achieving carbon reduction goals but also enhance the market competitiveness and sustainable development capabilities of enterprises.

1. Introduction

As global climate change intensifies, the dual-carbon strategy—namely carbon peak and carbon neutrality—has become a shared goal of the international community. This study focuses on exploring how enterprises can effectively implement comprehensive management and services for carbon assets in this context. The article analyzes current environmental policies, market demands, and trends in technological development, identifying the main challenges and opportunities that enterprises face in the process of carbon reduction. Through in-depth research and case analysis, this paper aims to provide enterprises with a practical path and methods for carbon asset management, facilitating their achievement of carbon neutrality goals while maintaining market competitiveness and sustainable development capabilities.

2. Current Status of Corporate Carbon Asset Management in the Current Environment

2.1. Global Climate Policy and Carbon Market Development

The rapid development of global climate policies has profound implications for the comprehensive management of corporate carbon assets. The United Nations Framework Convention on Climate Change (UNFCCC) and its Paris Agreement are crucial legal instruments driving international collaboration to address climate change. These agreements have prompted governments worldwide

to enact a series of emission reduction policies, including carbon pricing, carbon trading markets, and subsidies for green energy. For instance, the European Union Emissions Trading System (EU ETS) and China's national carbon market are gradually playing pivotal roles. The implementation of these policies not only accelerates the development and application of low-carbon technologies but also creates new market opportunities for enterprises.

The development of carbon markets provides a mechanism for enterprises to achieve carbon reduction through trading emission quotas. Through carbon markets, enterprises can optimize their carbon assets by buying and selling carbon emission rights. This encourages enterprises to pay closer attention to their carbon emissions and seek ways to reduce their carbon footprint. Simultaneously, the development of carbon markets promotes transparency in carbon information, making it easier to monitor and verify the carbon emissions and reduction achievements of enterprises.

2.2. Challenges and Opportunities in Corporate Carbon Asset Management

As global attention to climate change increases, enterprises face unprecedented challenges and opportunities in carbon asset management. Firstly, enterprises need to adapt to constantly evolving environmental regulations, which may require significant adjustments to production processes, product design, and supply chains. Secondly, enterprises must develop and implement effective carbon monitoring and reporting systems to ensure the accuracy and reliability of data, presenting a technical and managerial challenge for many companies.[1]

However, these challenges also bring opportunities. Firstly, by optimizing carbon asset management, enterprises can improve energy efficiency and reduce operating costs. Secondly, active participation in carbon markets not only brings economic benefits but also enhances the brand image and market competitiveness of enterprises. Additionally, by implementing green innovation strategies, enterprises can develop new business models and products, attracting environmentally conscious consumers.[2]

2.3. Case Analysis: Successful Instances of Corporate Carbon Asset Management

In the realm of corporate carbon asset management, some enterprises have achieved significant results. For instance, leading energy companies have successfully reduced their carbon emissions by investing in renewable energy projects such as wind and solar power. These companies have not only reduced their reliance on fossil fuels but also earned profits by selling carbon credits in the carbon market.

On the other hand, some manufacturing companies manage their carbon assets by improving production processes and increasing energy efficiency. These companies have successfully reduced energy consumption and carbon emissions by optimizing production lines, using more energy-efficient equipment and materials, and adopting principles of the circular economy. For example, some automotive manufacturers have achieved carbon reduction goals by improving production efficiency and developing electric vehicles, opening up new market opportunities for themselves.[3]

These successful cases demonstrate that, through innovative approaches and technologies, enterprises can not only effectively manage their carbon assets but also benefit economically and environmentally. These experiences provide valuable references for other enterprises, showcasing various possible paths for corporate carbon asset management under the dual-carbon strategy.

3. Carbon Asset Comprehensive Management Strategies and Methods

3.1. Carbon Footprint Assessment and Emission Reduction Goal Setting

In the current context of increasing concern for environmental sustainability, assessing the carbon footprint and setting emission reduction goals have become critical components of business strategy for enterprises. Carbon footprint assessment represents the initial step in understanding and managing the environmental impact of corporate activities, encompassing the quantitative analysis of direct and indirect greenhouse gas emissions generated by business operations. This process involves not only the analysis of direct operational activities such as energy consumption in production and manufacturing processes but also indirect emissions related to activities like raw material procurement, product distribution, and waste disposal.

The primary step in conducting a carbon footprint assessment involves data collection, including records of energy usage, transportation, raw material consumption, among others. Subsequently, this data needs to be converted into carbon dioxide equivalents, the standard unit for measuring greenhouse gas impacts. Analyzing this data helps enterprises identify major sources of carbon emissions, laying the foundation for formulating emission reduction strategies.[4]

After clarifying the carbon footprint, enterprises need to establish emission reduction goals aligned with international standards such as those outlined in the Paris Agreement, while considering their business strategy and industry benchmarks. Setting emission reduction targets requires an assessment of the enterprise's current emission levels, the feasibility of emission reduction technologies, and the economic viability of required investments. For instance, a heavy industry enterprise may need different emission reduction measures compared to a service-oriented company.

Once emission reduction goals are established, enterprises must devise a detailed action plan to achieve these targets. This may involve investing in new technologies, improving existing processes, optimizing energy efficiency, and promoting circular economy models. For example, companies can reduce emissions by upgrading equipment, improving production processes, or adopting more environmentally friendly raw materials. Additionally, establishing an energy management system to monitor and optimize energy usage can help reduce waste.

Another crucial aspect is enhancing employee awareness and participation in environmental initiatives. This can be achieved through training programs, internal awareness campaigns, and the establishment of environmental incentive mechanisms. For instance, enterprises can encourage employees to propose innovative ideas for energy conservation and reward teams or individuals achieving significant energy-saving results. This not only raises environmental awareness among employees but also strengthens teamwork in the collective effort to reduce the enterprise's environmental footprint.[5]

In summary, carbon footprint assessment and emission reduction goal setting form the foundation for enterprise engagement in environmental protection and sustainable development. This not only helps enterprises minimize their environmental impact but also enhances their market competitiveness, bringing long-term economic and social benefits. As global attention to climate change continues to grow, the efforts of enterprises in carbon asset management will become increasingly crucial.

3.2. Carbon Trading and Market Participation Strategies

Carbon trading represents a key avenue for enterprises to manage and optimize their carbon assets amid global efforts to combat climate change. Numerous countries and regions worldwide have established their own carbon emission trading systems, such as the European Union Emissions Trading System (EU ETS) and China's national carbon emission trading market. These markets

enable enterprises to adjust their carbon emissions by buying or selling carbon emission quotas, aligning with policy regulations while achieving emission reduction targets.[6]

Effectively participating in carbon markets requires carefully crafted strategies on the part of enterprises. Firstly, enterprises must have a deep understanding of the carbon trading rules and legal requirements in their respective countries or regions. This includes understanding quota allocation methods, trading rules, and factors that may influence carbon prices. Secondly, enterprises should accurately assess their own carbon emission situation and understand buying and selling demands in the carbon market. For enterprises with emissions lower than their quotas, selling surplus quotas can generate additional income. Conversely, enterprises with higher emissions may need to purchase additional quotas or invest in carbon reduction projects to offset excess emissions.

Beyond direct participation in carbon trading, enterprises also need to possess in-depth analytical capabilities regarding the carbon market. This involves predicting trends in carbon prices, analyzing the supply and demand dynamics of the carbon market, and evaluating the cost-effectiveness of different emission reduction projects. Through such analyses, enterprises can better formulate their carbon trading strategies, maximizing benefits from the carbon market.

Moreover, enterprises can consider utilizing various financial instruments and products to manage risks and opportunities related to the carbon market. These tools may include carbon credit derivatives, portfolios related to carbon investments, and others. Through these instruments, enterprises can not only shield themselves from the impact of carbon price fluctuations but also gain increased flexibility and opportunities in the carbon market.

In conclusion, through participation in carbon trading and markets, enterprises can not only optimize their carbon emission performance but also seek new business opportunities while complying with environmental regulations. This necessitates that enterprises not only understand and comply with carbon market rules but also actively explore how to leverage these markets to create value for themselves. As global attention to climate change issues continues to rise, the role and influence of carbon markets will continue to strengthen, presenting more challenges and opportunities for enterprises.

3.3. Application of Technological Innovation in Carbon Asset Management

Technological innovation plays a crucial role in driving progress in enterprise carbon asset management. With continuous technological development, numerous emerging technologies have begun to demonstrate their significant value in carbon reduction and carbon asset management. These technologies not only provide new avenues for emission reduction but also offer more efficient methods for carbon management.

In the realm of energy management, adopting high-efficiency energy systems and equipment proves to be an effective means of reducing enterprise energy consumption and carbon emissions. For example, companies can significantly decrease energy consumption by installing energy-efficient lighting, high-efficiency motors, and variable frequency drives. Additionally, leveraging renewable energy technologies such as solar photovoltaic panels and wind energy projects can not only reduce dependence on fossil fuels but also achieve significant reductions in carbon emissions.

The application of digital and intelligent technologies is increasingly becoming a key aspect of carbon asset management. Modern technologies such as the Internet of Things (IoT), big data analytics, and artificial intelligence (AI) enable enterprises to monitor and manage their energy usage and carbon emissions more accurately. For example, smart building management systems can automatically optimize a building's energy consumption for optimal efficiency. The application of these technologies not only enhances the efficiency of energy management but also helps enterprises better understand and reduce their carbon footprint.

Carbon capture and storage (CCS) technology provides a potential solution for industries with unavoidable carbon emissions, such as heavy industry. Although CCS technology currently faces challenges in terms of cost and technical difficulties, it is expected to become a crucial technology in the field of emission reduction as technology progresses and costs decrease. This holds particular significance for achieving global carbon neutrality goals, especially for industries traditionally difficult to decarbonize.

In summary, technological innovation holds immeasurable value in enhancing the efficiency and effectiveness of enterprise carbon asset management. From the application of high-efficiency energy devices to advanced digital management technologies and the exploration of innovative technologies such as carbon capture, all these advancements will help enterprises better address the challenges of climate change and, at the same time, bring new opportunities for development. In the future, as technology continues to advance and costs decrease, these innovative technologies will play an increasingly crucial role in helping enterprises achieve carbon reduction and sustainable development.

4. Strategies to Enhance Enterprise Carbon Asset Management and Services

4.1. Building a Green Supply Chain and Circular Economy Model

Building a green supply chain and implementing a circular economy model are crucial strategies for enterprises to enhance the efficiency of carbon asset management in today's business landscape. Faced with global climate change and challenges to environmental sustainability, optimizing supply chain management and promoting the concept of a circular economy not only reduce carbon emissions but also promote the efficient use of resources and contribute to the long-term sustainable development of enterprises.

Green supply chain management involves various aspects of enterprise operations, including raw material procurement, production processes, product distribution, and waste disposal. To establish a more environmentally friendly supply chain, enterprises need to select suppliers with a sense of environmental responsibility and establish long-term partnerships with them. This ensures not only environmentally responsible standards upstream in the supply chain but also drives the overall industry toward a green transformation through collaboration.

In terms of product design and manufacturing, enterprises can take measures to reduce the use of raw materials, increase the proportion of recyclable or renewable materials, thereby reducing the overall environmental impact of products. For example, optimizing designs, reducing the use of packaging materials, or choosing more environmentally friendly raw materials can significantly reduce a product's carbon footprint.

Additionally, improving logistics and transportation efficiency is a crucial measure for reducing carbon emissions. Enterprises can achieve this by adopting more environmentally friendly transportation methods, such as electric or hybrid vehicles, optimizing transportation routes, and improving loading efficiency to reduce carbon emissions in the logistics process.

The circular economy model emphasizes maximizing the efficiency of resource use throughout the product lifecycle. Enterprises can achieve this by designing products that are easy to recycle and dismantle, extending product lifespans, and reducing waste generation. Establishing effective waste recovery and disposal systems can transform discarded waste into new resources, achieving circular utilization. Furthermore, enterprises can explore new business models such as product leasing, the sharing economy, and remanufacturing, which not only contribute to circular resource use but also open up new revenue streams.

In summary, by building a green supply chain and implementing a circular economy model, enterprises can contribute to environmental protection, enhance their market competitiveness and brand image, achieving a win-win situation for both economic and environmental benefits. As

consumer and regulatory demands for environmental responsibility continue to rise, these strategies will become essential components of sustainable enterprise development.

4.2. Employee and Stakeholder Engagement and Training

Active engagement of employees and stakeholders is crucial for effective carbon asset management within enterprises. Employees, as a vital force within the organization, have a direct impact on the environmental footprint of the enterprise through their daily behaviors and decisions. Therefore, enterprises need to enhance employee awareness and participation in climate change and carbon reduction through various means.

Firstly, enterprises should organize targeted training and educational activities to increase employee awareness of the importance of climate change and carbon reduction. These activities may include lectures on climate change, workshops on environmental practices, and team-building activities related to environmental initiatives. Through these activities, employees not only understand the severity of climate change but also learn specific methods and practices for carbon reduction.

Additionally, enterprises can motivate employee participation by setting specific environmental goals and incorporating reward mechanisms. For instance, enterprises can provide rewards for teams or individuals achieving energy-saving and carbon reduction goals, or organize environmental competitions to encourage employees to propose innovative energy-saving and carbon reduction solutions.

Simultaneously, enterprises need to collaborate with external stakeholders to collectively drive carbon reduction and sustainable development. This includes collaboration with suppliers, customers, government agencies, and non-governmental organizations. By sharing best practices and participating in relevant industry associations or initiatives, enterprises can collaborate with stakeholders to promote environmental-friendly transformations within the entire industry and even society.

For example, enterprises can collaborate with suppliers to promote carbon reduction in the supply chain, work with customers to develop and promote environmentally friendly products, and cooperate with government and non-governmental organizations to participate in or support the formulation and implementation of environmental policies. Additionally, enterprises can participate in or initiate joint carbon reduction projects to achieve larger-scale carbon reduction through collective efforts.

In conclusion, by raising employee environmental awareness and engagement and closely collaborating with external stakeholders, enterprises can achieve better results in carbon asset management. This not only helps enterprises reduce carbon emissions and improve environmental performance but also enhances their brand image and market competitiveness, achieving sustainable development goals.

4.3. Policy Recommendations and Future Outlook

To further support enterprise efforts in carbon asset management, the roles of governments and international organizations are crucial. They need to establish clear and forward-looking climate change and carbon reduction goals and promote the achievement of these goals through appropriate policy frameworks and legislative measures. Governments can support enterprise investments and innovation in low-carbon technologies and practices by providing fiscal incentives such as tax benefits and subsidies. Establishing a comprehensive and transparent carbon emissions monitoring and reporting system is essential to track emission data and provide accurate information for policymakers and enterprises.

Looking ahead, as global attention to climate change continues to rise, the demands and challenges

for enterprises in carbon asset management will become increasingly high. This will undoubtedly drive enterprises to increase investments in low-carbon technologies and sustainable practices, while also presenting new business opportunities. With ongoing technological advancements, low-carbon solutions such as renewable energy, carbon capture and storage technology (CCS), and intelligent energy management systems will become more widespread. Simultaneously, growing consumer demand for environmentally friendly products and services will prompt enterprises to transform and develop greener and more sustainable business models.

Therefore, enterprises need to actively adapt to this trend, integrating environmental responsibility into their core business strategies. This is not only a contribution to the global environmental protection cause but also an inevitable requirement for the long-term sustainable development of enterprises. Enterprises need to shift from traditional profit-driven models to sustainable development models that prioritize environmental and social benefits, becoming a crucial component of future business competitiveness.

In summary, future enterprise carbon asset management will receive increased attention from regulators and society, presenting both more opportunities and challenges. Enterprises, governments, and various stakeholders need to collaborate to achieve the common goals of low-carbon development and environmental protection.

5. Conclusion

This article, through a thorough analysis of the comprehensive management and service paths of enterprise carbon assets under the dual carbon strategy, puts forward a series of specific and feasible management strategies and methods. The research indicates that effective carbon asset management not only helps achieve carbon peak and carbon neutrality goals but also enhances competitiveness in the ever-changing market. The article emphasizes the crucial role of enterprises in global decarbonization efforts and provides recommendations for future policy-making and corporate strategic planning. To address the challenges of climate change, enterprises must adopt innovative approaches to optimize their carbon asset management, thereby driving the global process of sustainable development.

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