

# Research on the Path of High-quality Development of Rizhao Sports Industry with Green Finance

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## Abstract

Against the backdrop of deepening "dual carbon" goals and green development concepts, green finance has emerged as a pivotal force driving industrial restructuring and low-carbon transition. While Rizhao's sports industry enjoys favorable conditions rooted in coastal ecology and event infrastructure, it still faces challenges in green transformation pathways, diversified financing channels, and capital allocation efficiency. By improving institutional frameworks, expanding financial instrument portfolios, and strengthening industry-finance collaboration, precise capital allocation can be achieved while enhancing industrial quality and efficiency. This paper proposes targeted solutions across three dimensions—policy frameworks, financial products, and institutional mechanisms—to establish Rizhao as a model "Green Sports Hub" and provide reference for green finance practices in similar cities.

## Keywords

Green Finance; Sports; Industrial Development.

## 1. Introduction

The rapid development and deep integration of green finance are reshaping industrial paradigms across sectors. Recognized for its dual economic benefits and ecological value, the sports industry has emerged as a key driver of sustainable transformation. While Rizhao's accumulated strengths in coastal landscapes, event infrastructure, and tourism resources provide a solid foundation for industry growth, areas such as environmental sustainability, capital allocation structures, and financial service capabilities still require enhancement. Exploring viable pathways for green finance to empower Rizhao's sports sector will not only break through funding bottlenecks between projects but also facilitate efficient conversion of ecological assets while continuously strengthening brand competitiveness.<sup>[1]</sup>

## 2. Consolidate The Policy Foundation and Build A Framework for Green Finance Development

For Rizhao's sports industry to achieve steady and sustainable development on the path of green transformation and high-quality growth, it must first establish a robust institutional foundation. Without systematic policy guidance, the integration of green finance with the sports sector often remains fragmented, lacking direction and continuity. When formulating action plans, local governments should closely align the macro goals of the "dual carbon" strategy with Rizhao's ecological endowments and industrial structure. They need to incorporate green finance into long-term sports industry development plans while setting clear quantitative targets and responsibility allocations for each implementation phase. Such planning serves not only as a roadmap but also as the basis for implementation and oversight. At the institutional framework level, a multi-department collaboration mechanism is indispensable. Coordination among sports, finance, ecological environment, and cultural

tourism sectors can reduce policy implementation overlaps and conflicts, forming a synergistic force for resource integration and complementary policies. For green sports projects, a scientific certification and evaluation system should be established, including technical specifications such as carbon emission accounting methods, energy-saving standards, and environmental compliance of materials and processes. Only after obtaining these unified standards can financial institutions accurately assess project green attributes and potential risks, thereby preventing "greenwashing" and enhancing capital allocation efficiency. The synergy between fiscal and regulatory measures can further strengthen institutional traction. Fiscal authorities can reduce financing costs for green sports projects through interest subsidies, risk compensation, and green bond subsidies. Regulatory bodies should incorporate indicators like green sports loans and investment ratios into financial institution performance evaluations to create positive incentives. Simultaneously, establishing a city-wide green project database will dynamically update qualified projects such as energy-saving renovations of stadiums, low-carbon event operations, and eco-friendly equipment manufacturing, ensuring high-quality projects are promptly connected with appropriate funding channels. Transparent information disclosure mechanisms also form a crucial component of the framework. Large stadiums and events should regularly publish energy consumption data, carbon emission reports, and resource utilization efficiency, while engaging qualified third-party institutions for audits and evaluations. This not only enhances public and investor trust but also provides verifiable data foundations for subsequent financial support. By establishing organic connections in policy design, interdepartmental collaboration, standard-setting, fiscal incentives, and information disclosure, Rizhao can provide solid institutional safeguards for the deep integration of green finance and the sports industry. Once this framework matures, it will not only guide financial resources to precisely flow into green sports sectors but also create a sustained driving force for enhancing the overall competitiveness of the industry<sup>[2]</sup>.

### **3. Innovate Financial Instruments to Stimulate The Green Momentum of The Sports Industry**

The green transformation of Rizhao's sports industry requires multi-tiered capital support across sectors, encompassing both massive infrastructure investments and ongoing funding for technological upgrades in small-to-medium projects. Traditional lending models struggle to meet these diverse needs. Financial institutions must innovate by designing customized financing packages that align with project types, risk profiles, and return cycles. For projects with stable revenue streams—such as energy-efficient venue renovations, solar rooftop installations, and eco-material manufacturing—low-interest, long-term green credit with grace periods should be introduced. By integrating these initiatives with Energy Performance Contracting (EPC) mechanisms, energy savings can offset loan repayments, thereby alleviating short-term financial pressures on enterprises<sup>[3]</sup>.

The bond market provides a stable funding channel for large-scale projects. Local state-owned enterprises and leading sports companies in Rizhao can leverage their credit credentials to issue special green bonds, directing funds toward low-carbon venue construction, smart system upgrades, and coastal ecological sports facilities. For marine-related sports industries, "blue bonds" could be introduced to directly support marine ecosystem restoration and sustainable upgrades of maritime sports infrastructure, creating a win-win scenario between ecological conservation and industrial expansion. Equity and fund mechanisms offer flexible channels for medium-to-long-term capital injection. A government-guided sports green development fund could provide equity financing and resource integration support during corporate growth phases, targeting green sports technology, eco-friendly equipment

manufacturing, and smart sports systems. These funds not only offer capital but also assist companies in enhancing competitiveness through corporate governance and market expansion. Simultaneously, private equity funds specializing in green sports should be encouraged to accelerate innovative projects with higher risk tolerance. The integration of insurance tools and carbon finance adds dual functions of risk management and asset appreciation for green sports initiatives. Products like green building performance insurance, carbon neutrality insurance, and environmental pollution liability insurance cover various risks from construction to operation. Carbon emission accounting and voluntary emission trading create new asset forms for venue and event operators. These quantifiable emission reductions can enter carbon market transactions, giving rise to innovative financing models such as carbon quota-backed loans, thereby expanding corporate capital operations. When diversified financial instruments achieve synergy across credit, bonds, funds, insurance, and carbon finance, capital allocation becomes more precisely targeted to cover all segments of the sports industry chain. This integrated system not only addresses the limitations of single financing approaches but also provides a lasting and stable driving force for the green transformation and high-quality development of Rizhao's sports industry.

#### **4. Eepen The Integration of Industry and Finance to Shape The Brand Advantage of Rizhao Sports**

The implementation of green finance in Rizhao's sports industry should not be limited to capital supply alone. It requires establishing long-term, stable, and efficient linkage mechanisms between capital and industries. Only through deep integration of financial resources with the entire lifecycle of sports projects can synergistic effects be unleashed. At the local level, a regular coordination mechanism centered on key projects can be established, encompassing formats such as green sports project roadshows, industry investment forums, and closed-door seminars. This enables capital providers to gain direct insights into industry trends and technological developments. Conversely, enterprises engaging with financial institutions can more accurately adjust their project positioning and development pace during interactions.

The significance of digital platforms cannot be overstated. An integrated online system combining green project databases, financial product catalogs, policy guidelines, expert think tanks, and successful case studies can significantly streamline communication between supply and demand parties within short timeframes. When embedded with functional modules like green certification, carbon footprint accounting, and ESG evaluation, such systems not only enhance professional project screening but also reduce due diligence costs for financial institutions. These platforms enable dynamic data accumulation that provides actionable insights for future policy adjustments and product optimization. The capacity building of industry entities serves as the cornerstone for industrial-financial integration. The maturity of sports enterprises in green technology adoption, energy management, carbon footprint accounting, and information disclosure directly impacts capital inflow willingness. Government agencies and industry associations should establish training and exchange channels with universities, research institutes, and international organizations to help enterprises develop mature strategies for financing planning, capital operations, and risk prevention. Financial institutions must deepen their understanding of sports industry dynamics and green project characteristics to create more tailored credit models and product structures. Through this multidimensional interaction, brand influence will gradually accumulate. With the continuous rollout of green events, low-carbon venues, and eco-tourism projects, Rizhao is poised to establish a distinctive market identity. The successful implementation of flagship projects will attract more events and tourists while drawing

sustained capital attention, thereby driving new investment waves and industrial upgrades. When cooperative mechanisms, information platforms, capability systems, and brand image form a closed loop, green finance transforms from an external driver into an endogenous force integrated into Rizhao's sports industry ecosystem. This endogenous power can support Rizhao to gain higher recognition and more stable discourse power in the highly competitive sports market.

## 5. Summary

The green transformation of Rizhao's sports industry requires a closed-loop system integrating policy guidance, innovation in tools, and industrial integration. Institutional design sets the direction and tone, while diversified financial products enhance capital accessibility. Efficient coordination mechanisms and capacity building ensure stable capital conversion into tangible competitiveness. When these components work in tandem, green finance evolves from an external driver to an endogenous force embedded in industrial operations. This framework not only supports Rizhao's green high-quality development but also provides actionable experience for other resource-based cities exploring sustainable transitions in their sports industries.

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