



Improving Low-Carbon Awareness of Consumers to Achieve the Improvement of the Ecological Environment

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Deadline for manuscript
submissions:

closed (15 June 2023)

Message from the Guest Editors

Under the increasingly serious climate change situation, most countries around the world have made carbon emission reduction in electricity production, industrial manufacturing and other industries the focus of regulation due to the characteristics of production activities with large carbon emissions and strong policy operability. However, it should be noted that the ultimate purpose of production is consumption, and the ultimate source of carbon emissions is consumption. From the consumption side, residents' behaviors such as transportation travel will bring direct carbon emissions, their electricity consumption and commodity consumption will generate indirect emissions, and the products of industrial electricity and transportation and other production activities are ultimately designed to meet consumer demand. Consumers' behavioral responses to carbon emission reduction, and their willingness to pay for carbon emission reduction, etc., are likely to be decisive factors in achieving low-carbon development.





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Message from the Editor-in-Chief

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