

# Research on the Design and Construction of Financial Investment Innovation Mechanism for Ecological Environment Construction under Collaborative Management

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**Abstract**— The report of the 19th National Congress of the Communist Party of China once again emphasized the need to build a green development system that is resource-saving and environmentally friendly, and to "build a beautiful China" to a new height in the community of human destiny. In the construction of ecological civilization, financial input is the main source of funds, but it is not the only source. It is an important guarantee for promoting various tasks, but it is not the only guarantee. On the issue of building a high-quality ecological environment, this paper is based on the perspective of collaborative governance theory, discussing how to construct an innovative mechanism for financial investment in ecological civilization construction, and putting forward the idea of establishing a multi-investment mechanism led by finance. It also pointed out that the performance evaluation system of financial input under the ecological environment should be constructed accordingly, and the government work should be evaluated and supervised regularly and in a timely manner. Finally, this paper discusses and studies the actual ecological environment and financial investment of Zhenjiang, a city of China, and proposes innovative points that can be improved.

**Keywords**— Ecological Civilization Construction, Financial Input Mechanism, Innovation, Multiple Synergy.

## I. INTRODUCTION

The report of the 19th National Congress of the Communist Party of China clearly stated that "it is necessary to build a green development system that is resource-saving and environment-friendly, to achieve green recycling and low-carbon development, harmonious coexistence between man and nature, and to firmly establish and practice green water and green mountains is the concept of Jinshan Yinshan. People and nature develop a new pattern of modernization in harmony."The report also emphasizes the need to firmly establish the socialist ecological civilization concept and promote the formation of a new pattern of harmonious development of man and nature.

However, despite the fact that the government has invested a lot of money in the construction of ecological civilization, the problem of environmental pollution is still very serious. On the one hand, the problems left over from history are outstanding. On the other hand, the utilization rate of financial input funds is low, which fails to achieve the expected results.

So, in the face of the complexity, long-term, cross-regional nature of the ecological environment, and the attributes of the public goods that it has, how should we construct an innovative mechanism for financial investment in ecological civilization construction? In order to solve this problem, this paper studies the innovative mechanism of financial investment in high-quality ecological environment construction under collaborative governance, which helps to further define the direction of the government's fiscal investment policy in ecological civilization governance, and is

conducive to building a green society. Develop a system to build a beautiful China.

## II. THEORETICAL FRAMEWORK

*The basic connotation of ecological civilization construction*

The construction of ecological civilization refers to the concept of ecological civilization that respects nature, conforms to nature and protects nature, and takes a sustainable development path in the context of increasingly scarce resources, serious environmental pollution and degraded ecosystems.

General Secretary Xi pointed out at the 19th National Congress that the construction of ecological civilization needs to be implemented from four perspectives: one is to promote green development, the other is to focus on solving outstanding environmental problems, the third is to increase the protection of ecosystems, and the fourth is to reform the ecology. The environmental supervision system aims to firmly establish the socialist ecological civilization concept and promote the formation of a new pattern of harmonious development of man and nature. And by optimizing the development pattern of land space, comprehensively promoting resource conservation, increasing natural ecosystems and environmental protection, and strengthening the four strategies of ecological civilization system construction, integrating ecological civilization construction into economic construction, political construction, cultural construction, and social construction. And the whole process, the ultimate goal of "formation of spatial pattern, industrial

structure, production mode and lifestyle to save resources and protect the environment” is finally realized.

#### *Theoretical basis: collaborative governance theory*

Collaborative governance is a kind of governance concept that deals with complex and systematic governance crisis. It is a sublation of the vertical linear governance model of traditional bureaucracy. Based on the theory of synergy and governance, it emphasizes that multi-subjects should take collective action based on the needs of the community of interests, coordinate with each other, and make progress to achieve synergy. It is a kind of governance method that has been proved to be effective along with the process of modernization of state governance.

The theory of collaborative governance is divided into the theory of synergy and the theory of governance.

#### *(1) Synergetics Theory*

In the early 1960s, Herman Haken, a professor of theoretical physics at the University of West Stuttgart, proposed that the theory of synergy is the theory that the system is transformed from disorder to order. The theory of synergy under the regional ecological environment emphasizes that synergy is a state in which an orderly and organized function is formed by mutual competition and cooperation between related subsystems, resulting in the final effect of “ $1+1>2$ ”.

On the one hand, synergy emphasizes the formation of independent subsystems and an overall system of subsystems. The subsystems remain independent, but cooperate with each other to build an optimal overall system. On the other hand, synergy proposes an open perspective and “two interactions”, namely the interaction between independent subsystems and the interaction between the system as a whole and the external environment. Openness is the basic way to achieve “two interactions” and system self-organization. .

In short, the synergy in synergy emphasizes the equality and functionality between subsystems, pays attention to the nonlinear relationship and cooperation improvement between subsystems, and commits to the self-organization state of the system and the mechanism and process of self-organization transformation of the system itself.

#### *(2) Governance theory*

The rise of governance theory is mainly due to the emergence of management problems in Western welfare states and the frequent crisis caused by market-based adjustment mechanisms. The Global Governance Council has made the following classic definition of governance: Governance is the sum of many ways in which various public or private individuals and institutions manage their common affairs. With the rise of governance theory, the institutional analysis school represented by Ostrom proposed a multi-center governance theory.

Due to the complexity and persistence of the ecological environment, the governance theory in the construction of ecological civilization is a multi-center governance theory. Multi-center means that there are many decision-making centers in the management of social public affairs, including not only the government but also the main body, like the

central government units, local government units, government-derived entities, non-governmental organizations, private organizations and individual citizens, which exercise the subjective power in various forms under certain rules.

The theory of multi-center governance under the construction of ecological environment requires the cooperation of many countries to form cooperation, consultation and partnership between the state and society, government and market, government and citizens, and form an up-and-down interaction, at least two-way, or maybe a multi-dimensional management process. There are both management of affairs and management of people and organizations; both the management of immediate affairs and the management of long-term affairs, and ultimately the maximization of public interests and the optimization of the ecological environment.

### III. LITERATURE REVIEW

#### *Improve government fiscal and taxation policies*

Wang Qingsong and Qiu Cailiang (2015) proposed that China's current ecological construction funds are mainly invested by the government, but the demand for ecological environmental protection investment is increasing. This has exceeded the country's existing capital investment capacity, and the ecological environment investment management method is still relatively backward. It can adapt to the market and innovate management methods. There are various indications that there are major problems in the status quo of environmental governance. Zhang Pingdan (2018) believes that one should focus on solving one problem from the perspective of fiscal decentralization. The article points out that local government's environmental behavior does play a positive role in pollution reduction and the difference between the effects and effects of different environmental behaviors. In addition, it is pointed out that increasing environmental protection investment is not limited to areas with less developed economies and weaker financial self-sufficiency. Economically developed regions need to pay more attention to environmental supervision. Liu Wei (2018) believes that the relationship between the central and local governments should be coordinated in environmental governance and financial input. In view of the fact that environmental pollution prevention and control has not yet formed a synergy, the performance of special financial funds needs to be improved and the tax system should be further improved.

#### *Strengthen the participation of multiple subjects*

Zhang Huaying and He Zhongwei (2018) stressed the need to strengthen the diversification of investment subjects in environmental governance, attract social investment under the supervision of the financial sector, increase the total amount of ecological environmental protection funds, broaden financing channels, and optimize the financial input structure. Su Ming (2015) emphasizes the main position of corporate environmental protection investment, and encourages the establishment of environmental protection funds to invest in environmental protection projects with good development prospects, make up for the gap between supply and demand of

funds, and achieve the sound development of environmental protection funds. Li Guanjie and Li Rongjuan (2018) pointed out that not only enterprises should bear the social responsibility of environmental governance, but also should construct a regional eco-environment collaborative governance system and mechanism involving government, market, society and individuals.

#### *Build a performance appraisal system*

Yan Fengqing and Tang Chaosheng (2009) mainly elaborated from the perspective of how to construct the financial performance evaluation model under the ecological environment. It uses the DEA/EFA model to explain the construction of the model from the perspective of input and output to improve the use of financial funds. The importance of efficiency. Cao Ying and Cao Guozhi (2012) pointed out that the construction of the performance appraisal system should consider the suitability of the data and the rationality of the theory. At the same time, if the establishment of the conditional indicator system should also seek the opinions of all experts, so that the indicators The system not only fully combines the characteristics of China, but also basically satisfies the unity of universality and particularity.

#### IV. BASED ON THE THEORY OF COLLABORATIVE GOVERNANCE, THE CONSTRUCTION OF INNOVATIVE MECHANISM OF FINANCIAL INVESTMENT IN ECOLOGICAL CIVILIZATION CONSTRUCTION

Ecological governance has the basic attributes of public goods, that is, non-competitive and non-exclusive, so it cannot be effectively supplied through market mechanisms. In the ecological environment governance, if only relying on the market to adjust, it is prone to "free rider" behavior, and the interested parties push each other and shirk their responsibilities. However, if the market is excluded, the government cannot cope well with the financial pressure brought about by the systemic, complex, cross-border and dynamic nature of ecological governance. Therefore, eco-environmental governance should combine government financial support with market regulation to promote lasting synergy. However, due to the long-term and gradual nature of ecological governance, government finances should assume more responsibilities.

#### *Strengthen the ecological spirit of the whole society*

The ecological environment is divided into three parts: ecological material, ecological technology and ecological spirit. Among them, the establishment and popularization of ecological spirit is the prerequisite for building ecological civilization.

First, the government should increase its awareness of ecological awareness, such as filming public service advertisements, and conducting community-based awareness campaigns on ecological civilization on a regular basis. The second is to do a regular public ecological environment awareness survey to grasp the public ecological environment awareness and needs. Further update the development concept, abandon the ultimate goal of traditional development thinking

and economic growth, and highlight the important position of ecological civilization in economic and social development.

#### *Increase financial investment in ecological civilization construction*

##### *(1) Building a regional transfer payment policy*

Economic development is uneven and there is a difference in the degree of environmental pollution. In general, environmental pollution in economically developed areas is more serious than in economically underdeveloped areas. For the government, both the central government and the local government should consider regional differences in the construction of ecological civilization, and adopt differentiated strategies for differentiated regions in terms of financial support and investment capital structure.

For example, in developed regions, market capital is relatively strong, and environmental protection awareness is relatively strong. This requires the government to provide financial support and appropriate introduction of social capital to reduce the pressure on financial input; but for economically underdeveloped regions, the people's awareness of the ecological environment is relatively weak, which requires the government to play a leading role, maximize financial investment, and broaden investment channels.

##### *(2) Set up special funds to improve the efficiency of special fund management*

Statistics show that the investment in ecological aspects of developed countries accounts for about 2% of GDP, while China is still below 1.5%. The serious gap in ecological investment indicates that there is still a lot of room for fiscal investment. In order to better carry out ecological civilization construction, the central government has set up various special funds, but the implementation effect is not satisfactory. For example, of the more than 850 projects supported by the 2016 special fund for water pollution prevention and control, as of the end of 2016, more than 360 projects have not started construction, and many provinces have operating rates below 30%. Secondly, there are misappropriation of special funds among the governments at all levels from the central to the local level, which makes the funds actually used for the construction of ecological civilization seriously shrink. In addition, the decentralization of the use of funds has led to adverse impacts on key large-scale construction projects and severely reduced the utilization of funds.

##### *1. Further strengthen the investment of special funds*

The first is to determine the government's strategic fiscal targets for pollution, such as sewage, farmland degradation, and degraded air quality. Focus on and control environmental pollution issues that are closely related to the people.

The second is to strengthen support for the investment in special funds for technology research and development. Many existing enterprises have chosen to abandon the use of energy-saving and environmentally-friendly equipment due to excessive investment in equipment upgrades, which has hindered the research and promotion of energy-saving equipment. Finance should give certain preferential policies and subsidies to the research and development and investment of energy-saving technologies, encourage the production of

new environmentally-friendly technologies and products with greater added value, thereby promoting the adjustment of the entire economic structure and achieving a transition from extensive to intensive.

The third is to increase support for energy-saving and environmental protection industries and promote the transformation of economic development mode. In addition to setting up special funds and giving preferential treatment on fiscal and taxation, it is also necessary to set clear standards for environmental protection production for enterprises, and to point out the direction for production in the environmental protection industry.

#### *2. Improve the management mode of special funds and improve the efficiency of use of special funds*

The first is to promote the integration of special funds in key ecological zones. Excessive regional subdivision makes the fiscal funds in various regions too scattered and it is difficult to pay for ecological governance. The holistic nature of the environment also indicates that no single region can be effectively ecologically managed independently of the whole. Therefore, each city and county government can combine all the ecological special transfer payment funds with the city's county ecological protection plan to improve the efficiency of the use of special funds. The second is to strengthen the supervision of the allocation and use of special funds for ecological governance. The relevant environmental protection departments are required to regularly issue capital budgets and actual usage, and an independent special supervision team is set up for auditing, and the degree of improvement of environmental governance is tested on the spot. We will resolutely put an end to the phenomenon of misappropriation of special funds and maximize the efficiency of the use of fiscal expenditures.

#### *(3) Establish and improve a fiscal-led multi-investment mechanism*

Although the ecological environment has the characteristics of public goods, under the new era of collaborative governance theory, relying solely on the government can not fully meet the total demand for funds, and can not guarantee the actual implementation of specific measures. On the contrary, we should establish a sound fiscal-led diversified investment mechanism. Under the leadership of the government, the market and the public will participate effectively, achieve cooperation and integration, and establish a stable long-term cooperative relationship.

#### *1. Moderate introduction of social capital and optimization of financial input structure*

On the issue of ecological governance, the government as a supervisor and regulator should appropriately introduce social capital, increase the total amount of capital investment, and optimize the financial input structure.

The first is to enhance the main awareness of enterprises in environmental protection investment. Formulate and promulgate corresponding tax incentives and disciplinary systems, provide financial subsidies to environmental protection industries, increase pollution discharge costs for polluting industries, and guide the direction of corporate

investment, while guiding social capital to the field of environmental protection and adjusting the industrial structure.

The second is to absorb social capital. On the one hand, it attracts financial institutions such as banks to invest in environmental protection industries; on the other hand, it exerts market functions through the establishment of environmental protection funds and the sale of environmentally-friendly wealth management products to expand the scale of funds.

The third is to build a PPP model to integrate fiscal funds with social capital. While realizing the introduction of environmentally friendly products to the market, we will strengthen international exchanges and cooperation, and introduce advanced environmental protection technologies and ecological management measures.

#### *2. Increase public participation and broaden public participation channels*

In the existing environmental governance measures, public participation and enthusiasm are generally not high, or the public wants to participate in environmental governance but there is no effective channel for participation. However, in terms of quantity, the public has the highest proportion of the total population. If it can gather public power, it will definitely make the environmental governance work more effective.

Firstly, the government should broaden the channels for public participation, establish an orderly public participation system and mechanism, and formulate relevant policies and regulations to ensure the smooth flow of participation. Secondly, use the Internet, television and other channels to regularly disclose the progress of relevant environmental governance to the public, maintain information symmetry, and stimulate public participation. Finally, an effective public supervision system is formed on the premise of ensuring the transparency and transparency of ecological governance information and ensuring the smooth flow of participation. The use of network supervision, the establishment of a special anonymous supervision report hotline and other measures, the real integration of the public into the overall ecological governance system.

## V. CONSTRUCTION OF PERFORMANCE EVALUATION SYSTEM MODEL OF FINANCIAL INPUT IN ECOLOGICAL ENVIRONMENT

Incorporating ecological governance into government performance appraisal, the construction of fiscal expenditure evaluation system not only can timely monitor and reflect the development of government work, but also has guiding significance for the improvement of government work. Therefore, the government departments should, while promoting the construction of ecological civilization, and build a complete performance evaluation system for the government's financial investment in light of actual progress, in order to supervise the government's work efficiently and in place.

*Principles for constructing financial investment performance evaluation indicators*

The first is the principle of policy relevance. The construction of performance evaluation indicators must be related to the fiscal policy formulated by the government. The indicators should be consistent with the regional eco-environment policy guidance, and can truly reflect the specific progress and improvement effects of ecological governance.

The second is the principle of universal applicability. Due to the regionalization of the environment and the cross-regionalization of ecological governance, the performance evaluation indicators established have certain universal applicability. This is also beneficial for horizontal and vertical comparisons between provinces and cities and regions.

The third is the comprehensive principle. From the perspective of ecological governance, fiscal expenditures cover a wide range of subjects and involve a large number of participants. Therefore, the formulation of evaluation indicators cannot be limited to the government's financial support quota, but should consider the synergy of the parties in the governance and the effects. Try to cover the most information with the fewest indicators possible to fully reflect the government's environmental performance.

The fourth is the principle of fairness and openness. The government regularly discloses the evaluation results to ensure the transparency, authenticity and reliability of the evaluation methods and evaluation results. The public can timely know the performance level of the relevant government within a certain period of time through the evaluation results.

The fifth is the principle of data accessibility. The construction of the evaluation system requires a large amount of data support, and the acquisition of each quantitative indicator must be feasible. The data used should be from officially published statistics, or actual data after field research, to ensure easy access and authenticity.

*The purpose of financial investment performance evaluation indicators*

At this stage, the specific norms for environmental governance are not perfect, and the accusation of each department is not in place, and it lacks normativeness and specificity. Therefore, it is of great practical purpose to construct a financial input performance evaluation index system.

The first is to clarify the specific responsibilities of various departments, coordinate the division of labor among various departments, and prevent mutual excuse and "free rider" behavior caused by unclear powers and responsibilities. The second is to regulate the use of funds. The amount of capital investment from the financial and social sectors is huge, and the flow of funds and the amount of use should be clarified. The third is to establish a fund performance evaluation mechanism. Regularly compare the difference between the actual use of funds and the budgetary funds, conduct a close audit from budget to final accounts, and strengthen supervision during the use of funds to form a comprehensive management mechanism. The fourth is to improve the matching relationship between funds and projects, and adjust government planning in a timely manner. According to the assessment results, it is clear whether the existing financial input is matched with the funds required by the project, and the projects with poor governance and low capital utilization rate are rectified; and more investment is given to projects with obvious governance effects and high capital utilization rates.

*Financial input performance evaluation index design structure*

The ultimate goal of financial input performance evaluation is to detect and evaluate the completion of the project and the actual results. This paper constructs the design structure of financial input performance evaluation indicators from the perspective of ecological civilization, which is divided into four steps: evaluation object and location clarification, performance formation mechanism interpretation, performance indicator identification, and indicator relevance analysis. Figure 1 shows:

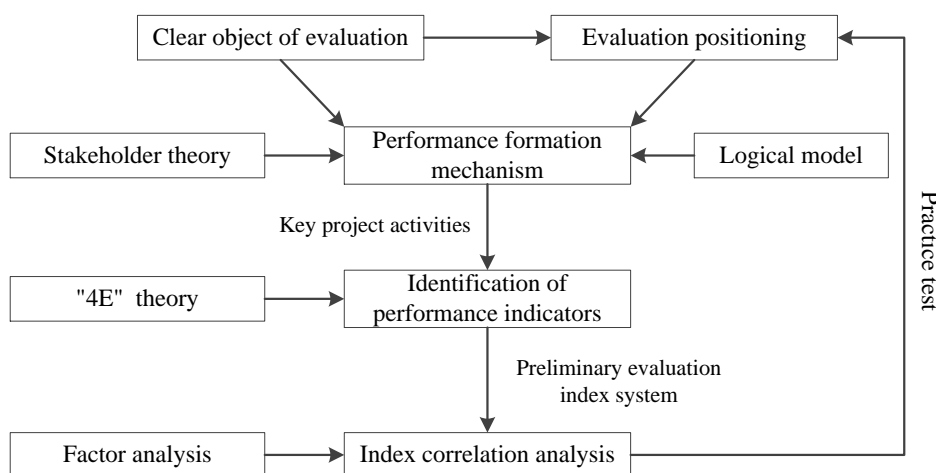


Figure 1: Design structure of financial expenditure performance evaluation system

### (1) Appraisal object clarity and evaluation positioning clear

The targets of performance evaluation in ecological civilization include the financial funds of government departments in environmental management budget management, and the flow of funds transferred between governments.

The positioning of performance evaluation in ecological civilization focuses on the nature of performance appraisal. Different indicators involve different evaluation positions. In general, it should reflect the matching of performance objectives and strategic development plans, the use of fiscal funds, the use of ecological resources, the improvement of ecological governance systems, and the degree of achievement of objectives.

### (2) Description of the mechanism of performance formation

In the process of performance formation, fiscal expenditure can be broken down into the following elements: resources, inputs, activities, outputs, and results. The performance of various behaviors in the process of fiscal expenditure is collectively referred to as performance, and the effectiveness of behaviors will affect the overall performance level. On the basis of establishing mathematical models, we can combine the market, the public and other multi-subjects to effectively promote the formation of the financial input performance mechanism, thus further clarifying the direction of the establishment of the financial input evaluation index system.

### (3) Identification of performance indicators

Based on the clear evaluation object and positioning, and the mechanism of performance formation, identify the key influencing factors and include them as specific evaluation indicators. This indicator must be feasible and operational. The evaluation indicators can be set and summarized according to economics, efficiency, efficiency, and fairness ("4E" theory) to form a preliminary evaluation index system.

### (4) Analysis of indicator relevance

Ecological governance emphasizes the multi-cooperative coordination mechanism, and the construction of indicators also requires correlation analysis. The boundaries of each indicator must not be blurred. On the one hand, on the basis of analyzing the connotations of various indicators, the degree of relevance between indicators is explored. On the other hand, the identified preliminary evaluation indicator system is submitted to relevant leaders and experts for consultation and revision. Ensure the independence of each type of indicators, make the boundaries of the indicators clear, easy to understand, and form the final evaluation index system. Finally, in practice, testing whether the evaluation indicators are correct or not.

## VI. INNOVATION OF THE FINANCIAL INVESTMENT MECHANISM OF ECOLOGICAL GOVERNANCE IN ZHENJIANG

Zhenjiang City actively responded to the ecological civilization and environmental protection strategy, and incorporated ecological and environmental protection work into the government's key tasks. It has successively formulated relevant documents such as the "Implementation Opinions on Accelerating the Construction of Ecological Civilization", and

took the lead in carrying out the comprehensive reform pilot of ecological civilization construction, becoming the first "National Low Carbon Measurement Pilot City" and the first national sponge pilot city in the province. And continuing to carry out the eastern area, the southwest area, the "one lake and nine rivers" to highlight the environmental problems, and achieve progress. Although the government has carried out various tasks and provided financial support for ecological construction, environmental issues are still not optimistic.

### *Problems in the ecological environment of Zhenjiang*

Zhenjiang City regards chemical industry, chemical industry, papermaking and other chemical enterprises as the pillar industries. Although the government's environmental protection work has made positive progress, the environmental problems are still outstanding, and the city's ecological civilization construction situation is still grim. Mainly reflected in the following aspects:

First, there is insufficient understanding of the necessity and arduousness of ecological civilization construction, and environmental monitoring is not enough.

Second, the air pollution is serious. According to the test data, as of the end of May 2017, the average concentration of PM<sub>2.5</sub> in Zhenjiang City increased by 11.7% compared with the same period of last year, far lower than the target of 3.6% year-on-year decline of 2018.

Third, the prevention and control of water pollution has not been put in place. In 2017, 13 water pollution control projects in Zhenjiang did not meet the target. Since 2018, the water quality fluctuations in the Zhenjiang section of the Beijing-Hangzhou Canal have been abnormal, and 6 of the 9 upstream river tributaries are inferior. Fourth, the progress of solid waste treatment is slow. Zhenjiang City's industrial solid waste and domestic solid waste treatment capacity is insufficient. In 2018, 10 large-scale illegal solid waste dumping points were discovered. Fifth, the remediation of heavy pollution industries is weak. The city's heavily polluting enterprises are scattered and distributed, and some enterprises' pollutant emissions are not up to standard. Sixth, historical issues such as ecological red line protection and mine geological environment restoration have not been resolved.

### *The current situation and existing problems of fiscal ecological construction expenditure in Zhenjiang*

In general, Zhenjiang City has insufficient financial input for high-quality environmental construction. This paper collected data from the past three years and found that the eco-environmental expenditure showed a downward trend, and the proportion of environmental expenditure to total fiscal expenditure dropped sharply. It was as low as 1.25% in 2018, not only far below the international demand level of 2%, but also falling. Breaking the average of 1.5% in China. See Table 1 for details:

TABLE 1: 2016-2018 Zhenjiang City Ecological Environment Financial Expenditure

Unit: 10,000 yuan				
Year	Ecological environmental expenditure	Year-on-year growth	Total financial expenditure	Ecological environmental expenditure as a percentage of total expenditure
2016	177089	8.2	6247199	2.83%
2017	142067	-19.8	7419729	1.91%
2018	89877	-27.9	7182674	1.25%

Source: Zhenjiang City Finance Bureau

At present, Zhenjiang City's environmental governance mainly relies on government financial support, and does not build a complete collaborative governance mechanism. Although the information disclosure system has been further strengthened and information disclosure channels have been opened, it has been publicized mainly through newspapers, official websites, and television stations. The audience is small and the public participation is not high. Zhenjiang is

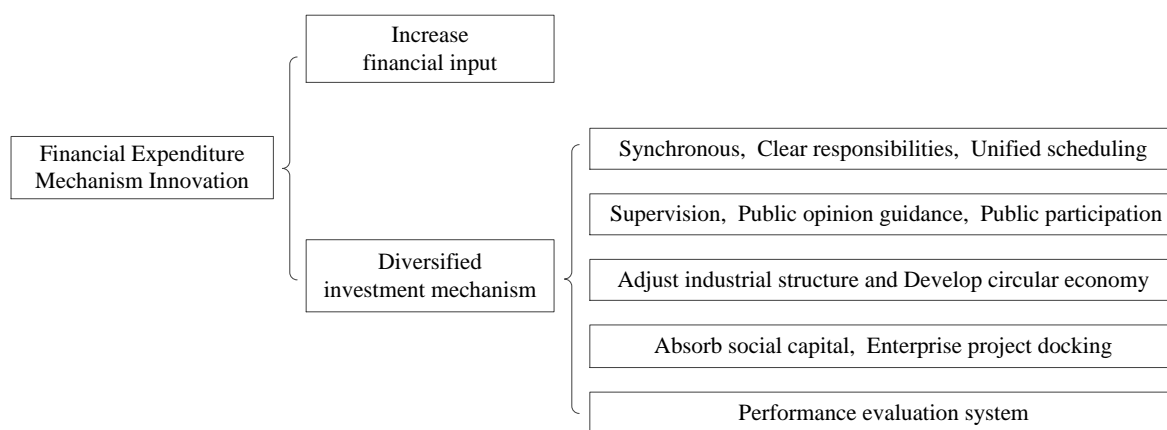


Figure 2: Innovation mechanism of fiscal expenditure mechanism for ecological civilization construction in Zhenjiang

On the one hand, continue to increase the financial input of environmental governance, and increase the proportion of ecological and environmental expenditures to total fiscal expenditure.

On the other hand, with the guiding principle of collaborative governance, a multi-investment mechanism led by finance is established. First, the various departments of the government must have clear responsibilities, and they must be mind-centric, aim-oriented, and synchronized in ecological governance. Continue to strengthen the relationship between the Inland Revenue Department and the Environmental Protection Agency, constantly understand the regional sewage situation, the type and quantity of pollutants, and the development of regional environmental protection enterprises, and timely adjust tax incentives and rewards and punishments. Within the city, ten special working groups for comprehensive, conference, business, publicity, exhibition, security, foreign affairs, reception, environment, and stability will be established. Under the unified leadership of the preparatory leadership team and office, the division of labor, tasks and responsibilities will be clearly defined. The group consciously obeys the unified scheduling of the leadership team office. As shown in Figure 3:

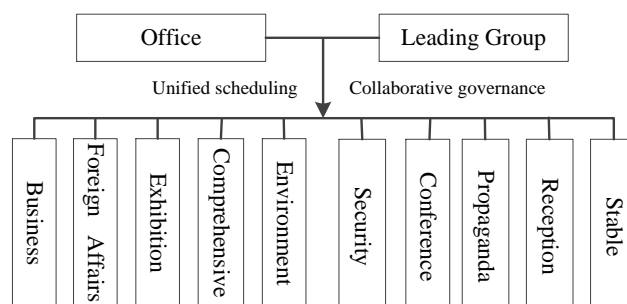


Figure 3: Special Task Force on Ecological Governance under Government Leadership

The second is to improve the supervision mechanism and guide public opinion. Ensuring the effective implementation of all work and the wide participation of all sectors of society. Continue to strengthen the dynamic innovation of "ecological cloud" and the processing of background data statistics. In addition to opening an eco-cultural column, we will improve and broaden the public participation interactive platform, strengthen the operation and management of the "Zhenjiang Micro-ecology" public number, and release the information on

Zhenjiang ecological civilization construction in a timely manner. Ensuring that we can feedback the opinions and suggestions of the public on the construction of ecological civilization, and create a good atmosphere for the participation and sharing of the whole people.

The third is to adjust the industrial structure, rectify the highly polluting enterprises, and guide enterprises to shift to resource-saving production methods. We will build a high-quality park and continue to increase the proportion of sales and output value of the three major types of parks in the city and accelerate the concentration of industry. Transform and upgrade traditional industries, and vigorously develop six low-carbon strategic emerging industries such as high-end equipment manufacturing and new materials to develop a circular economy.

The fourth is to encourage financial institutions to invest in environmental governance projects, attract social capital, and reduce financial pressure. Strengthen cooperation between enterprises and the government, conduct strategic cooperation matters and sign contracts for investment projects, and further strengthen the connection of projects, resources, capital and technology to improve their efficiency.

The fifth is to build a complete performance evaluation system for the government's financial investment, in addition to the supervision and evaluation of relevant departments, to play the role of public supervision.

## VII. CONCLUSION

Undoubtedly, the innovative financial investment mechanism, play a synergistic role, and build a high-quality ecological environment has become an inevitable trend of China's development. The current research on the ecological environment and financial input mechanism found that there is a great contradiction between the pressure on fiscal expenditure, insufficient financial input and severe ecological environment. In this regard, based on the theory of collaborative governance, this paper discusses how to innovate the financial input mechanism in the construction of high-quality ecological environment. The idea of establishing a fiscal-led diversified investment mechanism was put forward. It is advocated that while further increasing the financial investment in ecological civilization construction, it should appropriately absorb social capital, optimize the financial input structure, and broaden the channels of public participation as much as possible, increase public participation, and play a public supervision role. In addition, this paper also emphasizes that a sound performance evaluation system for fiscal expenditure should be constructed

in a timely manner to supervise and guide the work of the government. Finally, based on this point of view, the improvement opinions of Zhenjiang construction of high-quality ecological environment and the construction and improvement of financial input mechanism are put forward.

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