

Leveraging Digital Intelligence to Bridge the Green Last Mile:

Innovative exploration of green consumer financial services¹

Abstract: Consumption, as the core link between production and daily life, is the ultimate goal and driving force of production and one of the three major drivers of economic growth. Green finance supports the development of green consumption, aiming to connect the financial chains on both the demand and supply sides. By leveraging digital technology and the platform economy, through innovative financial services and ecosystem building, it incentivizes green consumption, actively guides residents to adopt and practise green lifestyles, and bridges the “last mile” of green development, helping to achieve a virtuous cycle of green production and consumption, and green supply and demand.

Keywords: Digital-intelligent innovation; green finance; green consumption

I. Background

Consumption, as the core link between production and daily life,

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is the ultimate goal and driving force of production and one of the three major drivers of economic growth. Initiating green reforms from the consumer end, and driving a transformation in production methods, plays a crucial role in achieving the “dual carbon” goals. Green consumer finance, with “consumer finance” at its core, adds unique financial support functions for green consumption. Using consumption as a gateway, it actively guides residents to practise green lifestyles, opens up the “last mile” of green development, and helps achieve a virtuous cycle of green production and consumption, and green supply and demand.

However, the current promotion of green consumption still faces many challenges, including imperfect green consumption standards, high premiums and insufficient availability of green products, the need to increase the enthusiasm of merchants and manufacturers to provide green products, imperfect mechanisms for financial institutions to support green consumption, the need to expand the incentive effects of green consumption policies, and the difficulty in establishing green consumption behaviour habits among the general public.

Chongqing Ant Consumer Finance Co., Ltd. (referred to as Ant Consumer Finance) is a national consumer finance institution driven

by internet technology. By integrating diverse resources to build a green consumer supply and demand platform, Ant Consumer Finance leverages data and technology to explore innovative green consumer financial services. Using consumption as a gateway, Ant Consumer Finance actively guides residents to adopt a green lifestyle, bridging the last mile of green development and achieving a virtuous cycle of green production and consumption, and green supply and demand. As of the first half of 2025, Ant Consumer Finance had issued 130 billion yuan in green consumer loans to over 100 million users, with over 1 billion green consumer transactions. The company also collaborated with financial institutions to implement the market's first interbank green consumer loan, continuously promoting innovation in green financial services and boosting the development of green consumption.

II. Main Practices

1. Integrate the development of government, industry, academia, research, and application to open financial support for green consumption.

(1) Collaboration between industry, academia, and research to promote financial support for the development of green consumption standards.

Under the guidance of regulatory authorities, we have collaborated with several research and financial institutions to establish a special research group on green consumption. This group is reviewing industry practices and policy frameworks for financial support of green consumption, identifying standards and indicators, and exploring the identification criteria for green consumer finance. Based on the specific requirements of different industries, we analyze influencing factors to identify green consumer assets, matching the functional support needs of differentiated green consumption business models, and fostering a green consumer finance ecosystem. We are collaborating with e-commerce platforms and industry associations to jointly develop standards. Through merchant self-certification, platform review, and consumer finance certification, we are breaking down barriers between scenarios and finance and improving the efficiency of identifying green consumption scenarios.

(2) Empowering with technology, continuously improving the systematized capability system for green consumption.

Integrating information technology and leveraging financial technology enhances the quality and efficiency of green finance development, providing a solid foundation for supporting the development of a green financial system. Leveraging long-standing

experience in the technology sector, we will intelligently identify green consumption scenarios and behaviours, reducing manual verification costs. We will collaborate with financial institutions and industry associations to continuously enhance the systematic capabilities of green consumption identification. By leveraging model-based identification capabilities, we will improve accuracy, avoid issues (such as greenwashing), and effectively promote the healthy and stable development of green consumption.

2. Multi-party collaboration to build a green consumption and sustainable development ecosystem.

(1) Integrate multiple resources to innovate sustainable green consumer finance development models.

Leveraging technological and scenario-based advantages, we will streamline all links in the green industry chain. We will integrate ecological resources, collaborate with platforms (like Ant Forest) to continuously strengthen user awareness of green practices, and build intelligent green scenario identification capabilities. While promoting commercial efficiency improvements in green scenarios within the ecosystem, we will also contribute to the generation of green financial assets, accumulating verifiable and traceable green assets, and helping financial institutions secure low-cost funding. The cost savings will

then be fed back into consumer incentives, further driving the quality and expansion of green consumption, thereby creating a positive cycle.

(2) Implement "green interbank lending" to expand the supply of green consumer finance.

To address the issue of insufficient green consumer credit in the market, Ant Consumer Finance is actively exploring green interbank lending with partner institutions to increase financial supply on the consumer side. In strengthening its green consumer finance partnership with Industrial Bank, the Chongqing Branch of Industrial Bank has issued 2 billion yuan in interbank loans, all dedicated to green consumer lending, at a reduced interest rate. Ant Consumer Finance will use the interest savings from these loans to subsidize various consumer sectors, including public transportation, green food, and green appliances. Through "green interbank lending," Ant Consumer Finance is transforming financial support into tangible services for consumers, enabling green consumer finance to empower the transformation toward green consumption.

3. Guide the development of green consumption culture and habits and stimulate new vitality for green consumption.

(1) Set up special green consumption activities to guide the formation

of green consumption habits.

By collaborating with platforms to organize special events for green product purchases, we have introduced incentives for green consumption, including green appliance bundles, interest-free installment payments, and bill repayment assistance. These initiatives aim to encourage consumers to purchase green products and enhance their awareness of green consumption. When customers use Huabei (a consumer credit product) to purchase green products and appliances, they can receive targeted red envelopes and enjoy interest-free installment payments. For example, during the green appliance special event, Huabei offers 6–12 interest-free installments on each item, and consumers who place an order have a chance to enter a drawing for a red envelope to help them repay their bills. According to national energy conservation and emission reduction standards, green appliances purchased through Huabei during the 2022 green appliance special event will save 60 metric tons of CO₂ emissions. During the China Farmers' Harvest Festival in September 2022, we partnered with over 100 merchants to organize a special event for green and organic agricultural products. Through special discounts, random red envelopes, interest-free coupons, and other benefits, we encouraged users to choose green and organic agricultural products. More than 1,200 green products participated in this event, and the

platform issued more than 10 million yuan in consumer benefits, effectively promoting the consumption of green agricultural products.



Figure 1. Huabei cooperates with Tmall: Green and low-carbon home appliances season



Figure 2. Huaibei cooperates with Tmall: Green food question-and-answer

(2) Innovate educational paradigms to facilitate the transition from knowledge to action on green consumption.

We will continue to invest in green finance education and capacity building. Leveraging Ant Group's technological and channel advantages, we will collaborate with universities and industry experts, utilizing digital tools (including digital humans, live video broadcasts, and quiz contests) to educate consumers about green consumption, share market trends, publicize policies and regulations promoting green consumption, guide the development of a green consumption culture, and help foster green consumption awareness and habits among the public, thereby strengthening the social and cultural foundation for green consumption.



Figure 3. “Learn More About Green Finance” green consumer finance column



Figure 4. Financial consumer education platform, Green Consumption Channel

III. Lessons Learned

1. Gathering strength from multiple parties to launch a “multi-pronged approach” of green consumer finance.

We will adhere to the government-industry-academia-research-application model as the leading factor; build a multi-party collaborative innovation model, and; under the guidance of the government and regulatory authorities, work with merchants and consumer platforms to create

financial services for green consumer scenarios, implement green interbank loans to increase the supply of green consumer finance, and provide consumers with a series of green financial products and services to fill in the missing pieces of the green finance puzzle on the consumer side.

2. Linking supply and demand to build a cross-sector green consumer finance system.

Continue to carry out green consumer education, screen green and low-carbon products with clear identification standards, combine brand linkage, and use innovative forms (such as special events and green consumption incentives) to fully support green consumption, thereby driving the greening and decarbonization of the entire industry through consumption.

3. Empowering with data and technology to improve the green consumer finance ecosystem.

In line with industry characteristics and the progress plan for achieving the dual carbon goals, we will actively promote data connectivity and infrastructure development and improve the green consumer finance standard certification system. We will accelerate the development of

a green consumer identification and financial assessment system through technological means, collaborate with financial institutions and consumer platforms to develop green consumer product/service labeling and tracking, and apply these technologies to build systematic products and capabilities for green consumer finance management.