

低碳生活實踐模式之研究-建構負碳商品 與個人碳交易商業模式

The Study of Low Carbon Living Practice - The Case of Negative Emissions Product and Personal Carbon Trading

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摘要

低碳生活已成為全球因應氣候變遷最重要的策略，碳中和消費模式則是民眾落實低碳生活的最佳作法。建構負碳商品（以碳權抵銷碳足跡）與個人碳交易制度，則是激勵民眾實踐碳中和消費誘因機制。本研究建立兩部門（代表性個人與廠商）個人碳交易理論模型，並以臺灣鶯歌陶藝品為例，建構全球首例負碳商品與個人碳交易商業模式。本研究問卷調查新北市三峽區民眾，回收 411 份有效樣本，獲得民眾對負碳商品購買偏好與願付價格如後：(1)54%受訪民眾願意支付較高價格，購買附有碳權標籤商品；(2)53%受訪民眾願意多付 5% 價格，購買附有碳權標籤商品；(3)58%受訪民眾願意購買「負碳商品」，並取得碳權。顯示，民眾實踐低碳生活的積極性與可行性。

關鍵字：負碳商品、碳中和、個人碳交易、問卷調查、鶯歌陶藝品

ABSTRACT

Countries around the world are adopting low carbon lifestyles as a key strategy to address climate change. A good practice toward adopting a low carbon lifestyle is carbon-neutral consumption. Carbon-negative products and personal carbon trading serve as incentives to stimulate carbon-neutral consumption among the public. This study develops two part theoretical model and a new business model using Yingge pottery as a case study. In addition, it surveys the preferences and willingness to pay for carbon-negative products of 411 residents from Sanxia District in New Taipei City. The key findings are as follows: 54% of respondents are willing to pay a higher price to purchase carbon-negative products, 53% are willing to pay a 5% higher price to purchase carbon-negative products, and 58% are willing to obtain carbon credit in exchange for their purchases of carbon-negative products. These results demonstrate the feasibility of low carbon activities.

Keywords: Carbon negative product, Carbon neutral, Person carbon trading, Questionnaire, Yingge pottery