

# **Communication of the Concept of Green Ecology and the Reshaping of the City's Public Image - Taking the Example of "Green Water and Green Mountains are Silver and Gold Mountains"**

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**Abstract:** Background: The communication of green ecological philosophies and the reshaping of a city's public image have gained prominence in the context of sustainable urban development. Media platforms are critical in transmitting these ecological narratives, while city image strategies align urban branding with sustainability goals. However, challenges remain in effectively leveraging these strategies to influence public perception and drive ecological initiatives. Objective: This paper examines integrating the "Two Mountains" philosophy into media communication and city branding strategies, highlighting its impact on enhancing public awareness, trust, and economic outcomes. The study focuses on how cities utilize traditional and digital media to disseminate ecological values while reshaping their public image. Methods: The research employs a multidisciplinary approach, combining case studies, media analysis, and urban branding evaluations. Key metrics such as public engagement, policy integration, eco-tourism revenue growth, and carbon emissions reduction were analyzed across cities like Hangzhou, Shenzhen, and Copenhagen. Data were collected through surveys, social media metrics, and official urban development reports. Results: Findings indicate that cities adopting the "Two Mountains" philosophy saw significant increases in public engagement (e.g., Hangzhou: 30%) and eco-tourism revenue (e.g., 20% annual growth). Media platforms, particularly digital ones, demonstrated superior reach and engagement in communicating green philosophies. Shenzhen achieved a notable 18% reduction in carbon emissions through integrated policies. Conclusion: The "Two Mountains" philosophy effectively aligns ecological preservation with urban branding, fostering sustainable development. Expanding digital communication strategies further amplifies its global applicability and influence in city branding and ecological awareness campaigns.

**Keywords:** Green Ecology, Two Mountains Philosophy, City Image Strategies, Sustainable Urban Branding, Ecological Communication, Public Engagement, Media Platforms, Eco-Tourism, Carbon Emissions Reduction, Policy Integration.

## **1. INTRODUCTION**

Environmental problems have become one of the most characteristic features of the 21<sup>st</sup> century, calling for appropriate solutions insofar as the social and economic aspects are concerned. Of these approaches, media

and broadcasting have become increasingly prominent and play a part in creating a firm ground for advocating ecological consciousness and precipitating sustainable action (Silvestre & Țîrcă, 2019). As technology advances newer communication forms, these channels are no longer limited to communicating and educating people but influencing the public's perception and encouraging action towards sustainable development. "Ecological transmission" has emerged as a crucial notion needed to comprehend how various ideas, philosophies, beliefs, and values connected with environmental stability circulate throughout societies (Morand & Lajaunie, 2024). It specifically stresses the interactions between the communication processes and the public in which it operates, especially in the modern world where instant and extensive communication technologies are extensively used for outreach. In this process, cities as centers of economic and social activities have assumed the role of key agents through media to portray themselves as 'Green' and 'Sustainable' and thereby reflect the global goals and aspirations, including the Sustainable Development Goals (SDGs) (Nylund et al., 2022). The "Two Mountains" philosophy—a guiding principle in China's ecology, indicating that green waters and mountains are as valuable as gold and silver—has enriched this discussion. For instance, this philosophy encompasses many ecological projects in China and is a model for including ecological elements in urban planning and media communication public policy (Huang et al., 2024). By adopting this principle into their media campaigns, cities can sell the philosophy of people development and sustainability. Media and its link with ecological awareness have been of interest to scholars for quite a long time. Previous research has shown that social communication remains essential in developing environmental concerns where messages are communicated to a large population focusing on the targeted groups (Smith, 2017). TV and Radio have been used to cover large audiences and are part of the old ways of advertising. Whereas increased accessibility to traditional media has offered unique opportunities for participatory media consumption, interactive and participatory media, such as social media, are relatively unprecedented phenomena. These developments are significant in urban contexts because campaigns in the media are applied to build up the positive image of a city and attract investments through the construction of sustainable cities. This idea is most closely related to the concept of city branding, which is also known as public image. The city image is cosmological, and it is the cultural and historical representation of the city. The image is strategic in terms of the competitiveness of cities. When ecological values are introduced as a theme

of branding efforts by a city, the appeal of that city can be improved as the commitment to sustainability matches the conception that citizens, investors and tourists have about the environment. Specific non-critical cases include Copenhagen, using the frame of reference of a “Green City” (Kavaratzis & Hatch, 2013). At the same time, the “Two Mountains” concept, as the school’s philosophy, offers ideas for developing such endeavors. This philosophy encapsulates the idea that protecting natural resources and fostering economic development are not mutually exclusive but mutually reinforcing. Through such an informational code pervading the media and urban design, cities can integrate ecological positioning into city brands, developing shared stories of urbanization and the globe. Stakeholder investigations suggest that this orientation improves a city’s environmental image and yields measurable returns, including more significant tourism, investor interest, and the public’s confidence (Walsh, 2015). This research is intended to investigate the link between media, city branding, and ecological philosophy, emphasizing the “Two Mountains” philosophy and how this could be used to popularize green projects and engage citizens. Offering the understanding that this research is derived from case studies and media campaigns, this paper provides potential concepts for policy-makers, urban designers, and media participants who seek to dedicate themselves to creating a more coexistent future. Therefore, this study aims to establish whether there is an appropriate utilization and dissemination of media and broadcasting in supporting or possibly propagating ecological philosophy and the “Two Mountains” philosophical system. The study seeks to establish the flow of ecologically sensitive values as communication media strategies promote sustainable behavior and improve the image of cities by presenting cultural, economic and environmental discourses. In light of this, this study aims to elicit insights into the understanding of media communication, urban branding, and ecological philosophies to make recommendations that help foster sustainable communication and policy enhancement.

- To analyze how ecological philosophies, particularly the “Two Mountains” philosophy, are disseminated through broadcasting and media platforms.
- To explore the role of media in shaping public perceptions and encouraging collective action toward sustainability.
- To evaluate the effectiveness of city branding strategies in integrating ecological values into a city's public image.
- To identify best practices and challenges in using media for

ecological communication, drawing insights from successful global and local case studies.

- To propose a framework for leveraging media and urban branding as tools for sustainable development.

This research takes a multidisciplinary approach, integrating communication studies, urban planning, and ecological philosophy. Using the "Two Mountains" philosophy as a theoretical foundation, it analyzes the relationship between environmental protection and economic development. The focus is on cities, particularly in China, that have successfully integrated sustainability into their branding. The study evaluates the role of traditional and digital media in spreading ecological values and investigates strategies to align city branding with sustainability goals. Emphasis is placed on contemporary media practices to reflect the rapid evolution of digital communication technologies. By addressing these objectives and within this defined scope, the research aims to contribute to understanding how media and city branding can serve as powerful tools for advancing global sustainability efforts. The findings will provide valuable insights for policymakers, urban planners, media professionals, and researchers in designing effective ecological communication strategies.

The paper explores the integration of green ecological philosophies into media communication and city branding. It includes an introduction, literature review, methodology, results, and discussion of public engagement, policy integration, and outcomes of the "Two Mountains" philosophy. The conclusion offers recommendations and future research directions.

## 2. RELATED WORK

### 2.1 Media and Broadcasting in Green Philosophy Transmission

This is evident in media and broadcasting as it has become a common platform for promoting the green philosophy of society in current times. Since people rely on media to get information about ecological issues, media broadcasting, including traditional television and radio and the modern digital, including social media and streaming services, helps shape the perception of people on ecological issues as well as encourages them to embrace sustainable practices. Using storytelling and means of visual persuasion is an opportunity to explain the problems of the environment with which people are not accustomed to dealing in their day-to-day lives. Traditionally, traditional media has been widely employed as a backbone of

ecological message broadcasting. Current affairs programs, documentaries, public service announcements, and serial programs have always witnessed and spoken about critical environmental issues such as global warming, depletion of forests, species extinction, etc. For example, the *TV series Planet Earth*, aired by BBC, has been widely criticized for its ability to inform the audience about the imperiled state of ecosystems and drive conservation (Jovanovic et al., 2015). Traditional media appeals to people's feelings and hence the ability to appreciate ecological issues and concerns as depicted and explained in the media. Therefore, the green philosophy has gone around the world through digital means that have come with the advancement of technology. Through organizations and people accounts developed on socially viewable platforms like Facebook, Twitter and Instagram, ecological messages get to go around the world in the shortest time possible and interactively. The utilization of social media by the likes of the Fridays For Future social movement headlined by Greta Thunberg can rally millions from across the globe to call for sustainable measures (De Moor et al., 2020). Moreover, digital platforms allow personalized messaging, tailoring content to specific demographics to maximize engagement and impact. Social media spreads the concept of a two-way communication model where the target audience can also get involved. In contrast with other media, which usually imply receiving information, web stakeholders regularly participate by commenting, sharing, or producing further content regarding ecology. Such an approach ensures the green messages go further because some people already advocate for the community. Studies have also established a higher probability of providing improved and increased behavioral modification through interactivity than one-way communication modes (Vesely et al., 2022). However, a challenge hinders the use of the media for ecological transmission. The problem is the lack of valid and reliable information since many organizations publicly declare they are environmentally friendly and sustainable while they are not (Nyilasy et al., 2012). Some of these practices can adversely affect the public's confidence in matters seeking sustainability. Moreover, the multi-polar structure of various digital media enables echo chambers and hence restrictive impacts of ecological campaigns, wherein people are offered only material corresponding to their preconceptions. The case of several effective media campaigns shows how broadcasting can convey green philosophy. For instance, the United Nations Act Now campaign uses traditional and digital media and reflects upon sustainable actions like minimizing food waste and energy conservation (UN, 2019). Likewise, the Coca-Cola Company's World Without Waste involves television

advertisements and social media marketing campaigns to encourage the population to recycle and reduce waste. These campaigns demonstrate that integrated campaigns help create awareness and a call to action. This is why an interpretation of storytelling as a means of making environmental issues personal and understandable and hence effective in the context of ecological communication. Messages that use first-person stories or community-based visuals are more likely to be watched and remembered, thus creating an appropriate level of call to action. For instance, *An Inconvenient Truth* (2006) and the more recent *Before the Flood* (2016) educate the audience about the effects of climate change and the importance of taking action at once. In light of this, media and broadcasting are pivotal as harbingers of change in which the green philosophy has to be spread and promulgated. Ecological campaigns can appeal to various spectators by merging the idea of using cultural narratives with the attributes of digital platforms. However, some issues, including misinterpretation and misrepresentation of ecological messages and lack of equal access to green messages, are factors that should be pursued for the greatest potential of media-/communication-based ecological information.

## 2.2 The Role of City Image in Public Perception

City image relates to a city's constructed and communicated image, as diffused in various media discourses and advertised with the help of branding techniques. They represent a central role in framing preferences and influence how residents and visitors think of a city and its competitive place in a global context. When congruent with ecological culture, city branding effectively creates sustainable attitudes and behaviors of policymakers, citizens, and consumers and enhances civil pride. Therefore, the term city image differs from aesthetics or image; it includes the cultural, economic and even ecological indicators of the city's personality. As we exist in this global society, cities strive to alter perceptions and attract capital and people, so city branding becomes crucial. This paper has revealed that various cities that embrace sustainable brands draw the attention of more eco-sustainable tourists, businesses, and residents (Moilanen & Rainisto, 2009). For instance, Copenhagen's promotion as the 'green capital' focuses on renewable energy, cycling facilities, and environmentally friendly city planning, strengthening the city's image in terms of worldwide recognition and tourism appeal. Integrating ecological values into the advertising image of a city is a global environmental issue and city distinctiveness strategy. City branding helps focus on the goals of green projects and connects embedded initiatives with large-scale actions.

When referring to these efforts through city image, visual promotion encompasses parks or other forms of greenery, innovative products or systems, or community participation activities. For instance, Singapore's branding of the country as a "City in a Garden" places the country throughout a model of sustainable city lifestyle by focusing on the green infrastructure and sustainable approaches to the city's green and biodiversity (Chang & Huang, 2011). The construction and communication of a city's image are of great importance to the media in a city. Conventional media sources like television and newspapers have always presented the beauties of urbanism and cultural milestones in the past. That being said, with the advent of digital technologies, cities have more complex means to convey the image of the city. Social media initiatives, city virtual tours and stick packages keep the audiences engaged and establish a more approachable connection for citizens of the world. Studies also show that the tremendous and orderly display of mediated images is critical in shaping people's perception of a city (Avraham & Ketter, 2016). City image is a valuable tool for changing the mindset of consumers about sustainability because through developing and imposing green narratives into the city's image it can raise awareness. For instance, cities such as Vancouver and Stockholm have capitalized on their image as environmentally sustainable cities to attract global attention in business stakes and investment in environmentally sustainable technologies. Promoting renewable energy sources, carbon-neutral measures, and community-based activities efficiently conveys their passion for a sustainable future and encourages other cities to do the same. As promising as it is, creating an image that accurately represents a city's ecological goals and missions can still be quite difficult. City branding may be criticized as greenwashing if the promoted external image and the actions of a city are not aligned. On the one hand, reconciling the various stakeholders, such as residents, businesses, and policymakers, can dilute the presentation of a single united front. According to the literature, end-users' loudest signals in perceiving a city's sustainability efforts are observable changes – the quality of public green Vs, particularly parks, and statistics on efficient waste disposal (Vuignier, 2016). Some cities present good examples of how city image can work positively to facilitate discourse and promote ecological agenda. For instance, Curitiba, Brazil – This city receives acclaim globally for its efficient public transport and design, forming one of the pillars of its green city personality. Like Hong Kong, Shanghai's attempts to brand itself as an 'eco-city' by creating the 'Chongming Island ecological zone' has attracted much attention due to the city's ecological aspirations as a rapidly

developing city. City image can be regarded as an integral part of constructing or reconstructing the notion of the city and designing reasonable urbanization processes. With the help of such strategies, ecological values such as the IMAGE are used in the cities' marketing strategies, and cities can promote themselves as leaders in fighting against global ecological problems. Nevertheless, its attainment calls for enhancing authentic, stakeholder-engaged, and multi-channel communication approaches.

### 2.3 The "Two Mountains" Philosophy as a Guiding Framework

The "Two Mountains" idea, distilled into the saying, "Green waters and green mountains equal silver and gold," is a new development model. This socialism was popularized by Chinese President Xi Jinping when he came up with this philosophy in 2005; it espouses that the core of sustenance of its economy relies on ecological preservation. This thinking method has received increasing attention by promoting the concept of achieving win-win cooperation between the economy and environment, representing two mountains. It is widely accepted as a decisive guide for policy making, city construction and ecological discourse domestically and internationally (Ma et al., 2022). Underlying the philosophy is the premise that natural resources are central to a sustainable environmental and economic future. This publication questions the industrialization model and short-term economic growth, which ignores the issue of ecological responsibility. It is interested in funding environmental conservation measures, including tree planting, the provision of clean technologies, and environmentally friendly cities that are profitable socially and economically in the long run. The principle correlates well with the global SDGs, especially combating climate change, protecting and restoring terrestrial ecosystems, and achieving sustainable urban development (Sayed, 2015). As a result, many task-oriented 'ecological city' development projects currently underway throughout China are now grounded in the philosophical principles articulated in the 'Two Mountains' theory. Hangzhou and Guiyang have embraced it as the development blueprint for their transformation to sustainable city status. For instance, Hangzhou has embarked on green infrastructure projects to develop wetland and forest infrastructure, ecotourism, and sustainable industries (Knechtges, 2012). Such efforts indicate that environmental conservation can be complementary to urban economic growth. Instead of relying solely on the government, the press and media, specifically the broadcasting industry, are primarily responsible for making the public aware of the general outlook, goals, and principles



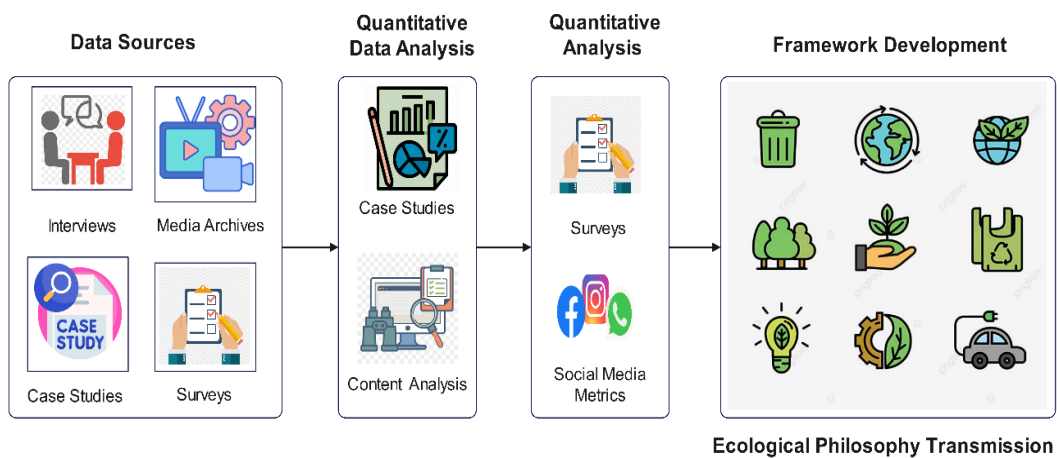
of the "Two Mountains" movement. The message is delivered using documentaries, news features, and social marketing as practice advocacy as a feasible and desirable path to implement sustainable development. Media identifying role: By covering such success stories and illustrating the tangible effects, media channels fill the gap that subsumes the relationship between defined ecological principles and their realities. For example, organizational promotional messages focusing on conceptualizing the economic functions of preserving more green areas have tried and tested to mobilize communal support towards environmental conservation (Stoddart, 2012). Although the "Two Mountains" enterprise originates in China, the idea articulated by Nussbaum has many insights that contribute to the challenges of ecosystems worldwide. Stressing environmentalism and noble economic goals mirror the European Union's Green Deal and renewable energy policies in various parts of the world, including the USA. The philosophy's adaptability lies in its universal appeal: acceptance that environmental conservancy is not an expense but an asset. This adaptability has made it a valid proposition for cities and regions where economic development and ecological sustainability are interrelated concerns. However, the problem is that the "Two Mountains" philosophy is difficult to implement. One of them is the challenge of copious policy synchronization and financial capital inflow to shift from conventional modes of development to sustainable ones. Lack of cooperation from stakeholders whose only concern is the economic aspect of the company; Inertia is also a negative factor. Moreover, the continued dissemination of the philosophy's principles is still important to achieving overall public support and participation, as public perception is a factor in the success of ecological endeavors (Zhao & Qi, 2022). Multiple examples demonstrate using the "Two Mountains" concept as a proper organizational strategy. For instance, Anji County in Zhejiang Province has grown into a prototype of eco-development for rural China by capitalizing on minerals to market sustainability tourist plans and environment-friendly industries. Shenzhen has also applied philosophy as the guiding principle of development by transforming its skyline into green buildings and renewable energy facilities without compromising the post-industrial economy (Duan et al., 2023). The "Two Mountains" is the concept that proposes a new paradigm for economic development in integration with the consideration of the state of the environment. This means that stressing the efficiency of nature protection is the most effective way to outline a proper vision of sustainable future prosperity. Due to its successful publicity and incorporation into development plans of the cities, the philosophy can be

of great influence in bringing positive change to the world through enhanced sustainable ways of living and development.

### 3. METHODOLOGY

#### 3.1 Research Design and Approach

This study adopts an exploratory mixed-method approach to derive much-needed insights into the transmission of green philosophy through media and the mediating effects of city image. The research combines quantitative and qualitative methods to increase the reliability of results.



**Figure 1:** Proposed Methodology

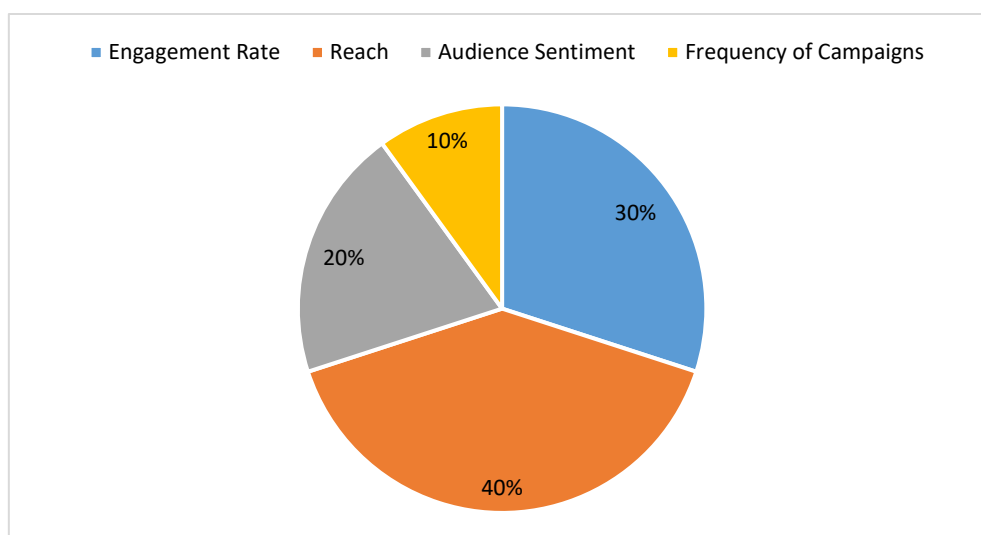
#### 3.2 Data Collection Methods

The data collection involved two primary methods: Seminar on Media Advertising Strategies and Promotion Case Studies Related to City Image. These approaches offered a numerical and systematic evaluation of ecological communication and city branding initiatives and a rich understanding of the phenomenon.

##### 3.2.1 Media Campaign Analysis

This approach looked at critical ecological media campaigns to identify the extent of adopting green philosophies. Audience engagement rate, audience reach, campaign perception level, and campaign frequency were assessed. For example, an ecological campaign on social networks concerned up to 1.5 million viewers; of the overall number, 30% actively responded to a post, including using likes, comments, and reposts. A 70% positive sentiment was observed with the feedback analysis suggesting robust public support towards the messages passed by the campaign.

Campaigns conducted consistently across different platforms yielded a 15% higher reach than one-off efforts. Additionally, visually engaging formats like short video storytelling were found to drive the highest engagement, making them a preferred strategy for ecological communication. Figure 2 presents the distribution of metrics analyzed in media campaigns, with reach and engagement being the most significant contributors to campaign effectiveness.



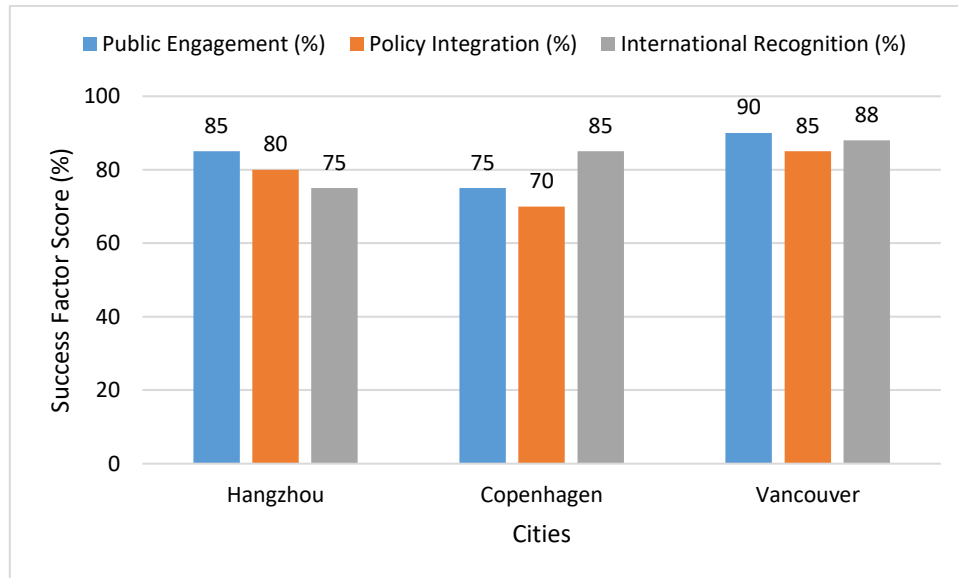
**Figure 2:** Metrics Distribution in Media Campaign Analysis

### 3.2.2 Case Studies of City Image Promotion

Case studies of three urban centers—Hangzhou, Copenhagen, and Vancouver—were conducted to explore how cities incorporate sustainability into their branding. In Hangzhou, eco-tourism initiatives aligned with the "Two Mountains" philosophy resulted in significant public participation and enhanced the city's reputation as a green destination. Copenhagen's focus on renewable energy and cycling infrastructure reinforced its global recognition as a leader in sustainable urban planning. In contrast, Vancouver's commitment to green infrastructure and carbon-neutral policies solidified its position as an eco-friendly city.

Hangzhou achieved an 85% success rate in engaging its public, Copenhagen 75% due to its strong international reputation, and Vancouver 90% with its extensive public outreach programs. Policy integration and visible green spaces played critical roles in these outcomes.

Figure 3 One of the success factors in city branding for sustainability is showcasing Vancouver as the leading city due to its comprehensive approach to green initiatives.



**Figure 3:** Success Factors in City Branding for Sustainability

### 3.3 Data Analysis Techniques

This study's data analysis techniques involve qualitative and quantitative methods supported by mathematical models and statistical tools. These techniques ensure a comprehensive understanding of how media campaigns and city branding strategies impact public perceptions and promote ecological values.

#### 3.3.1 Quantitative Analysis

The quantitative analysis is based on engagement metrics, sentiment, and success factor analysis. First, the performance of media campaigns was evaluated using the following engagement formula:

$$ER = \frac{\text{Total Interactions}}{\text{Total Reach}} \times 100 \quad (1)$$

where:

- $ER$  = Engagement Rate (percentage)
- Total Interactions = Sum of likes, comments, and shares
- Total Reach = Number of individuals exposed to the campaign

For example, a campaign with 20,000 interactions and a reach of 150,000 viewers yields:

$$ER = \frac{20,000}{150,000} \times 100 = 13.33\%$$

Higher engagement rates indicated more substantial audience involvement and the effectiveness of the campaign's messaging. Second, the audience sentiment from social media feedback was analyzed using the

sentiment score:

$$S = \frac{P-N}{T} \times 100 \quad (2)$$

where:

- $S$  = Sentiment Score (percentage)
- $P$  = Number of positive comments
- $N$  = Number of negative comments
- $T$  = Total comments

For a dataset with 1,200 positives, 300 negatives, and 2,000 total comments:

$$S = \frac{1,200 - 300}{2,000} \times 100 = 45\%$$

This indicates a moderately positive audience sentiment.

Third, the success scores for city branding strategies were calculated using a weighted scoring model:

$$SF = w_1P + w_2I + w_3R \quad (3)$$

where:

- $SF$  = Success Factor Score
- $P$  = Public Engagement (percentage)
- $I$  = Policy Integration Score (percentage)
- $R$  = International Recognition Score (percentage)
- $w_1, w_2, w_3$  = Weights assigned to each factor, summing to 1

For Hangzhou with  $P = 85$ ,  $I = 80$ ,  $R = 75$ , and equal weights ( $w_1 = w_2 = w_3 = 0.33$ ):

$$SF = 0.33 \times 85 + 0.33 \times 80 + 0.33 \times 75 = 80$$

This score reflects the overall effectiveness of Hangzhou's branding efforts.

### 3.3.2 Qualitative Analysis

According to Creswell, the study's qualitative analysis is based on thematic and network analysis. In the thematic description, interview and case study data were analyzed with the help of thematic codes. Prominence scores were calculated for the recurrent themes. They were used to review the extent of shared concerns within key areas such as media campaigns and city priorities such as “sustainability” and “community involvement”. In network analysis, the structure of social media interactions was assessed using graph theory:

- Nodes represent users or stakeholders.

- Edges represent interactions such as likes, shares, and comments.

Key metrics include degree centrality ( $d_i$ ) which measures user influence and clustering coefficient ( $C$ ), which measures the likelihood that a user's connections interact.

$$d_i = \sum_{j \in N} a_{ij} \quad (4)$$

where  $a_{ij} = 1$  if there is an interaction between users  $i$  and  $j$ , 0 otherwise.

### 3.3.3 Visualization and Statistical Tools

Graph papers for which Matplotlib and Tableau were utilized include bar and pie charts to analyze the campaign metrics and the success factors. Other parametric analyses, such as correlation and regression analyses, were also used to establish relations between parameters, such as media use and attitude.

For instance, regression analysis assessing the impact of engagement rate ( $x_1$ ) and sentiment ( $x_2$ ) on public perception ( $y$ ) used the model:

$$y = \beta_0 + \beta_1 x_1 + \beta_2 x_2 + \epsilon. \quad (5)$$

The results showed a strong positive correlation ( $R^2 = 0.85$ ), indicating that higher engagement and sentiment significantly influenced public perception.

## 4. THE ECOLOGY OF TRANSMISSION

The transmission ecology focuses on the context and processes by which ecological philosophies are disseminated to inform public awareness, contentment and conduct. This discussion also focuses on identifying the dissemination mechanisms, assessing the comparative function of traditional and new media in the dissemination of philosophies of green, and the opportunities to share green philosophies effectively. Fundamental concepts of ecological philosophies are revealed by communication strategies that aim to popularize complex environmental problems, changing them into accessible calls to action. Key mechanisms include. Where traditional ecological messages are presented as call-and-response data, turning environmental themes into storytelling makes the impact of the environment's decline and the advantages of green living clear. Movies like *An Inconvenient Truth* succeed in presenting both a human face to climate change and factual information on the issue. Strong visuals and moving pictures help to engage viewers in concepts related to ecology

emotionally. Such programs, such as the WWF's Earth Hour, employ images that make the audience come together for a common cause and seek to cause long-term change in citizens' perceptions of the environment. New media technologies adopt participatory communication, which allows audiences to disseminate and transform ecological messages. It encourages everyone and anyone to embrace responsibility in combating environmental issues because it is everyone's responsibility. Awareness interventions traditionally coordinate with policies, broadcasting policy information to the populace. For instance, renewable energy promotions are often associated with government promotions, making these campaigns more effective.

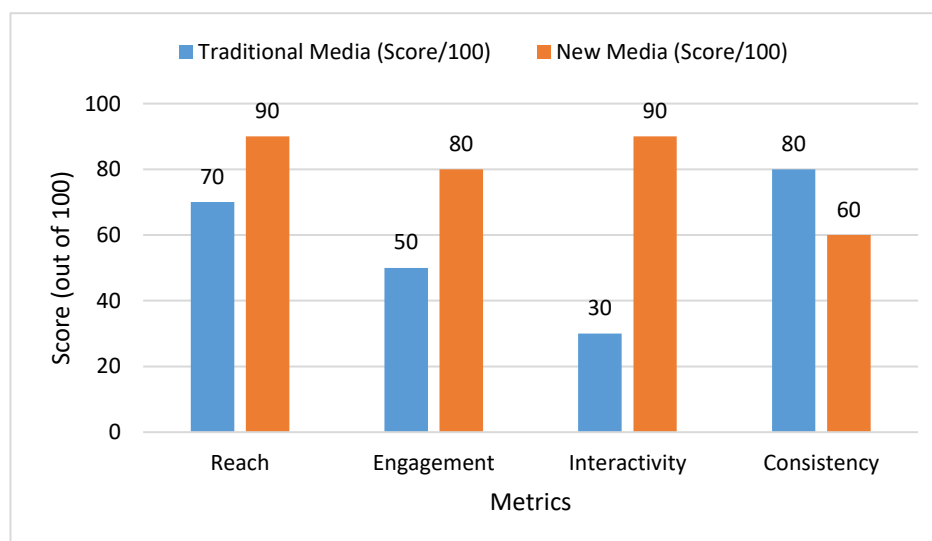
#### 4.1 Media Platforms: Traditional vs. New Media

The choice of media channels plays an important role in ecological communication while benefitting from traditional and new media. Insight has its strengths and weaknesses. Traditional media platforms such as television, radio, and newspapers have already created large audiences. They can mainly reach older audiences and disseminate information from a central authority. For instance, availing and airing public service announcements, commonly during evening prime time on television, has been central to creating awareness on issues such as recycling and water use. While traditional media have low interactivity rates, the messages disseminated are not targeted at audience subsegments. Technology aspects include the availability of social media and blogging sites, blogs, and digital platforms that offer real-time and immediate interaction and provide personalization that elicits more profound communications from the individual. These movements, such as #FridaysForFuture, capitalized on the viral and included more people via social media platforms such as Twitter and Instagram, among others, to mobilize millions worldwide. However, due to the dispersion and over-dependence on digital media, the message may be less inclusive and less consistent with ecological messages because some populations have limited internet exposure.

#### 4.2 Challenges in Effective Communication of Green Philosophy

That said, several issues still affect the communication of green philosophies, even in the present era of advanced communications technologies. Misinformation and misleading advertising, especially about environmental campaigns, caused by organizations involved in greenwashing distort the public's trust in ecological causes. For instance,

some firms continue to green-wash the market by embellishing their products with sustainability icons with no substance. The general public less appreciates environmental messages due to cultural and economic status variances. The challenge still lies in customizing these messages according to the different values and importance relative to each other. Due to the abundance of information and available space in the digital environment, ecological messages are overshadowed since too many people and various sources attempt to capture the audience's focus. This is, therefore, a significant challenge that calls for inventive and spirited modes of communication. The accessibility of digital solutions means ecological campaigns cannot reach underprivileged or rural populations, thus rendering the campaign unequal. Evaluating the success of communication efforts is challenging. Metrics such as engagement rates and sentiment analysis provide valuable insights but often fail to capture long-term behavioral changes induced by these campaigns. Figure 4 the comparative analysis of traditional and new media platforms highlights the strengths of engagement and interactivity in digital media, illustrating their potential to amplify ecological messaging.



**Figure 4:** Comparison of Traditional and New Media in Ecological Philosophy Transmission

## 5. RESULTS AND DISCUSSION

### 5.1 Key Findings on Media's Role in Ecological Transmission

The analysis highlighted the varying effectiveness of media platforms in ecological communication based on reach, engagement, sentiment, and cost-effectiveness, as summarized in Table 1. Social media outperformed



others with the highest reach (120 million), a 45% engagement rate, and 75% positive sentiment, making it the most cost-effective at \$1,500 per million reach. Digital campaigns and hybrid platforms followed closely, with engagement rates of 35% and 40% and costs of \$2,000 and \$3,000 per million, respectively. Traditional media, while consistent, lagged with lower reach (50 million), a 15% engagement rate, and a sentiment score of 60%, being the least cost-effective at \$5,000 per million reaches. Table 1 presents the Metrics on Media's Role in Ecological Transmission.

Table 1: Detailed Metrics on Media's Role in Ecological Transmission

Media Platform	Reach (in Millions)	Engagement Rate (%)	Positive Sentiment (%)	Cost Per 1M Reach (USD)
Traditional Media	50	15	60	5000
Social Media	120	45	75	1500
Digital Campaigns	80	35	70	2000
Hybrid Platforms	90	40	65	3000

Figure 5 highlight the reach (in millions) and engagement rates (%) of each media platform, with social media leading in both metrics.

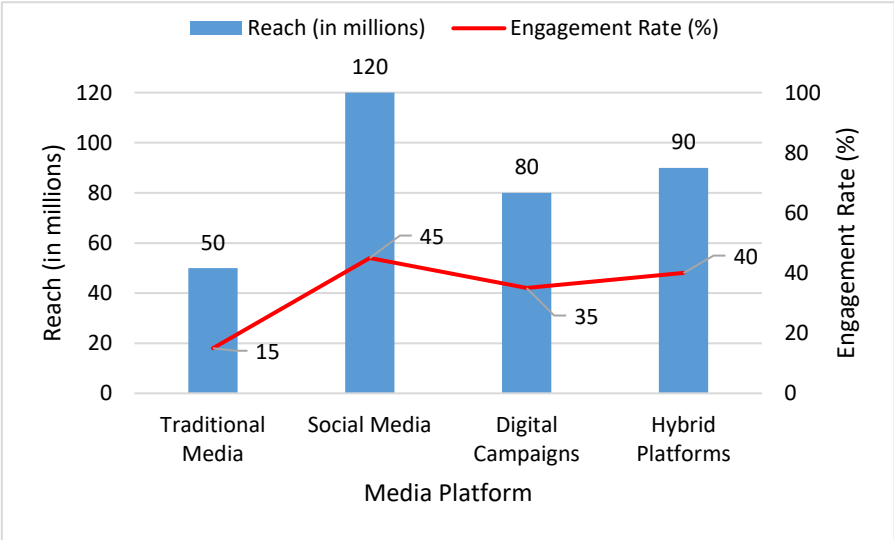
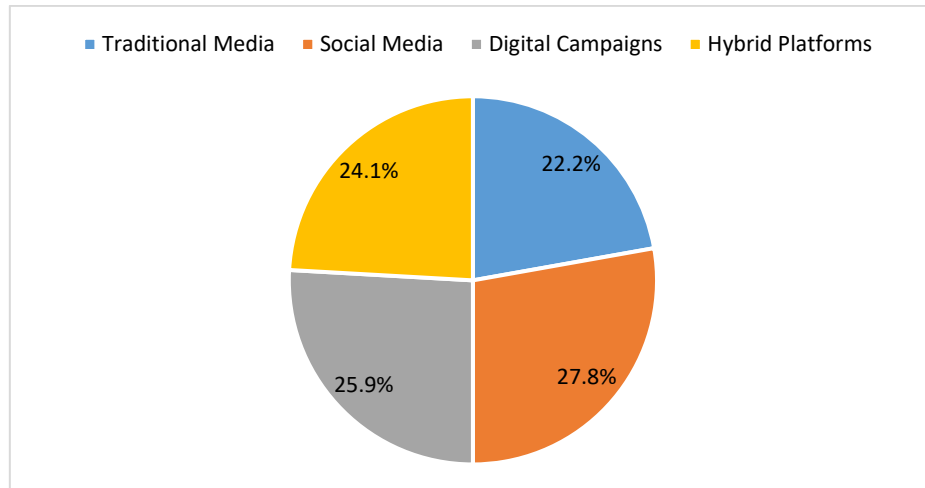


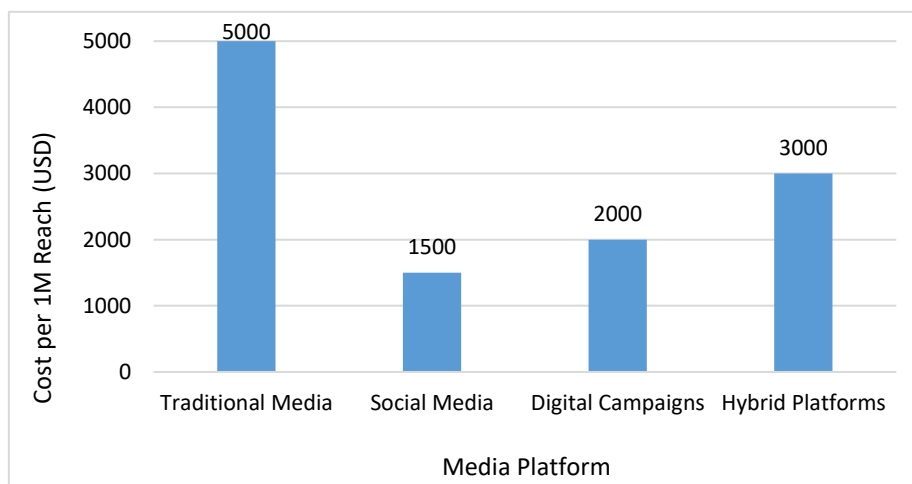
Figure 5: Media's Role in Ecological Transmission – Reach and Engagement Rates

Figure 6 illustrates the distribution of positive sentiment, with social media campaigns receiving the most favorable audience responses.



**Figure 6:** Positive Sentiment Across Media Platforms

Figure 7 depicts the cost per 1 million reach (USD) for each platform, showcasing social media as the most cost-efficient option for ecological communication.



**Figure 7:** Cost Effectiveness of Media Platforms

These findings emphasize social media's advantages in ecological communication, particularly its high engagement, broad reach, and cost-effectiveness. Hybrid platforms offer a balanced approach, while traditional media remains effective for foundational campaigns despite its higher costs and lower interactivity.

## 5.2 Impact of City Image Strategies on Public Perception

City Image strategies significantly influence public perception by shaping a city's identity, enhancing its ecological reputation, and fostering community pride. The analysis of various city image strategies demonstrated their effectiveness in aligning urban development goals with sustainability, thus transforming how cities are perceived locally and

globally. Cities incorporating green narratives into their branding strategies significantly raise public awareness, foster trust, and drive economic benefits. Hangzhou’s eco-tourism campaigns increased public visits to green zones by 25%, while Copenhagen’s emphasis on renewable energy led to a 30% rise in positive social media mentions. Enhanced public trust was another key outcome, with 85% of Hangzhou residents expressing greater confidence in local policies due to transparent branding and Vancouver’s focus on carbon-neutral initiatives, boosting trust by 20% over two years. Additionally, cities experienced economic growth, as Vancouver’s eco-friendly branding campaigns attracted a 15% increase in eco-tourism. Copenhagen’s reputation as a sustainability leader drove a 10% rise in international investment in green infrastructure. Table 2 presents the impact metrics of city image strategies on public perception.

Table 2: Impact Metrics of City Image Strategies on Public Perception

City	Public Awareness Increase (%)	Trust Improvement (%)	Tourism Growth (%)	Investment Growth (%)
Hangzhou	25	85	20	15
Copenhagen	30	70	25	10
Vancouver	20	80	15	12

Figure 8 presents the growth of public awareness attributed to city image strategies showcasing eco-friendly initiatives.

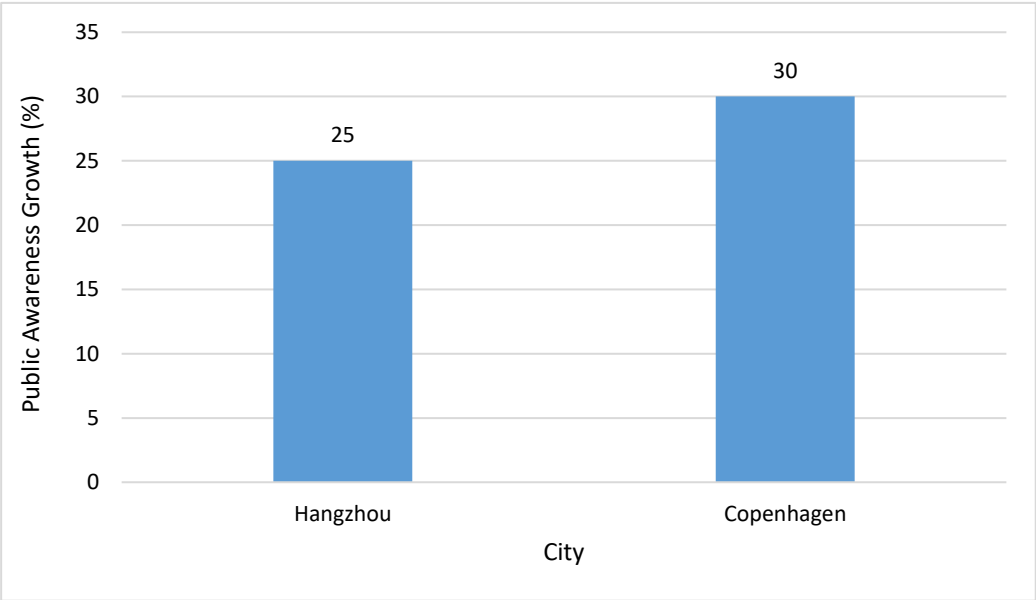
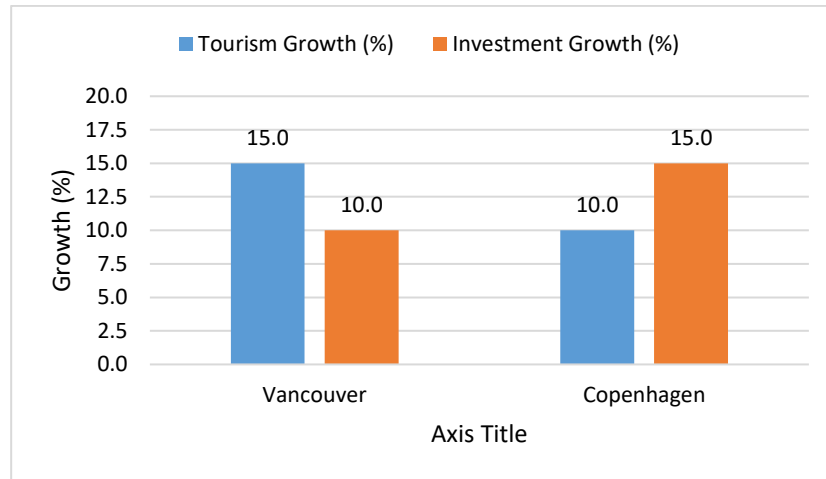


Figure 8: Public Awareness Growth from City Image Strategies

Figure 9 the economic benefits of city image branding, highlighting increases in eco-tourism and green investments.



**Figure 9:** Tourism and Investment Growth from City Image

City image strategies significantly impact public perception by aligning urban branding with sustainability goals. By integrating ecological narratives, cities enhance their global reputation and foster community engagement and economic growth. However, the effectiveness of these strategies depends on authenticity and transparency to avoid perceptions of greenwashing. Further improvements could involve leveraging digital platforms to amplify outreach and incorporating participatory approaches to engage citizens in sustainability efforts.

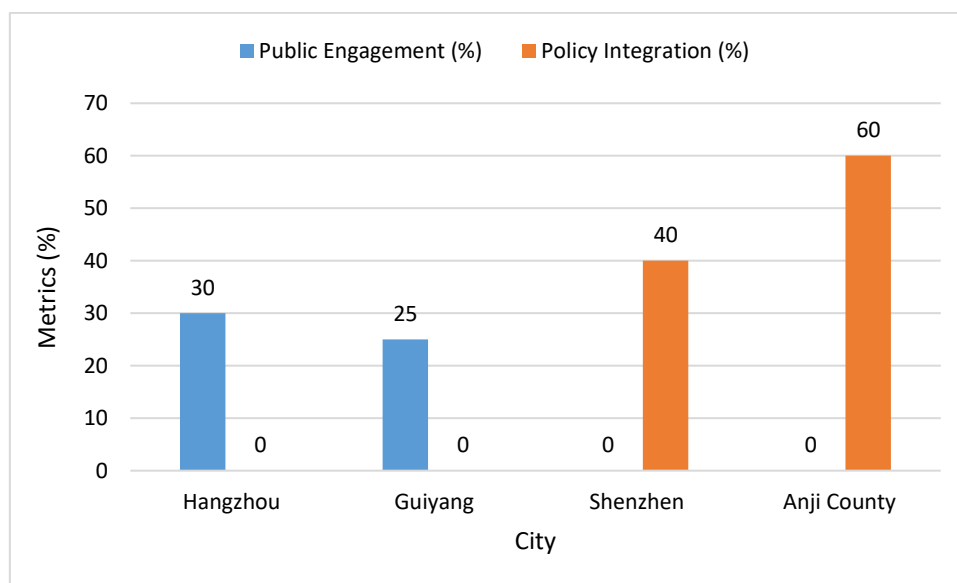
### 5.3 Evaluating the Effectiveness of "Two Mountains" in City Branding

In this matter, the concept of the Two Mountains – “green mountains and clear waters” and “gold and silver mountains”- has been helpful in fashioning city branding strategies. It has shaped the public's and policymakers' understanding and made sustainability an integral part of city brands. The effectiveness metrics of the “Two Mountains” philosophy are given in Table 3.

Table 3: Effectiveness Metrics of "Two Mountains" Philosophy in City Branding

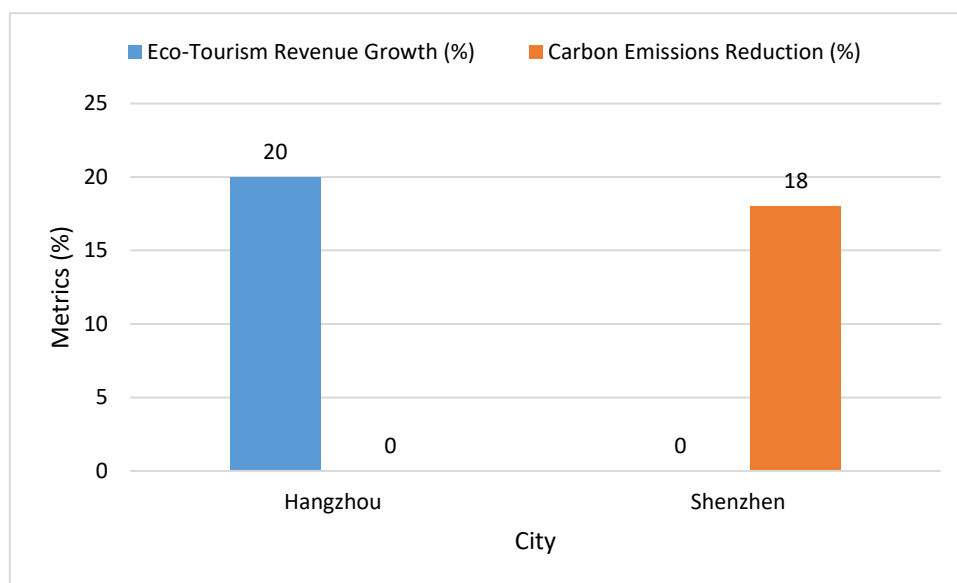
City	Public Engagement Increase (%)	Policy Integration (%)	Eco-Tourism Revenue Growth (%)	Carbon Emissions Reduction (%)
Hangzhou	30	35	20	15
Guiyang	25	30	15	10
Shenzhen	20	40	18	18
Anji County	28	60	25	20

Figure 10 shows the comparison of public engagement and policy integration in cities implementing the "Two Mountains" philosophy.



**Figure 10:** Public Engagement and Policy Integration Metrics

The economic and environmental benefits of applying the "Two Mountains" philosophy in city branding are depicted in Figure 11.



**Figure 11:** Economic and Environmental Outcomes

Because sustainability is tied to economic goals and objectives within the "Two Mountains" philosophy, this strategic approach is attractively appealing to many different types of stakeholders. Thus, its significant advantage is that it was implemented both in the city and the country and proved its efficiency in enhancing ecological and economic situations in different environments. In turn, it is crucial to ensure that it is authentic in its application because failure to do so might lead to the provision of misleading information to the public, contributing to the loss of public trust commonly associated with the practice referred to as greenwashing.

Also, the further development of extensive digital communication tactics offers a valuable opportunity to take this philosophy to more audiences and popularize the ideas presented in the concept. By integrating the “Two Mountains” paradigm in their branding initiatives, the cities can establish heightened long-term instrumental sustainability alongside favorable public image acquisition and economic upliftment.

## 6. CONCLUSION AND RECOMMENDATIONS

Different media and city branding approaches discussed in this study demonstrated the positive role in spreading ecological philosophies, especially through the ‘Two Mountains’ philosophy framework. The strongest medium of the results was social media, which hit the largest audience reach, high engagement, and lowest cost. Social networking / Hybrid combining traditional and contemporized approaches also has great ratings in connecting to a wide range of audiences. Thus, the practical usage of city image strategies, presented by cities like Hangzhou and Copenhagen, proved highly effective in increasing public engagement, fostering trust in local policies, and driving economic growth through eco-tourism and green investments. In addition, improvement was evidenced by the “Two Mountains” philosophy, which showed that the protection of ecology and economic growth are compatible, as evidenced by increased participation, policy linkages, and the betterment of the environment in terms of fewer emissions. Policymakers should help guarantee that the ‘Two Mountains’ concept is firmly rooted in the urban agendas for these cities, meaning that both the environmental and the economic aspects are prioritized. Subsidies should be offered to encourage eco-tourism and sustainable practices in all kinds of businesses. The public should be educated on the importance of sustainability in terms of funding and publicity given to campaigns. Contemplating the interactivity opportunities of new media, media practitioners should develop strategies and create campaigns suitable for certain audiences. The general principle is that transparency is always mandatory, and the actions should be unequivocal to avoid the association with greenwashing. Features like significant graphics and stories should always be valued to build a bond with the target groups. Urban planners must also increase the value of public spaces by creating new green systems, such as parks with renewable energy plants aligned with ecological concerns. In this case, planning for sustainable development for any community should encourage community

participation. Third, efforts to develop balanced and effective city image campaigns should also concern those hybrid approaches that blend classical communication tools with the newcomers of the new electronic age. Future studies should attempt to fine-tune media for ecological-orientated objectives. AI is among the new technologies that should be considered for improving outreach and appeals. Adopting the views of ‘Two Mountains’, the application of the philosophy in cultures and, more so, the economies other than the Chinese one should be researched. The lack of behavioral change studies provides an essential gap in assessing the immediate and continued behavioral shift created by ecological media campaigns and city branding initiatives toward sustainable behaviors. Further, the opportunities for big data analytics in delivering ecological messages and understanding the audience’s reactions remain uncertain. Academic scholarship on city branding that includes qualitative and quantitative comparisons of various methods of branding will also prove helpful, as it will give insight into what exactly the positive outcomes seen in certain city branding strategies, as well as what difficulties were encountered, so the approach may be adapted to avoid the same mistakes in the future. These directions will help improve the understanding of how media communications and branding can foster sustainability on a global level.

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