Eco-civilization strategy & Rural Sustainability in the 21st century

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• Historical trap of the south countries’ industrialization & urbanization
  • The more urbanization, the less industrialization, The more privatization+marketization+liberalization, the less crisis soft-landing
• Different trends of the East and West in face of over-production crisis
  • The 2 over-production crisis in west: The 1st happened in 1929-33, trapped the West in the World War II; afterwards, the West suffered 2nd over-production crisis in the 1970s, leading to the 1980s’ financial capital globalization and labor intensive workshops with physical industries transited to East Asian ...
  • Amid the 1998 over-production crisis due to the East Asian Financial Storm, China made treasury bond investment in large-scale infrastructures; after the 2012 over-production crisis due to Wall Street Financial Tsunami in 2008, China proposed the strategic transformation of eco-civilization...
**21st Century Strategy Readjustment: Eco-civilization in China**

- Global crisis caused by institutional cost in modernization of development-ism: colonization-overproduction-capitalization
  - Colonization turned into west-centric modernization with more cost transferring to poor south countries
  - Over production + over competition = the crisis of West World War II
  - Newly independent countries including China after WWII have excepted west-centric model of development-ism

- New adjustment in China: from pro-capital to pro-people policy for Eco-civilization
  - Industrialization, informationization, urbanization and agricultural modernization under limited resources’ constraint and security requirements (industrial expansion limited by external region conflicts + challenges from emerging internal middle class)
The financial deficits caused too low investment in agriculture for five years at the preliminary stage of reform in 1980. Hence, the income of peasants grew remarkably along with the reform of household contracting, enterprises in townships and urbanization.

After substantial output reduction of grain in 1985, the agricultural investment was restored to the level in 1980; immediately, the Stagflation Crisis in 1988-89 caused the rapid reduction of peasants’ income.

Local government allotted agriculture investment upon the implementation of tax-sharing system reform in 1994, which caused the rise of peasants’ burden, outflow of labor forces, land acquisition and rural conflicts.

The ministry of finance issued bonds to rescue market upon the outbreak of the East Asian Financial Crises in 1998, and sent industrial and commercial capitals to the countryside, resulting in the rising outflow of rural three elements.

The central government implemented major strategies like new rural construction, urbanization in 2005, with the state and provincial finance undertaking the major agricultural investment.

To address Wall Street Financial Tsunami and Global Crisis in 2009, China emphasized infrastructures and social security against the Three Rural Issues.

The central government emphasized the top priority of Three Rural Issues in 2002, and agricultural investment grew somewhat.

In 2011, the agricultural investment from public finance exceeded one trillion, increasing by 100 times over that 30 years ago.

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Historical Constrains: Learn Western Modernization without Colonization

Comparative Advantage? There is no extremely poor, but low ability for cash income in rural, saving gov. budget. There is no proletariat like Europe in 19th century but migrants labor from petty bourgeoisies who tolerant low salary, saving industrial cost…
New land reform:

Definition of land boundaries and separation of land property rights

Nominal ownership of the collective in the public requisition of land; ownership solidification of peasants, by inheritance or shareholding; peasant dominated right of management in market transaction and transfer.

New land reform and probable changes of social structure—people to the countryside vs capital to the countryside:
In the past, capital to the countryside + local government pro-capital = capital transaction with rural collectives by government. Peasants' land is acquisitioned directly, resulting in numerous conflicts.
Afterwards, peasants have the use ownership certificate of specified land and property, with which their leasing transactions in use of management with citizens or internal/external investors are protected by law, and their right may be transferred in whole or in part. Create a space of revaluation for resource asset monetization transactions, and facilitate medium and small-sized investors to make portfolio investment in the countryside.
Part 3
Rural development under China's eco-civilization strategy

Major connotation of eco-civilization is diversification based on geochemistry; economy is bound to regress to the society, and humans to the nature; hence, this is a means of production, and also a major change in lifestyle and ideology...

The eco-civilization requires the social participation. Only by realization of Internet plus socialization can we consciously change the institutional cultures of the previous industrial civilization era, which is in turn subjected to all capital interest groups under industrialization...
Southern Weekly: A "Revolution" of Fruit Entrepreneurs in the countryside?

Going to the countryside under the pressure of economic crises:
Surplus capital and entrepreneurship & innovation by citizens. They both advance the resource capitalization under the law of element re-pricing; the likelihood of investment failure caused by social conflicts is dependent on the means of combination with peasants...
Domestic experience: Experiments of the Rural Construction Center at Renmin University of China
Early experiments had centered in grass root three agriculture domain, focus on citizen agriculture

Eco-agriculture and environment protection agriculture
Community university and peasant training
Supply and marketing cooperative and mutual-aid finance
The Aged and Women Association
Domestic experience: little Donkey Farm Experiments jointly built by Renmin University of China and Haidian District Government at Beijing

Popularity: Return of the young to “3Nong” for sustainability of “beautiful villages”
matching peasants' needs

Upper left: Third migrants joint rural reconstruction movement at Zhaicheng Village with 5000 inhabitant
Bottom left: Senior doctors helped medical service
Bottom right: Aging association set up
Outcomes of IRR: Comprehensive Cooperatives & Org. Farming

peasants joined the cooperative helped by IRR.

Volunteers working for the IRR Lab of org. farming.
Domestic experience:  
The peasant’s Cooperative & Students Participate

The empowerment of rural people by free training and “college students volunteer aid team”

The symbol of students: red hat & red strip around arm, which means serve the people…
Case of Reform:
volunteers’ movement by Rural Reconstruction Center (RUC)

The 1st group eco-architectures of YIRR built by Taiwan designer & mainland volunteer with local recycling materials in 2005 (office/house/meeting hall), now more accepted by rural people.

• Executive office/auditorium (semi-underground greenhouse)/rural living house
• Design and construction started in Summer 2005, the pilot program was implemented in China rural areas
Case of ecological Reform
Six-in-one circular Agronomy:
Pigsty/toilet/biogas digester,
vegetable plot/orchard/fishpond

Multi Eco-Agriculture
Animal Husbandry/toilet biogas/vegetables/fruit garden/fish pound
Case of reform: Natural pig raising method

1. Improving environment and reducing pig husbandry pollution problems

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2. Saving resources can promote comprehensive utilization of agricultural and side-occupation. Saving resources can promote comprehensive utilization of agricultural and side-occupation.

3. Reducing cost can reduce man power, feed and water-power expenditure during pig husbandry. Reducing cost can reduce man power, feed and water-power expenditure during pig husbandry.

4. Improving quality and supplying safe meat and vegetables free from pollution. Improving quality and supplying safe meat and vegetables free from pollution.
Rural tourism and brand creativity

Leisure and slowness: Rise of middle class stimulates the vulgar tourism in the industrial era, bringing slow food, slow cities (villages), slow life...

Experience and purification: Mood purification by rural cultures, lung purification by fresh air, blood purification by spring water, and stomach purification by organic food ingredients

Gaochun County, Jiangsu Province develops its rural tourism through the brand of Slow City Movements
38 villages’ leader signed the safe agriculture in December 2005

Green rice coop got chance of free launch in Beijing supper market, in 0315, 2006

Eco-civilization: Fair-trade & Rural/Urban Integration by peasant+Consumers’ Movements

President Xi Jinping's inspection to Nanmazhuang pilot village

Set up CSA for Fare Trade in 2008, organic peasants’ market in 2010

Children Education for Family Harmony in citizens’ farm
Originating from the middle of the last century, Community Supported Agriculture (CSA) is a nationwide independent organic agriculture movement, and also a mutual mode of eco-agriculture under which agricultural producers and consumers share risks and health benefits.

**CSA profile**

- **Serving the small and medium-sized production subjects**
  - Advanced mode of extensive agricultural production for the producers integrating production/ecology/livelihood.

- **Resource-saving and environmental-friendly**
  - Farming free of fertilizers and pesticides, and other products in breach of sustainable principles.

- **Market risk reduction by membership**
  - Agricultural products are produced according to the specified prior quotas, and delivered to door directly.

- **Deep participation of consumers**
  - Consumers become the farm investors, and share the risks and benefits with producers.

- **New mode of agricultural sale**
  - Reflection of high generality between CSA mode independent of short chain agriculture and thinking of Internet ecological system, open long-tail sharing and other keywords.

- **Assurance of producers’ interest**
  - Reduce the interlink of sales mode of traditional agriculture, and increase the producers’ reasonable incomes while safeguarding the health rights of consumers.
Multi-functional Ecologic Agriculture Joint by Urban Consumers Co-op
Advanced eco-agriculture diversification and "citizen participation agriculture" in 2008
Will fair trade and Internet represent the worldwide agricultural innovation?

• Every 5 households change 1 mu land

• Every 5 households change 1 mu land

• Every 100 households make 5 young people living and working in rural
Social Media Marketing
All-round multifunctions of agriculture in education, cultures, experience, historical inheritance, etc.

50,000 visitors from all walks of life
New governance: self-managing citizen participation

For innovative organization and management system of urban agricultural community, the "labor quota community committee" was established in Oct. 2012. Citizens are organized for self-management and self-service, and to participate in operation of farm community. The labor quota community committee laid a work foundation for social participation in accreditation.
Way of participation in China's rural reconstruction
Social network basis of security system
Country-wide Community Supported Agriculture Network
The 6th International CSA Conference and
The 7th China CSA Conference

Review of the CSA National Conferences: the 3rd session in BJ and the 6th session in Fuzhou, also set up Ecologic Agri. Coop Network in 2012
Summary: Non-radical Rural Reconstruction Movement

Centenary RRM = Rural China’s Ameliorative Evolution under the Modernization

Meliorative Thoughts is 3P: peoples livelihoods, peoples solidarity, peoples cultural diversity, summarized in 2005

Practice Principle is 3S: local resources sovereignty, multi-interest solidarity, eco-sustainable safety, summarized in 2012

RR process: After “3Nong” reporting to the Central leadership in 2001, organizing students for helping peasants; setting up rural edition of magazines to protect rights of peasants in 2002; setting up Yanyangchu Rural Reconstruction College to foster peasant backbones for cooperatives in 2003-2007, setting up RR center in 2005 to promote urban/rural fair trade, and initiating green consumption and community university as well as worker service training in 2006; setting up citizen plantation in 2008, introducing CSA social agriculture in 2009, initiating South-South cooperation for sustainable development in 2011, restoring China Rural Reconstruction College for hometown activities in 2012; setting up the Straits Rural Reconstruction College in 2013, and organizing World CSA and Organic Agriculture Conference in 2015… Recently, It is the 1st time of RR as social platform organized World CSA and Organic Agriculture Conference in 2015…
Rural Regeneration for Eco-Civilization in Modern China

- Q & A
- Thanks