

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

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The Key Points of the Presentation



《多彩太安 美丽家园》（摄于2012年）

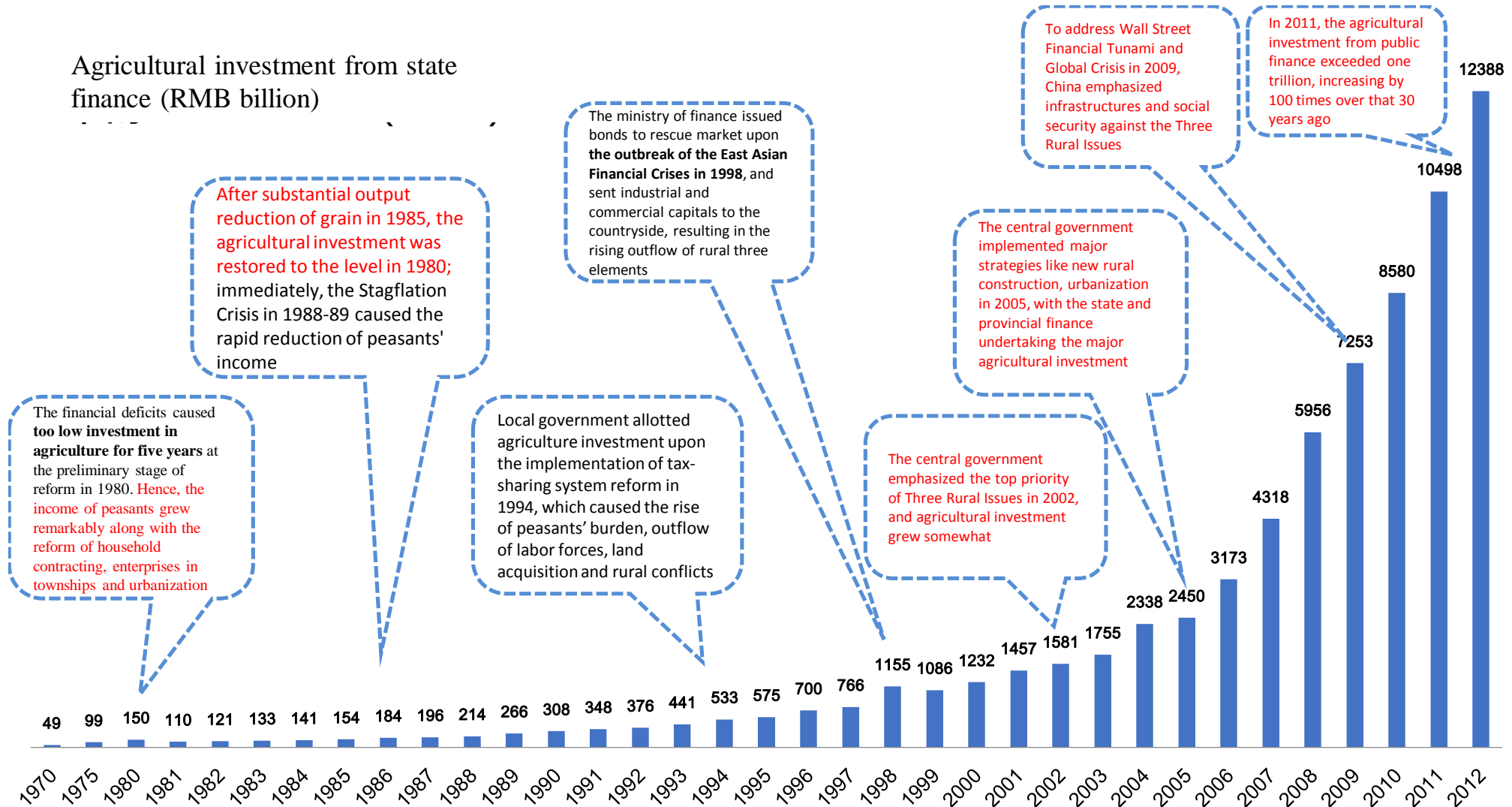
- Historical trap of the south countries' industrialization & urbanization
 - The more urbanization, the less industrialization, The more privatization+marketization+liberalization, the less crisis soft-landing
- Different trends of the East and West in face of over-production crisis
 - The 2 over-production 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

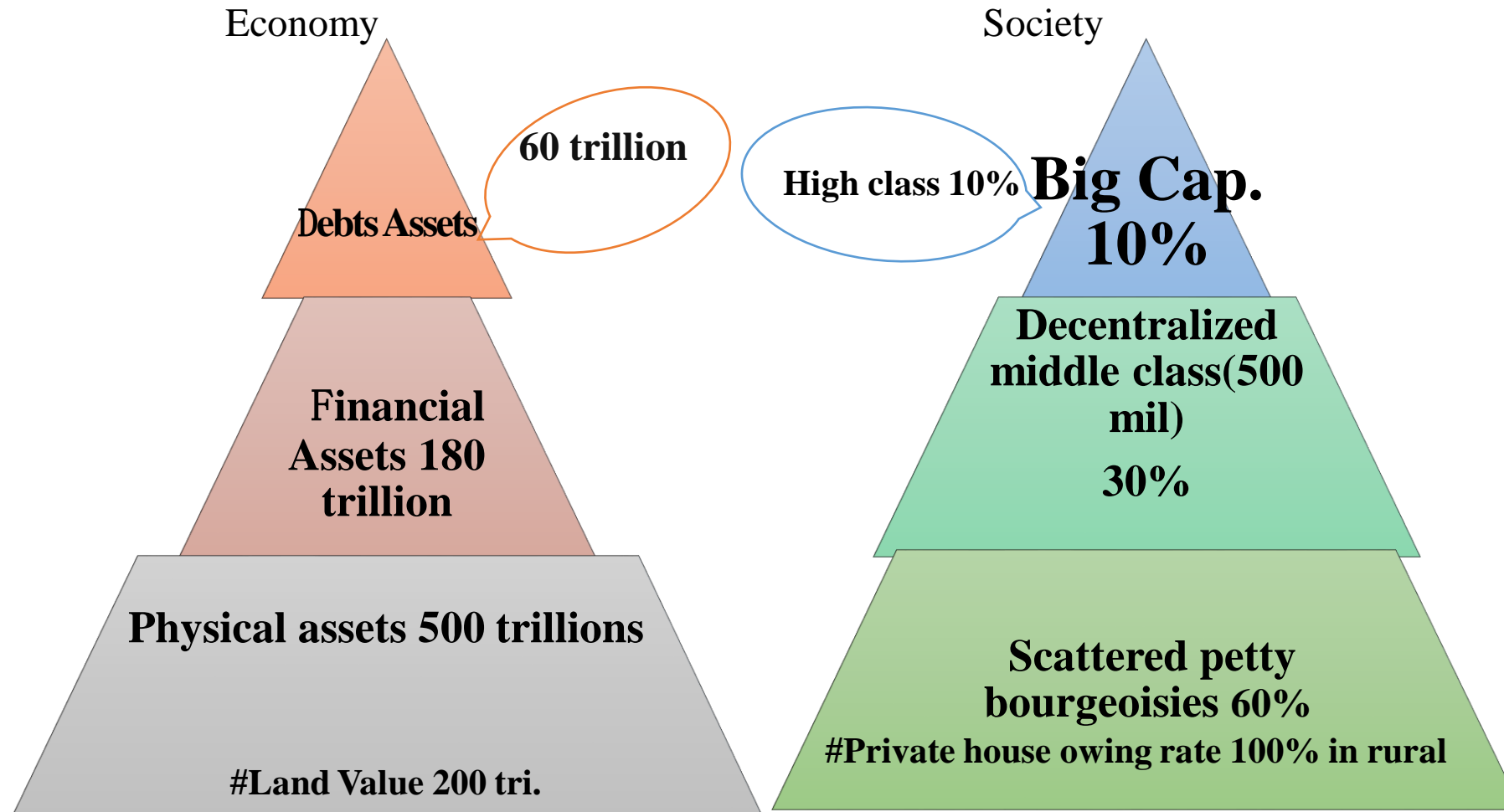
- Global crisis caused by institutional cost in modernization of development-ism: colonization-overproduction-capitalization
 - **Colonization turned into west-centric modernization with more cost transferring to poor south countries**
 - **Over production + over competition = the crisis of West World 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)**
 - State strategies' changes: integrate urban and rural in 2002, scientific view of development, harmony society in 2004, new country side construction in 2005, multi-function agriculture in 2006, eco-civilization in 2007, inclusive growth in 2009... The Central Government put forward the major strategy readjustment in response to the times-the urban-rural integration in 2002, the Scientific Outlook on Development in 2003, harmonious society in 2004, new rural construction in 2005, agricultural multifunctionality in 2006, eco-civilization in 2007, macroeconomic control in 2008, inclusive and sustainable development in 2009, Beautiful China in 2012, "Imprints of Nostalgia" + Beautiful Countryside during the implementation of urbanization strategy in 2013, New Able Villagers in 2014, deepening eco-civilization system reform in 2015, green means of production in 2016...

Agricultural policy change: household undertaking-new rural construction-supply-side reform of agriculture

-Relevant changes in the national development strategy and funds from the central government for supporting rural development



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.

Rural reform in three aspects



Rural land acquisition reform



Market access reform of collective land for commercial construction



Homestead system reform

Three principles



No change of public land ownership



No breach of warning limit of arable land



No damage to peasants' interest

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.

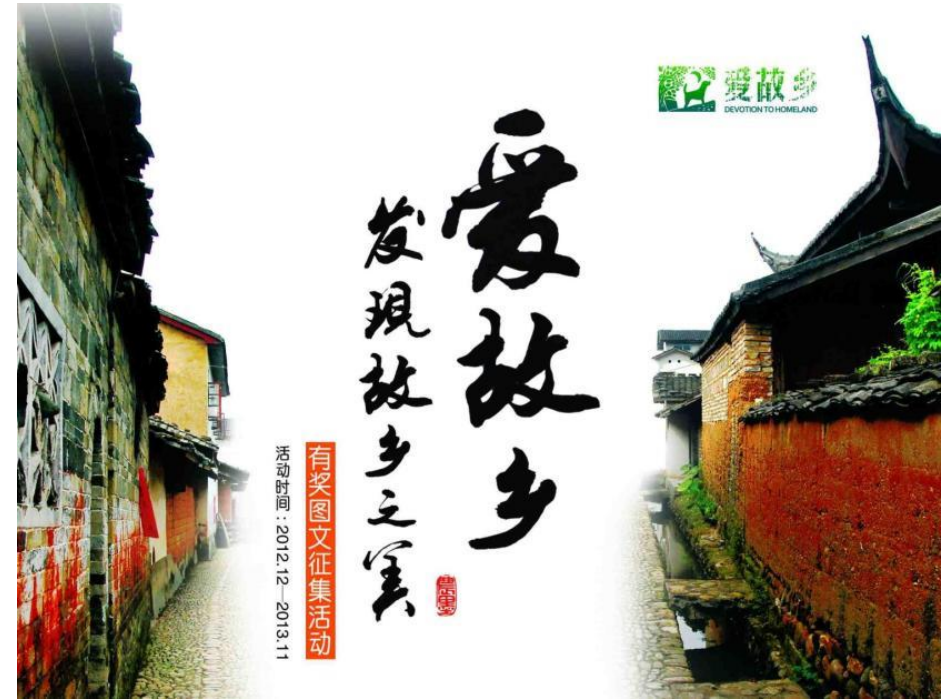
Afterwards, peasants have the use ownership certificate of specified land and property, with which their leasing transactions in use of management with citizens or internal/external investors are protected by law, and their right may be transferred in whole or in part. Create a space of revaluation for 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”

发展生态农业 支持健康消费 推动城乡互助 走向生态文明

关注乡村 热爱土地 与自然合作 以土地为生

耕 工作在农场 一群人的田园梦

——真心地回归乡土，真诚地为本土服务，真实地生活在土地上

2012年 小毛驴市民农园 游学在农场



matching peasants' needs

Upper left: Third migrants joint rural reconstruction movement at Zhaicheng Village with 5000 inhabitants

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 bio-
gas/vegetables/fruit garden/fish pond



Case of reform: Natural pig raising method
1. Improving environment and reducing pig husbandry pollution problems

Improving environment and reducing pig husbandry pollution problems

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



A blue city 80km away from Tunis

Eco-civilization: Fair-trade & Rural/Urban Integration by peasant+Consumers' 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 Green rice coop got chance of free launch in Beijing supper market, in 0315, 2006

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



Mass innovation: Make agriculture regress to the inherent CSA

CSA profile



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

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

RESORT'S GUESTS ENJOY WILDLIFE SANCTUARY. P16

ON A MEATY BONANZA, P14



PHOTOS PROVIDED TO CHINA DAILY

3rd girl dies in Asiana air crash

By CHEN JIA in San Francisco
chenjia@chindaily.com

The death toll of last Saturday's Asiana Airlines crash increased to three after another Chinese girl died in the San Francisco General Hospital and Trauma Center on Friday. All of the victims were students from East China's Zhejiang province who went to the US for summer camp.

Hospital spokeswoman Rachael Kagan said the third victim, who was not identified at the family's request, had been in critical condition and treated in the intensive-care unit all week. There were 307 people on board when the plane crash-landed. As of now, 141 Chinese passengers on the flight have been accounted for, including the three dead.

One of the two teenage Chinese girls who died on July 6 at the scene of the crash was run over by a fire truck, investigators confirmed on Friday. But it is unclear whether she was alive or dead at that moment; the autopsy report could come as soon as next week.

At noon on Friday, 35 students and teachers from North China's Shaanxi province left San Francisco by bus, continuing their tour. In the afternoon, 31 other students and teachers from Zhejiang province were onboard Air China flight 986 to return home.

US National Transportation Safety Board investigators hope to interview the three hospitalized flight attendants when possible as well as survivors to gather more information.

Brian Alexander, a partner of Krentlinger & Krentlinger LLP, said injured passengers should be compensated for economic losses, property damage, medical expenses and potentially other damages.

"The amount of compensation for the Chinese passengers will depend upon a variety of legal factors and who is determined to be responsible for the crash," he said.

He said the airlines have hired one of the best aviation defense firms in California, Alexander said the defense team will try to keep the flight cases out of the United States, where victims benefit from the American discovery process and jury system.

"To battle the airlines' attorneys who will try to minimize the compensation, he said victims' families must retain US lawyers who have a complete understanding of the tort that governs international flights. So far, aviation product liability cases are being experienced litigating against top firms because the airlines are also important clients.

If an aircraft problem is reported, it opens the door to suits against the manufacturer, Boeing and possibly other suppliers, he said.

There is a suggestion that the airlines may not have worked on safety, he said, and there may be other issues such as pilot error and air traffic control.

PHOTOS PROVIDED TO CHINA DAILY

PEOPLE POWER

Farm is supported by their communities may be the answer to China's concern over food safety, efficient land use and the unbalanced distribution of rural-urban demographics. Sun Ye goes out into the countryside to find out if this model will work for the country.

The physical manifestation of the trend is a box of vegetables that appears on the doorstep every week, filled with seasonal produce with an occasional wormhole, but is still warmly welcomed. It is also the chance to meet and get to know the farmer who supplies the box, and the opportunity to bring the children down to the farm to take part in the sowing and the harvesting.

It is the building of a community, one that is prepared to pay a premium up ahead for the assurance that vegetables on the table are grown according to safe practices, are sustainable, seasonal and as far as possible, free from an over-reliance beyond the summer tomatoes and winter cabbages that are purchased even before they are sown, CSA is a new concept that goes against the traditional, or is a return to old systems — depending on how you look at it.

Fresh vegetables, all of which have been paid for upfront, get sent out in weekly boxes to more than 400 Shenyang Harvest members.

Members abandon the hard and thankless efforts of cultivation to their weather, unpredictable harvests and natural disasters.

SHI YAN
PHOTOGRAPH BY SHI YAN

I believe CSA will bridge the city and the countryside, so that consumers are more invested and share the risks as well as the rewards of farming, while farmers have a bigger incentive to keep the environment functioning properly!"



会员路璐

#小吃货#美好的一天从早餐开始 😊 昨儿赶集得来的分享收获辣白菜+生态草莓+阿姨牌手工馅饼+爸爸牌薏米莲子水+妈妈牌三鲜面线 🤗




6分钟前

“鸡·神”✅chicken god : 🤗 搭嘛!
会员路璐 回复“鸡·神”✅chicken god : 很搭 🤗



朱涛Tony 分享了一个链接

3.28-3.29「伍德吃托克」, 中国首个威廉斯堡市集。就是今明两天啊

 去手工美食市集一起吃吧

7分钟前

涵涵宝贝疼疼 分享了一个链接



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



劳动份额



家庭有机菜园

托管劳动份额

自主劳动份额

劳动份额：

劳动份额是指您作为小毛驴市民农园的CSA成员，将在农场有一块自己的菜地，并可以在菜地上种植您喜爱的有机蔬菜，体验田野劳动，收获全家健康。您在种植之初，预先支付一整年的菜地租金和农资费用，并和农场签订协议，这一年当中，您可以随时带家人朋友到农场管理您的菜园，我们的工作人员会指导您成为一名都市农夫。如果您没有时间打理菜园，您可以选择托管型劳动份额，或者配送型的家庭有机菜园。

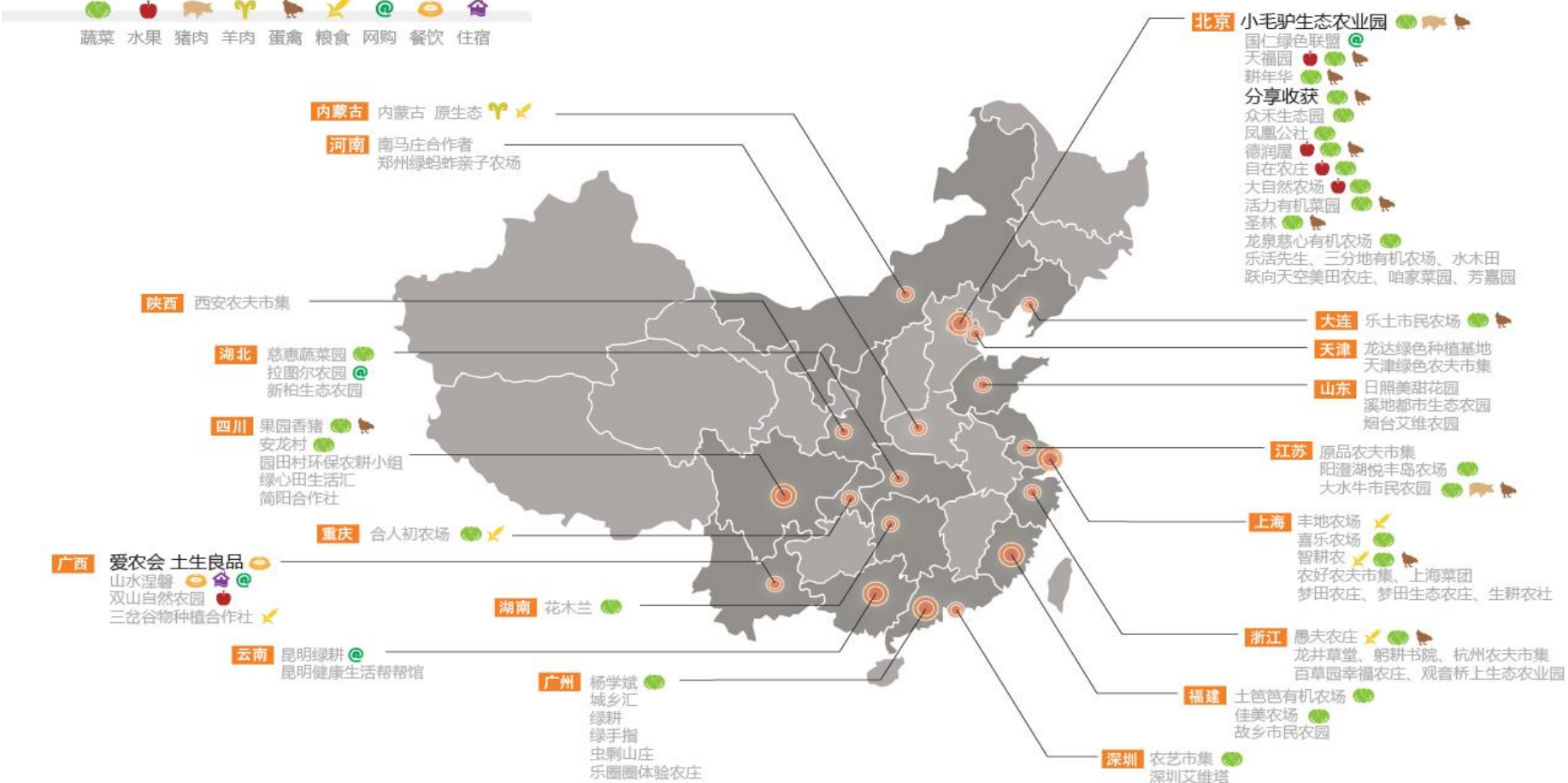
Way of participation in China's rural reconstruction

Social network basis of security system





蔬菜 水果 猪肉 羊肉 蛋禽 粮食 网购 餐饮 住宿



社区支持农业(CSA)全国网络

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

第三届全国社区支持农业 (CSA) 经验交流会合影

2011年10月7日 北京·中国人民大学



国际多功能农业与区域可持续发展研讨会暨第六届全国社区互助农业 (CSA) 大会 第二届中国“爱故乡”论坛暨“2014爱故乡年度人物”颁奖典礼



Summary: Non-radical Rural Reconstruction Movement



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

The concept renewal of "3Nong"

- Peasants' Rights Solidarity
- Ecologic Agricultural Security
- Rural Environmental Sustainability

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



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