EMERGING GOVERNMENT-NONPROFIT PARTNERSHIP IN BUILDING A NEW SOCIALIST COUNTRYSIDE – A Model for the Future?

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Main Contents

• 1. Background: BNSC and BGC
• 2. Forging A Partnership
• 3. Transform Yanhe into A Model Village
• 4. Implications For the Future
1. Background: Rural Stagnation

• Some improvement, BUT serious challenges:
  – Decline of population
  – Expanded income gap
  – Less access to public services
  – Land rights disputes
1. Background: Rural Stagnation

A Typical Village in Central China in 2005:
Dirty (脏)
Chaotic (乱)
Poor (差)
Government’s Response: BNSC

• **What is BNSC?**
  - “Building A New Socialist Countryside” (BNSC, 社会主义新农村建设)

• **Mainstream idea**
  - Modernization and urbanization
  - “Mass demolishing / mass construction(大拆大建)”
BUT, Urban-like BNSC Is Not A Solution For All!
BGC’s Response: Rural Way

• Why Beijing Green Cross (BGC)?
  – The founder and CEO: Sun Jun
  – Values: keep the villages more rural
  – Mission: protecting rural environment and building a new rural China by community participation.

• ...But, who wants it?
Implementing Change Is Not Easy In China: Hierarchical Government Structure

- Central Government
- Hubei Provincial Government (13 prefectural cities)
- Xiangyang City Government (3 districts, 3 county-level cities, 3 counties)
- Gucheng County (10 town and townships)
- Wushan Town (21 village)
- Yanhe Village

CCPCC
People’s Congress
Political Consultative Committee
State Council

34 provinces, autonomous regions and municipalities, SAR
2. Forging a Partnership

• Who will be the partners?
  – Local government and village
    • Gucheng County Government
    • Wushan Town Government
    • Yanhe Village
  – Other partners

• Which path will they choose to Build A New Socialist Countryside?
Location of Xiangyang City and Wushan Town
3. Transform Yanhe into A Model Village

• Goal of the partners: model village (best practice)
Fig. 3 Motives and Roles of the Partners

- **Yanhe Village**
  - **Motives:** better life
  - **Roles:** learning; participating; volunteer work; enjoying

- **BGC**
  - **Motives:** ecological protection; rural preservation
  - **Roles:** shared values; Trust; consultant; coordinator; resources

- **County and town Gov.**
  - **Motives:** political achievements; career advancement
  - **Roles:** setting local BNSC agenda; getting resources; allocating resources

- **Other partners**
  - **Motives:** social responsibility; volunteerism
  - **Roles:** expertise; funding; other supports
Tasks Accomplished-Infrastructure and Organic Tea production
Tasks Accomplished - Better Life
A Village House: Yesterday and Today
Keep Villages More Rural Rather Than Urban-like!
Impacts

– Villagers: more resources; better life
– Local government: recognition; career advancement
– BGC: environmental protection; rural culture preservation; reputation; more contracts
Fig. 4 Central Government Expenditure on New Rural Construction Since 2005-2012 in Billion RMB

Fig. 5 BGC’s Revenue, in thousand RMB
Fig. 6  PPP Projects of BGC since 2003
Source: BGC website
4. Implications: A Model For the future?

• Challenges and responses
  – Idea updating and trust building
  – System improvement
  – Leadership and capacity advancement
Conclusion

• A new governance paradigm to resolve the challenges facing China.
Thanks!