

Ecological intervention as catalyst for rural development: a case study of Yingdong Village in Chongming world-class eco-island

Haisu Chen^{1*}, Tianren Yang², Yisha Zhang³

¹⁻²⁻³*College of Architecture and Urban Planning,
Tongji University, Shanghai, China*

**chenhaisu_cn@126.com*

Keywords: rural planning, ecological development, ecological industry

Chongming, the third largest island in the north-east Shanghai in China, has strategic significances in Shanghai's regional development offering a large amount of greenland and farmland. With the completion of a new bridge in Chongming which connects Shanghai Central City and Jiangsu Province, the local government plan to turn Chongming from a rural area to an urban area for creating more industry revenue. Now it is facing with contradiction between ecological protection and industry development, between urbanization and localization, especially when it claimed to be a world-class eco-island since years before. All the villages in the world are facing the same difficult choice: to be a rural area with decreasing population and depression or to be an urban area by destroying the natural resources.

Yingdong Village is located in the eastern part of Chongming county, which is built by reclamation during the 1980s-1990s. Nowadays, it aims to be an ecological village with great development in agricultural and tourism industries. It is awarded as 'national ecological exemplary countryside' in the mid-2000s. It is an excellent reference for other villages in Chongming or even in China. For a better understanding of it, the authors take interviews and field research in Yingdong Village. Hence, this paper gives a case study of Yingdong Village from three parts.

First, the paper will introduce the main actors in Yingdong Village's development and its characteristic operation system, which made it quite different from the villages around it. In the 1990s, unlike other villages, Party Secretary Lu Wenzhong decided

not to develop manufacturing industry, but to build Yingdong Village as a base of agriculture, forestry, animal husbandry, sideline occupations and fishery. Yingdong Village reformed rural collective property right system and set up Yingdong Village economic cooperatives. Each villager had equity and dividends according to their ages and contribution. The cooperatives provide jobs in tourism, farming and management for all villagers in working age. The village collectives also built a group of cottage and paid a full pension to certain group of people.

Secondly, this paper analyzes the ecological industry in Yingdong Village, including agriculture, eco-tourism and ecological cycling system based on field research. The agriculture provides food to local and regional areas while offering job opportunities to its villagers. The main objective of eco-tourism is to provide a country style environment to urban residents. The resort and local residence which are built in ecological standard protect as much original landscape as possible. What's more, the village consulted some agricultural science experts and formed an ecological cycling system, which enables a harmonious coexistence between locals and outcomers, between agriculture and tertiary industry, between economic development and rural revitalization. By developing ecological industry and ecological residence, Yingdong Village has achieved both ecological benefits and economic growth. Until the end of 2012, there were 84 families and 206 people in the village. GDP was 20 million RMB. Per capita income was 22,000 RMB, while the average in rural areas only reaches 17,401RMB in Shanghai and 7916 RMB in China. Fixed assets were more than hundreds of millions of RMB.

In the final part, this paper will discuss the significant meaning of Yingdong Village in its regional area and what we can learn from it. Recent years, planners have paid much attention in urban areas, where a large proportion of human-related activities and economic activities happens. However, as what Sir Patrick Geddes pointed out one hundred years ago, rural areas and urban areas make up a region together. The rural is a support for the urban development by reducing urban environment problems, by solving food shortage in cities, by providing place with high quality environment. We can not turn blind to rural areas and we must take active action to prosper them. Ecological development in rural areas with ecological industry and

ecological construction is an ideal solution for rural areas, taking Yingdong Village for example.

Bibliography:

- National Bureau of Statistics of China. (2013). Shanghai Statistical Yearbook. China Statistics Press
- National Bureau of Statistics of China. (2013). China Statistical Yearbook. China Statistics Press.
- Geddes, P. (1949). Cities in evolution (Vol. 27, pp. 109-123). London: Williams & Norgate.
- Pugliese, P. (2001). Organic farming and sustainable rural development: A multifaceted and promising convergence. *Sociologia Ruralis*, 41(1), 112-130.
- Theobald, D. M., Spies, T., Kline, J., Maxwell, B., Hobbs, N. T., & Dale, V. H. (2005). Ecological support for rural land-use planning. *Ecological Applications*, 15(6), 1906-1914.