

Research Article

Ecological Development and Food Safety Influence on Non-governmental Organization Research

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Abstract: As an active pioneer in ecological development and food safety in China, Chinese non-government organizations are positively improving the ecological development and food safety situation of China. In order to analyze the current situation and problems of Chinese NGO in construction of friendly society, this study explores strategies for the construction of ecological-friendly society from various aspects, such as improve the legislation and management system of NGO, entitle ecological NGO with clear environmental rights and interests, strengthen governmental support, advocate public participation in protection expand financial resources, carry out public food safety education and propaganda, participate in government supervision, influence ecological development decision-making, conduct environmental rescue and so on. This is intended for structure the possibility of multi-roles' participation in governance of Chinese food safety issues and construction of ecological-friendly society.

Keywords: Ecological development, food safety, non-governmental organization

INTRODUCTION

Since the 1990s, Chinese ecological development non-government organizations began to play a major role in china's environment affairs with full of vitality, such as assist with the bid for Olympics, call for protection of Tibetan antelope, protect black snub-nosed monkey and so one (Jia-Nan, 2012). A series of successful cases have gradually attracted the attention of Chinese people, scholars and government. Their activities have pushed people to deeply rethink about survival value.

As one form of community supervision, Non-Governmental Organization is an important measure of innovation for environmental policy system (Peter *et al.*, 2009). It is playing a vital role in strengthening public food safety awareness, relieving the contradictions between economic development and the increasingly serious ecological crisis and building an ecological-friendly society. As the reduction of direct government investment in public welfare undertakings, the burden of food safety protection has been taken by non-government organizations, which will determine the future state of the food safety in China and even around the world (Corinthias and Kitri, 2012). Thus, analysis of basic issues and development status in China of ecological development and food safety non-government organizations is not only conducive to an overall understanding of their roles and development trend, but also of great theoretical and practical significance to make recommendations for their development direction and build an ecological-friendly society (Parul *et al.*, 2013).

Non-Governmental Organization was first mentioned in one document of the United Nations Economic and Social Council in 1994, but it has not universally accepted definition so far (Valentina and Pete, 2012). Economic and Social Council have generally defined it in No. 288 (x) resolution as international organizations which are not established under government agreements in 1952. Department of Public Information regarded it as non-profit voluntary civic organizations at national or international level. World Bank defined it as private organizations which engage in activities such as enhance the interests of the poor, protect the food safety, provide basic social services or promote community development (Ronelle and Trudy, 2010).

Construction of ecological-friendly society is an inevitable choice for improving international competitiveness. With a rapid development of economy and society, China is facing a tough situation of ecological development and food resources and international competitive pressures. From the perspective of ecological development and food resources, China is rich in total amount but poor in amount per capita and there exists long-standing contradictions between ecological development and food resources and a growing population. Under an accelerative development of industrialization and urbanization, the increased resource consumption has intensified the conflict of resource shortage. The continual shifts of industries from developed countries to China have intensified the pressure on domestic resources supply and food pollutions. In the structure of export product, primary products and raw materials still

take a high proportion, thus China still stays in the downstream of international trade division. High product cost is mainly due to high resource consumption, high waste and low utilization rate, which have affected the competitiveness of Chinese enterprises and industries and restricted the quality of economic growth and improvement of efficiency. In the process of economic globalization, the role of tariff barriers has been faded, while non-tariff barriers such as energy efficiency, food safety standards, waste recycling, packaging and other green barriers have become more severe and have serious impacts on China's foreign trades, especially export expansion.

Due to the global environment is getting worse and worse, the food safety problems are highlight in the field of international relations (Jaideep and Prabal, 2009). It becomes the focus of governments and the people around the world. The emergence of food safety problems give rise to a new international actor named ecological development and food safety non-government organizations. As a part of global non-government organization, it is a country's domestic or multinational private voluntary organization which is non-profit nonviolent, separated from government and enterprises with the implement of self-management, aiming at food safety and resources protection (Dahan *et al.*, 2010). It implements activities towards the ecological environment protection and food management. Its development and expanding are responses to the deterioration of global ecological development and traditional global governances' uselessness on solving food safety problem. As a new factor of global governance institutional reform, it shows the new possibility of solving global ecology problem.

LITERATURE REVIEW

Comparing with the global non-government organizations, Chinese theoretical research on ecological development and food safety non-government organizations is still during the starting process. The current global society has not defined ecological-friendly society yet. From the angel of knowing the principle of ecological-friendly society and its implement basis, its connotation has features as following. The food safety problem leads to the birth of ecological-friendly society. It is a way of thinking on solving food safety problem fundamentally. It helps ecological economic development model, social behavior and political system, support of science and technology and culture to melt under the frame of the organic unified scientific development. The ecological-friendly society is a social development of human being featured as ecologically friendly, the detailed pattern of society manifestation for sustainable development. It is the human and the nature harmonious society. It is the

society of human being in harmony with nature and human being. The ecological friendly society requires the development of economic society needs to be complied with ecological rules. It develops towards the good side of maintaining ecological development, promotes the overall harmonious continuous development of social economy with application of ecological environmental protections' ideas and ways. The ecological-friendly economic development model, green politics system, ecological development and food safety cultural values, green science technology are the basic elements, ways and measures of building the ecological-friendly society. Ecological-friendly is with the concept of hierarchy and dynamic nature. The current ecological-friendly means the social and economic activities minimize its load and impact to the ecological development and food safety under the existing technical and economic conditions. Finally we need to control these kinds of load and impact on resource supply capacity of ecosystem and environmental self-purification capacity, to form virtuous cycle between the social economic activities and ecological system (Gordon, 2006).

The sustainable development includes the social development, maintaining and construction of good ecological development and food safety. It is a new type of development strategy showing the concept of scientific development and the times connotation (D'Ostie-Racine *et al.*, 2013). It is a result after human being self-exam the traditional development mode. The core problem of sustainable development is how to deal with relations of economic development and population, resources and environment, promotes its harmonious development. Economic development and population, resources and environment are inseparable and connect with each other. They are mutually restricted, interactional entity influence, promote each other. As the most populous country, the huge population base gives economy, society, resource and environment pressure. It seriously restricts the development of China's economy and the improvement of people's life. Resource is the basic element of economy development. The restriction of natural resources becomes the focus of human being sustainable development. China is relatively poor resources country. The resource intension situation would exist for long time. At the present stage, China still has many troubles such as the disorder of management system, low degree of public recognition, weak social influence, low activity level of non-government organizations, lack of funds, limited social influence and so on. Therefore, we have to change the economic growth pattern, choose the production pattern and consumption pattern which save resources. It helps the reasonable develop and sustainable use of resource, builds material resource basis for the economic social sustainable development (Rachel, 2006).

The obstacle of management system restricts the standard development of ecological development non-government organizations. The register management system of ecological development non-government organizations is featured as high threshold, too much limitation and poor regulations, etc. Non-governmental organizations implement the dual check, dual duty, double supervision management system by the registration administration organ and the professional authority. The dual management system restricts the establishment of legal ecological development and food safety non-government organizations. It becomes the negative factor of China ecological development and food safety non-government organizations development for a long period of time. The mutual management system leads to the ecological development and food safety non-government organizations needs to be under the control and management of institution authorized by government before it becomes legal organization. Since the professional authority is responsible for its ecological development and food safety non-government organizations activity without chance of gaining profit, there is no specific instruction for or any examination duty professional authority in rules. It leads to every professional authority usually makes an excuse when the ecological development and food safety non-government organizations applies. The dual management system becomes the obstacle of non-government organizations development.

Enhance the activity level of ecological development and food safety non-government organizations. The activities implemented by the non-government organizations are divided into 3 levels: Make the public aware of food safety and resource crisis through food safety education; negotiate with the government about ecological development and food safety decision-making as an interested party; exert influence against the implementation behavior after the introduction of food safety policy. The activities of the next two levels have been carried out by ecological development and food safety non-government organizations in western countries due to the development of a long history, the Chinese ecological development and food safety non-government organizations was seldom in opposition with the government on behalf of the public or groups whose current activities still stay in the first level, that is to organize ecological and food lecture, seminar, training course, exhibition, preparation of environmental science book, propaganda through media and other public education fields. The Chinese ecological development and food safety non-government organizations organized activities in the proportion of publicity 58.6%, training activities 57% and policy providing related to the second level 38.5%, it cannot be accommodated by the existing system for the ecological development and food safety non-government organizations to challenge the public and monitor the government as an

organization. It is easier for the environment non-government organizations to get engaged in food safety education, but there is only sporadic exploration and breakthrough to carry out oversight and policy supervision to government.

Shortage of fund and limited financing channel are the problems the ecological development and food safety non-government organizations are facing. Funding shortage is a prominent problem faced by ecological development and food safety non-government organizations in China. Ecological development and food safety non-government organizations is able to raise fund through government funding, membership income, operating revenue, enterprise sponsor, private donation and a variety of ways. The funding mainly come from foreign sources and the government, private donation and membership income are very low, let alone the income increase through the operating income of their own organization. The official ecological development and food safety non-government organization's revenue mainly depends on fund of government-run project, financial allocation and subsidy, the civil environmental non-government organization is mostly dependent on foreign funding. The government takes limited measurement to encourages individual and enterprise donation, which leading to the results that Chinese food safety non-government organizations and enterprise have no close relationship, the activity field, activity scale and activity sustainability of the food safety non-government organizations are limited, hindering the development of the ecological development and food safety non-government organizations.

The public recognition is low and the social influence is not high. An ecological development and food safety non-government organization is a new thing in China and most people have limited understanding with Chinese ecological development and food safety non-government organizations. However, the development of western food safety non-government organizations has a deep heritage, including civic awareness, concept of autonomy, legal concept, spirit of contract, public spirit and other aspects. The long-term government regulation and feudal peasant mentality in China have weakened the sense of democracy, spirit of contract and public concept that non-government organizations should have, the citizen lacks of enthusiasm to non-government organizations and people do not understand the value orientation to take the social responsibility from the bottom up.

DISCUSSION

Improve the legislation and management system of ecological development and food safety non-government organizations: The government needs to recognize the significance of governance by the non-government organizations non-government

organizations, guarantee the full development of ecological development and food safety non-government organizations from the respects of legislation and institution, formulate the basic Chinese non-government organizations Law, establish the relatively independent non-government organizations management system with authority, although the existing legal framework allows development and carries out supervision on ecological development and food safety non-government organizations, it is actually a restrictive management, the current model should be shifted to supervision and service-oriented management, that is, the government plays a role of public servant, actively provides various services for the ecological development and food safety non-government organizations to promote development and monitor the ecological development and food safety non-government organizations to implement activities through rational and effective mechanism (Jason and Joana, 2009).

We give ecological development and food safety non-government organizations clear rights and interests. We clearly empower non-government organizations, the public and etc. to fully guarantee kinds of food safety rights and interests. These measures include making transparent decision; releasing the government monopoly of food safety information to public; the set up and improvement of the dispute resolution mechanism; apply the public interest litigation mechanism; making sure any individual and units have rights to bring a civil lawsuit against damage of the food safety. Implement of ecological-friendly public supervision and hearing system. The protection of China ecological development and food safety relates to public living directly. The public have right to supervise food safety, stop the environmental damage activities. The decision making process should adopt the hearing system; listen to the opinions of ecological development and food safety non-government organizations and public actively. Government should fully learn the function of ecological development and food safety non-government organizations, try to make non-government organizations take part in the decision making of food safety problem and strengthen the negotiation and communication with non-government organizations during the decision making of food safety problem. Non-government organizations should submit the proposal and statement to related department by usage of various information channels.

We should strengthen governments' supports for ecological development and food safety non-government organizations. Non-government organizations in China are not able to undertake the social function of government. It is necessary for government to transfer the professionalization ability to non-government organizations through training and etc. At current stage, China government is trying best to help the ability building of civil environmental group, trying

to form national environmental protection organization cooperation network which contains legal food safety non-government organizations and food safety protection volunteer. We should go proceed with targeted batches of business trainings and professional guidance for ecological development and food safety non-government organizations and protection volunteer at regular intervals. Ecological development and food safety non-government organizations and protection volunteer collect the information, submit constructive protection proposal to government and Chinese people's political consultative conference of National People's Congress and encourage the food safety public welfare undertakings of ecological development and food safety non-government organizations through preferential tax system. Ecological development and food safety non-government organizations accepts social donation to develop the ecological business. Donation and other legal incomes could apply for duty-free treatment. The donator could also enjoy the duty-free treatment. It improves the enthusiasm of public to devote into food safety business.

We should advocate the public's participation in food safety protection activities. We should encourage and energetically promote the volunteers' activities in food safety area. As the practitioner of volunteerism, volunteer is the important manpower resource of ecological development and food safety non-government organizations. We should encourage and energetically promote the volunteers' activities, promote the development of China ecological development and food safety non-government organizations. We find out from the research that nearly 91.5% public is willing to attend volunteers' activities if the condition is permitted. The lack of opportunities provided by the outside world is the main reason we restrict the public to participate in volunteer activities. China ecological development and food safety non-government organizations should coordinate and communicate with media, government and so on institution, develop and use the potential volunteer resource.

Expand the financial resources of food safety:

Increase revenues by providing paid services to community, including provide consultation services on product development, market research, basic research and other aspects for food safety protection industries together with arrangement and management services for large-scale food safety activities. Ecological development and food safety non-government organizations can expand collection sources and increase fund-raising incomes, for example, conduct charity performances and advertising media such as TV, Internet, newspaper, magazine and other forms to persuade people at home and abroad to donate. Meanwhile, the ecological development and food safety non-government organizations can also seek financial support from the government. In addition to forms of

financial allocations and subsidies, the government should also provide expenditure support oriented by food safety projects, which is conducive to the formation of a competitive mechanism and promote ecological development and food safety non-government organizations to improve their efficiency and accelerate the development.

Carry out public food safety education and propaganda: Chinese ecological development and food safety non-government organizations carry out food safety education and propaganda activities through the publication of books, printed materials, lectures, trainings and other ways. For example, the Green Hope Action organized by ecological development and food safety non-government organizations of friends of nature sent volunteers to hope primary schools to carry out food safety education from 2000. China Project in Television Trust for the food safety popularizes knowledge about ecological development and sustainable development to the public. It commits itself to introducing outstanding international educational video materials about environment, human development and health issues into China, building a data bank of food safety educational videos, providing food safety information services to government departments, food safety agencies, research institutions, schools, community and associations, families and individuals, promoting the share of food safety educational resources through free borrowing services and improving food safety awareness of the society and publics (Uvin *et al.*, 2000).

Participate in government supervision and influence food safety decision-making: Ecological development and food safety non-government organizations actively undertake the social role of the state policy supervisor based on public basis, professional knowledge and communication channels. To the government, the pressure of public opinion is playing a vital role in food safety decision-making. Chinese ecological development and food safety non-government organizations put forward research reports, policy proposals and other forms and use legal channels to increase political pressures on the government, so as to influence the government decision-making on environmental issues, promote government environmental policy adjustments and rationally allocate food safety interests and public welfare resources. Increase disclosures of food safety cases. Chinese ecological development and food safety non-government organizations directly expose food safety malicious events and call for community to exert pressures. This is an important method of social supervision in food safety field.

Conduct ecological development and food safety rescue: Ecological development and food safety non-government organizations have an organization advantage. When cases of pollution or other issues

happened, ecological development and food safety non-government organizations can effectively support the victims to take a legal action. In case of the laws failed to completely protect the interests of victims, the ecological development and food safety non-government organizations can organize the victims to carry out various activities in order to exert pressures on polluters and the government, raise reasonable appeals and claim for reasonable compensation. Online ecological development and food safety non-government organizations, which conduct food safety activities in virtual space based on the Internet, make use of vast network resources, establish a platform for exchange of information and share of resources and demonstrate disasters caused by food safety food safety destructions to human beings. Carry out various special activities for ecological environmental protection, including biodiversity conservation, maintenance of natural ecology, trees planting, water quality purification, control of air pollution, desertification prevention, governance of water loss and soil erosion in the upstream of the Yellow River, protection of community environment, garbage classification, recycling of resources and so on.

CONCLUSION

The social development is facing food safety, ecological fragility, the energy crisis and other problems, building a resource-saving society and ecological-friendly society is a requirement of times and trend. If we keep obtaining from the nature and trying to conquer the nature, we will result in disastrous consequences. Attach enough importance to issues among population, resources and ecological environment, coordinate harmonious development between human beings and nature, deal with issues between economic development and population growth and resource utilization, food safety conservation and rational exploration and place the conservation of resources on the top, so as to construct industrial structure and consumption concept that conducive to resource conservation, build a resource-saving society and achieve all-round and sustainable development.

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