

**W.T. CHAN FELLOWSHIP '07**

**PROPOSAL**

**BY**

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**DEVELOPMENT EDUCATION CENTER FOR  
YOUTH**

**Development Education Program for College  
Students  
In Guangdong**

## **Narrative 1: Problem statement**

### **1.1 The challenge China is facing in the development:**

It is well known to all that resulting from the reforms initiated in 1978, China sees her more than two decades of rapid economic development. The average annual GDP growth in 2002-06 was 10.3%, while per capital GDP growth was 9.2% due to the population increase. The total wages for employees in China reached 2.34 trillion yuan in 2006 from 1.32 trillion yuan in 2002<sup>1</sup>. People do get benefits from such rapid economic development. The living standard has been raised nationwide. The poverty in China is reduced to such an extent that the World Bank cites China as a model for other countries to follow. The total number of poor people was estimated at 20 million in 2007<sup>2</sup> while the number is 250 million in 1978. Life expectancy has continued to rise, reaching 71.4 years in the 2000 national population census and 71.8 years in according to World Bank figures<sup>3</sup>. Infant mortality<sup>4</sup>( which fell during the central planning phase from 195 to 61 by 1975) decreased from 52 in 1980 to 35 in 2005, according to United Nations estimates<sup>5</sup>. the illiteracy rate fell from 22.8% in the 1982 census to 6.7% in 2000<sup>6</sup>. the Engel coefficient(i.e. the proportion of family income spent on food) fell from 57.5% in 1978 to 36.7% in 2005 in urban areas and from 67.7% to 45.5% in rural areas in the same period<sup>7</sup>.

Meanwhile, the rising in living standards has been accompanied by unwelcome side-effects such as environmental degradation, increasing inequality, official corruption, and ambiguous property rights. Using the international standard poverty measure of USD 1 per day, there are another 100 million people added to the total of those in poverty<sup>8</sup>. Meanwhile, the higher wages don't mean a higher standard of living for average Chinese, especially with the steady rise of property prices and growing inflation. Generally, the increases in salaries did not catch up with price hikes. People's income, in real terms, has dropped. And the Income gap, for example, between management level and blue-collar works within the monopolies is widening, with the former earning up to 30 times as much as those at the bottom. The Gini coefficient (a measure of inequality in income distribution, a coefficient higher than 0.4 is considered a warning sign of social unrest) stands at 0.496<sup>9</sup> in 2006, up to 2.6% from the 2005. With respect to atmospheric environment, of the urban population, 66% or about 240 million people are exposed to some form of air pollution. Water shortages, partly due to the water pollution, have become serious, amounting to 21.8 billion tons a year. Nowadays, some dramatic situation happens. Some newly affluent city dwellers, for example, are campaigning to protect the country's architectural heritage from property developers, or to breathe clean air and eat clean food. At the

other end of the social spectrum, farmers resist land seizures by officials and workers protest against non-payment wages.

These problems existed in the process of China's economic development are becoming more and more outstanding. Shall we disregard them as the inevitable costs of economic progress or just because they are not unique to China ?

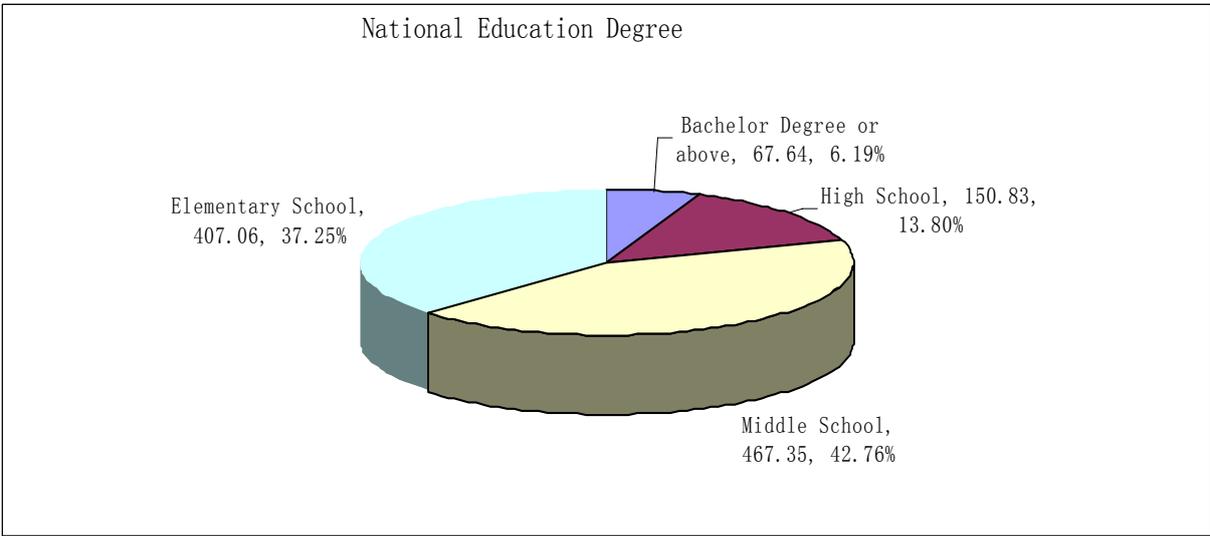
The answer is absolutely no. since those developed countries have paid their painful lessons, how can we follow their bad lessons?

## **1.2 Why the development education is important to the people especially college students?**

Before we really solve these problems in our society, more challenging and urgent thing is the awareness of people to such problems and the way they think and react to them. A survey conducted by Peking University's Market Economy Academy found that very few Chinese firms really understand what the CSR (corporate social responsibility) means. So in their daily work, they care little about the development relevant problems such as energy saving, environment protection, occupational safety and etc. Zhang Junfeng, a specialist in the ministry of Labor and Social Security, said the biggest challenge to enterprises is lack of awareness of CSR. Actually it is not enterprises but those who work in them are lack of awareness of their social responsibility. So it is primary to cultivate social responsibility in people especially the

youth.

Our development education for college students program is to make college students to explore social, economic, and environmental issues of sustainable development in their classroom, communities and around the world. We dedicate to cultivate their social responsibility and develop their skills and habits that will benefit them and their communities in the long term. The reason why we choose college students to be our targets is based on the knowledge that even now, only 6% population in China has chance to go to college but they are the main force of China's future development and they will take main responsibility for the future of China.



\*the statistic data come from China statistical yearbook(2005)

### 1. 3 The situation in Guangdong

Guangdong province is in the southeast China and has a leading place in the rapid economic development in China .In 2006, the GDP of Guangdong province is

2.58 trillion Yuan, accounting one eighth of the nation and increased by 14% compared with 2005. Meanwhile, Economic development has brought about or exacerbated a host of more serious economic, social , and political problems, including income inequality, environmental pollution, official corruption , and ambiguous property rights, which in turn have fueled grievances. In January 2006, hundreds of people protest against inadequate compensation for farmland taken for industrial use in Panlong village, Sanjiao Township, Guangdong province. In December 2005, dispute over the construction of an electricity-generating plant and related property seizures culminated in a violent clash in Dongzhou village near Shanwei city, Guangdong province. Besides, Guangdong has the worst air and most reported incidents among the nation. It is a typical place for us to explore the problems. So, we choose Guangzhou to be our location to carry out our program.

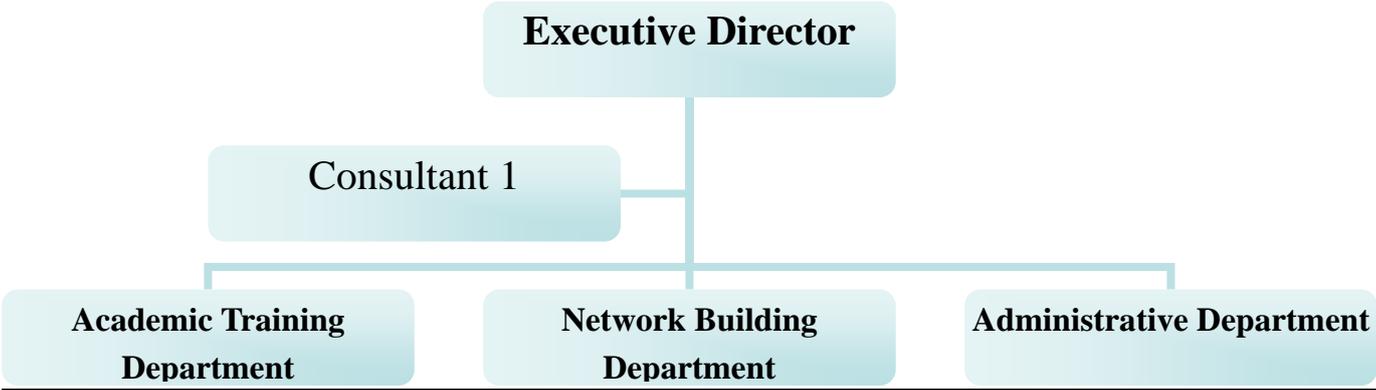
## **Narrative 2: Organizational Capability**

### **2.1 Describe the organization mission**

Mission: Development Education Center for Youth (DECY) is an independent non-profit organization, striving to help Youth ages from 16 to 25 gain opportunities to understand the complexities of development, develop skills and habits that will benefit them and their communities in the long term, and help them establish social responsibility and find channels for effecting positive change.

## 2.2 Describe the organization structure

At the first phase of DECY, three departments are established to basically implement the program. See more details in the following organization structure:



## Narrative 3: Development Education Program for College Students

### 3.1 Targets of the program

In general, the college students are our targets in this program, but according to the different level and activities, we give different consideration in terms of their grades. (see them in the activities)

### 3.2 Duration and the location of the program

Actually, the development education program for college students in Guangdong is a three-year long education program which aims not only to provide education to students but also to establish a coalition in five main universities in Guangdong

province(Zhongshan (Sun Yat-Sen)University, South China University of Technology, South China Agricultural University, Jinan University, and South China Normal University) ,which we think is extremely important for the long-term run and will push the students in different university to change their minds, support one another and form strong force to impact the whole society.

But In terms of the phase of my organization and out of the practical factor, now we mainly focus on this one year projects in order to gain our reputation in students, colleges and communities at the first beginning.

We will have our activities based on the Sun yet-san universities from December 2008 to November 2009, where most our fellows graduated from and where we have a good relationship with the staff and faculty.

### **3.3. projects and Objectives:**

#### **3.3.1 Leadership training and Topic salons project:**

This project is the academic component of the program.

***Leadership training:*** The training will be hold two times a year. Each time has a five-days intensive systematic training followed by the internship and volunteer work.

The purpose of the training is to educate youth to understand the complexities of development, explore the issues related to development and prepare them for the further deep involvement with the practical work which may led to the positive change.

In order to make sure students can fully participate in the training; the training will be planned on the two general vacations (winter February 2009& summer July 2009).

Each time there will have around 20-25 Junior students considering that the junior have less job hunting pressure than the senior and have more freedom than the freshman and sophomore who have a strong burden of academic classes. Anyway, although this project mainly focus on the junior ,the other students who are interested in and can make the same commitment to the following volunteer and intern work can be considered equally. Each participant will write a reflection and insight three months after the training that will help improve the training and evaluation.

**Topical salon:** Topical salon will be hold once a month, twelve times a year. We will invite some famous experts or those who work on the frontline of the NGOs to give lectures on some issues related to the sustainable development. The purpose of the salons is to provide a free space for students to exchange their opinions with one another and the outside experts in terms of one topic. All students are welcome in this part. Each time we will count the number of the students who take part in.

### **3.3.2 Network building projects:**

Combined with the leadership training, the network building is more practical-orientated. It gives opportunity for students to take part in various activities, to be exposed to the different problems that promote their thoughts and develop

themselves .In this part, participants contribute themselves on the change of the problems.

**Small grants:** In order to encourage students to create projects they are interested in after our intensive training and give a chance to make their creativities come true, we give some small grants(less than three thousands per person) to three of our students a year and with the help of our consultant, they plan and carry out their projects and report to the students in the next round intensive training. Basically, we only give the small grants to those participate in our intensive training.

**Internship:** internship follows after the intensive training. Eight students will be chose to have a one-month internship in NGOs or the CSR (corporate social responsibility) Department of some famous corporations in order to shed a light on them how these institutions work on the issues related to the development problem. Those who participate in the internship are required to write a reflection every week which will help themselves reflect to themselves and at same while help us evaluate our program. Only those who successfully go through the leadership training have the rights to apply for an intern.

**Community based volunteer work:** we organize different volunteer activities monthly for students to take part in. In these activities, they are exposed to different way to solve the problems. Basically, these volunteer activities have something to do

with the lectures addressed by our experts in the topical salon. All the students are welcomed.

***Volunteer recruitment:*** We do need the Volunteers. We help students to develop their skills on how to organize the activities. As our wishes, Volunteers will be involved in our activities. To those we will cultivate to be core volunteers, they will participate in all the projects of our program and help to organize, maintain and motivate the other volunteers .they will be supervised by our staff. And we have a strict screening process to the core volunteers and give them compensation monthly according to their expense on their daily volunteer work. All the students are welcomed.

### **3.4. The relationship between DECY and others :**

#### **Relationship between DECY and volunteers**

DECY is a youth developing organization which not only help them to understand the complexities of development but also help them develop skills and habits that will benefit them and their communities in the long term. So those who voluntarily join us daily work will have chance to organize activities and get the instructions from their supervisor who will take responsibility to help their development. Meanwhile, volunteers will have the chance to meet and communicate with different people and expert who will contribute to students' social capital building. To our organization, helping the development of volunteers is one aspect of our work. In other side, it will

help us to save the human resource in long term run.

### **Relationship between DECY and universities**

We need to build close ties with universities but the relationship between DECY and universities is partnership. It is mutual beneficial to both of us .In such a relationship, DECY is independent of university. it finances and carries out its own projects.

To universities, they now try their best to cultivate all-rounds students who are not only successful in their academic aspect but also in their social aspect. they all want to build a good reputation for that. Meanwhile the government that universities cling to is calling for building a harmonious society and encourages people to take their social responsibility. So, it is a good chance for us to establish a partnership with universities and ask them for supports.

To DECY, the tie between DECY and universities is very primary since our targets are college students. And contributing on such a relationship has a strategically important impact for us to have access to universities and get the human resources in the campus which will help us a lot.

### **Relationship between DECY and communities**

DECY is beyond an academic education institution. It also focuses on the real change of the community It services. Our participants volunteer on the community activities and some of them will have chance to implement their own projects which can

promote the communities. Totally, more than 500 hours' volunteer works a year will be contribute to the communities involved

### **Relationship between DECY and other NPOs**

Through co-operating with other NPOs in the internship, DECY help the non-profit section to train the successive qualify staff. Besides, Totally 800 hours' intern work will be contribute to the other NPOs.

### **3.5. Describe the goals and objectives of the proposed programs and plans for evaluation of the outcome of the program**

Education is a long-term progress. It is hard for us to tell its outcomes in a short term. Primarily, this program is helping the college students to gain awareness of social responsibility which actually does not widely accepted in Chinese but will benefit the whole society after. But to this program, we do have some objectives which help us have clear understanding about our every project. Meanwhile we develop some measures to evaluate our projects.

**Objectives of the projects:**

Project	Objectives
1. Leadership training	<ul style="list-style-type: none"> <li>✧ Two times a year</li> <li>✧ At least total 40 junior students involved in the two times training;</li> <li>✧ Helping student gain some general idea about the development relevant issues, such as poverty, inequality, health care, occupational safety, fair trade and etc;</li> <li>✧ Learning how to write proposal, management skills and technical knowledge</li> </ul>
2. Topical salon	<ul style="list-style-type: none"> <li>✧ Once a month, twelve times a year;</li> <li>✧ Got 100 students involved ;</li> <li>✧ providing a free space for students to express themselves on the hot issue related to the development problems;</li> </ul>
3.Small grants	<ul style="list-style-type: none"> <li>✧ Help students to apply what they learned in the training and Motivate students to develop their community-based projects</li> <li>✧ Help students to understanding the whole process to develop a project in the practical services which meanwhile benefit the community</li> <li>✧ Cultivate three active leaders in the community-based service.</li> </ul>
4.Internship	<ul style="list-style-type: none"> <li>✧ Get 8 Students involved;</li> <li>✧ Contribute at least 100 hours work time per person, total 800 work hours to non-profit section;</li> <li>✧ Learning the daily work of an organization and how its work affects the community or society;</li> </ul>
5.Community-based volunteer activities	<ul style="list-style-type: none"> <li>✧ once a month , twelve times a year</li> <li>✧ Get at least 10 volunteers involved each time.</li> <li>✧ Contribute total 500 hours volunteer work to communities</li> <li>✧ Help students get practical experience on service</li> </ul>

***Measures to evaluate the program;***

- A. Measure the each projects according to the quantities counted each project;
- B. In the leadership training, students will be asked to develop them projects and need to turn in their final project in the end of the vacation. Three months later, a reflection and insight is required to help improve the training and evaluation;
- C. To those who participate in the small grants and internship projects , the weekly reflection are asked ,which will help us to evaluate the outcomes of the projects

**Narrative 4: Managerial Structure**

**4.1 Describe the key staff and the management structure**

An Executive Director will manage the organization. He/She will oversee all staff and grant activities and will ensure compliance with requirements. He /she has to have experience on serving youth or education and management background.

An administrative specialist will preside over the running of the office. He/ She will be required to have human resource and account background. Besides, he/she will assist Executive Director to do some fundraising work.

There will be 3 staff to carry the daily services. One will take responsibility for academic component, and the other two will be involved in the networking building.

At the same time, a consultant who has a strong academic and practical background on the sustainable development will join part-timely and voluntarily with the leadership training and give some advice to the network building work.

It is clear to us that DECY also dedicates to the development of its own staff, except for the executive director and administrative officer who are required to have certain experience in relevant fields, we prefer to provide our work opportunities to those who just graduate from universities, give them opportunity to join trainings and develop them management skills and technical knowledge.

**4.2 Describe the work plan and schedule**

Month Project	Dec	Jan	Feb	Mar	April	May	Jun	July	Aug	Sep	Oct	Nov
<u>1</u>												
<u>2</u>												
<u>3</u>												
<u>4</u>												
<u>5</u>												

★1. Leadership training/ 2. Topical salon/ 3.Small grants/ 4.Internship/  
 5.Community-based volunteer activities

## Narrative 5: Budget Summary and Detailed Budget

### 5.1 Annual budget of the whole organization

Items	Activities	Unit(¥)	Number	Total (¥)
1.Personnel (Subtotal)				252,000
1.1 Salaries	Executive Director	5,000/person,month	1person,12month	60,000
	Administrative staff	4,000/person,month	1person,12month	48,000
	Academic manager	2,500/person,month	1person,12month	30,000
	Network Building manager	2,500/person,month	1person,12month	30,000
	Network Building coordinator	2,000/person,month	1person,12month	24,000
	Consultant(Part-time)	1,500/person,month	1person,12month	18,000
1.2 Social Insurance		20% x total salaries		42,000
2.Non-personnel(Subtotal)-Administrative expense				61,000
2.1 Office	Rents for office	3000/month	12 month	36,000
	Supplies	20,000/year		20,000
2.2 Human Resource	Staff Training	1000/person,year	5 person	5,000
3. Non-personnel(Subtotal)-Program expense				34,950
3.1 Leadership training	Material	15/manual	50 manual	750
	Rent for Classroom	400/day	10 days	4000
	Trainer	500/day	10 days	5000
	Facilitator	100/day	10 days	1000
3.2 Topical Salon	Supplies	200/ times	12 times	4,800
3.3 Small grants	Small grants	3000/proposal	3proposal	9,000
3.4 Internship	Internship	1000/people	8 people	8,000
3.5 volunteer	Volunteer compensation	200/month	12 month	2,400
<b>Total Budget</b>				<b>347,950</b>

### 5.2 Strategies for fundraising

According our budget, it is almost impossible raise the whole money for one place, so

the following strategies will be useful to get the money we need:

A. The main targets to raise money are Foundations who give money on

development education/education/youth development. Money from foundations is focused on our projects related to our leadership training, topical salons and small grants. Foundations who provide money on such fields have the world bank, oxford, Wallace foundation and etc. (see their website in the reference)

- B. Big companies are also our targets. We mainly raise our money from companies for our community-based volunteer activities and internship.
- C. Certain fundraising events will be hold to raise money for the general office work.
- D. Considering to get money from Government (education office)

### **Footnotes:**

1. China statistical yearbook
2. Wu Zhong, an official of the State Council Leading Group Office of Poverty Alleviation and Development, cited in Xinhua on 23 August 2006
3. China Statistical Yearbook(2006)and World Bank web site.
4. The infant mortality rate is defined as the ratio of deaths of children under one year of age in a given year to the total number of live births in the same year.
5. China Statistical Yearbook(2006)
6. China Statistical Yearbook(2006)
7. Ying(1995)
8. Wu Zhong, an official of the State Council Leading Group Office of Poverty Alleviation and Development, cited in Xinhua on 23 August 2006
9. China Statistical Yearbook(2006)

### **References:**

1. China-oecd project on government approaches to encouraging responsible business conduct, 05-Dec-2007
2. Social Unrest in China, Thomas lum, 08-May-2006
3. Report from asian times"official Chinese wage figures belie reality" by Olivia

Chuan

4. Energy and Enviromental problems behind China's high Economic Growth,  
LiZhiDong, Visiting Fellow, The Institute of Energy Economics,Japan
5. <http://chinadataonline.org>
6. <http://www.dea.org.uk>
7. [www.worldbank.org](http://www.worldbank.org)
8. [www.oxford.org](http://www.oxford.org)

## ***Projects and objectives***

<b>Project</b>	<b>Objectives</b>
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## Annual budget of the whole organization

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