

MEMEFEST FRIENDLY COMP

2012 Memefest Theme: Debt

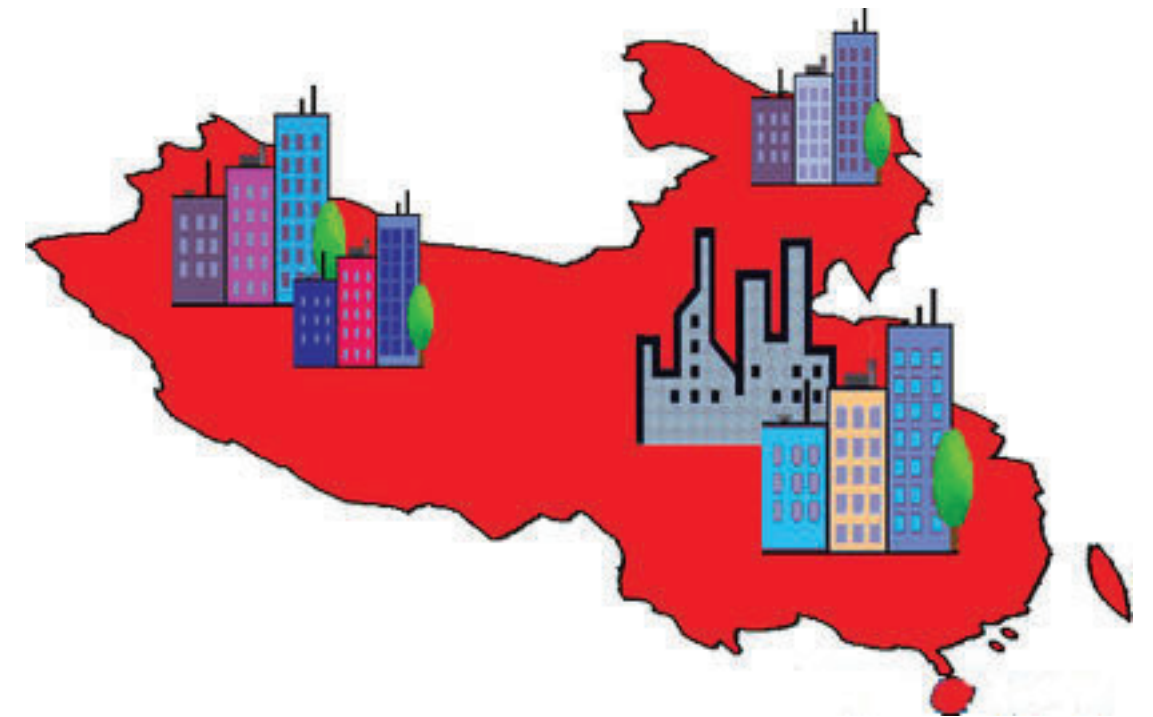
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Debt

Due to the Chinese government over-develop for urbanization, farmland field have been highly reduced in these few years. In fact, the compulsory farmland acquisition in China contributes a number of significant problems to the farmers, such as no or less compensation and no right to claim compensation. This could be seen as the debt the government owe to the farmers as well as the environment. Therefore, this is a social matter worth to be mentioned.

Urbanization in China

The high rate of urbanization has led to great demand for land for infrastructure and property developments. In order to obtain more developable land, the government has implemented various measures, including compulsory land acquisitions to meet the demand. In 1995, about 812 km² of land was acquired by the government (Chan, 2003). In 1999, the amount of land acquired was about 340 km² (Chan, 2003).



Compulsory land acquisition in China

Compulsory 'land acquisition' refers to the case in which the government does not have ownership of the land (Chan, 2003). For example, the land occupant has the freehold interest in the land, and the government needs to acquire ownership of the land through a compulsory acquisition process.

In China, compulsory land acquisition is known as 'zhengdi'. As mentioned above, land occupiers/users do not own the land; accordingly, all compulsory land acquisitions in China are actually "compulsory land resumptions" in which only LURs and any buildings on the land are taken by the acquiring authority (Chan, 2003). 'Zhengdi' was authorized by the Constitution of the People's Republic of China in 1978, and was amended in 1993 (Chan, 2003).

In 1995, about 812 km² of land was acquired by the government for various developments (Chan, 2003). In 1996, the amount of land acquired had increased to about 1,018 km², an area almost the size of Hong Kong (Chan, 2003). Since a substantial amount of the land acquired was farmland, the high loss rate of farmland has alarmed the Central Government, and restrictions were subsequently imposed to reduce the loss of farmland. In 1997, the amount of land acquired dropped to about 519 km², and in 1999, the amount of land acquired was about 340 km² (China Statistical Yearbooks 1996 – 2000).

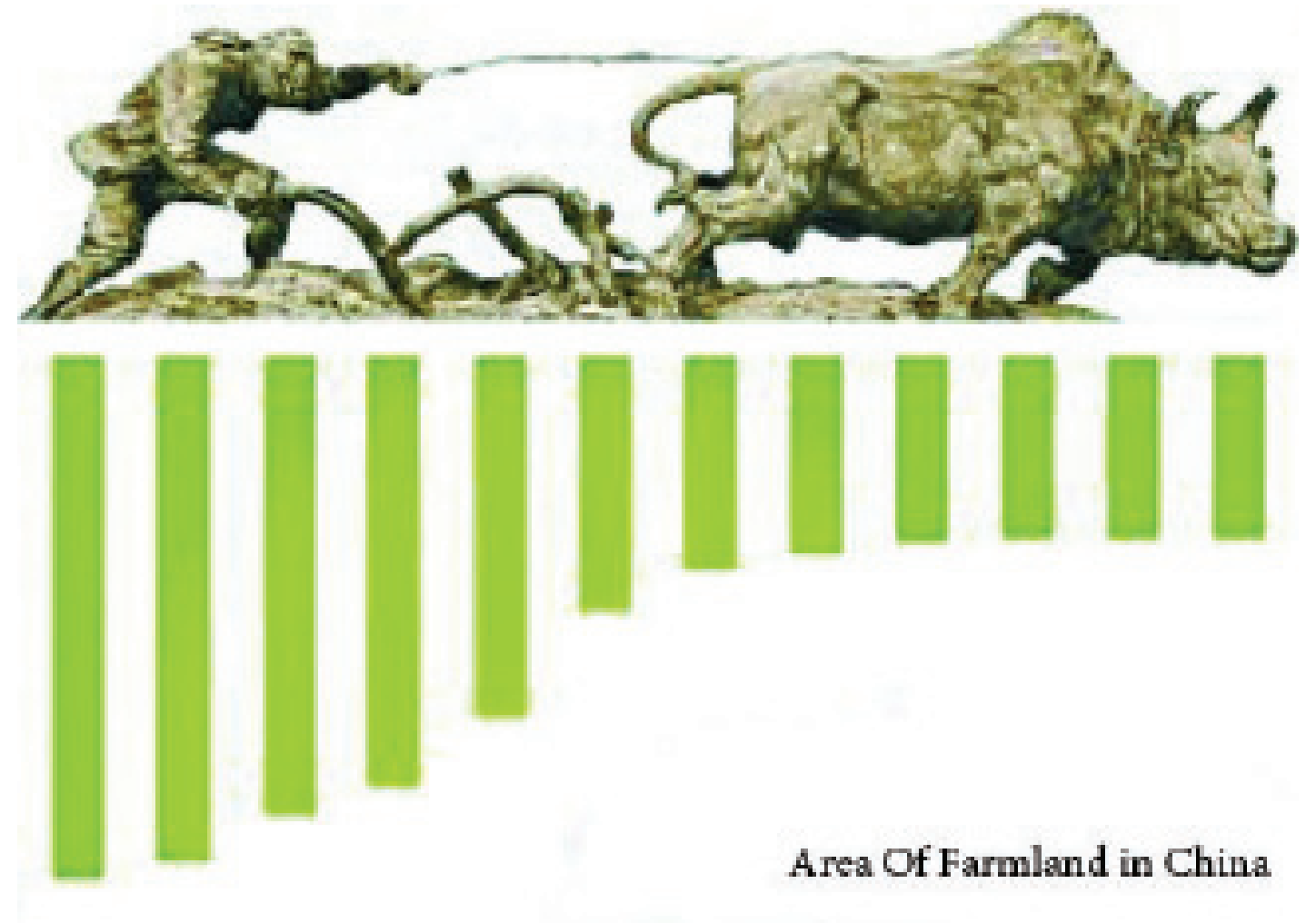
Although this is a falling trend, the amount of land acquired annually is still very substantial.

China is a socialist country where compulsory acquisition compensation has its unique characteristics. Regarding the acquisition of farmland, the PRCLAL provides that the land use unit (may be different from the acquiring unit) has to compensate for the dispossessed land unit (Chan, 2003). The general principle is that compensation is payable according to the original use of the acquired land.

Problems within Compulsory land acquisition compensation in China

In China, neither the principle of just terms compensation nor value to the owner is mentioned in the compensation laws. While market value compensation is allowed under the UBDRAR, it is only payable to dispossessed persons in urban areas, but not in rural areas (Chan, 2003). The reason for this disparity is that the land law does not allow for the private sale of farmland. Therefore, the market value of farmland can not be established, and besides, it is not appropriate to use market value as a basis for farmland compensation (Chan, 2003). Although the compensation for rural dispossessed people is based on the annual productivity of the land taken, it deprives them of the opportunity to claim the highest and best use value for their land. While there are other compensation payments, such as relocation costs and settlement subsidy payments for all dispossessed people, other consequential financial losses not within these categories are not payable.

The UBDRAR requires the acquiring authority to pay compensation and to reach a compensation agreement with the dispossessed people. The dispossessed people may not accept the offer from the acquiring authority, but they are not explicitly given a right to claim compensation (Chan, 2003). They have no legal right to initiate a compensation claim, and in most cases, have to take what is given to them (Chan, 2003). For those affected people who are not part of the compensation agreement, they have no right to submit a compensation claim at all.



CAMPAIGN GOALS

For that reason, the idea of the work is to offer an important concept to the viewers via those medias that compulsory farmland acquisition in China encroaches on farmers' interest and the government should return the land to the farmers.

CAMPAIGN ITEMS

1. Billboard
2. Poster
3. Sticker

- » Shows that the Chinese government gives back the farmland to the farmers.
- » The big hand represents the Chinese government
- » The group of little man represents the farmers.
- » The hand is much bigger means that government has absolute power compared with the farmers.
- » Typeface: Destroyed style shows the unfair soecity
-

It Is Time To Return The Farmland To The Farmers



- » Buildings represents the urbanization is growing faster
- » The weak green seedling represents a deal of farmland in China
- » Background Color: Chaos of China society
- » Typeface: Destroyed style shows the unfair soecity



- » **A nibbled earth represents farmland in China has been compulsory acquired significantly.**
- » **A business man with a big belly represents the land developers have taken the majority of farmland from the farmers.**
- » **A farmer represents poverty.**

PLEASE RECONSTRUCT THE FARMLAND



PAY OFF THE DEBT OWED TO THE FARMERS

- » **Suggested to print on Post-consumer recycle fiber (PCR) which comes from collection programs, not from the forest. This way it will not be harmful to the ecosystem. (Dougherty B, 2008)**
- » **Soy-based ink is recommended since it contains no chemical, low VOC, and it comes from the natural. (Shepson Printing, 2009)**

REFERENCES

- » Chan, N 2003. Land Acquisition Compensation in China – Problems & Answers, *International Real Estate Review*, vol.6, no.1, pp.136-152.
- » China Statistical Yearbooks 1996, 1997, 1998, 1999, & 2000, Available from: <http://www.stats.gov.cn/sjjw/ndsj/index.htm>
- » Dougherty B 2008, 'Green Graphic Design', Allworth Press, New York
- » Sheapson Printing 2009, 'Environmentally Friendly Printing, Printing, Finishing & Fulfilment', viewed 14 August 2011, <<http://www.shepson.com.au/PrintingFinishing.aspx>>

IMAGE SOURCES

- » Image Source: <http://forum.globaltimes.cn/forum/showthread.php?t=14907>
- » Image Source: <http://news.66wz.com/system/2010/03/11/101743285.shtml>

THANK YOU