

# Marketization of Rural Environmental Protection

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**Keywords:** Environmental protection, Marketization, Rural pollution.

**Abstract.** Environmental pollution continues unabated today, people's environmental awareness are becoming more and more strong. However, in rural areas where environmental protection is relatively backward, environmental protection system and individual environmental awareness have corresponding deficiencies. Under the background of environmental protection heat continuously strengthen, the author according to the situation of rural environmental pollution, puts forward the necessity to promote the marketization of the rural environmental governance and puts forward more specific suggestions about the marketization process of environmental protection.

## 1. Introduction

Environmental protection is one of the most important hot spots in the world today. Especially for China, the environmental issue is even more prominent. Since the country's rapid economic development, there have been regional environmental pollution and large-scale ecological destruction in China. Problems such as the greenhouse effect, the destruction of the ozone layer and the sharp decline in forests threaten the survival and development of all mankind. The solution to these problems has also become A major focus of common concern around the world. At the same time, China's vast rural environment has also become very serious. As the acceptor of urban environmental pollution, rural areas need urgent treatment of their environment.

## 2. Status quo of rural environmental pollution

Our country is a big agricultural country. Although China's urbanization rate is fast, the rural population is still an important part of the country's total population. Under the background of vigorously building a new countryside in the country, the rural economy has witnessed rapid development. The living standard of most peasants can be in line with the standard of living of urban residents. While the vigorous building of the countryside and the rapid economic development bring immediate benefits to the peasants, the many environmental problems has also been created. First of all, the most important pollution is agricultural pollution, which includes chemical fertilizer pollution, pesticide pollution, plastic film pollution, burning straw pollution, followed by industrial pollution such as exhaust gas and sewage from factories; and pollution caused by resource exploitation such as over-exploitation of mineral resources .It caused vegetation death, landslides and other accidents. Finally, there are other aspects of rural environmental pollution, such as the indiscriminate discharge of domestic sewage, the low-end treatment of various types of garbage, the serious air pollution caused by the burning boilers in the winter and other pollution damage to the environment. In the process of environmental governance, it is difficult to improve the efficiency of governance by relying solely on the power of the government. Therefore, it is necessary for the author to put forward the market-oriented measures of rural environmental governance.

## 3. Necessity of promoting marketization of rural environmental governance

Environmental governance, including normative provisions, property rights, punishment, payment, persuasion five kinds of management tools, these measures have their advantages and disadvantages, we must properly select different tools. The most common way to internalize the cost of the environment is to make normative provisions that indirectly determine the obligations of each

individual but which are inefficient and do not encourage innovation as long as an individual does not meet the standards set by law and then pay a higher cost to reduce the number of their own sewage. Punishment has a direct incentive to promote each individual responsible for their own pollution, while persuasion requires a high degree of self-awareness. In contrast, property rights and payments that are market-based are more efficient in dealing with environmental pollution [1].

The essence of marketization of environmental protection is to internalize the externalities brought by the economic activities of the economic subjects through the ways of market transactions, that is, to establish an inter-related restrictive relationship among the economic subjects. The main contents of marketization of environmental protection are: ① industrialization, that is, environmental protection as an industry to operate; ② enterprise management, that is, modern enterprise system to establish enterprises engaged in environmental protection; ③ capital market financing, That is, using modern capital markets to provide support for environmental protection. ④ The government mainly protects the environment by providing rules, standards and laws [2].

Market-oriented governance has great advantages. First, in advancing the marketization of environmental protection, third-party governance can effectively avoid the problems of environmental protection dependence, inadequate investment in infrastructure and low operating efficiency, and can effectively increase the enthusiasm of worker for pollution control work, so as to greatly control the efficiency and quality of governance, which laid the foundation for the sound development of the environment. Second, market-oriented governance is conducive to government regulation. The emergence of third-party governance simplifies the content of government regulation. The government regulates a large number of polluting enterprises to supervise the specialized management of enterprises ,this way of supervision has greatly enhanced the efficiency of supervision and reduce the number of supervision, thereby reducing the cost of law enforcement, better achieve regulatory effects; the final market-oriented governance is conducive to promoting the development of environmental protection industry, third-party management methods have greatly stimulated the environmental protection market, raised the competitiveness of enterprises and stimulated the development and improvement of the environmental protection industry.

## **4. Advice on Marketization of Rural Environmental Governance**

### **4.1. Strengthen the Legal System Construction of Rural Environmental Protection**

The legal system of rural environmental protection in our country is not directly proportional to the status quo of its pollution, and its legal system is seriously lacking [3]. The operation of the market mechanism can not be separated from the norms and adjustments of the law, as is the marketization of environmental protection. First, a sound legal system can provide a fair platform for the marketization of environmental protection. The legislator should improve the rights and obligations of the public to participate in environmental protection as much as possible, and fill in the blank of legal protection in all fields. Second, environmental protection requires coercive power to safeguard it, and it is difficult to maintain its stability simply by relying on market interests. In addition to enhancing law enforcement equipment, it is necessary to expand the number of law enforcement officers and enhance the overall quality of law enforcement officers. Finally, the government can continue to encourage technological innovation and bring it into legal construction. Well-known economist Melke Pope said that strict environmental laws and regulations can encourage the production process and design innovation [4].

### **4.2 Establishment of environmental resources property system**

One of the main reasons for the failure of the environmental protection market is the "tragedy of the commons," in which individuals have long-term catastrophic consequences for the collective for short-term interests. The most important measure to solve the tragedy of the commons is to establish and confirm the property rights of environmental resources. In order to maximize the benefits of their own resources, individuals will protect their assets for a long period of time. In the process of establishing property rights, the government only needs to create property rights, complete the initial

distribution of property rights, and then determine the individual's emission reduction and pollution reduction through the market so as to make the environmental protection more efficient. Under the drive of interest, the individual will gradually innovate and drive technology advances. Only in the case of clear property rights, the responsibility of environmental protection can be implemented on the individual.

#### **4.3 Quantify individual responsibility**

The more prominent issues in market transactions are how to determine the quantity and price of environmental resources transactions and the obligations of individuals relative to their own rights. If the specific behavior of individuals can be quantified, the field of market transactions and participants defined clearly, then the trading system is also very easy to set up. In view of the difficulty of implementing individual responsibility in rural areas, individuals may first be given subsidies for environmental governance and in order to safeguard their own interests, individuals will minimize pollution [5]. Quantifying personal responsibility should be carried out first in some pilot projects. After good results has been achieved, it will be promoted throughout the country and clearly stipulated in the law.

#### **4.4 Leading environmental companies to enter the countryside**

In the rural areas where there is no enterprise, environmental protection is difficult to marketize. In the United States, Germany and other countries, there are specialized environmental companies that charge fees for the rural environment, and each peasant pays for its own pollution. According to the "who pollutes who pays" principle, there must be a large enterprise to bear the governor in order to promote the marketization of environmental protection. The government can lead environmental protection enterprises into rural areas through public bidding and subsidies. In the United States in 1978 the construction of dumps, the poor and ethnic communities to bear the disproportionate burden on the environment, and in this competition, the rectification of the less active communities tend to take on more environmental burden [6]. Therefore, the government plays a very important role in the process of introducing enterprises.

#### **4.5 Improve the incentive mechanism**

After the introduction of enterprises, the government must first formulate the appropriate policies to support its economic development out of a low tax policy, but also should be reduced its sales tax and income tax. Second, we should subsidize enterprises, invest in the establishment of related pollution control projects, and attract public participation in making the appropriate investments. Finally, enterprises with technological innovation shall be rewarded with funds to promote the development of pollution control technology.

### **5. Summary**

Market-oriented construction is not easy, especially in the relatively backward rural areas, people's backward environmental awareness, and lack a lot of basic conditions. However, we can not wait for the serious environmental pollution today, especially in the promotion of rural construction. We should pay special attention to the environmental construction in rural areas. The government should adopt more policies to promote the market-oriented rural environmental governance and establish a sufficient a well-defined market and a group of market participants so that marketization can ensure the most efficient use of rural resources and achieve the goal of protecting the rural environment.

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