

Building a Beautiful New Countryside of Co-construction, Co-governance, and Shared Benefits—Practical Exploration of the “Tianjin Model” for Rural Living Environment Improvement

Yuling Zhang

Department of Accounting, Zhujiang College of Tianjin University of Finance and Economics, Tianjin, China
Email: yuling_zhang9861@163.com (Y.L.Z.)

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Abstract—Improving the rural living environment and building ecologically livable and beautiful villages is a major decision made by the Party Central Committee with Comrade Xi Jinping at its core from a strategic and overall perspective. Since the 18th National Congress of the Communist Party of China, the Tianjin Municipal Party Committee and Municipal Government have adhered to the guidance of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, followed the Five-sphere Integrated Plan and the Four-pronged Comprehensive Strategy, and taken rural garbage, toilet waste, sewage treatment, and village appearance improvement as the main focus areas to continuously promote rural living environment improvement, significantly enhancing people’s senses of gain, happiness, and security. The practical exploration of establishing the working model for “Beautiful New Countryside of Co-construction, Co-governance, and Shared Benefits” has achieved great success.

Keywords—co-construction, co-governance, and shared benefits, rural living environment improvement, rural revitalization, the Tianjin model

I. INTRODUCTION

Improving the rural living environment and building ecologically livable and beautiful villages is a major decision made by the Party Central Committee with Comrade Xi Jinping at its core from a strategic and overall perspective. Since the 18th National Congress of the Communist Party of China, the Tianjin Municipal Party Committee and Municipal Government have adhered to the guidance of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, followed the Five-sphere Integrated Plan and the Four-pronged Comprehensive Strategy, taken President Xi Jinping’s “Three Focuses” for Tianjin’s work as the fundamental principles and guidelines, and implemented the new development philosophy. They have taken rural garbage, toilet waste, sewage treatment, and village appearance improvement as the main focus areas to continuously promote rural living environment improvement, and achieved breakthrough progress in building ecologically livable and beautiful villages, improving rural infrastructure conditions, developing green industries in rural areas, and enhancing the quality of life for farmers. At present, a living environment characterized by “cleanliness, tidiness, orderliness, and beauty” has basically taken shape. The people’s sense of gain, happiness, and security have been significantly enhanced. The practical

exploration of creating the working model for “Beautiful New Countryside of Co-construction, Co-governance, and Shared Benefits” has achieved great success.

II. GUIDED BY THE CONCEPT OF GREEN DEVELOPMENT: JOINT CONSTRUCTION, GOVERNANCE, AND SHARING OF A BEAUTIFUL, PROSPEROUS, AND HARMONIOUS NEW COUNTRYSIDE

Entering the new era, Tianjin has adhered to green development philosophy as its guide. Building upon the successful implementation of the “Civilized Eco-Villages” construction project, Tianjin has studied and drawn upon the experience from the Green Rural Revival Program in Zhejiang Province, solidly advancing the construction of “Beautiful Villages” and thoroughly implementing the “Three-Year Action Plan for Rural Living Environment Improvement”. It has focused on developing distinctive local industries to support rural revitalization, and has achieved remarkable results.

A. Using the Construction of “Civilized Eco-villages” as a Platform, Actively Exploring and Vigorously Improving the Cleanliness of Rural Living Environments

Since 2005, Tianjin has implemented a project to establish “Civilized Eco-Villages”. After two years of pilot programs, starting from 2007, approximately 100 villages have been selected annually for the construction of “Civilized Eco-Villages”. By the end of 2010, seven districts or counties had been officially named as “National Eco-Model Areas”, and 15 townships had been developed into eco-friendly townships (Qin, 2014). By the end of 2012, Tianjin had established more than 1,120 civilized eco-villages, accounting for approximately one-third of the total number of villages in the city. The rural ecological environment has seen significant improvement, and the cleanliness of rural living environments has been greatly enhanced. This progress has accumulated valuable experience for the effective implementation of the “Beautiful Villages” initiative and the “Three-Year Action Plan for Rural Living Environment Improvement.”

B. Driving the Construction of “Beautiful Villages” from a High Starting Point, Collaborating to Build an Eco-Friendly and Livable Homeland

In September 2013, Tianjin Municipality issued the “Implementation Plan for the Construction of Beautiful Villages in Tianjin”. Starting with the issues that the people

are most vocal and concerned about, the city took the lead in implementing a comprehensive rural clean-up project, improving the cleanliness of rural areas. It vigorously pursued the construction of beautiful villages centered around the “Six Improvements” and “Six Availability” standards¹, upgrading the level of infrastructure and essentially transforming the villages in the city into “beautiful, ecological, and livable” homes.

Following the issuance of the “Guiding Opinions on Improving Rural Living Environments” by the General Office of the State Council in 2014, various departments and units conducted targeted improvement campaigns, focusing on the renovation of pit latrines, garbage and sewage treatment, and the enhancement of village appearance.

From 2013 to 2017, the municipal finance allocated a cumulative total of 1.67 billion yuan in special funds to support the construction of village infrastructure and public service facilities, leading to the creation of 765 beautiful villages across the city. Additionally, 1.353 billion yuan in special funds were allocated over time to support the implementation of the “Clean Village Initiative”, which focused on waste management, sewage treatment, environmental clean-up, and village greening. As a result, 3,438 clean villages were established, accounting for 97.2% of the total number of villages in the city (Wu *et al.*, 2020). Starting from 2018, the Beautiful Village Construction Project has been fully incorporated into the pairing assistance program aimed at poverty-stricken villages. By the end of 2020, all indicators of the “Three Beauties, Four Completeness, and Five Equalities” had been fully met in 1,041 poverty-stricken villages, marking the full realization of the “Beautiful Village” initiative across these villages. As of now, a total of 1,802 beautiful villages have been established throughout the city, accounting for 50.9% of the total village count and 72.1% of the Planned and Designated villages.²

Upon completion, the beautiful villages have achieved hardened roads, well-illuminated streets, harmless waste disposal, clean energy utilization, green and beautified landscapes, and healthy lifestyles. They are equipped with service facilities such as Party member activity centers, rural libraries, convenience supermarkets, health clinics, village post offices, fitness squares, and more. These villages have become stunning landscapes in rural areas and happy homes for farmers, gaining widespread praise and popularity from the broad masses of farmers across Tianjin’s countryside.

C. Advancing the “Three-Year Action Plan for Rural Living Environment Improvement” with High Standards, Improving Rural Ecological, Living, and Production Environments

In May 2018, inspired by the Green Rural Revival Program in Zhejiang Province and following the decisions and deployments of the Party Central Committee, Tianjin issued the “Three-Year Action Plan for Rural Living Environment Improvement in Tianjin”. The plan clearly outlined the following objectives: By 2020, the government would achieve a significant improvement in the level of village infrastructure and public services, along with clean and tidy village appearances, a substantial improvement in the rural living environment, and a significant enhancement of villagers’ environmental and health awareness (Yan, 2025). The harmless treatment rate of rural domestic waste, the popularization rate of rural sanitary toilets, and the treatment rate of domestic sewage in planned and designated villages had achieved full coverage of the three “100%”. The plan also aimed to essentially complete a rural road network that was “interconnected among districts, directly accessible between villages, connected to every household, convenient and unimpeded, safe and reliable”, and build a number of demonstration villages for rural living environments.

Over the past three years, under the firm leadership of the municipal party committee and municipal government, all agriculture-related districts have adhered to strategic planning, rigorous renovation, and efficient management. By integrating efforts from all sides and making concerted efforts, they have successfully completed all the targeted tasks of the Three-Year Action Plan for Rural Living Environment Improvement on schedule.

1) The capacity for domestic waste treatment has been steadily improved

All agriculture-related districts have fully equipped themselves with sanitation workers according to a population ratio of 5‰, built 9 new waste-to-energy power plants, constructed 746 transfer stations, 2,666 small-scale waste collection stations, and equipped 1,444 professional waste collection and transfer vehicles. This has resulted in a 100% collection rate and a 97.4% harmless treatment rate for rural domestic waste. A total of 311 informal waste dumps have been remediated, and 250 demonstration villages for rural domestic waste classification and reduction have been established. The “village-level collection, township-level transportation, district-level disposal” system has been improved, achieving all-weather, no-waste conditions across rural areas (Huang, 2024).

2) Significant progress has been made in the construction of domestic sewage treatment facilities and the “Toilet Revolution”

Various sewage treatment models have been explored and implemented, including direct connection to urban sewage pipelines, the “pipeline network + village sewage treatment station” model, individual or shared purification tanks, and the “three-compartment septic tank + sewage collection tank + pumping + sewage treatment station” model (Zhang *et al.*, 2025). As a result, domestic sewage treatment facilities have been established in 1,885 villages,

¹ The “Six Improvements” and “Six Availability” standards represent different requirements for building the beautiful countryside. The “Six Improvements” standard includes achieving hardened roads, well-illuminated streets, harmless waste disposal, clean energy utilization, green and beautified landscapes, and healthy lifestyles. The “Six Availability” standard, on the other hand, ensures that the countryside is equipped with service facilities such as Party member activity centers, rural libraries, convenience supermarkets, health clinics, village post offices, and fitness squares.

² The data and information cited in this article, unless otherwise noted, are provided by relevant departments of the Tianjin Municipal Agriculture and Rural Affairs Committee. This is hereby stated.

achieving a 100% coverage rate for planned and reserved villages. Additionally, 628,000 household toilets and 4,303 public toilets have been renovated and upgraded, leading to a 100% prevalence of sanitary toilets in rural areas. Every effort has been made to address the issues of “inaccessibility” and “unavailability”, ensuring that the “last mile” for farmers to use toilets is bridged.

3) *Tremendous changes have taken place in the appearance of villages*

A total of 2,035 villages have completed their village planning. Adhering to the principle of “demonstration first, expanding from point to area”, the project of “Hundred Villages Demonstration and Thousand Villages Improvement” has been implemented. Efforts have led to the rectification of 132,000 illegal buildings within villages, the clearance of 1.02 million tons of garbage, firewood, and debris, the removal of 330,000 tons of agricultural waste from farmlands, and the disposal of 465,000 tons of garbage and debris from farmers’ courtyards. Building on the completion of 1,802 beautiful villages, the first batch of 150 demonstration villages for rural living environment improvement have been established to high standards, effectively playing a role in leading by example.

4) *The achievements in the environmental governance of the surroundings of villages are remarkable*

A three-year plan for the construction and renovation of village roads has been initiated and implemented, resulting in the completion of 1,500 kilometers of rural highway construction and renovation. A total of 2,921 large-scale livestock and poultry farms have undergone manure treatment, achieving a 100% equipping rate of manure treatment facilities for large-scale livestock and poultry farms. The utilization rate of livestock and poultry manure resources in key project areas has reached over 86%. The recovery rate of residual agricultural film in farmland has exceeded 80%, and the comprehensive utilization rate of crop straw has reached over 98%. Additionally, 567 black and odorous water bodies have been treated, basically eliminating such water bodies in rural areas.

D. Developing Characteristic Industries with High Efficiency to Achieve Village Revitalization through Support and Prosperity through Industry

In the process of advancing the construction of beautiful villages and improving the rural living environment, the municipal party committee and government have incorporated industrial assistance for impoverished villages into the overall economic layout of the region. They have adopted a method of bundled use of assistance funds by district and township governments, packaged design of industrial projects, government leadership, and enterprise operation to help these villages develop distinctive and advantageous industries. After level-by-level application and verification, a total of 117 industrial projects were identified with a total investment of 2.646 billion yuan. By the end of 2020, 111 projects had been completed. In 2020, the collective operating income of all 1,041 impoverished villages exceeded 200,000 yuan, with an average income per village reaching 482,000 yuan, which was 5.6 times higher than before the assistance. Thanks to industrial assistance, the per capita disposable income of farmers in

impoverished villages rapidly increased to the city’s average level. During the municipal acceptance and evaluation work, questionnaires were randomly distributed to conduct a survey on public satisfaction, and the satisfaction rate among the public reached 99%.

The Cases:

In recent years, Beierbao Village, Taitou Town, Jinghai District, with the assistance of the village-level supporting team from the Municipal Education Examinations Authority, has seized the favorable opportunity presented by rural living environment improvement. Adhering to the principles of integrating the “primary, secondary, and tertiary industries,” unifying ecology, production, and lifestyle, and fostering integrated development of agriculture, culture, and tourism, the village has planned and constructed a small-scale pastoral complex with the theme of “imperial examination culture”. It has designed and built ten boutique homestays and “farmhouse leisure” courtyards, introduced amusement projects such as jungle laser tag (CS) and outward-bound training, organized and formed the “Free Ferry Wharf Night Market”, promoted the construction of a Party building exhibition hall for rural revitalization, planned and prepared a red cultural tourism route, and developed specialty catering such as dock barbecues, Bierbaum’s “Wild Three Stews,” and Taito’s local banquet. It has successfully held events such as the Oil-Paper Umbrella Festival, Farmer’s Harvest Festival, Watermelon Culture Festival, and Summer Evening Party, attracting visitors and consumers from the central urban area and surrounding districts, counties, and villages. The number of visitors ranges from a few hundred to over a thousand per day, with the village collective and various businesses earning an average monthly revenue of over RMB 200,000 during peak seasons. This has successfully explored a new path for rural industrial development that combines the improvement of the living environment with rural tourism, thereby increasing the income of collectives and farmers.

On July 23, 2020, Chen Zhemin, member of the Municipal Standing Committee and Minister of Propaganda, visited Beierbao Village to conduct a survey on the establishment of a cultural tourism village. He gave full affirmation to Beierbao’s approach of leveraging its geographical location and resource advantages to develop rural tourism, and put forward clear requirements for further accelerating the establishment of the cultural tourism village in Beierbao. Chen Zhemin emphasized the need to firmly establish the concept that lucid waters and lush mountains are invaluable assets, to plan from a high starting point, build to high standards, and operate with high quality. He also stressed the importance of intensifying efforts to attract investment, continuously strengthening the collective economy, steadily increasing farmers’ income, and implementing the rural revitalization strategy in a down-to-earth manner.

Since 2021, Beierbao Village has collaborated with Huaze Health Management Company to raise over RMB 11 million in funds to purchase a full range of health risk assessment and rehabilitation treatment equipment. By innovatively applying the “Comprehensive Health Management + Ecology” wellness model, the village has fully utilized its vacant houses to create high-tech wellness

residences that provide 24-hour rehabilitation interventions. These efforts have attracted citizens from the urban area and surrounding cities to come for wellness and residence purposes. Beierbao Village strives to become a model village for cultural tourism, a pioneer in wellness and residential tourism, and a showcase for rural revitalization in the city.

Recently, in the assessment and acceptance work for the creation of cultural tourism villages organized by the Municipal Culture and Tourism Bureau, Beierbao Village passed the inspection with high marks and was awarded the status of AAA Rural Cultural Tourism Area (Site), as well as the title of Model Cultural Tourism Village. It has become the first village to pass the municipal-level inspection among the first batch of five cultural tourism villages identified by the Municipal Culture and Tourism Bureau in May 2019. Since the beginning of this year, authoritative media such as People's Daily Online, Tonight Newspaper, and Jinyun have repeatedly reported on the achievements made in the creation of Beierbao as a Model Cultural Tourism Village, attracting widespread attention from government departments at all levels and all sectors of society.

III. BUILDING A BEAUTIFUL NEW COUNTRYSIDE OF CO-CONSTRUCTION, CO-GOVERNANCE, AND SHARED BENEFITS: THEORETICAL LOGIC AND PRACTICAL SIGNIFICANCE OF TIANJIN'S RURAL LIVING ENVIRONMENT IMPROVEMENT INITIATIVE

The theory serves as a guide for action. These practices, including continuously enhancing our political awareness, deeply understanding and earnestly practicing Xi Jinping's Thought on Eco-civilization, and creatively applying Xi Jinping's theory of social governance featuring co-construction, co-governance, and shared benefits, while treating rural development as an important pillar for rural revitalization, are the fundamental guarantees for achieving significant breakthroughs in improving the rural living environment in Tianjin (Luo, 2025).

A. The Vivid Practice of Xi Jinping Thought on Eco-civilization

Since the 18th National Congress of the Communist Party of China, the Party Central Committee, with Comrade Xi Jinping as its core, has regarded ecological civilization construction as a crucial element in the overall advancement of the Five-sphere Integrated Plan and the coordinated implementation of the Four-pronged Comprehensive Strategy. A series of fundamental, pioneering, and long-term initiatives have been implemented, accompanied by the introduction of a range of new concepts, ideas, and strategies, leading to the formulation of Xi Jinping Thought on Ecological Civilization. The fundamental requirements of Xi Jinping Thought on Eco-Civilization include building a beautiful China, protecting the ecological environment, and fostering harmonious coexistence between humanity and nature.

Whether we achieve moderate prosperity or not depends largely on our fellow villagers. The key to building a beautiful China lies in constructing beautiful villages." President Xi Jinping emphasized, "If China wants to be

strong, its agriculture must be strong; if China wants to be beautiful, its villages must be beautiful; if China wants to be prosperous, its farmers must be prosperous." By linking the beauty of villages with the strength of agriculture and the prosperity of farmers, this fully demonstrates the firm belief and strong determination of the Party Central Committee, with Comrade Xi Jinping as its core, to construct beautiful villages and bring benefits to the farmer population.

The municipal party committee and municipal government have resolutely implemented the decision-making deployments of the Party Central Committee and the important guiding principles of General Secretary Xi Jinping. Starting with addressing the "dirty, messy, and poor" issues that are of the utmost concern to and have received the strongest reactions from the people, they have successively carried out projects such as the "Beautiful Villages" initiative, the "Three-Year Action Plan for Rural Living Environment Improvement", and the "Hundred Villages Demonstration and Thousand Villages Improvement" program. They have made great efforts to protect and restore the rural ecological environment, optimize the layout of villages and towns, improve rural infrastructure, vigorously develop green industries, and focus on cultivating civilized rural customs, good family virtues and honest folkways. These efforts have created a beautiful picture of harmonious coexistence between humans and nature in Tianjin's rural areas, vividly illustrating the spiritual essence, core meanings, and theoretical quintessence of Xi Jinping's Thought on Eco-Civilization through their own practical actions.

B. Innovative Application of the Social Governance Theory of "Co-construction, Co-governance, and Shared Benefits"

The social governance theory of "Co-construction, Co-governance, and Shared Benefits" was proposed, developed, and refined by General Secretary Xi Jinping. On October 29, 2015, at the Second Plenary Session of the Fifth Plenary Session of the 18th Central Committee of the Communist Party of China, General Secretary Xi Jinping elaborated on the concept of shared development: "We must adhere to the principle of development for the people, by the people, and to the benefit of all the people. We should make more effective institutional arrangements to ensure that all people have a greater sense of gain in the process of co-construction and shared development." In his speech at the symposium for principal leading cadres at the provincial and ministerial levels on January 18, 2016, General Secretary Xi Jinping pointed out, "Only through co-construction can we share the benefits; the process of co-construction is also a process of sharing. We should fully promote democracy, widely solicit public wisdom, and maximize the mobilization of popular strength, thereby creating a lively situation in which everyone participates, everyone contributes their best, and everyone feels a sense of achievement." On October 18, 2017, in the report to the 19th National Congress of the Communist Party of China, General Secretary Xi Jinping explicitly proposed "building a social governance pattern featuring co-construction, co-governance, and shared benefits" when discussing social governance, marking the formal establishment of the social

governance theory of “co-construction, co-governance, and shared benefits.”

The municipal party committee and government have creatively applied Xi Jinping’s theory of social governance of “co-construction, co-governance, and shared benefits”, organically combining Party committee leadership, the government guidance and the masses, forming a large pattern of living environment improvement with the joint efforts of the Party and government and the extensive participation of the society, and condensing the work goal and work mode of “building a beautiful new countryside of co-construction, co-governance and shared benefits”.

The first approach has been to adhere to the guidance of Party building and efficiently promote remediation. Throughout the entire process of improving the living environment, relevant entities have consistently upheld and strengthened Party leadership, forming an organizational driving mechanism where the “four-level secretaries” have borne overall responsibility, the leading group for rural living environment improvement has coordinated the overall process, relevant departments have fully cooperated, and agricultural districts have shouldered their primary responsibilities.

The second approach has been to innovate working ideas and to have promoted remediation through one-on-one assistance. A total of 789 government agencies, enterprises and institutions, units stationed in Tianjin, and private enterprises have been organized, and 2,095 cadres have been assigned to carry out assistance work, residing in villages to solve practical problems. Municipal and district-level governments, as well as state-owned and private enterprises and institutions providing assistance, have raised 12.5 billion yuan in construction funds, promoting the improvement of the living environment and green industry development.

The third aspect has been to strengthen the role of the people as the main participants and to work together to jointly advance the remediation efforts. The public has been guided to participate in an orderly manner in various stages, including project planning and design, remediation and construction, and assessment and acceptance, ensuring their rights to know, to participate in decision-making, and to supervise. Additionally, a series of thematic activities, such as weekend volunteer clean-ups, the “Thousand Beautiful Villages” campaign, the “Little Hands Holding Big Hands” initiative, and the rating of star-rated households for environmental hygiene, have been extensively carried out, fostering a positive atmosphere of “mobilizing the entire population and encouraging everyone’s participation”.

In summary, the scientific working model of “building a beautiful new countryside of co-construction, co-governance and shared benefits” provides profound answers to the significant theoretical and practical questions of “what to build” and “how to build”. It represents a creative application and innovative development of Xi Jinping’s theory of social governance based on “co-construction, co-governance, and shared benefits”, and has made positive contributions to enriching and developing the treasure trove of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era (Huang, 2025).

C. The Key Support for the Implementation of the Rural Revitalization Strategy

The implementation of the rural revitalization strategy is a major decision and deployment made at the 19th National Congress of the Communist Party of China. It represents a significant historical task in the quest to build a moderately prosperous society in all respects and advance toward a fully modernized socialist country. The strength of agriculture, the beauty of rural areas, and the prosperity of farmers determine the quality of a moderately prosperous society in all respects and the level of socialist modernization.

On March 8, 2018, when participating in the deliberation of the Shandong delegation at the First Session of the 13th National People’s Congress, General Secretary Xi Jinping clearly stated, “We should adhere to green development, strengthen comprehensive treatment of prominent environmental issues in rural areas, advance the ‘Rural Toilet Revolution’, improve rural living facilities, create beautiful homelands where farmers can live and work in peace and contentment, and make good ecology the supporting point for rural revitalization.”

Tianjin, based on both national and local conditions, adopts a dialectical perspective in addressing the relationship between ecological protection and economic development, striking a proper balance. It successfully mobilizes and integrates societal forces to promote ecological civilization construction and rural revitalization in an orderly and effective manner (Liang, 2007). Rural areas have witnessed remarkable improvements in their ecological, living, and production environments, while farmers’ living conditions and quality of life have significantly increased. The people’s sense of fulfillment and happiness has been notably enhanced. Tianjin’s successful practice of building a beautiful new countryside of co-construction, co-governance, and shared benefits has not only consolidated the mass foundation for the Party to govern for the people but also explored valuable development experiences and provided strategic support for comprehensively advancing rural revitalization.

IV. IMPLEMENTATION OF THE SPIRIT OF THE FIFTH PLENARY SESSION OF THE 19TH CENTRAL COMMITTEE AND SCIENTIFIC ADVANCEMENT OF RURAL CONSTRUCTION INITIATIVES

The Fifth Plenary Session of the 19th Central Committee of the Communist Party of China has outlined the deployment for implementing rural construction initiatives. It calls for the coordinated planning and development of county-level towns and villages, the enhancement of rural infrastructure, the upgrading of rural public services, and the promotion of rural toilet renovations, domestic waste disposal, and sewage treatment according to local conditions, with the aim of improving the rural living environment. The implementation of rural construction initiatives constitutes a systematic project that necessitates both comprehensive advancement and targeted breakthroughs, ensuring practical results are achieved.

A. Enhancement of Political Stance and Ideological Guidance

Improving the rural living environment is crucial for building a moderately prosperous society in all respects and for the fundamental well-being of the vast number of farmers. It is an important task in implementing the rural revitalization strategy. We should raise our political stance, fully recognize the great significance of improving the rural living environment, and further enhance our ideological and practical awareness of promoting the construction of rural ecological civilization. Firstly, we must earnestly practice Xi Jinping's Thought on Ecological Civilization, protecting the ecological environment, promoting green development, and restoring to the people a lasting "clear waters and blue skies." Secondly, we should adhere to the people-centered development philosophy, comprehensively improving rural production and living conditions, and ensuring the well-being of farmers is realized, safeguarded, and enhanced. Thirdly, we need to thoroughly study the experiences of Zhejiang Province, promote the transformation and upgrading of rural living environment improvement, and build beautiful, harmonious, and prosperous new socialist villages, making a healthy ecology the strategic pillar for rural revitalization.

B. Comprehensively Promoting Rural Construction Actions with Scientific Village Planning as the Guide

Adhering to planning as the priority, we should coordinate the development of county-level towns and villages, preserve traditional villages, dwellings, and historic and cultural towns and villages, inherit agricultural civilization and rural culture, and create a beautiful, clean, livable, and simple rural landscape. We must continuously improve rural infrastructure and elevate the level of rural public service provision, addressing the issues of inadequate and uneven development between urban and rural areas as well as within rural areas, thus creating favorable conditions to fulfill farmers' aspirations and expectations for a better life (Zhu, 2022; Zheng, 2025). By implementing the "Five-Year Action Plan for Rural Living Environment Improvement" we will focus on enhancing efforts in four key areas: the "Rural Toilet Revolution," sewage treatment, waste disposal, and village appearance enhancement, to continuously improve the livability of rural areas. We will promote the coordinated development of environmental improvement, rural governance, and rural civilization, giving full play to the roles of the Three-Level Social Conflict Mediation and Resolution Centers and the New Era Civilization Practice Centers, and cultivate civilized rural customs, good family virtues, and honest folkways.

C. Focusing on Industrial Support to Enhance Quality and Empowerment for Comprehensive Rural Revitalization

We must implement the development strategy of "promoting agriculture where suitable, industry where appropriate, commerce where viable, and tourism where attractive," and guide village-level organizations and farmers to leverage their township and village locational advantages, as well as their own resource endowments and industrial foundations, to actively explore a path for developing characteristic industries tailored to their

village's realities. Encourage qualified rural areas to skillfully make use of their natural landscapes, revitalize resources, and explore concrete pathways for transforming "lucid waters and lush mountains" into "gold and silver mines." By integrating the improvement of the rural living environment with the development of the tourism industry, vigorously develop leisure agriculture and rural tourism, thus achieving a harmonious unity between rural ecological beauty and the prosperity of the people.

D. Innovating Institutional Mechanisms to Advance Co-Construction, Co-Governance, and Shared Benefits

Innovate the work model of co-construction, co-governance, and shared benefits, and refine the construction mechanism led by the Party and government, with farmers as the mainstay and broad participation from society. Uphold and strengthen the Party's leadership in improving the living environment, refine the responsibility control mechanism for implementation under the "Four-Level Party Secretaries" system, and fully leverage the political core role of village-level organizations and the exemplary role of Party members and cadres. Strengthen the duties of leading groups at all levels, establish a command center for the improvement of the rural living environment, and optimize the work promotion mechanism involving various departments' participation and regions' fulfillment of their respective responsibilities. Establish a funding system with government investment as the baseline, emphasizing investments from rural collectives and farmers themselves, and actively attracting social capital involvement, and continuously broaden funding channels. Improve the institutional mechanisms for farmers' participation in improving the living environment, awaken the people's sense of ownership, and consistently maintain a living environment characterized by "clean, tidy, orderly, and beautiful".

CONFLICT OF INTEREST

The author declares no conflict of interest.

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