

Case Study

TAOMPA



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Environmental Scan

I. Economic Scan

What economic factors are influencing the organization? Trends, Changes and Concerns:

- Contributed Income– Individual, grants/foundations, corporate

The Altar Of The Moon Protection Association (TAOMPA) is a non-governmental environmental organization in China, Beijing. As the third sector besides government (the first sector) and business (the second sector), TAOMPA operates by the membership system, thus TAOMPA receives funds and grants most from the membership fee, followed by members of other organizations and corporates donations, government and funding authorities. In 2005, 2768 National environmental NGOs to raise funds total 2.977 billion Yuan, 22.5% of the environmental non-governmental organizations almost didn't raise funds, and 81.5% funds raised 5 million or less. (Report from Non-Governmental Organization, 2013.8) TAOMPA usually get 15% of grants from individuals of environment protectors, and revives 18% of foundations from the Global Village of Beijing Environmental Education Center.

- Earned Income– ticket sales and earned income sources

There are some Charity Party and environment lectures with TAOMPA, but the charity and non-profit nature of these activities lead tickets selling always a loss of money. Low price tickets or free tickets generally lead to the financial difficulties. NGOs always lack independence and complete operational mechanism, thus net income is always less than the expenditure, then deficit happens.

- Government Income– local, state and national support

TAOMPA as a non-profit organization in China, government support is the main source of income. Because of the signal tower built by CCTV, Beijing government should pay more attention to this issue. Thus Beijing municipal

government will give 35% of the annual financial allocation to TOAMPA, and other government-backed organizations, such as Youth Federation, will take orders from the government to give some financial support to TOAMPA. Because of special political background of Beijing, the central government planning “The Altar Of The Moon” into one of the five Beijing Forums and gives the preferential tax policy.

- Organizational economic past and present –what is the general financial health of organization, any budgetary concerns?

76.1% of the environmental non-governmental organization has no fixed source of funding. 45.5% of the international environmental organizations in China, 32.9 percent of the government to initiate the establishment of environmental NGOs have relatively fixed sources of funding, and private voluntary organizations and environmental groups of students have a fixed source of funding is only about 20%. (Report from Non-Governmental Organization, 2013.8) Budgetary concerns to TAOMPA mainly come from its small-scale operation. Because it has just been established, the system is imperfect and its popularity is not high, it is difficult to obtain the trust and recognition by other social organizations.

- Are there other economic factors that influence the organization’s situation (touring trends, competition and other outside variables)

Considering its special location, Beijing, Temple of Heaven or Forbidden City always obscures the “light” on the TAOMPA. Animal protection organizations, women's federation, disabled persons' federation are more likely to pay more attention to environmental protection organization. As a new environmental protection organization, TAOMPA has a heavy financial support competitive pressure. However every coin has two sides. Because of its geographical location advantage, tourism is an effective way to generate revenue.

II. Demographic Scan

The general target market for TAOMPA is the whole citizen in Beijing. According to the current statistic analyzes by tickets selling department, there are three kinds of audience, students, adults and seniors. From 2013 work statement we can find that students are the most purchasing power, but are not the stable one. The main reason of the student participation is that there is many schools offer related environmental engineering courses and set some volunteer Internship programs. Many universities are charity event sponsors, so students have preferential on ticket channel. Social adults and senior people purchase the rest of the tickers. This proportion is not very high, but is the stable consumer groups. A typical feature of adult ticket selling group is most of them will buy the Family tickets and Group tickets. The audiences of adults group always are the relevant organization members rather than ordinary social public. Generally speaking, the ticket group has a balanced sex ratio, containing from primary to higher levels of education, and generally associated with students and white-collar workers concentrated environmental protection, and retired old living in a nearby community are willing to participant. But other areas of people are not interested in this field. Compared to the national trends, TAOMPA has relatively more participants than other non-governmental environmental organizations. The advantage of TAOMPA is it has a wide audience, but without a stable target demographic. TAOMPA is most concern to develop a set of relatively stabilized market and core audience to ensure the long-term development in the future.

III. Cultural Scan

The core of general organization culture is to call for all setting up environmental protection consciousness, protecting and developing Chinese material culture heritage and historic sites. Achieving the goals of the balanced development of economy and environment is the mainstream social values. “The altar of the moon” is the epitome of contradictions in today's society business, thus focus on cultivate the consciousness of environmental protection has

become the artist for the purpose of the creation. Traditional Chinese ink painting, calligraphy, and embodies the virtue of thrift to become popular elements in the exhibition. In addition, international attention for environmental protection drives the development of Chinese environmental culture. Each department manager is responsible for the activities of planning and promotion, besides the traditional print media reports; we also tried to cooperate with CCTV, Sina Weibo, put public welfare advertisement on the market (television, radio, magazine, hallways), establishing the official account and web site. We will try to seek overseas market, helping China accept a wider range of environmental protection concept.

IV. Other Environmental Elements

- Political

Mainland China due to reasons such as political system, there is no typical western non-governmental or non-profit organizations. Common organizations such as the youth federations, women's federations and disabled persons' federation are actually state-backed semi-official social organization. Thus the same to TOAMPA, how to classify is a big issue. These organizations usually have deep background from employees to official sources. In recent years, many non-profit organizations, which are similar to western non-profit organization, have an increasing development trends. But because of the lack of relevant legal norms, when these organizations register on government departments, some of them choose to affiliate on government department, like youth, women's federation; others register as a common for-profit company. As we can see, China's environmental protection is driven by the government rather than from the public. However the government advocated is not enough, and lacks of public environmental awareness and the volunteer spirit; as for TOAMPA itself, strongly relies on the government, independent activity ability is weak, need more social public communication, also lacking of widespread mass base. These political factors will become the barrier of TOAMPA.

- International Market

Many foreign multinational nonprofit environmental organizations in developing their business in China also face the registration problem. Many foreign non-profit organizations choose to register as for-profit companies, or some simply choose not to register. Whether TOAMPA wants to get the attention and support from international environmental protection organization, whether refers to “go out” or “bring in”, there are all face a big challenge. In China, for example, the question of legalized and visa problem is the primary stress.

