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A Cultural Transformation through an Ecological Toilet and an Alternative Trade

Based on six years of engagement into the rural reconstruction movement, my paper tries to argue that a cultural transformation should be conducted through everyday practices. An ecological toilet and an alternative trade will be examples to illustrate that point of view. With the help of a professional architect from Taiwan, Institution of James Yen Rural Reconstruction (IRR) has promoted a simple but ecological toilet in rural China. Peasants and student volunteers not only learned to negotiate with the familiar concept and practice, but also to set up a cooperative. On the other hand, an alternative trading program of food re-educate urban consumers and rural producers. Through everyday interaction, both sides re-think the debated issues like poisoned milk, food security, organic farming, and fair trade. In that sense, a cultural transformation means cultural *re-education*.