

Table S1 Interviewee list of the visited villages

Interviews sites	Participants	Male/Female	Identity	Position	Age
Village 1	P(1)	Male	Peasant	Villager	68
	P(2)	Male	Fisherman & Restaurant owner	Villager	28
	P(3)	Female	Restaurant owner	Villager	26
	P(4)	Male	Peasant & Fisherman & Restaurant owner	Villager	40
	P(5)	Male	Peasant & Fisherman & Restaurant owner	Villager	32
	P(6)	Female	Peasant & Chef	Villager	40
	P(7)	Female	Peasant & Chef	Villager	36
	P(8)	Male	Peasant & Fisherman	Villager's group leader	52
	P(9)	Male	Peasant & Restaurant owner	Villager's group vice leader	42
	P(10)	Male	Peasant & Fisherman	Retired villager's group leader	60
Village 2	P(11)	Male	Peasant	Past villager's group leader	38
	P(12)	Male	Peasant	Villager	35
	P(13)	Female	Peasant	Villager	32
	P(14)	Female	Peasant	Villager	39
	P(15)	Female	Peasant	Villager	55
Village 3	P(16)	Male	Peasant & Electrician	Villager	33

Interviews sites	Participants	Male/Female	Identity	Position	Age
	P(17)	Female	Peasant	Villager	70
	P(18)	Male	Peasant & Migrant labour	Villager	45
	P(19)	Male	Peasant & Migrant labour	Villager	54
	P(20)	Female	Peasant & Migrant labor	Villager	52
	P(21)	Female	Grocery owner	Villager	32
	P(22)	Male	Peasant & Migrant labor		45
	P(23)	Male	Peasant	Villager's group leader	52
	P(24)	Male	Peasant & Restaurant owner & Cattle farmer	Villager	42
	P(25)	Female	Peasant & Chef	Villager	40
Village 4	P(26)	Female	Peasant & Grain Processing workshop owner	Villager	51
	P(27)	Male	Peasant & Builder (Digging)	Villager	49
	P(28)	Male	Builder (Digging)	Villager	25
	P(29)	Female	Peasant & Migrant labour	Villager	61
	P(30)	Male	Peasant & Migrant labour	Villager	64
	P(31)	Male	Peasant	Villager	70
	P(32)	Female	Peasant & Landlord	Villager	46
	P(33)	Male	Peasant & Landlord	Villager	50
Village 5	P(34)	Female	Peasant	Villager	46
	P(35)	Female	Peasant	Villager	49
	P(36)	Female	Peasant	Villager	70
	P(37)	Male	Peasant	Villager	53
	P(38)	Male	Peasant	Villager	42

Interviews sites	Participants	Male/Female	Identity	Position	Age
Village 6	P(39)	Male	Peasant & Small business owner	Past villager's group leader	53
	P(40)	Male	Peasant	Villager	60
	P(41)	Female	Peasant	Villager	60
	P(42)	Female	Peasant & Small business owner	Villager	36
	P(43)	Male	Peasant & Fisherman	Villager	48
	P(44)	Male	Peasant	Villager	42
	P(45)	Female	Peasant	Villager	36
Village 7	P(46)	Male	Peasant & Cattle farmer	Villager	70
	P(47)	Female	Peasant & Coffe planter	Villager	42
	P(48)	Male	Peasant	Villager	45
	P(49)	Male	Peasant & Coffe planter	Villager	38
Village 8	P(50)	Male	Peasant & Coffee processor	Villager	45
	P(51)	Female	Peasant & Tea processor	Villager	40
	P(52)	Female	Chili planter	Villager	44
	P(53)	Male	Peasant & Painter	Villager	54
	P(54)	Male	Peasant & Poet	Villager	38
	P(55)	Female	Peasant & Fruit planter	Villager	37
	P(56)	Female	Peasant	Villager	31
Count	Total number: 56; 32 Male and 24 Female				

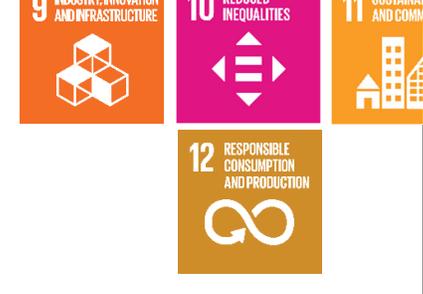
Table S2 Five aspects of rural development and 22 goals in the Strategic Plan of Rural Development (2018-2022)

Source: Author's assessment based on the United Nations (2015) and the State Council (2018) plan for the five aspects of rural development.

Government goals				
Aspects of rural development and targeted sustainable development goals	Main goals and indicators	2016	2020	2022

<p>Thriving agriculture and subsidiary industries</p> 	Grain production (million tons)	>6	>6	>6
	Contribution rate of agricultural technology progress to total agricultural output (%)	56.7	60	61.5
	Agricultural labour productivity (10,000 yuan/person)	3.1	4.7	5.5
	Ratio of agricultural product processing output to total agricultural output (%)	2.2	2.4	2.5
	Number of tourism trips to rural areas	21	28	32
	<p>Comfortable and environment-friendly rural community</p> 	Overall utilization rate of livestock manures (%)	60	75
Area of vegetation cover in rural settlement sites (%)		20	30	32
Proportion of villages conducting solid waste treatment (%)		65	90	>90
Proportion of villages with sanitary latrines (%)		80.3	85	>85
Proportion of villages with cultural centres (%)		-	95	98
<p>Civilized social context</p>		Share of civilized villages ¹ and townships (> county-level) (%)	21.2	50

¹ Civilized villages or townships are those that meet the minimum requirements of building Chinese Spiritual Civilization, including the assessment of communities' education outcomes on ethics building, environmental protection, agrarian techniques, forestry knowledge, sanitation, social equality, fraud prevention, universal law; of communities' performances on sanitation, ecology protection, infrastructure maintenance, landscape construction, cultural and recreational services, and ethics promotion and implementation; of residents' satisfaction rate on communities' performances. CENTRAL GUIDANCE COMMISSION ON BUILDING SPIRITUAL CIVILIZATION (CBCBSC) 2017. Assessment System of National Civilized Villages and Townships. Beijing, China: Office of the Central Guidance Commission on Building Spiritual Civilization, Central Committee of the Communist Party of China.

	Share of primary and middle school teachers with bachelor degrees (%)	55.9	65	68
Institutionalised and legalised local authorities 	Share of villages with institutions and systems on village's planning and construction (%)	-	80	90
	Share of villages with community central hub or hall (%)	14.3	50	53
	Proportion of party secretaries as village heads (%)	30	35	50
	Share of villages with local regulations (%)	98	100	100
	Share of villages with community business cooperative (%)	5.3	8	9
Convenient living conditions and improving living standards 	Engel's coefficient for food affordability ² of rural residents (%)	32.1	30.2	29.2
	Proportion of income between urban and rural (urban to rural)	2.72	2.69	2.67
	Proportion of villages that have access to improved water supplies (%)	79	83	85
	Share of villages being connected with tarmac and cement roads (%)	96.7	100	100

LITERATURE CITED

² Engel's coefficient is the proportion of money spend on food in households' total expenses. OHMAE, K., 1987. The triad world view, *Journal of Business Strategy*, 7(4): 8-19.

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