

IS PUBLIC-PRIVATE PARTNERSHIP REAL OR RHETORIC IN THE GOVERNANCE OF THE MASAN BAY, KOREA?

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The Masan Bay is the first case of public-private partnership in Korea's coastal zone management. The Masan Bay is an inner bay of the Masan⁰⁰⁰Jinhae Bay which located in Korea's southeastern metropolitan region and designated by the national government as a specially management coastal sea. This study, after introducing the history and topographical nature of the Masan Bay, outlines the development and environment in the bay including coastal urbanization and industrialization. The study then analyses the background and process of building public-private partnership in the governance of the bay focusing on major players and current state of their activities. The coastal zone of the Masan Bay is enclosed by two major cities, Changwon and Masan, in the Gyeongnam Province. Both cities have large-scale industrial complexes. The Masan Free Trade Zone is on the coast near the center of Masan. The Changwon Industrial Estate lies in the southern portion of Changwon. The Masan is the most polluted of any similar body of coastal water in the country. Major sources of coastal pollution in the bay include waste water discharged from industries and waste water from households. Since the establishment of the MAFEZ through coastal reclamation, the clean coastal water of the Masan Bay which was famous for her bio-diversity and affluent marine resources as well as magnificent view has undergone severe pollution. Significant streams from two coastal cities flow into the bay. Nine streams from Masan and three streams from Changwon carry industrial and household waste water into the coastal water. Among them, two streams from the latter carry industrial waste water from the CNIC.

Major players in the governance of the bay are NGOs, local media, Masan Regional Office of MOMAF (Ministry of Maritime Affairs and Fisheries), KMI(Korea Maritime Institute), Masan City, and Provincial Government. Local NGOs initiated the creation of public-private partnership to save the bay from coastal pollution. An active role of a leading local environmental group, the Masan-Changwon Federation for Environmental Movement.(MCFEM), should be noted. Citizen ad hoc protests have been possible to stop some project that citizens believed would be detrimental to the environment. The MCFEM organized local NGOs to create the Citizen Alliance to Save the Masan Bay(CASMB), which was formed in March 2000. The CASMB initiated to build a public private partnership which was born in the name of Public-Private Council for the Masan Bay(PPCMB) in August 2001. In contrast to the efforts of citizen groups, lukewarm supports of governmental agencies, especially that of the Masan city government, could be found in the process of building and implementing the partnership. Pro-growth national and urban politics have been major barriers of expanding coastal environmental issue to the public arena. The view that coastal reclamation is the only way to solve the problem of scarcity of available land for development dominated the ruling elites of the city. Masan is the basic urban center on the bay and its port was its major coastal feature, along with the use of landfill to expand space for urban development. Although partnership activities, including public hearings and workshops, have been done a couple of times, organized efforts to vitalize the partnership is still far from the

original intention. In this sense, governmental efforts to realize the partnership seems to be more rhetoric than real. Currently a project for new port development including land use planning after coastal reclamation is in the middle of public debate in the bay.