



## Green Rural Social Innovation Programme • Chengmai, Hainan

*Where China's rural revitalization meets global sustainable tourism — a secondary-school immersion in real-world social innovation*

China's rural revitalization is one of the most consequential development stories of this generation. It is also one of the least understood outside China. The Green Rural Social Innovation Programme • Chengmai, Hainan places secondary-school delegates directly inside this story — in the villages, farms and cultural sites of Chengmai County on Hainan Island, where sustainable rural development, ecological conservation and cultural heritage are being simultaneously advanced through applied social innovation.

Over six intensive days, delegates work in three thematic teams — Cultural Creativity, Communications & Marketing, and Industry Development — investigating local resources, engaging with village residents and enterprises, and producing tangible deliverables designed for use beyond the programme itself. This is not observational tourism. Delegates leave with concrete outputs that GYLDC submits to UN training platforms and cultural institutions.

This is the flagship offering within the GYLDC Rural Revitalization & Domestic Innovation pillar. It positions delegates to speak with authority about China's rural development story on the international stage — a capability of durable value for future international relations, development or public-policy careers.

### PROGRAMME AT A GLANCE

|                |                                             |
|----------------|---------------------------------------------|
| PILLAR         | Sustainable Development & Cultural Heritage |
| PRIMARY TIER   | Secondary (Grades 7–12)                     |
| AVAILABLE FOR  | All tiers (separate cohorts)                |
| DURATION       | 6 days · 5 nights                           |
| NEXT ITERATION | December 2027                               |
| LOCATION       | Chengmai, Hainan                            |
| LANGUAGE       | Chinese + English                           |
| COHORT SIZE    | 15–20                                       |
| CERTIFICATION  | GYLDC + GSLDC                               |
| FEE            | On application                              |

## PROGRAMME OVERVIEW

# ©The Domestic Moment

China's rural revitalization strategy is the largest coordinated rural development undertaking of the twenty-first century — spanning agricultural innovation, ecological protection, cultural heritage preservation, and integrated urban-rural growth. For secondary-school students preparing for university and international engagement, direct experience of how these strategies are implemented at the village level provides both intellectual grounding and a distinctive perspective that no textbook or news article can substitute for.

# ©What Participants Experience

The programme is anchored at Chengmai County — a nationally recognised "Home of Longevity" and a designated site of applied rural social innovation. Delegates divide into three project teams and, over the course of six days, investigate the county's natural resources (volcanic geology, biodiversity), cultural resources (Feng lineage heritage, ancient villages, Buddhist sites), historical assets, and industry specialties (selenium-rich sweet potatoes, Fushan coffee, local livestock traditions). Each team produces a defined deliverable: a sustainable tourism route proposal for a UN training platform, and a green low-carbon cultural creative product concept for a major cultural institution.

# ©Why GYLDC

This programme is deliberately structured to produce outputs beyond the programme itself. GYLDC will submit the sustainable tourism route to the UN Institute for Training and Research (UNITAR) activity platform for global visibility, and the cultural creative product concept to a major national cultural institution for consideration. Delegates leave with the concrete experience of having produced something that circulates in international and national institutional settings — a distinctive credential for secondary-school participants.



## ©WHO THIS IS FOR

This programme is designed for secondary-school students in Grades 7 through 12 whose intellectual curiosity extends toward Chinese rural development, environmental sustainability, cultural heritage or applied social innovation. It suits students already committed to careers with an international dimension who want distinctive substantive experience in Chinese rural realities.

Suitable participants typically include: secondary-school students preparing for university applications with a focus on international relations, development studies, environmental studies or Asian studies; students in bilingual or international secondary programmes; participants with interest in social innovation, entrepreneurship or design thinking; and students whose secondary school has a partnership relationship with GYLDC. Chinese language proficiency is beneficial though not strictly required — programme delivery is bilingual, and all deliverables have both Chinese and English components. All delegates travel under GYLDC supervision with dedicated chaperone-to-delegate ratios appropriate to the tier.

## ©LEARNING OBJECTIVES

By the conclusion of the programme, participants will have:

- Developed a first-hand understanding of how China's rural revitalization strategy is being implemented at the village level — the specific mechanisms, actors and outcomes rather than the general policy narrative.
- Produced, as a team, a tangible deliverable in one of three domains — Cultural Creativity, Communications & Marketing, or Industry Development — designed for submission to a UN training platform and to a major national cultural institution.
- Acquired applied competency in the social innovation workflow — problem framing, field research, stakeholder engagement, deliverable production, expert review — that transfers directly to university project work and future career settings.
- Formed cross-cultural exchange skills through direct interaction with village residents, entrepreneurs and cultural heritage bearers — the capabilities that admissions officers and future employers most consistently value.
- Formed a lasting connection to GYLDC and clear pathways into the wider portfolio of undergraduate and international programmes.

## ©COMPETENCY FRAMEWORK

The programme is structured against the six global-competency dimensions of the United Nations Youth Leadership Development Programme:

CREATIVITY

LEADERSHIP

DECISION-MAKING

## COLLABORATION

## COMMUNICATION

## EXECUTION

## © CURRICULUM ARCHITECTURE

The programme unfolds in three sequenced phases. The pre-programme online module orients delegates to Hainan, to the rural revitalization framework and to the team-project methodology. The on-site immersion translates that orientation into direct field investigation across six days. The capstone consolidates the team's work into deliverables that GYLDC submits to institutional platforms — meaning the work of secondary-school delegates receives real-world review beyond the classroom.

| PHASE 1                                                                                                                                                                                                                                                                                                                                                                                                                               | PHASE 2                                                                                                                                                                                                                                                                                                                                                                                                                                                            | PHASE 3                                                                                                                                                                                                                                                                                                                                                                 |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <i>Pre-Programme Online Module</i>                                                                                                                                                                                                                                                                                                                                                                                                    | <i>On-Site Immersion in Chengmai</i>                                                                                                                                                                                                                                                                                                                                                                                                                               | <i>Deliverable Production &amp; Review</i>                                                                                                                                                                                                                                                                                                                              |
| <ul style="list-style-type: none"> <li>▶ Introduction to China's rural revitalization strategy</li> <li>▶ Hainan Island — geography, culture, economy</li> <li>▶ Sustainable tourism and social innovation methodology</li> <li>▶ Fieldwork techniques for secondary students</li> <li>▶ Delivered by GYLDC faculty and rural development specialists</li> <li>▶ 4–6 hours across two weeks, culminating in team formation</li> </ul> | <ul style="list-style-type: none"> <li>▶ Team formation: Cultural Creativity, Communications, Industry</li> <li>▶ Village visits: Luoyi ancient village, Meilang Twin Pagodas</li> <li>▶ Historical &amp; cultural: Shishijue village, Yongqing Temple</li> <li>▶ Natural experience: Nayacun village, Bohou farmstead</li> <li>▶ Industry field research: selenium sweet potato, Fushan coffee</li> <li>▶ Cross-team exchange and mentor consultations</li> </ul> | <ul style="list-style-type: none"> <li>▶ Team-based deliverable design and refinement</li> <li>▶ Route creativity framework and product concept design</li> <li>▶ Mock presentations and peer critique</li> <li>▶ Expert panel review at the GYLDC Chengmai field station</li> <li>▶ Submission of route to UNITAR platform, product to cultural institution</li> </ul> |



# ©SIGNATURE INSTITUTIONAL PARTNERS

*Note — Named partners are indicative. Delivery partners are curated on a case-by-case basis per cohort.*

The programme is anchored in direct engagement with the institutions and communities that make Hainan's rural revitalization real. Every partner below hosts substantive engagement — field investigation, working consultation or expert review — rather than observational visits.



## Chengmai County Rural Innovation Sites

The programme's field base for six days; delegates work directly in Chengmai's villages, farms and cultural heritage sites, engaging with local residents, entrepreneurs and cultural bearers.



## UNITAR Activity Platform

The programme's institutional destination for the sustainable tourism route deliverable; GYLDC submits winning team outputs for consideration on the UNITAR global activity platform, providing international visibility for delegate work.



## Selenium-Rich Sweet Potato Industry — Qiaotou Township

Site of the programme's Industry Development team investigation; delegates engage with the applied agricultural science of Hainan's "volcanic soil + selenium" growing conditions and the branding strategies of a nationally recognised local product.



## Fushan Coffee Plantation & Processing

Site of the programme's coffee value-chain investigation; delegates trace the full lifecycle from cultivation through processing to trade and retail — hands-on engagement with a globally traded commodity produced at the village level.



## Feng Lineage & Xian Furen Cultural Heritage Sites

Historical and cultural anchors of the Cultural Creativity team's work; delegates engage with two of Hainan's most significant cultural traditions in the context of ancient village architecture.



## Yongqing Temple & Bohou Farmstead

Buddhist heritage engagement and shared-farm sustainable agriculture practices — providing the human-development and ecological dimensions that ground the programme's SDG framing.

## ©FEATURED FACULTY

*Note — Named faculty are indicative. Delivery faculty are curated on a case-by-case basis per cohort and confirmed approximately 60 days prior to commencement.*

The programme's faculty combine GYLDC academic leadership, rural development specialists, and Chengmai-based cultural and industry experts. Named faculty may vary between iterations; the profiles below are representative of the calibre confirmed for each cohort. Academic and medical support is provided throughout by UN-affiliated specialists and local medical staff.

### Rural Revitalization Specialist

*GYLDC Faculty — China Rural Development*

A senior GYLDC-affiliated rural revitalization specialist serves as the programme's academic convenor — providing the substantive framing on China's rural strategy at the opening and adjudicating deliverables at the closing review. The convenor also provides continuity across the six days of field investigation.

### Chengmai Cultural & Industry Expert Panel

*Local Cultural Bearers · Industry Practitioners*

A panel of Chengmai-based cultural heritage bearers and industry practitioners provides direct expertise across the three team domains. This includes historians of Feng lineage and Xian Furen traditions, selenium sweet potato industry leaders and Fushan coffee producers — the people whose knowledge is the actual substance of the programme.

### GYLDC International Perspective Faculty

*GYLDC Faculty — Global Sustainable Tourism*

A GYLDC faculty member with international sustainable tourism expertise provides the framing that connects Chengmai's local realities to global sustainable-tourism practice — enabling the sustainable tourism route deliverable to meet the standards of the UNITAR activity platform.

# ©SAMPLE ITINERARY

*Note — Itinerary shown is illustrative. Actual programme is curated on a case-by-case basis per cohort.*

The schedule below is illustrative. The exact 2027 programme will be released three months prior to commencement. Delegates receive a fully detailed handbook upon confirmation of enrolment.

| DAY   | FOCUS                     | SIGNATURE ACTIVITIES                                                                                                                                                                                                                                                    |
|-------|---------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Day 0 | Launch & Team Formation   | Programme opening; introduction to background, objectives and workflow; team formation into Cultural Creativity, Communications, Industry teams; team leaders and objectives set.                                                                                       |
| Day 1 | Arrival & First Discovery | Arrival in Chengmai; check-in; safety and itinerary briefing at field station; afternoon visit to Luoyi ancient volcanic village and Meilang Twin Pagodas; evening welcome banquet featuring local specialties.                                                         |
| Day 2 | Historical & Cultural     | Morning at Shishijue village exploring Feng lineage and Xian Furen cultural traditions; afternoon at Yongqing Temple for Buddhist heritage and meditation experience; evening cultural exchange session.                                                                |
| Day 3 | Natural Experience        | Morning field visit to Nayacun village — natural environment and traditional cultural integration; afternoon at Bohou shared farmstead for sustainable agriculture experience and orchard picking; evening team reflection.                                             |
| Day 4 | Industry Investigation    | Morning at Qiaotou selenium sweet potato industry — investigating the "volcanic soil + selenium" growing conditions and brand story; afternoon at Fushan coffee plantation tracing the full production chain; evening cross-team exchange and route framework drafting. |
| Day 5 | Design & Deliverables     | Team brainstorming and synthesis of field research; initial route design and product concept development; mock presentations and internal team drills; expert consultation.                                                                                             |
| Day 6 | Review & Departure        | Formal deliverable presentations at the GYLDC Chengmai field station; expert panel adjudication and feedback; certification ceremony; departure preparations.                                                                                                           |

## ©WHAT PARTICIPANTS RECEIVE

Every delegate completing the programme leaves with a defined package of credentials, tangible deliverables and pathways into further engagement. These are structured to deliver durable value for secondary students preparing for university and international careers.

|                                                                                                                                                                                                           |                                                                                                                                                                                                                                                     |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Formal Certification</b><br>Certificate of Completion co-signed by GYLDC and GSLDC — a credential of demonstrable value in competitive university admissions.                                          | <b>Tangible Deliverable</b><br>Every delegate contributes to a concrete team output — a sustainable tourism route or a cultural and creative product concept — that GYLDC submits to a UN platform or major cultural institution for consideration. |
| <b>Field Research Portfolio</b><br>Individual portfolio of field research, photos, interview notes and design work — material of durable value for university application essays and personal statements. | <b>University Application Support</b><br>GYLDC alumni network provides guidance and mentorship for participants preparing university applications, particularly for programmes with international or development orientation.                       |
| <b>Progression to International Programmes</b><br>Alumni receive priority consideration for the GYLDC secondary Switzerland–France–Denmark programme and other international offerings.                   | <b>Alumni Network Membership</b><br>Automatic entry into the GYLDC global alumni network — with tier-appropriate mentorship opportunities from undergraduate and postgraduate alumni.                                                               |

## APPLICATION

Applications are reviewed on a rolling basis until each cohort fills. Because this is a secondary-tier programme with GYLDC chaperone supervision and daily medical support throughout, cohort size is deliberately limited to 15–20 delegates. The programme fee includes on-site accommodation, meals, local transport, entrance fees, expert honoraria, insurance and certification.

### Eligibility

Secondary-school students in Grades 7–12. Parental consent and standard secondary-tier documentation required.

### Cohort

15–20 delegates, divided into three teams of five; GYLDC chaperone supervision throughout.

### Fee

On application. Fee inclusive of programme accommodation, meals, ground transport, entrance fees, expert honoraria, insurance and certification. National travel to and from Hainan is separate.

### Contact

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