

Green Rural Social Innovation Programme • Chengmai, Hainan, China

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	7 days 6 nights
NEXT ITERATION	July 2027
LOCATION	Chengmai, Hainan, China
LANGUAGE	Chinese + English
COHORT SIZE	20-30
CERTIFICATION	GYLDC + GSLDC

◎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 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 (Grades 7-12) whose intellectual curiosity extends toward 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.

◎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-transfers directly to 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.

◎COMPETENCY FRAMEWORK

The programme develops six core competencies:

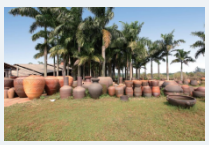
- ✓ **Creativity**
- ✓ **Decision-making**
- ✓ **Communication**
- ✓ **Field Research**
- ✓ **Collaboration**
- ✓ **Social Innovation**

◎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
Pre-Programme Online Module	*On-Site Immersion in Chengmai*	*Deliverable Production & Review*
6 hrs total · 3 × 2-hour online sessions	**7 days 6 nights on-site · Chengmai**	**Day 7 · review & departure**
▸ Introduction to China's rural revitalization strategy ▸ Hainan Island — geography, culture, economy ▸ Sustainable tourism and social innovation methodology ▸ Fieldwork techniques for secondary students ▸ Delivered by GYLDC faculty and rural development specialists ▸ 6 hours, culminating in team formation	▸ Team formation: Cultural Creativity, Communications, Industry ▸ Village visits: Luoyi ancient village, Meilang Twin Pagodas ▸ Historical & cultural: Shishijue village, Yongqing Temple ▸ Natural experience: Nayacun village, Bohou farmstead ▸ Industry field research: selenium sweet potato, Fushan coffee ▸ Cross-team exchange and mentor consultations	▸ Team-based deliverable design and refinement ▸ Route creativity framework and product concept design ▸ Mock presentations and peer critique ▸ Expert panel review at the GYLDC Chengmai field station ▸ Submission of route to UNITAR platform, product to cultural institution

◎SIGNATURE INSTITUTIONAL PARTNERS



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.

◎SAMPLE ITINERARY

DAY	FOCUS	SIGNATURE ACTIVITIES
Day 1	**Arrival in Hainan** **Launch & Team Formation**	Arrival at Hainan, China. Programme opening; introduction to background, objectives and workflow; team formation into Cultural Creativity, Communications, Industry teams; team leaders and objectives set.
Day 2	**Arrival in Chengmai & 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 3	**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 4	**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 5	**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 6	**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 7	**Review & Departure**	Formal deliverable presentations at the GYLDC Chengmai field station; expert panel adjudication and feedback; certification ceremony; departure preparations.

◎WHAT PARTICIPANTS RECEIVE

Formal Certification

Tangible Deliverable

Every delegate contributes to a concrete team output — a sustainable tourism route or a cultural and creative product

Certificate of Completion co-signed by GYLDC and GSLDC — a credential of demonstrable value in competitive university admissions.

concept — that GYLDC submits to a UN platform or major cultural institution for consideration.