




Research on the Social Innovation Design Strategy of the Transformation of the Endogenous Power of the Yao People in Northern Guangdong Under the Rural Revitalization Strategy

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Abstract. under the background of rural revitalization strategy, this study analyzes the main problems existing in the Yao area in northern Guangdong, discusses its endogenous development power, gives full play to the regional advantages of ethnic areas, and uses various resources in northern Guangdong, to transform the endogenous power and explore the mechanism of social innovation design intervening in rural areas to activate the endogenous power. Methods taking the endogenous power of the Yao people in northern Guangdong as the core, the characteristic resources were classified, and the development model was put forward through field research and case analysis, help Yao people from “Blood transfusion” to “Hematopoietic” change. As a result, through the path of resource integration, cultural empowerment and digital platform construction, this paper puts forward the methods of brand construction of “Yaoyi Gongfang”, the creation of Intangible Cultural Heritage Products and the construction of digital collaborative platform, the Trinity model of “Cultural inheritance-industrial innovation-digital empowerment” is constructed to enhance the self-development ability of the Yao people. In conclusion, through the methods of cultural inheritance and innovation, talent and industry cultivation, science and technology and digital empowerment, this paper puts forward the endogenous development dynamic model of the interaction between internal and external factors, which is the key to preventing poverty return, it provides theoretical and practical reference for preventing the return to poverty and rural revitalization in the Yao area of northern Guangdong in the new era.

Keywords: rural revitalization, Yao in northern Guangdong, endogenous power, social innovation design.

1 Introduction

This study focuses on transforming the endogenous power of the Yao people in northern Guangdong under the rural revitalization strategy. It analyzes existing problems like cultural heritage discontinuity and industrial upgrading blockage. The re-

search employs social innovation design as an interdisciplinary tool to reconstruct the "human-land-asset" relationship network. A tripartite "Cultural inheritance-industrial innovation-digital empowerment" model is proposed, featuring strategies like the "Yaoyi Gongfang" brand, intangible cultural heritage product creation, and a digital collaborative platform. The aim is to shift from external "blood transfusion" to internal "hematopoietic" development, providing a theoretical and practical reference for sustainable rural revitalization and preventing poverty return.

2 The Foundation of Social Innovation Design for Rural Revitalization and Endogenous Motivation Transformation

Rural revitalization, as a key initiative for promoting national overall development in the new era, fundamentally aims to accelerate the modernization of agriculture and rural areas. It seeks to comprehensively strengthen the role of agriculture, rural areas, and farmers in modernization by continuously increasing farmers' income levels and promoting coordinated development between different regions. The report of the 20th National Congress of the Communist Party of China clearly emphasized the foundational significance of this strategy in building a modern socialist country^[1]. This study adopts social innovation design as an interdisciplinary approach, regarding it as an important tool for systematically reconstructing the network of "human-land-asset" relationships. It can form a sustainable driving force through multiple mechanisms including reconstructing subject relationships, integrating resource elements, and building collaborative networks, thereby providing a clearer path for the generation and transformation of rural endogenous motivation.

2.1 The Basic Connotations of Endogenous Motivation and Social Innovation Design

2.1.1 The Basic Connotation of Endogenous Motivation.

Since the implementation of the rural revitalization strategy, "endogenous motivation" as a key policy concept has received continuous attention in research. The United Nations Capacity Development Group defines this concept as a driving force originating from within a system, noting that it can be divided into different dimensions of endogenous development—such as individual, organizational, and regional—depending on the level of the subject. In the rural context, endogenous motivation is concretely manifested in the initiative of farmers themselves, the safeguarding role of grassroots Party organizations, industrial support capacity^[2], the guiding function of rural culture, and the catalytic effect of external assistance.

2.1.2 The Basic Connotation of Social Innovation Design.

Social Innovation is an academic concept first proposed and emphasized by American management scholar Peter Drucker in his 1973 book *Management: Tasks, Responsibilities, Practices*. Scholar Ezio Manzini defined it as a process of changing the

status quo, which relies on the innovative integration of existing resources to achieve socially recognized goals through new paths ^[3]. In the rural context, as single design outputs cannot address multiple structural challenges, this study emphasizes leveraging the advantages of social innovation design in multi-stakeholder participation and relationship building to integrate various types of social resources in rural areas, forming feasible pathways under a systematic collaborative mechanism that can continuously drive rural development.

2.2 The Relationship Between Endogenous Motivation and Social Innovation Design

The implementation of social innovation design needs to adhere to principles such as pluralistic participation, overall synergy, emphasis on practical results, and commitment to sustainable advancement, enabling various subjects to form stable interactive relationships within a collaborative structure. Ultimately, endogenous development capacity stems from autonomous drive. Therefore, through methods like cultural empowerment, community building, integration of digital technology, and educational cultivation, social innovation transforms ethnic culture into products and services with market potential, enhancing the sense of identity, cohesion, and resilience of rural society, and gradually forming a development mechanism with stable vitality through continuous evolution.

2.3 Learning from Domestic and International Cases of Rural Social Innovation Design

Design participation can systematically integrate various rural resources. By introducing collaboration among diverse groups, social innovation design methods can be used to promote rural development. Comprehensive case studies show that design intervention paths aiding rural revitalization, both domestically and internationally, can be categorized into the following main models based on "resource utilization methods" and "assistance driving source":

Firstly, Endogenously Driven Type: Deeply Activating Local Resources

- Characteristic Industry-Driven: Focuses on excavating and enhancing local characteristic products to drive industrial revitalization.
- Cultural Resource-Driven: Focuses on revitalizing local characteristic culture

Secondly, Externally Introduced Type: Leveraging External Forces to Activate Potential

Art and Planning Intervention-Driven: Primarily uses external forces (e.g., government-led, artist/designer introduction) for artistic beautification, spatial renovation, or systematic planning, activating rural potential and steering it towards cultural tourism development. A typical example is South Korea's Busan Gamcheon Culture Village "Village Art" project (2009), as shown in Table 1. Design intervention, on one hand, enhances the rural aesthetic level and talent capacity through works and services; on the

other hand, it achieves the systematic integration of resources, talent, and industry through extensive villager participation. This integration effectively promotes the improvement of the rural landscape and the construction of a self-sustaining development mechanism, forming a "participation - improvement - development - re-participation" virtuous cycle.

In summary, this study believes that the subjectivity and whole-population participation advocated by social innovation design are core pathways to solving the "subject-object" role dilemma in rural development, activating endogenous vitality, and promoting the transition of assistance models from external blood transfusion to internal hematopoiesis.

Table 1. Domestic and International Rural Revitalization Social Innovation Cases (Partial)

Project Name	Time	Region	Rural Resources	Assistance Form	Design Network	Innovation Model	Design Transformation
One Village, One Product	2000	Echigo-Tsumari, Japan	Rich product resources and superior scenery	Utilizing local characteristic resources for industrial revitalization	University design team, local residents, urban public, local government	'Internet + Three Rurals'	Holding the 'Earth Art Festival', developing e-commerce characteristic industries by combining internal and external resources Art intervention beautifying the village through mural painting, developing a cultural creative village
Korean Government 'Village Art' Project	2009	Gamecheon Culture Village, Busan, S. Korea	Superior geographical location, in-situ renovation	Assisting rural poverty alleviation through external assistance	University design team, local residents, urban public, local government	'Rural Tourism + Poverty Alleviation'	A large crowdfunding innovation and entrepreneurship community oriented by design for urban interaction
Design Harvests	2009	Xianqiao Village, Chongming Island, China	Diverse forms of agricultural production	Resource exchange through urban-rural integration	University design team, local residents, urban public, local government	'Student Entrepreneurship + Farmer Innovation' dual-innovation model	Building community networks, innovating business models, creating public spaces Creating cultural creative brands, upgrading business models, optimizing service facilities
'New Channel' Series	2009	Tongdao Dong Autonomous County, Hunan	Profound traditional cultural deposits	Assisting poverty alleviation through cultural protection	Internal residents, local government, external experts	'Student Entrepreneurship + Farmer Innovation' dual-innovation model	Building community networks, innovating business models, creating public spaces Creating cultural creative brands, upgrading business models, optimizing service facilities

3 The Current State of Endogenous Motivation in Northern Guangdong's Yao Ethnic Areas and Design Intervention

3.1 The Current State of Endogenous Motivation in Northern Guangdong's Yao Ethnic Areas

The Yao people in northern Guangdong are primarily concentrated in Ruyuan Yao Autonomous County. Located in the mountainous region of northern Guangdong, it is one of three minority autonomous counties within the province, renowned as the "Hometown of the Guoshan Yao Worldwide." The Guoshan Yao, an important branch of the Pan Yao among the four major Yao lineages, derived their name from their historical practice of slash-and-burn agriculture and a migratory lifestyle. Ruyuan Yao Autonomous County preserves relatively complete traditional Yao stilted building complexes of earth-and-wood structure, showcasing unique mountainous settlement characteristics.

Internal, primordial resources are rooted in the daily life and historical traditions of the Yao people, spontaneously inherited and accumulated over the long term by the community, embodying the uniqueness, authenticity, and enduring power of ethnic culture. They mainly include: (1) Festival Culture, such as the Panwang Festival (national intangible cultural heritage) and Shuangchao Festival. These are not only rituals for ancestor worship but also crucial vessels for consolidating ethnic sentiment and transmitting the spirit of resilience. (2) Costume and Handicraft Techniques, represented by the national intangible cultural heritage "Ruyuan Yao Embroidery"^[4], known for its unique "reverse-side embroidery" stitching technique. This category also includes Yao costume making, Yaoshan tea production, blacksmithing, etc. (3) Artistic Culture, such as Yao folk songs and the Yao Long Drum Dance. (4) Medicinal and Architectural Culture: including traditional Yao medicinal knowledge and stilted residential buildings constructed along mountain slopes. These rich cultural resources are the core vehicle and deep foundation for stimulating the Yao people's endogenous motivation.

External, supportive resources are constructed jointly by government and market forces. They provide conditions for the transformation of internal resources by improving facilities and building platforms, enabling culture to gain new vitality through dissemination, innovation, and industrialization. These resources mainly include cultural infrastructure serving collection, display, and educational functions, such as the World Guoshan Yao Museum and the Ethnic Museum; platforms promoting the transformation of intangible cultural heritage into cultural creativity, such as the Ruyuan Intangible Cultural Heritage Creative Incubation Base and the "Yao Street" cultural tourism space; and production organizations represented by Yao embroidery workshops and cooperatives. These organizations achieve a direct connection between culture and the market through "order-based production," enabling embroiderers to gain stable income and enhancing community participation enthusiasm, thereby turning cultural resources into a source of motivation for sustainable development. The clear sorting and integration of this resource system is a crucial prerequisite for sub-

sequently identifying core factors of endogenous motivation and exploring how social innovation design can effectively intervene.

3.2 Current Status of Endogenous Motivation in the Yao Ethnic Areas of Northern Guangdong

The unique geographical position, cultural tourism endowment, and cultural assets of Guangdong Province effectively empower the contemporary transformation of the Yao people's endogenous motivation. The author investigated the World Guoshan Yao Museum, the Ethnic Culture Inheritance Center, and the Ruyuan Intangible Cultural Heritage Living Museum in Ruyuan County, and examined the Yao embroidery brand—Yaoshan Yun. This study conducted field research in Bibei Village and DiaoziTang Village, systematically collecting first-hand field data through comprehensive methods including questionnaires, in-depth interviews, and on-site observation. The research sample broadly covered key groups such as Yao embroidery artisans, Yao medicine practitioners, representative inheritors of intangible cultural heritage, and local government staff. Field research identified three main issues in the Yao ethnic areas of northern Guangdong: discontinuity in cultural heritage transmission, blockage in industrial upgrading, and the absence of established collaborative mechanisms.

3.2.1 Discontinuity in Cultural Heritage Transmission.

Ruyuan Yao Autonomous County faces a discontinuity in the inheritance of intangible cultural heritage (ICH), underdeveloped cultural resources, and a lack of branding operations. In rural cultural construction, villagers, as the main actors, often show a tendency to "prioritize the economy over culture," with weak participation awareness and initiative. They frequently rely on external policy support, lacking the consciousness to autonomously advance cultural development. The younger generation generally has a low level of identification with traditional culture, preferring to seek work outside their hometowns, which puts cultural inheritance at risk of disruption. ICH inheritors in the area are severely aging; the average age of Yao embroidery inheritors is 53. Young people's sense of identity with traditional culture is weakening; for instance, in DiaoziTang Village, only 15% of young people were willing to learn Yao embroidery. ICH skills like Yao medicine and folk songs face the crisis of having "no one to inherit them," with only two municipal-level inheritors remaining for Yao medicinal therapies. Most cultural resources are not fully exploited; local specialties like Yao embroidery and Yao medicine lack branding and are relatively scattered.

3.2.2 Blockage in Industrial Upgrading.

The local culture of Ruyuan Yao Autonomous County has not yet formed a complete industrial development system. Problems include limited industrial scale, low value-added products, and insufficient development of cultural resources, which prevent the full release of its unique cultural value and restrict the enhancement of market competitiveness. Taking the embroidery of DiaoziTang New Village as an example, this skill has not yet extended into a related industrial chain, lacking a characteristic and

systematic industrial layout. Yao embroidery products are primarily based on manual workshops, resulting in low production efficiency and insufficient innovation. Machine embroidery accounts for less than 15% of production. Manual production is inefficient, and machine-embroidered products lack innovation. There is also a lack of ICH brand premium, with the price of similar products being only about 60% of that of market competitors.

3.2.3 Lack of Established Collaborative Mechanisms.

1. **Superficial Cultural Tourism Experiences:** For instance, scenic spots like Bibei Yao Village focus mainly on sightseeing, with participation rates in ICH experience projects below 20%. The tourism experience content is thin, lacks deep cultural interaction, and is significantly affected by seasonality.
2. **Low Community Participation:** In cultural tourism projects, the villager participation rate is less than 20%, and their share of revenue distribution is below 15%.
3. **Weak Digital Ecosystem:** Online sales account for less than 8%, and are scattered across channels like WeChat and Douyin (TikTok), without a unified supply chain.

3.3 Key Pathways for Social Innovation Design to Intervene and Transform Endogenous Motivation

Advancing social innovation design in the Yao ethnic areas of northern Guangdong requires deep integration with the regional characteristics of the "Hometown of the World Guoshan Yao," based on its rich cultural resources. This study posits that effectively integrating local resources like Yao embroidery, Yao medicine, and festivals, and leveraging social innovation design to activate rural endogenous motivation is of critical importance. Through a systematic analysis of Ruyuan Yao Autonomous County, a social innovation network and stakeholder map centered on villagers was drawn (Figure 1). The intervention of design will focus on four key aspects: cultural inheritance and innovation, industrial value enhancement, community governance collaboration, and the construction of a digital collaborative platform. By systematically analyzing the characteristics of cultural resources and social development needs in the Yao ethnic areas of northern Guangdong, social innovation design can achieve the transformation of endogenous motivation through the following core pathways:

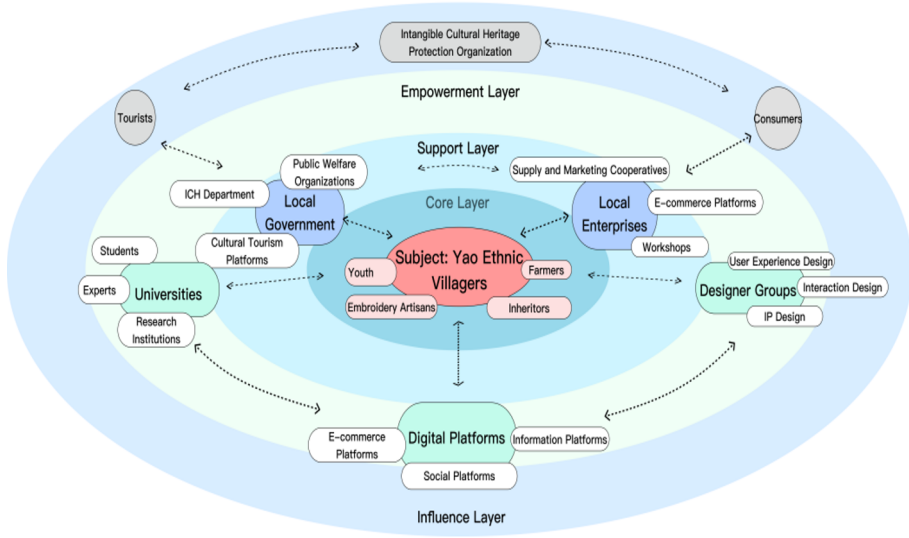


Fig. 1. Yao's rural social innovation network and interest-related graph

3.3.1 Establishing a Multi-stakeholder Collaborative Mechanism.

Establishing a participatory co-creation mechanism led by Yao villagers is key to stimulating community endogenous motivation and serves as the foundation for participatory design. This involves granting genuine discursive power to culture bearers throughout the entire design process, making them the decision-making subjects in co-creation activities. The design team needs to conduct in-depth field research and interviews in areas like Bibei Town and DiaoziTang Village to understand the villagers' practical needs regarding cultural inheritance and livelihood development. Subsequently, "Yao Culture Co-creation Workshops" should be organized, where villagers and designers jointly discuss design directions and project goals, aiming to meet modern aesthetic and functional needs while preserving the authenticity of traditional culture. This broad participation enhances the community's sense of identity and responsibility, guiding the project towards more sustainable cultural and industrial development paths driven by this internal motivation.

3.3.2 Applying Design Thinking to Integrate the Yao Cultural Resource System.

Internal community participation is crucial. Practices such as having Yao embroidery inheritors lead the establishment of design workshops, and youths using new media to disseminate their ethnic culture, can strengthen cultural confidence and enhance community cohesion through practice. Establishing a "Yao Cultural Innovation Talent Training Program" can cultivate local talents who are both familiar with traditional culture and proficient in modern design methods, providing a stable human resource foundation for cultural inheritance and sustainable rural development.

3.3.3 Building a Digital Collaborative Platform to Promote Innovative Transformation.

Achieving the scaling and sustained advancement of design innovation requires forming a digital collaborative ecosystem that integrates multiple forces. By establishing a digital platform for collaborative participation among "government + universities + villagers" [5], policy support, technical capabilities, and cultural production can operate synergistically within the same system. Based on the government providing resource support, universities contributing design and technical expertise, and villagers playing the dual roles of cultural subjects and production units, the platform should build user-friendly online tools, resource databases, and remote collaboration interfaces. This enables villagers to easily participate in and lead the innovation process. Utilizing technologies like blockchain for tracing outcomes and distributing value ensures cultural producers receive fair returns, further stimulating sustainable endogenous motivation, thereby forming a long-term mechanism jointly driven by cultural protection and innovation.

4 Social Innovation Design Strategy System for Transforming Endogenous Motivation in the Yao Ethnic Areas of Northern Guangdong

Against the backdrop of the deepening Rural Revitalization Strategy, stimulating endogenous motivation in the Yao ethnic areas of northern Guangdong is the core issue and key value for achieving sustainable development. Based on the concept of social innovation design, this study proposes a systematic strategy framework across three dimensions: constructing a cultural inheritance and innovation system, innovating talent and industry cultivation mechanisms, and building technology and digital empowerment platforms. It outlines specific strategies such as cultural gene extraction, branding, application of lightweight technologies, talent cultivation mechanisms, and digital platform construction (as shown in Figure 2). The aim is to achieve the living inheritance and value transformation of Yao culture, and effectively promote the revitalization of rural talent, industrial integration, and sustainable development.

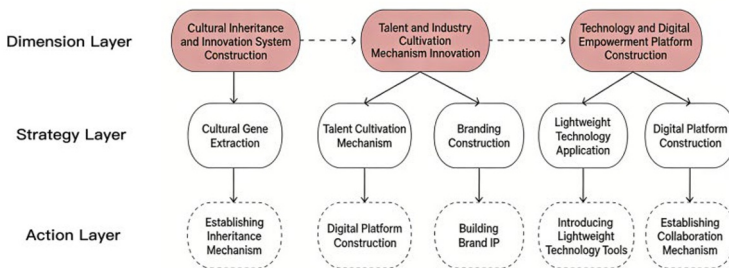


Fig. 2. Social Innovation Design Strategy System of the transformation of Yao's endogenous power in northern Guangdong

4.1 Construction of the Cultural Inheritance and Innovation System

4.1.1 Extracting Yao Cultural Genes and Constructing a Symbolic Transformation System.

Extracting Yao cultural genes and constructing a symbolic transformation system form the foundation for promoting the transformation of endogenous motivation in the Yao areas of Northern Guangdong. This involves systematically sorting out and digitally preserving core cultural elements to provide a stable cultural source and sustainable creative materials for innovative design. This process includes two main aspects: cultural gene collation and symbolic system construction.

- **Systematic Collation and Collection of Cultural Genes:** Conduct field research and digital collection of core cultural elements such as Yao embroidery patterns, festival rituals, and traditional medicine. Classify them by themes like pattern type, ritual process, and medicinal efficacy. Accurately record and code information including morphological characteristics, cultural connotations, usage scenarios, inheritance lineage, and related literature to ensure the precise preservation of cultural genes^[6].
- **Construction and Application of the Symbolic Transformation System:** Use digital technology for feature extraction and symbolic processing of cultural elements, establishing a searchable, callable Yao cultural symbol database. Develop efficient mechanisms for symbol management, data updates, and application interfaces, allowing cultural symbols to be directly invoked in design practice. This creates a stable transformation channel connecting tradition and modernity, continuously providing resource support for cultural innovation.

4.1.2 Building an "Elder Yao Mentoring Youth" Mechanism to Cultivate an Endogenous Talent Chain.

Facing the issues of an aging population of Yao cultural inheritors and a generational gap among youth, establishing an "Elder Yao Mentoring Youth" mechanism is an important way to strengthen endogenous motivation. Sustainable momentum can be formed by building a systematic inheritance learning system, promoting the combination of inheritance and innovation, and improving policy support.

- **Construct a Systematic Inheritance Learning System:** Implement a training model following a "1 inheritor + 5 youths + 3 product types" approach. Ensure the authentic transmission of core skills like the "reverse-side embroidery" of Yao embroidery through demonstration and practice. Simultaneously, involve youths in "Ethnic Culture Entering Campus" programs, where they teach Yao embroidery, folk songs, etc., under the guidance of inheritors, fostering cultural interest and identity among young people.
- **Expand Application Scenarios that Combine Inheritance and Innovation:** While maintaining traditional techniques, guide young people to develop products that align with modern aesthetics and market demand. Integrate Yao embroidery symbols into daily utensils design, giving traditional culture new expressive space in contemporary life.

- **Improve Policy Guarantees and Incentive Mechanisms:** Local governments can provide special subsidies and appoint excellent inheritors as special course teachers in primary and secondary schools, ensuring their income and social status. Furthermore, support inheritors and young people to establish studios, achieving economic transformation through product development and market promotion, thus forming stable and sustainable livelihood paths for cultural inheritance.

4.2 Innovation in Talent and Industry Cultivation Mechanisms

Talent and industry cultivation are core to activating the endogenous motivation of the Yao people in Northern Guangdong. Through the two strategies of brand building and lightweight technology, traditional craftsmanship and modern industry can be deeply integrated. This enhances product value and market competitiveness while lowering the participation threshold for villagers and providing stable economic support for cultural inheritance and innovation.

4.2.1 Creating the "Yao Art Workshop" Brand to Activate the Local Industry Chain.

Creating the "Yao Art Workshop" brand is a core pathway to promote the revitalization of Yao handicrafts and industrial upgrading in Northern Guangdong. Using a "small and beautiful" community workshop model, it enables intangible cultural heritage handicrafts like Yao embroidery and cultural tourism consumption to mutually reinforce each other, forming a cultural industry model with regional characteristics. The "Yao Art Workshop" focuses on a unified brand visual identity, innovative product integration, and an experiential production-marketing model.

- **Build a Unified Brand Visual System:** Based on Yao traditional patterns and modern design concepts, establish a brand identity system covering logos, colors, and packaging. This can be accompanied by quality standards and traceability mechanisms, enabling a consistent expression of cultural authenticity, craft quality, and brand value.
- **Promote Product Innovation and Cross-border Integration:** Beyond continuing traditional clothing and pendants, develop "Intangible Cultural Heritage + Modern Design" product series guided by market demand. Integrate Yao embroidery elements into scenarios like bags, home goods, and cultural creative gifts. Explore co-branding with trendy brands or lifestyle brands to create closer connections between traditional craftsmanship and modern life.
- **Innovate Production-Marketing Models and the Experience Economy:** Adopt a "front shop, back workshop" model, turning the workshop into a cultural space integrating production, display, experience, and sales. Combine this with rural tourism to launch projects like Yao embroidery experiences and custom services, shifting the industry from mere product sales to a comprehensive "product + service + experience" model, thereby enhancing overall value.

4.2.2 Introducing Lightweight Technology to Lower Barriers to Innovation Participation.

Utilizing lightweight technologies such as machine embroidery equipment, AR guides, and mobile design tools, the Yao cultural innovation system can provide villagers with immersive creative experiences at a lower threshold, significantly reducing technical barriers to participating in cultural innovation. The synergistic display of traditional skills and digital tools enhances cultural identity and confidence in innovation. Based on an open digital co-creation space, the platform enables villagers, designers, and researchers to engage in re-creating works around traditional cultural elements. This achieves complementary integration of tradition and modernity while meeting modern aesthetic and market demands, forming a collaborative innovation mechanism involving multiple parties and opening new paths for the inheritance and innovation of Yao culture.

4.3 Construction of Technology and Digital Empowerment Platform

Building a digitally collaborative platform involving the tripartite linkage of "Government + University + Villagers" is crucial support for promoting rural revitalization and the transformation of endogenous motivation in the Yao areas of Northern Guangdong. Based on the concept of social innovation design, this platform integrates multi-party resources through lightweight technological means, establishes a sustainable collaboration mechanism, and provides digital infrastructure for cultural inheritance and industrial innovation^[7]. Through this multi-stakeholder operational model, it organically combines government support, university intelligence, and villager agency, forming a virtuous cycle of "resource integration - product innovation - market promotion - revenue feedback." It provides a sustainable operational vehicle for the transformation of social innovation design outcomes, ultimately achieving synergistic progress in cultural inheritance and industrial development in the Yao areas of Northern Guangdong. The platform construction follows the principles of multi-party collaboration, resource integration, and value sharing, realizing endogenous motivation transformation through three core mechanisms:

- **Establish a Resource Sharing and Intelligent Matching System:** The platform aggregates policy support, sales channels, and intangible cultural heritage data provided by the government; design resources and training courses from universities; and the skill sets and production capacity information of villagers. Using intelligent algorithms, it achieves precise matching of needs and resources, enhancing the market conversion efficiency of cultural products like Yao embroidery.
- **Build an E-commerce Platform to Assist Farmers and Promote Brands:** Create a dedicated website and mobile platform to assist farmers, integrating functions like product display, online transactions, and logistics coordination. University design teams can provide brand visual systems and packaging design, while enterprises offer marketing promotion support, collectively opening up online sales channels for Yao cultural products and expanding market coverage.

- Create a Cultural Dissemination and Innovation Incubation Space: Simultaneously, an innovation incubation zone can be set up to provide design support, resource matching, and incubation services for villager entrepreneurship projects.

5 Conclusion

Social innovation is an important pathway to stimulate the endogenous motivation of the Yao people in Northern Guangdong. By constructing a cultural inheritance and innovation system, innovating talent and industry cultivation mechanisms, and building technology and digital empowerment platforms, the autonomous development capacity of the Yao people can be effectively enhanced. The effective advancement of rural revitalization relies on the efficient synergy between endogenous motivation and external resources. It is necessary not only to guide the continuous inflow of exogenous elements like capital, technology, and talent into the countryside but also to focus on the deep integration of internal and external drivers, establishing a stable coupling mechanism. With the proliferation of social innovation concepts, Yao culture is expected to be revitalized empowered by technology and creativity, promoting a shift among the people from "passive acceptance" to "active creation."

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