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**Effective work programmes: social and economic benefits of
supporting sustainable development**

The Rural Place-Name Rectification Initiative, supporting comprehensive rural revitalization

Summary**

In May 2023, the Ministry of Civil Affairs of China launched the Rural Place-Name Rectification Initiative to comprehensively support the construction of liveable, business-friendly and beautiful rural areas by establishing an ample geographical name network in rural areas, improving the rural place-name signage system, sustaining and developing rural place-name culture, providing for rural place-name information services and promoting the use of place names to benefit agriculture and farmers. Since the launch of the initiative, various regions have, based on the needs of rural governance, rural construction, industrial development and the daily lives of their residents, together coined some 544,000 rural place names, installed 477,000 rural place-name signs, collected and mapped 1,110,000 points of interest such as agritourism homestays and u-pick farms, standardized the labelling of over 9 million rural place names on Internet maps and included more than 30,000 rural place names in name protection registries. They have explored models where place names can support rural cultural tourism, local specialty industries and e-commerce development. These efforts have effectively facilitated the flow and circulation of resources between urban and rural areas, helped people in remote areas resolve problems in finding directions, boosted income for rural populations and effectively demonstrated the value of place names in supporting rural revitalization, thus achieving significant social benefits.

* [GEGN.2/2025/1](#).

** The full report was prepared by the China Division. The report will be available, at https://unstats.un.org/unsd/ungegn/sessions/4th_session_2025/, in the language of submission only, as document GEGN.2/2025/44/CRP.44.

