**IYRP 2026 ACTION PLAN FOR THE NORTH AMERICAN REGION**

*Version 2, May 2025; note “rangelands” below includes “grasslands”*

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| **Goals** | **Major Activities by Nation** | **Comments** |
| **Raise awareness among the general public about rangelands and pastoralist communities** | **Canada:**  1…Implement IYRP proclamation/resolution initiative at local and national  levels  2…Help organizations frame collaborative efforts via an IYRP lens  3…Develop a new virtual platform where people can share ideas, resources  4… IYRP disseminates monthly themed materials to public spaces in 2026  5…IYRP sponsored national virtual “kick-off” effort—publicize rangelands  6…Support NGOs and provide comments and inputs on their national,  regional, provincial, and local programs to promote rangeland  stewardship | Educated citizens assist in promoting wise use and preservation of rangeland systems. Range professionals gain experience engaging with the public.  Change agents that engage with the public need better options to meet, share ideas, and collaborate. Use of Trello Boards?  The social media World Cup effort will be global and can attract Canadians and Mexicans—co-hosts with the USA for the tournament.  The SRM Nebraska section has recruited a former NU volleyball coach to do Public Service Announcements (PSAs). Others may be so engaged.  Connect Canada with USA rangeland outreach art effort.  For Canada, use IYRP as a rallying point |
| **Mexico:**  1…Implement IYRP proclamation/resolution initiative at local and national  levels  2…Initiate “Mexican Rangeland/Pastoralist Communities Day” at federal  and local levels  3…Use existing platform to better disseminate IYRP information  4…Translate and adapt IYRP materials from English into Spanish  5…Produce a social media campaign featuring rangeland voices |
| **USA:**  1… Implement IYRP proclamation/resolution initiative at local and national  levels  2…Produce a documentary film on ranching in the USA  3…Produce range outreach art displays and film festivals for public spaces  in collaboration with IYRP SARE  4…Produce social media campaign uniting IYRP with FIFA World Cup 5…Recruit celebrities to give PSAs concerning societal values of rangelands |
| **Raise awareness among public officials and policy makers about rangelands** | **Canada:**  1…Implement IYRP proclamation/resolution initiative at local and national  levels  2…IYRP disseminate monthly themed materials to public spaces in 2026  3…IYRP sponsored national virtual “kick-off” effort—publicize rangelands  4…Engage at the Municipal level of local government and encourage each  municipality to adopt a resolution and/or proclamation that supports  rangeland health on existing rangeland and deters rangeland conversion  5…Engage with NGOs and encourage each to adopt a resolution and/or  proclamation that supports rangeland health on existing rangeland and  deters rangeland conversion  6…Utilize the collective strength of Municipal governments and NGOs to  advocate for provincial and federal level adoption of proclamations  and/or resolutions that support rangeland stewardship | Educated officials assist in promoting wise use and preservation of rangeland systems. Range professionals gain experience engaging with decision-makers.  For Canada, the main IYRP focus is on NGOs. How can linkages be created to better connect NGO networks with public officials?  For Mexico, legal models exist for forests, etc., involving key institutions.  The social media World Cup effort will be global and can attract Canadians and Mexicans—co-hosts with the USA for the tournament.  The SRM Nebraska section has recruited a former NU volleyball coach to do PSAs. Others may be engaged.  Educating policy makers overall also has implications for the next goal below. |
| **Mexico:**  1…Implement IYRP proclamation/resolution initiative at local and national  levels.  2…Develop framework for range management—legal experts to advise.  3…Promote a “National Grazing Strategy, with Protected Natural Area  Systems as main channel to implement  4…Initiate “Mexican Rangeland/Pastoralist Communities Day” at federal  and local levels  5…Develop SOMMAP as the lead management entity with IYRP  6…Use existing platform to better disseminate IYRP information  7…Strengthen rangeland stakeholder transboundary networks  8…Update university curricula for rangeland management  9…Organize annual forums for diverse range stakeholders to collaborate |
| **USA:**  1…Implement IYRP proclamation/resolution initiative  2…Produce a documentary film on ranching in the USA  3…Produce range outreach art displays and film festivals for public spaces in collaboration with IYRP SARE  4…Produce social media campaign uniting IYRP with the FIFA World Cup  5…Recruit celebrities to give PSAs concerning societal values of rangelands |
| **Empower change agents and other rangeland professionals** | **Canada:**  1…Implement IYRP proclamation/resolution initiative  2…Help organizations frame current collaborative efforts via an IYRP lens  3…Develop a new virtual platform where people can share ideas, resources  4… IYRP disseminate monthly themed materials to public spaces in 2026  5…IYRP sponsored national virtual “kick-off” effort—publicize rangelands  6…Engage the provincial Institutes of Agrology and Institutes of Biology and  encourage each to adopt a resolution and/or proclamation that supports  rangeland health on existing rangeland and deters rangeland conversion  7…Advertise public or NGO events to the posting boards of provincial  Institutes of Agrology and Institutes of Biology | The IYRP has a key role in sharing information among change agents to foster impact. This may be one of the most cost-effective approaches available.  In this case change agents include NGOs, GOs, range community organizations, etc. |
| **Mexico:**  1…Strengthen rangeland stakeholder transboundary networks  2…Update university curricula for rangeland management with emphasis  on relevance of pastoral communities  3…Establish annual forums for diverse range stakeholders to collaborate 4…Develop a mentorship network between senior range scientists and  young professionals  5…Create an open-access digital training hub with short videos,  infographics, and technical guides focused on sustainable grazing and  conservation management  6…Develop certification pathways for rangeland professionals |
| **USA:**  1… Implement IYRP proclamation/resolution initiative  2…Produce a documentary film on ranching in the USA  3…Produce range outreach art displays and film festivals for public spaces  in collaboration with IYRP SARE  4…Produce social media campaign uniting IYRP with FIFA World Cup 5…Recruit celebrities to give PSAs concerning societal values of rangelands |
| **Empower pastoralists and ranchers** | **Canada:**  1…Implement IYRP proclamation/resolution initiative  2…Help organizations frame current collaborative efforts via an IYRP lens  3…Develop a new virtual platform where people can share ideas, resources  4… IYRP disseminate monthly themed materials to public spaces in 2026  5…IYRP sponsored national virtual “kick-off” effort—publicize rangelands  6…Promote global-level events that highlight Canadian rancher and farmer  efforts in rangeland stewardship. Specifically targeting women and young  ranchers and farmers | The IYRP has a key role in sharing information among pastoralists and ranchers to foster impact. This may be one of the most cost-effective approaches available. |
| **Mexico:**  1…Strengthen rangeland and pastoralist networks  2…Establish annual forums for diverse range stakeholders to collaborate  3…Develop and launch a podcast featuring rancher experiences,  innovations, challenges, and research findings |
| **USA:**  1… Implement IYRP proclamation/resolution initiative  2…Produce a documentary film on ranching in the USA  3…Produce range outreach art displays for public spaces IYRP SARE  4…Produce social media campaign uniting IYRP with FIFA World Cup 5…Recruit celebrities to give PSAs concerning societal values of rangelands |
| **Mitigate rangeland conversion to other land uses** | **Canada:**  1… Expand Saskatchewan Prairie Conservation Action Plan to more locales  2…Advocate for the continuance of programs that provide capital  investment to ranchers and farmers. Specifically, the On Farm Climate  Action Fund and the resilient Agricultural Landscape Program.  3… Engage at the Municipal level of local government and encourage each  municipality to adopt a resolution and/or proclamation that supports  rangeland health on existing rangeland and deters rangeland conversion.  4. Engage with NGOs and encourage each to adopt a resolution and/or  proclamation that supports rangeland health on existing rangeland and  deters rangeland conversion. | This goal is founded on policy interventions.  Use Trello Boards to integrate conservation policy efforts across Canada, Mexico, and the USA. Use migratory bird models as examples.  Does the WWF deal with range conservation policies across Canada, Mexico, and the USA?  For Canada, the Canadian Grassland Conservation Coalition has the lead on policy issues. Provincial levels are diverse and key. Trade wars add complexity. |
| **Mexico:**  1… Initial engagement with public officials helps discover key policy issues  2…Promote mainstreaming of rangeland conservation and sustainable  management into state and federal climate-action frameworks |
| **USA:**  1…SRM-PPC and WWF-USA can collaborate on policy interventions |
| **Improve documentation and publicity concerning efforts to create positive change on rangelands** | **Canada:**  1…Participate in the SRM President’s Prize competition  2…Empower and support NGOs to continue their existing programs that  promote rangeland stewardship by ranchers and farmers | Focus on range stewardship stories, adoption of innovations, and how sustainable range systems can improve the lives of ordinary citizens.  The President’s Prize would be awarded in 2027 to the outstanding SRM section, and is open to sections across the USA, Canada, and Mexico.  The IYRP-SARE can also provide a means to document impact |
| **Mexico:**  1…Participate in the SRM President’s Prize competition  2…Publish a book “Pastoralism and Grazing Lands in Mexico”  3…Launch a national storytelling campaign to review success stories of  rangeland management, restoration, and pastoralism  4…Create a digital archive and map that geotags IYRP-related activities  across Mexico  5…Develop a national recognition program that highlights and rewards outstanding rangeland and pastoralist initiatives |
| **USA:**  1…Participate in theSRM President’s Prize competition  2…Produce range outreach art displays and film festivals for public spaces  in collaboration with IYRP SARE |