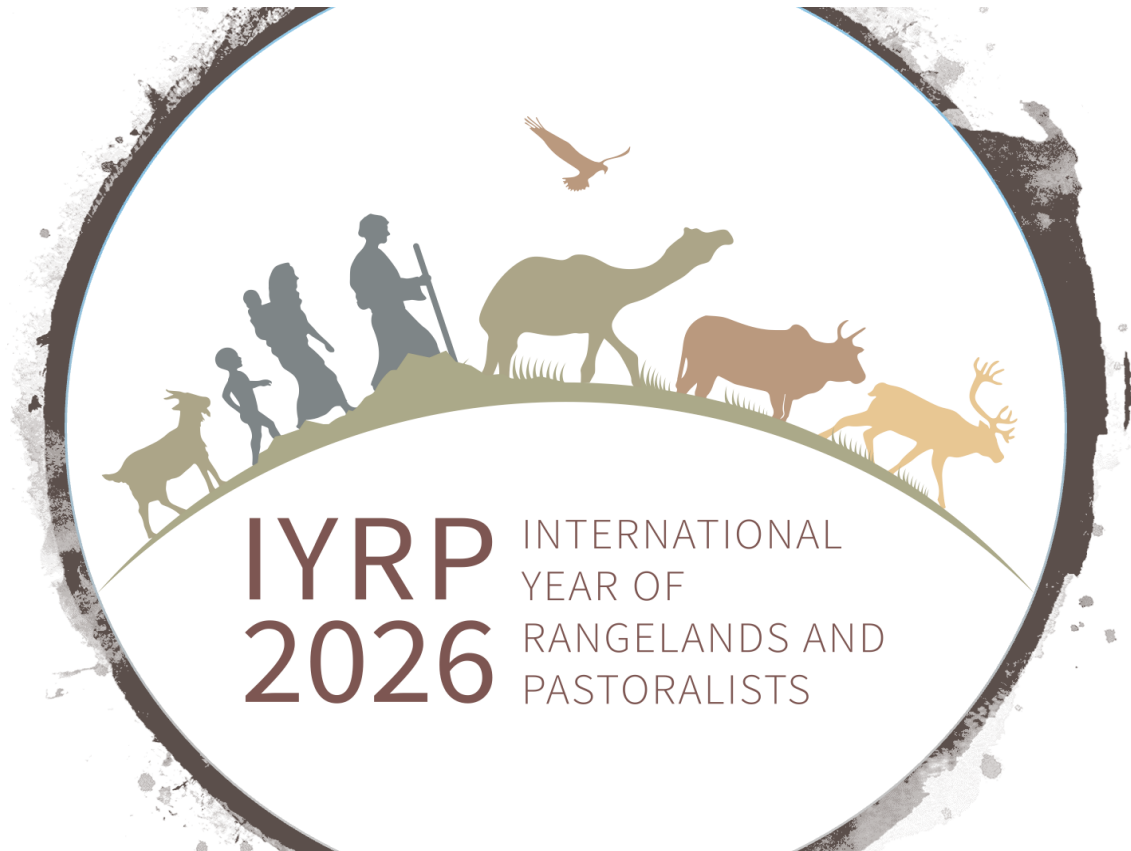


BUILDING PUBLIC AWARENESS FOR GLOBAL RANGELANDS VIA SOCIAL MEDIA AND THE FIFA WORLD CUP 2026



SPONSORED BY



CONTACT INFORMATION

For any questions related to this outreach project, please, feel free to contact the project lead:

Flavie Audoin, University of Arizona, USA

faudoin@arizona.edu

Other collaborators on this project are:

- **Jacob Lekaitogo**, African Youth Pastoralists Initiative, Kenya
- **Elena Chen**, University of Saint Andrews, China
- **Elena Dosamantes**, University of Arizona, USA
- **Layne Coppock**, Utah State University, USA

The objective of this project is to use social media as a platform to bring awareness to the general public as to what rangelands and pastoralists are.

**Deadline to submit materials for this outreach project is
November 15th 2025**

Thank you for your help in making this outreach project happen!

FIRST OUTREACH COMPONENT

CREATE MONTHLY SHORT VIDEOS BASED ON THE IYRP 2026 MONTHLY THEMES

In 2026, we will be posting one video a month for each of the following IYRP 2026 themes (Figure 1). We want photos of each of the 11 IYRP regions (Arctic, Australia/Oceania, Central Asia & Mongolia, East Asia, Eastern & Southern Africa, Europe, North Africa & Middle East, North America, South America, South Asia, and West & Central Africa) to be represented in each monthly video.



Figure 1: Monthly themes that will be used for each video.

Our team will be selecting the photos for each month. If we receive more photos than we can use for a specific month, we will try to use it for another month if possible. If that does not work, those photos will not be used.

There will be a rolling credit page for each video where photographers will be recognized for their contribution.

Here is an example of how the monthly videos will look like: <https://youtu.be/SuZuskwZcgo>

Disclaimer: The photos seen in this video are of low quality because they are screenshots taken from the iyrp.info website. We want high quality photos for the final products.

HOW TO SUBMIT A PHOTO?

To submit a photo for this outreach project, follow these instructions:

- Send email to faudoin@arizona.edu
- **Email Subject:** IYRP - First Outreach Component: Month, IYRP Region
- **Photo format:** Landscape only, between 2 and 5 MB
- **Photo title:** You can use the IYRP region, Short Name or Number (Table 1)
IYRP_First_Outreach_Month_Region_FirstName_LastName

Table 1: Naming options for the photo(s) you are submitting

IYRP Region	Short Name	Number
Arctic	Arctic	1
Australia/Oceania	Aust	2
Central Asia & Mongolia	Mong	3
East Asia	EAsia	4
Eastern & Southern Africa	ESAfrica	5
Europe	Eur	6
North Africa & Middle East	NAfrica	7
North America	NAmerica	8
South America	SAmerica	9
South Asia	SAsia	10
West & Central Africa	WCAfrica	11

EXAMPLE

Subject: IYRP – First Outreach Component: January, North America

Message:

Hello,

Find attached a photo from the North America IYRP region for January.

Photo credit: Flavie Audoin

Attachment:

IYRP_First_Outreach_January_NorthAmerica_Flavie_Audoin **OR**
IYRP_First_Outreach_January_NAmerica_Flavie_Audoin **OR**
IYRP_First_Outreach_January_8_Flavie_Audoin

Thank you.

Flavie Audoin

SECOND OUTREACH COMPONENT

CREATE A WEEKLY

"FIND THIS LOGO , AND LEARN AN INTERESTING FACT

ABOUT RANGELANDS AND PASTORALISTS AROUND THE WORLD!


#IYRP #SRM"

In 2026, we will be posting one photo a week; which means 52 photos over the year of 2026. We want to use photos representing the different IYRP regions (Arctic, Australia/Oceania, Central Asia & Mongolia, East Asia, Eastern & Southern Africa, Europe, North Africa & Middle East, North America, South America, South Asia, and West & Central Africa). Photos may be used on our First Outreach Component as well.

Every Tuesday, a photo with a hidden IYRP logo will be posted on the North America IYRP social media accounts. **Every Friday**, we will announce where the logo was hidden and give an explanation on what is shown in the photo. If the photographer wants to advertise their work, we can also post their website.


This outreach will be done in English, Spanish, and French.

TUESDAY

Find this logo , and learn an interesting fact about rangelands and pastoralists around the world! **#IYRP #SRM**



FRIDAY

Find this logo , and learn an interesting fact about rangelands and pastoralists around the world! **#IYRP #SRM**



This is a nomadic migration in Western Mongolia. Between a desire to settle down, a wish to continue this ancestral tradition and the looming threat of ecological collapse, Kazakh families are still migrating through the vast Mongolian landscape.

Thomas Cytrynowicz

**This is your chance to advertise a local photographer from your country.
All photos submitted need to relate to rangelands and/or pastoralists.**

HOW TO SUBMIT A PHOTO?

To submit a photo for this outreach project, follow these instructions:

- Send email to faudoin@arizona.edu
- **Email Subject:** IYRP - Second Outreach Component: IYRP Region
- **Photo format:** Landscape only, between 2 and 5 MB
- **Photo title:** You can use the IYRP region, Short Name or Number (Table 2)
IYRP_Second_Outreach_Region_FirstName_LastName
- **Photo explanation:** needs to be submitted in English, Spanish or French.

Table 2: Naming options for the photo(s) you are submitting

IYRP Region	Short Name	Number
Artic	Artic	1
Australia/Oceania	Aust	2
Central Asia & Mongolia	Mong	3
East Asia	EAsia	4
Eastern & Southern Africa	ESAfrica	5
Europe	Eur	6
North Africa & Middle East	NAfrica	7
North America	NAmerica	8
South America	SAmerica	9
South Asia	SAsia	10
West & Central Africa	WCAfrica	11

EXAMPLE

Subject: IYRP – Second Outreach Component: Central Asia & Mongolia

Message:

Hello,

Find attached a photo from the Central Asia & Mongolia IYRP region for the Second Outreach Component.

Photo credit: Thomas Cytrynowicz

Photographer website: <https://www.thomascytrynowicz.com>

Explanation: This is a nomadic migration in Western Mongolia. Between a desire to settle down, a wish to continue this ancestral tradition and the looming threat of ecological collapse, Kazakh families are still migrating through the vast Mongolian landscape.

Attachment:

IYRP_Second_Outreach_CentralAsia&Mongolia_Thomas_Cytrynowicz

OR

IYRP_Second_Outreach_Mong_Thomas_Cytrynowicz

OR

IYRP_Second_Outreach 3_Thomas_Cytrynowicz

Thank you.

Thomas Cytrynowicz

THIRD OUTREACH COMPONENT

CREATE 11 VIDEOS RELATED TO THE FIFA WORLD CUP

In 2026, we will be posting videos representing the 11 IYRP regions (Arctic, Australia/Oceania, Central Asia & Mongolia, East Asia, Eastern & Southern Africa, Europe, North Africa & Middle East, North America, South America, South Asia, and West & Central Africa), and 1 video regrouping the 11 IYRP regions. Those videos will be posted on social media from March 2026 to July 2026 (TBD).

These videos will be related to the 2026 FIFA World Cup. We want, if possible, pastoralists/land managers/ranchers to be wearing traditional clothes and play soccer. The idea is that a soccer ball will be rolling through different rangelands where people play with it, and pass it along to each other. That soccer ball will be traveling around the world to show the diversity of rangelands and pastoralists.

We will have a rolling credit page for each video producer contributing to the project.

If we get too many submissions, our team will select the best ones. We want to make sure that the videos are not too long to prevent losing social media audience's attention.

Let your creativity inspire you for this! Have fun!

Feel free to submit the "failures" or "funny moments" as we may use some at the end of the videos

Thanks to the financial support of the Society for Range Management (<https://rangelands.org>) for this third outreach component, Landmark Stories (<https://landmarkstories.arizona.edu>), a small award-winning documentary team from the University of Arizona will be professionally editing the videos submitted to produce the final products.



HOW TO SUBMIT A VIDEO?

To submit a video for this outreach project, follow these instructions:

- Send email to faudoin@arizona.edu
- **Email Subject:** IYRP - Third Outreach Component: IYRP Region
- **Video format:** Landscape
- **Video length:** 8 seconds maximum
- **Video title:** You can use the IYRP region, Short Name or Number (Table 3)
IYRP_Third_Outreach_Region_FirstName_LastName

Table 3: Naming options for the video(s) you are submitting

IYRP Region	Short Name	Number
Artic	Artic	1
Australia/Oceania	Aust	2
Central Asia & Mongolia	Mong	3
East Asia	EAsia	4
Eastern & Southern Africa	ESAfrica	5
Europe	Eur	6
North Africa & Middle East	NAfrica	7
North America	NAmerica	8
South America	SAmerica	9
South Asia	SAsia	10
West & Central Africa	WCAfrica	11

EXAMPLE

Subject: IYRP – Third Outreach Component: North America

Message:

Hello,

Find attached a video from the North America IYRP region for the Third Outreach Component.

Video credit: Flavie Audoin

Attachment:

IYRP_Third_Outreach_NorthAmerica_Flavie_Audoin **OR**
IYRP_Third_Outreach_NAmerica_Flavie_Audoin **OR**
IYRP_Third_Outreach_8_Flavie_Audoin

Thank you.
Flavie Audoin

RECOMMENDATIONS FOR FILMING

- Film with your phone (we want to make it as accessible as possible).
- Use a tripod, if possible, to avoid shaky footage. Your submission might be disqualified if it is shaky.
- Film in landscape mode (horizontal), **NOT** in portrait (vertical)
 - if submission is in portrait mode, it will not be accepted.

Landscape mode
ACCEPTED



Portrait mode
NOT ACCEPTED

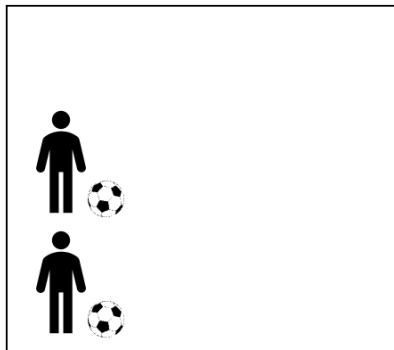


- Video length: **8 seconds maximum**
 - **Start recording 2 seconds before the soccer ball enters the frame**
 - **Stop recording 2 seconds after the soccer ball leaves the frame**
 - **Total video you can submit = 10 seconds**
- No close up allowed. Player(s) need(s) to be fully in the frame. We need to see some landscape as well.

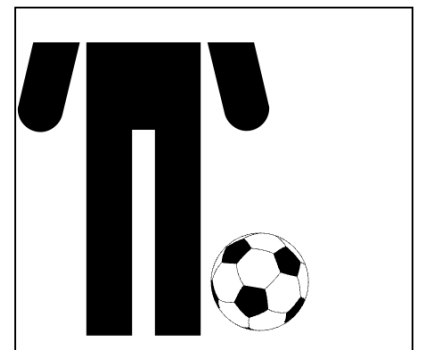
Player position
NOT ACCEPTED



Player position
ACCEPTED

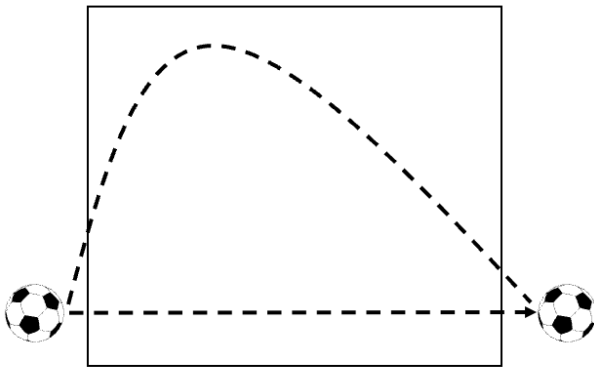


Player position
NOT ACCEPTED

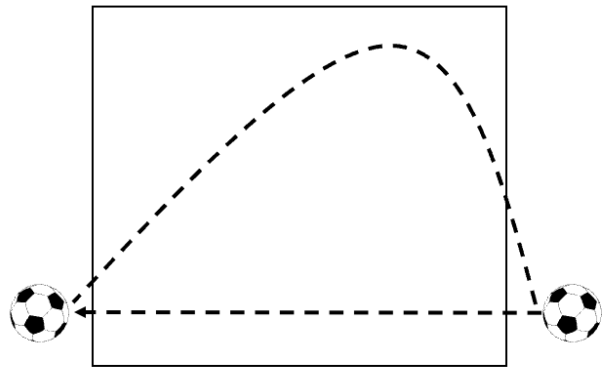


- Soccer ball needs to enter the frame from the left and leave it on the right (Other type of soccer ball movement will not be accepted).

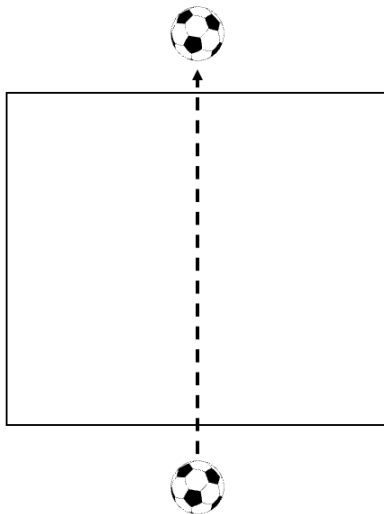
Soccer ball direction
(from left to right)
ACCEPTED



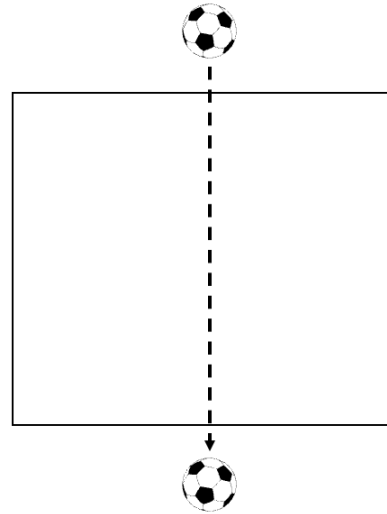
Soccer ball direction
(from right to left)
NOT ACCEPTED



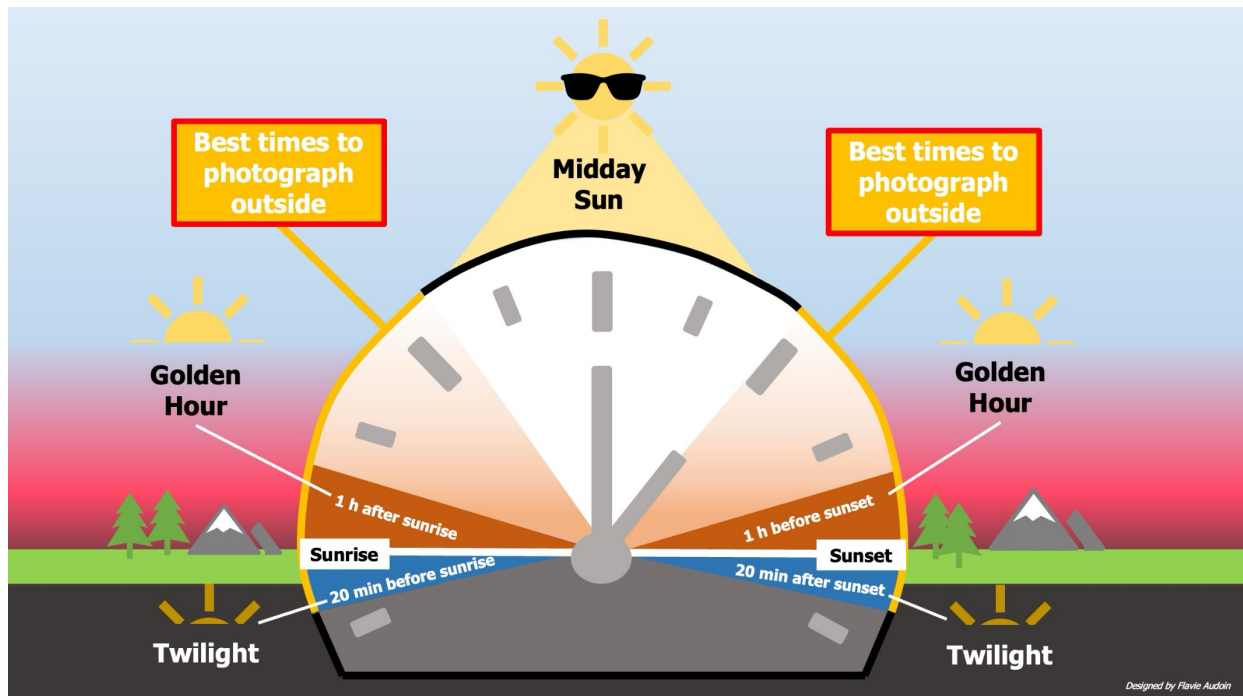
Soccer ball direction
(from front to back)
NOT ACCEPTED



Soccer ball direction
(from back to front)
NOT ACCEPTED



- Try to avoid filming between 10 am and 2 pm (midday sun) due to harsh and direct light that can create strong shadows and blown-out highlights, leading to a flat or overexposed image.



- If you have “failures” or “funny moments”, feel free to submit them too. They might be added to some of the videos.

Here is an example of how the final product will look like: <https://youtu.be/velnX8FGep4>

Disclaimer: this example was filmed during drought, and with limited access to diverse rangelands and pastoralists/ranchers/land managers. The rolling credit page is not in this demonstration video but will be on the final products.

MINI VIDEO COMPETITION

SPONSORED BY



CLUB DE NIÑOS Y NIÑAS
DE NOGALES
BOYS AND GIRLS CLUB

The IYRP Mini Video Competition is a global storytelling initiative celebrating the spirit of the 2026 FIFA World Cup through the lens of pastoralist communities and their rangelands. Participants from the 11 IYRP regions are invited to submit short, 8-second landscape videos featuring pastoralists, land managers, or ranchers in traditional attire playing soccer in their local rangelands. The central theme follows a soccer ball as it travels across diverse landscapes—symbolizing connection, culture, and community across continents. The best submissions will be professionally edited into regional and global compilations for social media release from March to July 2026. As a token of appreciation, selected contributors will receive special soccer balls printed with the IYRP logo—thoughtfully donated by the Boys and Girls from Nogales, Mexico, as a gesture of solidarity and global friendship.

Videos submitted for the IYRP Mini Video Competition will be selected based on their adherence to technical guidelines (landscape format, maximum 8 seconds, stable footage, with the soccer ball entering from the left and exiting right), clear visibility of both people and rangeland, and the presence of pastoralists, land managers, or ranchers ideally in traditional attire. Judging will also consider creativity, cultural authenticity, visual impact, and the energy or emotion conveyed. While the main focus is on meaningful and engaging contributions, humorous or “failed” attempts are welcome for possible inclusion in a fun compilation. Selected participants will receive IYRP-branded soccer balls, generously donated by The Boys and Girls of Nogales, Mexico.