

Update on the IYRP North America Documentary Film Project & Arizona Celebrations



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IYRP North America Support Group



GLOBAL ALLIANCE FOR
RANGELANDS & PASTORALISTS

<https://iyrp.info>

UN International Year of
Rangelands and Pastoralists
2026



Togo
@Giles Coulon

Finally, a UN IYRP Designation Approved in 2022 – NOW WHAT?

- **Engagement & Planning by the Secretariat, Global Coordinating Group, RISGs, Working Groups, and many organizations around the world!**
- **Our question: How to Reach New Audiences?**
 - Research on how to reach the American public revealed:
 - 83% of American adults use YouTube, more than any other social media outlet (Pew Research, 2024)
 - Films, and documentaries in particular, have been shown to reach millions of people quickly & effectively



Who is Involved?

- Idea began with members of the Rangelands Partnership & the North American IYRP Support Group
- **Landmark Stories** at the University of Arizona was interested in producing the film
- Fundraising initiated in 2023:
 - <https://www.iyrp.info/donations-received>
 - Deans & directors at U.S. Land-Grant Universities
 - Proposals for competitive grants
 - Recommendations from Advisory Board members

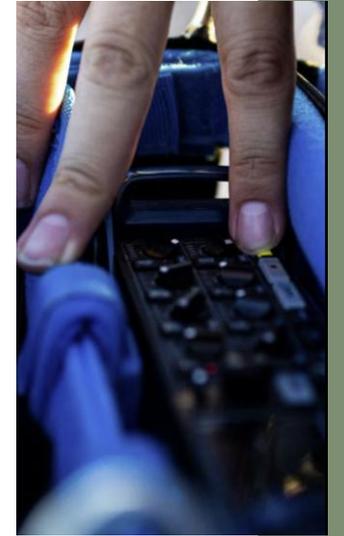


<https://landmarkstories.arizona.edu>



What are the Production Phases?

- **Pre-production:** explore themes, develop list of “storytellers” to interview, create compelling narrative
- **Production:** determine and finalize list of locations and “actors”, establish travel schedule, commence filming
- **Post-production:** begin film editing & sound mixing, graphics/maps/effects, rough cut submitted to partners for review, trailer finalized – continued fundraising!
- **Impact Campaign:** marketing, launch event, press release, film festivals – target date: May 2026!!



What Themes Were Suggested?

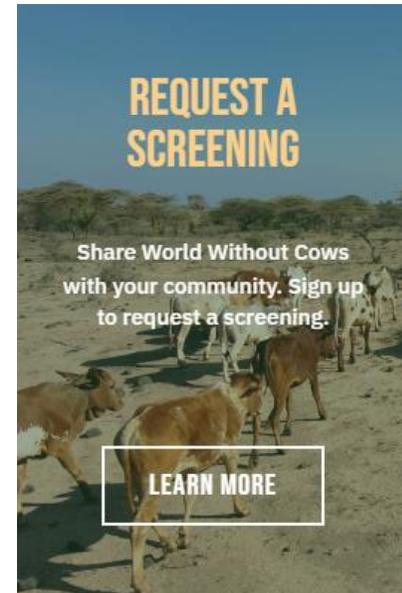
- 1) Rangelands and pastoralists defined
- 2) Historical overview of rangelands (Native American perspective; challenges)
- 3) Climate solutions & services
- 4) New technologies, i.e. virtual fencing; drones/remote sensing; grazing strategies
- 5) Ecosystem services: clean water, carbon sequestration, wildlife habitat, recreation, wildfire and invasive species control, renewable energy
- 6) Connecting to rangelands/keeping working lands "working"



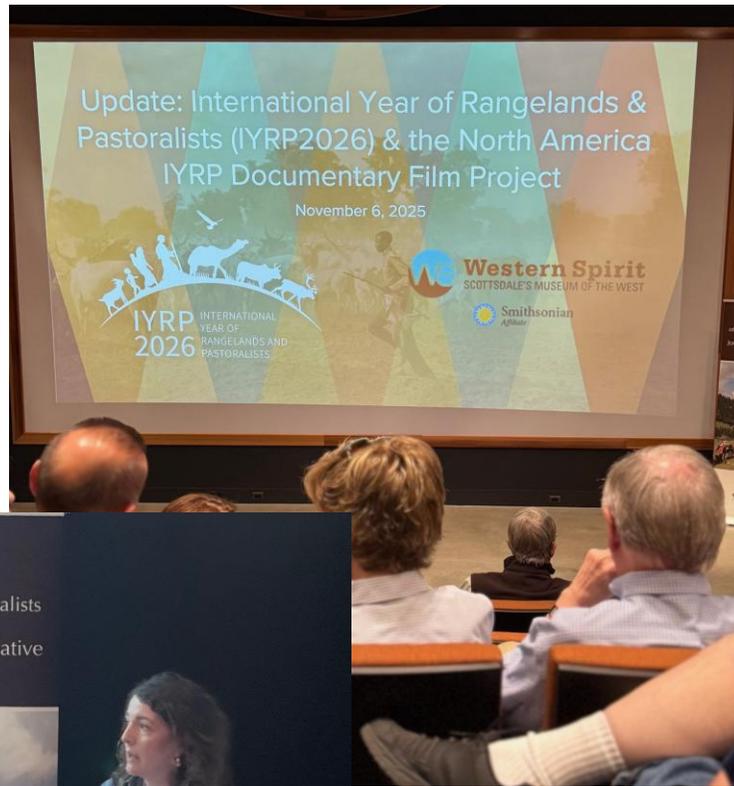
What have been/are the greatest challenges?



- **FUNDRAISING – ongoing!**
 - **Marketing:** Film Festivals (Jackson Wild, World Science Festival, etc.), PBS
 - **Educational guides** for schools, libraries, community events
 - **Series of short videos** for interviews not included in the film
 - **Website** for requesting a screening & gaining impact data - <https://worldwithoutcows.com/>
- **Taking into consideration many different perspectives & suggestions**
 - Production team
 - Advisory Board
 - Donors/Funders
- **Incorporating as many stories as possible into a maximum 70-minute film**
 - Linking themes and stories to: “why should someone in NYC care?”
- **Still working on premiere location in Arizona**
 - Identifying ways to collect feedback (number of screenings, attendance, pop-up surveys, social media engagement, QR codes at screenings – suggestions?)



Arizona IYRP Celebrations



DISCOVERY FRIDAY SPRING SEMINAR SERIES 2026

- ### SRER Webinar Series
- Long-term ecological data
 - Supporting IYRP goals

- ### IYRP Banners on the Road
- Diablo Trust
 - AZ SRM Chapter
 - UA Tierra Seca Club

Stories of Collaborative Conservation on Arizona Rangelands
 Community Groups Meeting Today's Challenges
Thursday, November 6th, 2025
 6:00 – 8:30 pm

This program will include presentations by members of the Altar Valley Conservation Alliance, Malpai Borderlands Group, historical Arizona ranches and Diablo Trust followed by a reception in the sculpture garden. Come support this amazing group of innovative rangeland managers!

Sign Up Now at westernspirit.org/project/iyrp/ or scan below






AZ Senators to Issue IYRP Proclamation (bipartisan)






International Year of Rangelands and Pastoralists 2026

DRAFT

STATE OF ARIZONA, USA, PROCLAMATION

IN CONJUNCTION WITH THE UNITED NATIONS DESIGNATION OF 2026 AS THE INTERNATIONAL YEAR OF RANGELANDS AND PASTORALISTS

THIS DOCUMENT PROCLAIMS 2026 A YEAR OF CELEBRATION OF RANGELANDS AND PASTORALISTS





What Are Our Long-Term Goals?

- To dispel misconceptions
- To inform policy & expand research
- To influence/educate a new generation
- To contribute to a **lasting legacy of the IYRP** in the conservation of our rangelands & support for the people who care for them

And Now for the Best Part!





Trailer for: *Land in the Balance: Stories of American Rangelands*

https://youtu.be/_u07Eb1tF6k



THANK YOU!

QUESTIONS?



**CELEBRATE
IYRP 2026!**



Contact us:
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More information:
<https://iyrp.info>

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