

IYRP Report for North America

February 21, 2025

Recent Activities at SRM Spokane

- About 1,300 attendees overall
- Global complimentary registrations provided, some access problems noted
- Plenary talks by IYRP scholars
- Film festival and IYRP action planning workshop

Action Planning Workshop Details

- Focused on actionable outputs
- 8 main presentations
 - Ranching documentary film led by Univ Arizona
 - Regional outreach and public art project led by Washington State Univ
 - Grassland Conversion and IYRP awareness raising Nebraska Section
 - Canada update
 - Mexico update
 - Proclamations/resolutions templates
 - SRM/IYRP President's Prize for most impactful SRM Sections
 - Global social media linking rangelands and world cup 2026

Proclamations/Resolutions Template

- Concise materials developed by M. Thorne and team
- Idea is to have all levels of government be able to support IYRP
- Templates and cover letters prepared in English but will be made readily available for regions to disseminate, edit, and translate for their use by early 2026
- Users of templates would download materials and make a record of use so that a global assessment is possible
- Current drafts need editing for USA to reflect new federal realities (see next slide)

Social Media and World Cup Linkages 2026

- This is an especially popular action item led by F. Audoin at Univ Arizona with regional collaborations from IYRP Youth Forum
- Idea is to create social media materials showing rangelands and pastoralists playing football (soccer) in traditional dress around the world. Culture, hope, and humor to be emphasized
- Protocols now being developed for dissemination later in 2025
- Regions would supply diverse video and still shots for dissemination via multiple social media platforms
- Explicit use of FIFA World Cup logos, etc, likely not allowed due to copyright, but no problem!

North America Action Plan Progress and Challenges

- Synthesis of workshop outcomes into a concise action plan by USA, Canada, and Mexico pending for March
- Main focus is on public awareness raising and policy intervention
- Key shared topic may be grassland preservation across North America

USA Challenges

- IYRP terminology may be seen as a problem under the new federal administration of the USA, including “international,” “UN,” “climate change,” “sustainable agriculture,” etc.
- Federal agencies are being down-sized already and may be prohibited from using such terms in public discourse
- One possible approach is to re-name and re-package IYRP efforts to emphasize “the year of national rangelands” in the USA for SRM meetings at Monterey 2026 and Wichita 2027.
- State-level actions and agency participation may still survive, however
- North America region may need to be re-organized to showcase Canada and Mexico as partners with the IYRP and hold USA as a separate entity
- Sorry for this sad news! We will watch what happens and act accordingly.
- The IYRP regions can still act by sharing global materials created in the USA