



Food and Agriculture
Organization of the
United Nations



INTERNATIONAL YEAR OF
**RANGELANDS AND
PASTORALISTS**

2026

**LANDS IN MOTION,
STEWARDS OF
KNOWLEDGE AND
THE FUTURE**

INTERNATIONAL YEAR OF RANGELANDS AND PASTORALISTS 2026

- IYRP 2026 highlights a unique opportunity to raise awareness of the value of pastoralism and healthy rangelands and to advocate for the need to further build capacity and increase responsible investment in the pastoralist sector.
- This includes sustainable investments in production and land management practices, improved or restored ecosystems, equitable access to markets and value chains, and livestock production and health. Rangelands, including silvo-pastoral systems, and pastoralism have great potential to contribute to the UN Decade for Ecosystem Restoration and to deliver on the Sustainable Development Goals (SDGs).
- The Year will highlight will develop a series of activities to raise awareness about the importance of the sustainable management of rangelands and pastoralism and their contributions to achieving sustainable development.



Visual identity guidelines and logo library

- Visual Identity Guidelines
- Waiver
- Visual Identity (6 UN Languages)
- Communication Handbook



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МЕЖДУНАРОДНЫЙ ГОД
**ПАСТБИЩНЫХ ЗЕМЕЛЬ
И ПАСТБИЩНЫХ
ЖИВОТНОВОДОВ**
2026



ANNÉE INTERNATIONALE DES
**PARCOURS ET DES
ÉLEVEURS PASTORAUX**
2026



السنة الدولية
**للمراعي ورعاة
الماشية**
2026



国际
牧场和牧民年
2026



Communication Products



IYRP Trello board



IYRP website



Virtual backgrounds

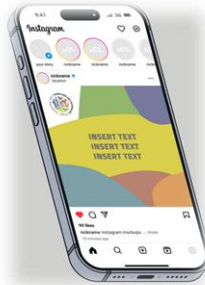


Digital Media Hub



Communication Products

- Branded merchandise
- Virtual backgrounds
- Social Media Assets





Communication Products - coming soon

- Communications Handbook
 - Key messages and facts
 - Links to communication assets
 - Tips on how to get involved
- Promotional video
- Posters
- Logo Animation/Video Bumper
- Web Buttons



IYRP 2026 - Call for Human-interest stories

We are calling on all partners to identify **human-interest stories** linked to rangelands and pastoralists, including challenges faced and success stories to be published on the IYRP 2026, FAO websites and related digital channels, as well as to be used in events, exhibitions and global media.

We need your help to identify stories and promote your activities for rangelands and pastoralists!

Launching end of November! Stay tuned to the Digital Media Hub.



How to get involved

1. **Organize an event or activity** - From photo exhibitions and storytelling events to community walks, cultural performances, contests, or concerts, there are countless ways to engage people in the IYRP 2026. Make sure to follow the visual identity guidelines when promoting your event.
2. **Lectures, panels and roundtables** - Organize, sponsor, or participate in a public lecture with leaders, educators, scientists, and pastoralist representatives. Use your event to promote key messages and foster dialogue on the importance of sustainable rangeland management and pastoralists. Include a Q&A session to inspire participants, share experiences, and encourage active engagement.
3. **Get youth involved** - Get in touch with local schools and educators to organize a lesson or activity about the IYRP and the vital role of rangelands and pastoralist communities in caring for our planet.
4. **Involve the media and brand your city** - Start approaching journalists, media outlets, TV stations, outdoor advertising agencies, or municipalities as early as possible to promote the IYRP in 2026. Share communication materials such as the promotional video, posters, and social media assets. Contact the IYRP team to let us know where you plan to display these and we will support you in producing them in the language or format you need.
5. **Engage Influencers** – Help us to identify influencers who are passionate about rangelands and pastoralist communities and can help us raise awareness about the year. By using their platform, they can help us to inspire, educate, and mobilize others to take action and support rangelands and pastoralist communities worldwide.





Thank you!

For more information, please visit:

[Home](#) | [International Year of Rangelands and Pastoralists 2026](#) | [FAO](#)

Or contact us at IYRP@fao.org