



**Proposal to Designate an “International Year of Rangelands”  
Submitted to the leadership of the BLM, NRCS, and USFS  
August 20 and 21, 2015**

**The Society for Range Management’s Executive Council  
& The Rangelands Partnership**

**The Request:** The *Society for Range Management* (SRM), numbering 2700 U.S. and international members; and *The Rangelands Partnership* (RP), a collaboration of 19 western land-grant universities as well as international partners, seek interest in pursuing a request to the United Nations to designate an “**International Year of Rangelands**”. (See UN related links on back page)

**Background:** After viewing social media messages and videos about the 2015 “*International Year of Soils*” (designated December 2013 by the UN General Assembly), Dr. Barbara Hutchinson from The University of Arizona presented the idea of pursuing a similar public interest campaign for rangelands at the RP annual meeting in March 2015 and in early summer to the SRM Executive Council and Board of Directors. There was unanimous support among both organizations to pursue such an opportunity. At the same time, the RP had recently received 2 NIFA grants that provided funds to develop short educational videos on rangelands topics including an overview to demonstrate the importance of rangelands to food production and security, climate & drought adaptation, natural resource management, water availability, wildlife management, environmental impacts, and economic development around the world.

**The Offer:** Should a collaborative effort be successful in proposing and gaining support to designate an “International Year of Rangelands”, the RP suggests using the planned overview video short as a “coming soon trailer” and a preliminary step in marketing the event. Cody Sheehy, an award-winning videographer from the University of Arizona, has produced a presentation which describes some of the components that could be integrated into the “trailer.” (See link to Prezi presentation on back page) However, it is recognized that a fully developed and coordinated marketing campaign would need to be determined by the lead agency along with other partners supporting the proposed “International Year of Rangelands”. Using video, social media, and other outreach outlets, broad-based audiences could be informed about the importance, uniqueness, and vastness of the world’s rangelands which comprise about half of the earth’s terrestrial ecosystems.

**NEXT STEPS:**

- 1) Agree to propose and participate in an “International Year of Rangelands”
- 2) Assist with process to submit a resolution to the UN General Assembly



## Related Resources and Links

**Previous designations** related to natural resources (e.g., “International Year of Soils, Forests, Deserts, etc.)” can be found on the United Nations website -

<http://www.un.org/en/sections/observances/international-years/>

**Resolution adopted by General Assembly on 20 December 2013 “World Soil Day and International Year of Soils -**

[http://www.un.org/en/ga/search/view\\_doc.asp?symbol=A/RES/68/232](http://www.un.org/en/ga/search/view_doc.asp?symbol=A/RES/68/232)

**Prezi presentation about possible video trailer -** [https://prezi.com/1n-t\\_rzzlwwp/get-to-know-your-rangelands/?utm\\_campaign=share&utm\\_medium=copy](https://prezi.com/1n-t_rzzlwwp/get-to-know-your-rangelands/?utm_campaign=share&utm_medium=copy)

**SRM website –** <http://rangelands.org>

**Rangeland Partnership websites and selected social media outlets**

<http://globalrangelands.org/>

<http://globalrangelands.org/rangelandswest>

<https://www.facebook.com/RangelandsWest>

<https://twitter.com/RangelandsPartn>

<https://www.linkedin.com/grp/home?gid=6713778>

<http://www.waaesd.org/rangelands-west-partnership>

## Rangelands Partnership Contacts

Dr. Barbara Hutchinson ([BarbaraH@cals.arizona.edu](mailto:BarbaraH@cals.arizona.edu))

Mr. Cody Sheehy ([csheehy@email.arizona.edu](mailto:csheehy@email.arizona.edu))

## SRM Board of Director Contact

Dr. Larry Howery ([lhowery@ag.arizona.edu](mailto:lhowery@ag.arizona.edu)), 2<sup>nd</sup> VP, SRM