

IYRP  NORTH AMERICA
INTERNATIONAL YEAR OF RANGELANDS AND PASTORALISTS
CREATIVE TOOLKIT

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CREATIVE TOOLKIT

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This material and its contents do not reflect the endorsement or opinions of the IYRP Global Alliance. The IYRP Global Alliance logo is included solely to signify our commitment, as Alliance members, to raising global awareness of the importance of rangelands and pastoralists in support of IYRP 2026.

1. Introduction, Vision, Shared Definitions & Guiding Values

Introduction

The USDA-funded Western Sustainable Agriculture Research and Education (SARE) project *Evaluating the Affective Power of Art* has brought together partners across the Western U.S., Mexico, and Canada to ask a central question: **How can art expand public understanding of rangelands and the communities who depend on them?**

The IYRP Creative Toolkit is one answer. It functions as both a practical manual and a creative framework, offering step-by-step guidance, adaptable templates, and strategies for showcasing and documenting rangelands and pastoralist cultures, while honoring contributing artists, scientists, and advocates throughout the world. Designed for community groups, educational institutions, NGOs, nonprofits, and government agencies, it lowers barriers to participation in arts-based programming, even for those with little prior experience.

By pairing flexible formats with shared values, the Toolkit positions creativity as a bridge, linking science with culture, local voices with broader publics, and community expression with the deeper empathy it can generate.

Vision

The United Nations declared 2026 the International Year of Rangelands and Pastoralists (IYRP) to highlight ecosystems that cover more than half of Earth's terrestrial surface and sustain extraordinary biodiversity, as well as the pastoralist peoples and cultures who care for and depend on them.

In North America, rangelands extend from the Canadian prairies to the U.S. sagebrush steppe, the deserts of northern Mexico, and the dryland pastures of Hawai'i. Across these landscapes, pastoralist and ranching communities uphold ecological resilience, food systems, and generational knowledge through practices deeply rooted in place.

This Toolkit is part of that global effort. Developed through Western SARE and regional partnerships, it provides practical pathways for creating arts-based exhibits and programs that bring the spirit of the IYRP into public life. Through creativity, it invites audiences to experience the richness of rangeland biomes, connect emotionally with pastoralist and ranching life, and recognize the ecological, social, and cultural importance of these landscapes for our shared future.

The vision is clear yet ambitious: to use art and storytelling to spark curiosity, foster recognition, and deepen respect for the people, animals, and ecosystems of rangelands.

Across North America—including Canada, the U.S., and Mexico—rangelands are, and have always been, Indigenous homelands shaped by longstanding relationships of care, governance, and reciprocity. Indigenous Nations, including Tribal Nations, First Nations, Métis, and Inuit communities, continue to steward these landscapes; tend culturally significant plants and species; maintain reciprocal relationships with wildlife; and carry forward languages, practices, and ecological knowledge refined over generations.

Toolkit partners are encouraged to collaborate with Indigenous communities, provide accurate attribution, and seek cultural guidance when incorporating Indigenous imagery, stories, or traditions into their creative work.

Shared Definitions

The International Year of Rangelands and Pastoralists (IYRP) is guided by globally recognized definitions developed through international collaboration and coordinated by the Global Alliance for Rangelands and Pastoralists. This Toolkit aligns with those shared definitions while explicitly encouraging regional adaptation to reflect local ecologies, cultures, practices, and languages.

Rangelands are extensive lands where native vegetation, such as grasses, forbs, and shrubs, supports grazing and browsing by livestock and wildlife. Rangelands include grasslands, savannas, shrublands, deserts, wetlands, tundra, montane systems, and forest-fringe ecosystems that are not intensively cultivated. The ecological breadth of rangelands varies by region and may extend beyond commonly recognized grasslands.

Pastoralists are people whose livelihoods, cultural practices, and social systems are centered on the extensive use and stewardship of rangelands, including mobile and semi-mobile forms of livestock management.

These definitions provide a shared global framework. Toolkit partners are encouraged to localize language, examples, and terminology so that rangelands and pastoralist communities are described in ways that resonate culturally and ecologically within each place.

Guiding Values

This Toolkit rests on values that shape every project, regardless of scale, geography, or resources:

- **Celebrate people and landscapes together.** Rangelands and the communities who rely on them are interconnected—ecologically, socially, and historically—and should be represented side by side.
- **Center local and place-based knowledge.** Indigenous peoples and other pastoralists, including herders and ranchers who practice mobile livestock management, hold deep expertise in their environments. Their relationships with land are the foundation of this work.
- **Share across generations.** Elders' knowledge and children's curiosity sustain intergenerational learning, while opening space for emerging creative voices and growing rangeland expertise and advocacy.

- **Engage through creativity.** Visual, auditory, and tactile arts reach audiences who may not connect through science or policy alone.
- **Balance cohesion with local expression.** Shared exhibit frameworks create a recognizable IYRP presence across regions, while local languages, stories, and materials ensure authenticity and relevance.
- **Commit to accessibility and respect.** Exhibits should welcome all ages, abilities, and backgrounds, with attention to translation, sensory access, and cultural care, especially when referencing Indigenous communities, including Tribal Nations, First Nations, Métis, and Inuit communities.
- **Create moments of wonder.** At their best, projects invite people to pause, look closely, learn, and feel connected to landscapes and the people who steward them.

Language Matters

Throughout this Toolkit, we use the term *partner* rather than *stakeholder* to reflect collaborative, reciprocal relationships and to avoid extractive or technocratic language—particularly within grassland and pastoral contexts shaped by colonial histories and ongoing systems of inequity. Partners include pastoralists, Indigenous Nations, land stewards, community members, artists, educators, scientists, and organizations working together in shared stewardship and storytelling.

2. Art Elements (Modular Exhibit Components)

The Toolkit recommends a mix of physical display typologies, such as kiosks and posters, and participatory activities, including workshops and community events. Together, these approaches create a visible presence in public space while offering meaningful opportunities for hands-on engagement.

Building from the kiosk as an anchor, physical components can be added for depth or function as independent features. A modular design offers flexibility: partners with limited resources can start small, while others can build more layered, immersive exhibits. Participatory strategies can likewise be scaled up or down based on capacity, location, and interest.

Each element balances a shared framework, with formats recognizable across IYRP projects, and regional specificity rooted in local voices, languages, and lived experience, including Indigenous and community-based knowledge. This balance ensures exhibits resonate at both global and local levels.

Implementation Options

- Order pre-made, ready-to-ship elements via the online order form: [IYRP-SARE-Exhibit-Application_FINAL.pdf](#).
- Download and customize templates to localize content with community voices, images, and stories – see Appendix.
- Use these typologies as inspiration: adapt, expand, or combine them with existing programming.

CUSTOMIZE YOUR EXPERIENCE—START WITH CORE PIECES, THEN LAYER PARTICIPATORY OR HYBRID ELEMENTS. PHYSICAL DISPLAY APPROACHES MAKE IYRP VISIBLE; PARTICIPATORY APPROACHES MAKE IT LIVED.

2.1 Kiosk/Exhibit Island

The kiosk is the centerpiece of the Toolkit: a flat-pack, double-sided modular display that ships easily and assembles without specialized tools. Printed panels combine universal IYRP and Western SARE content with space for partners to add their own photos, local stories, tactile materials, and educational takeaways. This structure makes each kiosk recognizable across regions while remaining responsive to the specific context and character of its host site.

The kiosk design includes a panoramic illustrated mural, a photo collage, interpretive text, display shelving for collateral materials, and select three-dimensional elements, including a Swainson's hawk, cloud forms, and a freestanding sheep figure. QR codes direct visitors to www.grasslandsproject.org, where they can explore additional ways to see, feel, and listen to rangelands and the pastoralists who sustain them.

The panoramic illustration draws from grassland textures, stewardship tools, regional species, and practices of deep cultural meaning. Shaped by input from a diverse Western SARE team, including the Native American Rangeland Partnership, and the Indigenous Kinship Circle, it brings together multiple rangeland types into a single composite landscape. This approach reflects the diversity of rangelands while establishing a shared visual framework.

On the opposite side of the kiosk, a photo collage features images contributed by partners across the globe that represent key IYRP themes. Accompanying interpretive text describes these themes and current challenges, encouraging visitors to learn about, care for, and take action to protect rangelands.

Adjacent to the collage, circular flip panels provide additional interpretive depth. These rotating panels feature illustrations of Burrowing Owls (*Athene cunicularia*), Monarch Butterfly (*Danaus plexippus*), and Blue Grama Grass (*Bouteloua gracilis*). Along the edge of the panel, life-size images reveal portions of the root systems and aboveground vegetation of Big Bluestem (*Andropogon gerardii*) and Leadplant (*Amorpha canescens*). Shown at full scale, the roots of these plants can reach twelve feet in length.

The specimens used to create these images were grown by the Tallgrass Prairie Center in Cedar Falls, Iowa. A side panel includes a built-in ruler, allowing children to measure their height against a prairie root system. This panel also incorporates display shelving and leaves space for partners to add local photos, stories, and interpretive content and materials (see Section 2.3).



What It Is

(Base Kit — 3 pre-printed panels)

1. (2) 42" × 72" × 1.6" Xanita Board panels, printed double-sided:
 - Side A: panoramic illustrated mural
 - Side B: photo collage
2. (1) 42" × 72" × 1.6" Xanita Board panel:
 - One side: continuation of illustrated mural
 - Other side: interactive info panel (circular flip panels, poster and tackboard space, take-away shelf/pockets)
3. 3-D components cut from Xanita Board and plywood, extending the illustration and stabilizing the structure:
 - circular flip panels
 - strap-hinge connections allowing multiple kiosk configurations
 - adjustable feet for leveling and spacing
 - integrated three-dimensional Swainson's hawk and clouds that attach to the Xanita Board panels
 - freestanding sheep cut-out to be assembled and displayed in front of or adjacent to the kiosk panels
4. Flat-pack shipping crate for transport.
5. Assembly instructions (no specialized tools required).

Specs

- Constructed primarily from 10mm Xanita Board, folded and doubled to create ~40mm (1.6") thick panels.
- Lightweight and transportable; designed for repeated assembly.
- Strap-hinge system provides 360° range of motion with a locking feature for stability.
- Panels slip over a central base for secure setup.
- Assembled kiosk height: approximately 6'-4".
- Compatible with adhesive, clips, pins, or Velcro for locally generated materials.
- Built in wooden stands that can be rotated and tightened at 90 degrees for stability.
- Xanita Board is a fully recyclable paper product meeting ISO 9001 and ISO 14001 sustainability standards.

How-To

- Select a kiosk kit, add-ons, and shipping/delivery preference via the online order form: [*YRP-SARE-Exhibit-Application_FINAL.pdf*](#).
- Use Toolkit templates to print local content and attach using the tackboard, clips, or adhesive; fill the shelving with items relevant to your community.

Resources

- Quick-start assembly instructions (how to attach hinges, stands, 3-D toppers).
- Editable templates for customizing interactive photo and info panels.



THE KIOSK IS A TRAVELING EXHIBIT IN A BOX—PART GLOBAL FRAMEWORK, PART LOCAL AUTHORSHIP.

2.2 IYRP Poster

The IYRP poster is a core visual signature of the Toolkit: a single, iconic design that may be mounted on the kiosk or circulate independently in community spaces. Simple to order and adaptable to many settings, it conveys the IYRP story at a glance and ensures quick recognition of unifying themes across regions.

Conceptually, the poster functions as both symbol and invitation. It provides a shared visual reference point while sparking curiosity and serving as a portable entry into IYRP themes. Extra copies can be shared in classrooms, posted in civic spaces, or distributed at events—allowing the IYRP to travel far beyond formal exhibit sites.

What It Is

- A unified design featuring IYRP + Western SARE branding, engaging imagery, a concise headline, and core facts.
- Draws from the kiosk’s illustration assets as its primary visual language.
- Sized for both kiosk display and community posting.

Specs

- Size: 18" × 24"

How-To

- Order with the kiosk kit via the online form: [*IYRP-SARE-Exhibit-Application_FINAL.pdf*](#)

Resources

- Printable poster files – see Appendix.

A SINGLE, ICONIC POSTER UNIFIES THE IYRP NORTH AMERICA NETWORK—EASY TO RECOGNIZE, EASY TO SHARE, DESIGNED TO TRAVEL.

2.3 Interactive Kiosk Panel

The interactive kiosk panel—featuring circular flip panels, poster and display space, and shelving for takeaway materials—transforms each kiosk into a localized exhibit. Partners fill these areas with community-generated content such as photos, maps, quotes, quick

facts, and printed collateral materials for public distribution. Templates included in the Toolkit appendices maintain visual consistency across all locations, while partners contribute the stories and knowledge that make each exhibit distinct.

In this way, the panel links the shared IYRP framework with regional interpretation. Its standardized format supports cohesion, while its strength lies in how partners use it to highlight local species, place-based knowledge, and lived experience.

What It Is

- A kiosk panel with flexible zones for images, captions, short texts, physical objects, and handouts.
- Space for additional QR codes linking to audio, film, or digital experiences.

How-To

- Partners receive editable takeaway templates for a variety of printable materials such as postcards and seed packets.
- Illustration, layout, typography, and color palette remain locked to preserve IYRP identity.
- When possible, local images added by partners should be printed in a circular format (approximately 10–12 inches in diameter) to align visually with the collaged photographs on adjacent kiosk panels. Circular images should be printed at 300 dpi, mounted to board, cut into discs, and adhered to the kiosk panel, with accompanying interpretive text printed and mounted separately. Multiple production options are possible including use of the kiosk fabricator, [Visual Options](#), a local printer, or simple foam-core mounting. Square or rectangular images may also be used if circular formatting is not feasible.

Resources

- Quick Reference Guide – see Appendix.

Guidance on formats, accessibility, and cultural care is provided in the Appendix: *Formats, Accessibility, and Cultural Care Guidance*.

ONE LOOK, MANY VOICES—TEMPLATES ENSURE COHESION WHILE PARTNERS TELL THEIR OWN STORIES.

2.4 Three-Dimensional Cutouts

Animals, including birds, sheep, goats, cattle, horses, bison, and other wildlife, are central to pastoral and ranching life, embodying relationships between people and the living systems they steward. Rangeland landscapes—grasslands, deserts, mountains, open skies, and water sources—form the ecological foundation of these relationships, sustaining biodiversity and supporting community life. Three-dimensional cutouts, backdrops, and illustrations make these connections tangible, bringing animals and landscapes from abstraction into lived experience and place.

Within the Toolkit, two species appear consistently: the Swainson’s hawk, an iconic raptor of Western rangelands, and a freestanding, life-size sheep representing pastoral livelihoods. Cloud forms add visual depth and reinforce expansive rangeland skies. Additional species or landscape elements may be incorporated locally to reflect regional ecologies, cultural contexts, and storytelling priorities.

These interactive features offer welcoming entry points that are playful yet meaningful. They attract families and youth, encourage exploration and conversation, generate shareable photo moments, and remind audiences that rangelands are not “empty lands,” but vibrant, inhabited environments shaped through long-standing relationships between people, animals, and land.



Specs

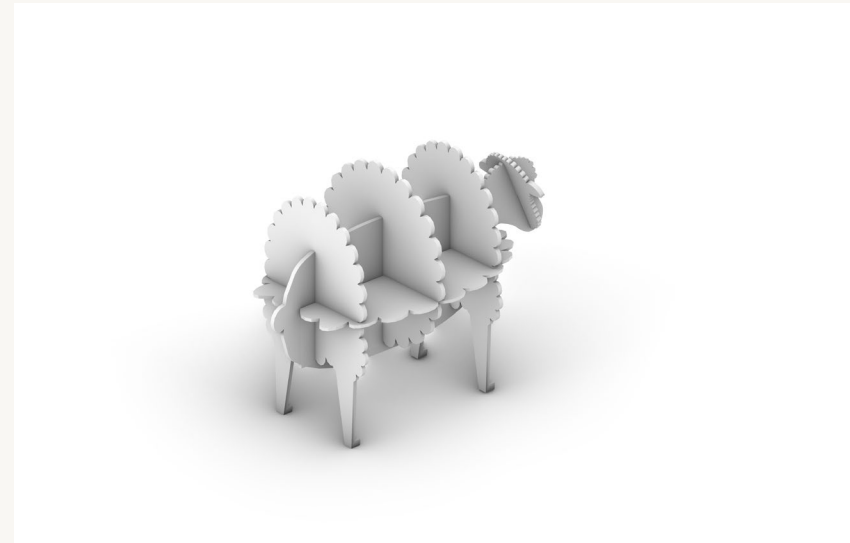
- Hawk printed on Xanita board with a mounting bracket designed to slip over the top of the kiosk.
- Cloud elements printed on Xanita board with mounting hardware for attachment to the illustrated side of the kiosk.
- Flat-pack set of cut and slotted sheep components, ready for on-site assembly.

How-To

- All three-dimensional cutouts are included with the kiosk and requested via the online form: [*IYRP-SARE-Exhibit-Application_FINAL.pdf*](#).
- Treat the kiosk as an immersive backdrop and encourage photography by placing the sheep in accessible areas and displaying hashtags or QR codes for social media sharing.
- Embellish the sheep with wool, yarn, fiber art weavings, or other relevant materials placed on the integrated shelves.
- Facilitate collaborative art-making using the coloring book and the make-your-own miniature sheep cut-out sheet.

Resources

- Printable coloring book – see Appendix.
- Printable miniature sheet template– see Appendix.
- Printable granny square coloring page – see Appendix.



INTERACTIVE FEATURES TURN VISITORS INTO STORYTELLERS—SHARING RANGELAND LIFE ACROSS COMMUNITIES AND DIGITAL SPACES.

2.5 Fiber Arts & Sensory Engagement

Fiber arts connect ecology, livelihood, and culture in direct, tactile ways. They draw on pastoralist and ranching traditions, including spinning, weaving, dyeing, and felting, while offering sensory experiences that foster deeper connection. Wool from sheep, alpaca, or goats becomes blankets and garments; grasses become baskets and mats; natural dyes from plants and soils add color to cloth and thread. These traditions remind audiences that rangelands sustain not only biodiversity but also the materials and practices that support human creativity and daily life.

Equally important are the sensory cues surrounding these traditions: the lanolin smell of raw wool, the textures of woven fabric or tanned hides, the rhythm of shears, looms, and combs. By activating multiple senses, fiber arts shift exhibits from intellectual encounters to embodied experiences. This approach is especially powerful for younger audiences, multilingual communities, or anyone who connects more deeply through touch, sound, and smell than through text alone.

How-To

- Organize opportunities for collaborative making: crochet squares, quilt blocks, woven strips.
- Host live demonstrations with Indigenous weavers or pastoralist artisans.
- Run natural dye projects with recipe cards and small take-home kits.
- Create sensory stations (wool, grasses, botanicals) for smell and touch, clearly labeled for safety.
- Layer soundscapes—loom rhythms, bleating sheep, rustling grasses.
- Exhibit finished works on the kiosk, on the sheep, or nearby, and amplify messages with interpretive labels and QR codes that link to oral histories and soundscapes.

Resources

- Crochet square template – see Appendix.
- Natural dye recipes – see Appendix.
- DIY scent bell guide – see Appendix.
- Potential collaborators: quilt guilds, weaving collectives, and Indigenous fiber artists.

FIBER ARTS EMBODY LAND-BASED KNOWLEDGE WHILE SENSORY CUES DEEPEN CONNECTION—INVITING AUDIENCES TO FEEL RANGELANDS AS LIVING TRADITION.

2.6 Takeaways & Exchanges

Takeaways extend the exhibit beyond the kiosk by placing ideas, stories, and materials directly into visitors' hands. Designed to be portable, shareable, and low-barrier, these items support reflection, conversation, and circulation of IYRP themes into everyday life.

Within the Toolkit, some takeaways are designed as objects of exchange, not souvenirs alone. Visitors are invited to take something meaningful and, when appropriate, to leave behind a response, contribution, or trace of their own experience. This reciprocal structure reinforces the values of care, stewardship, and shared responsibility that underpin pastoralist practice.

Takeaways may include seed packets, postcards, poems, coloring sheets, fiber kits, or other small-format materials. Partners are encouraged to select formats that align with their audience, setting, and capacity.

Seed Bank (Living Exchange)

The seed bank is a tangible expression of reciprocity. Visitors take home regionally appropriate native seeds—or other small offerings—and are invited to leave behind drawings, reflections, poems, handmade items for future participants, or even additional contributions of their own. Both literal and symbolic, the seed bank reflects regenerative cycles at the heart of rangeland ecosystems and pastoralist life. By carrying these materials into homes, schools, and gardens, visitors extend stewardship beyond the exhibit site.

How-To

- Use the interactive kiosk panel display shelving labeled as a “Take One / Leave One” station.
- Stock regionally appropriate seed packets, verified through trusted databases.
- Pair seeds with interpretive prompts or postcards to deepen meaning.
- Invite visitor contributions (drawings, reflections, small handmade works).

Resources

- Seed packet template – see Appendix.
- Xerces Society – xerces.org/native-seeds
- USDA PLANTS – plants.usda.gov

IYRP Postcard

The IYRP postcard translates the kiosk illustration into a portable, visual storytelling format, invite reflection, dialogue, and circulation beyond the exhibit site. It supports multilingual engagement, low-barrier participation, and informal learning across ages and contexts.

Postcards can be used as:

- Take-home items from kiosks and events.
- Prompts for classrooms, story circles, or workshops.
- Write-on response cards for evaluation or reflection.

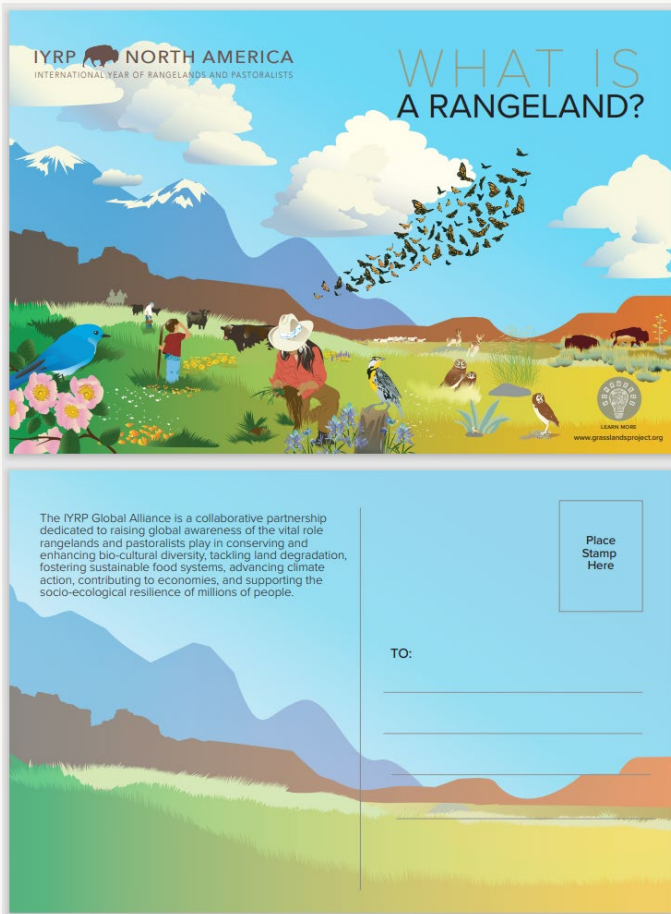
- Visual pin-ups within the kiosk or surrounding space.
- Mail-outs to partners, funders, or decision-makers.

How-To

A small quantity of postcards are included with the kiosk; more can be printed from the template or requested via the online form: [IYRP-SARE-Exhibit-Application_FINAL.pdf](#).

Resources

- IYRP postcard template – see Appendix.



Theme Cards

The twelve monthly IYRP themes are highlighted on a double-sided card that pairs strong visual images with concise interpretive statements. They are mini versions of the kiosk's photo collage panels.

Theme Cards can be used as:

- Take-home items from kiosks and events.
- Prompts for classrooms, story circles, or workshops.
- Mail-outs to partners, funders, or decision-makers.

How-To

Theme cards are included with the kiosk and requested via the online form: [IYRP-SARE-Exhibit-Application_FINAL.pdf](#).

Resources

- IYRP Theme card templates – see Appendix.

IYRP NORTH AMERICA
INTERNATIONAL YEAR OF RANGELANDS AND PASTORALISTS

The International Year of Rangelands and Pastoralists is dedicated to raising global awareness of the vital role rangelands and pastoralists play in conserving biocultural diversity, addressing land degradation, fostering sustainable food systems, advancing climate action, contributing to economies, and supporting the socio-ecological resilience of millions of people worldwide.

- Rangelands Overview** - Grasslands and rangelands are rich ecosystems, home to wildflowers, wildlife, birds, insects, and more. Too often defined by what they lack, these landscapes are ecosystems in their own right and cover roughly half of the planet's ice-free land area. Despite their importance, rangelands are disappearing rapidly, with up to 80 percent lost in some countries.
- Land, Mobility, and Water Scarcity** - For pastoral communities, access to land, water, and seasonal movement is essential. Across the world, herders and ranchers rely on shared grazing lands and practices such as transhumance and nomadism to sustain livelihoods and ecosystems. Protecting migration routes and securing land and water rights benefits both people and wildlife, yet many communities face land grabbing and barriers that undermine long-term ecological health.
- Economics and Livelihood** - Rangelands provide meat, milk, fiber, hides, manure, and livelihoods for one in eight people globally, and even more in some regions. In landscapes too dry, cold, or rugged for crops, pastoralism offers resilient, locally adapted economies rooted in deep ecological knowledge. Although often undervalued, pastoral systems support food security, wildlife habitat, recreation, and billions of dollars in ecosystem services each year.
- Climate Change and Resilience** - Rangelands store roughly one-third of the Earth's soil carbon and offer enormous potential for climate mitigation. Well-managed grazing, locally adapted livestock, and perennial plant systems improve carbon storage, water retention, and resilience to extreme weather. Pastoral knowledge and flexible land management will become increasingly vital as climate conditions grow more unpredictable.
- Biodiversity and Ecosystem Services** - Rangelands, including grasslands, savannas, shrublands, and deserts, are among the most biodiverse ecosystems on Earth. These landscapes depend on cycles of grazing, rest, fire, and disturbance to sustain habitat. Pastoralists play a key role by working with ecological processes to maintain biodiversity and ecosystem health.
- Sustainable Rangeland Use and Restoration** - Pastoralists steward rangelands, not only for livestock, but also for biodiversity, tourism, conservation, and gathering. Conversion to crops, along with mining, infrastructure development, and settlement expansion, represents one of the greatest threats to rangelands and drives widespread land degradation. Protecting intact rangelands and restoring degraded areas through grazing management, rest, fire, and targeted interventions is essential for long-term sustainability.

INTERNATIONAL YEAR OF RANGELANDS AND PASTORALISTS 2026

- Infrastructure and Services for Pastoralists** - Many pastoral communities lack access to basic services such as clean water, healthcare, education, and veterinary care, especially during seasonal movement. Solutions include mobile schools, improved connectivity, healthcare access, and infrastructure along migration routes. Supporting training, services, and technology strengthens both pastoral livelihoods and the landscapes they manage.
- Indigenous and Local Knowledge, Culture, and Innovation** - Rangeland cultures hold deep ecological knowledge developed over centuries, including fire management, grazing routes, livestock breeds, and ethnoveterinary practices. Seasonal movement itself is a form of living knowledge, recognized by UNESCO as Intangible Cultural Heritage. Respecting and integrating indigenous and local knowledge strengthens both ecosystems and cultural resilience.
- Benefits to Society** - Pastoral systems provide healthy food, sustainable fiber, rural employment, biodiversity conservation, and climate benefits. Unlike industrial agriculture, pastoralism relies on natural grasslands and works within ecological limits. These systems deliver wide-ranging benefits to society while maintaining wildlife habitat and open landscapes.
- Pastoralist Women** - Women play essential roles in pastoral communities, caring for livestock, producing food, conserving biodiversity, and passing on knowledge. Yet they often face unequal access to land, resources, services, and leadership opportunities. Supporting women's rights, leadership, healthcare, education, and cultural exchange strengthens entire communities.
- Pastoralist Youth** - Pastoralist youth can build meaningful futures when they have access to training, opportunity, land, and technology. Many young people leave not due to lack of interest, but lack of support, leading to lost knowledge and abandoned lands. Around the world, youth are revitalizing pastoralism through education, innovation, digital tools, and cultural leadership.
- Innovative Solutions for a Sustainable Future** - Pastoralism is not a relic of the past, but a pathway to the future. Innovation blends traditional knowledge with new tools such as renewable energy, telehealth, virtual fencing, and climate-responsive management. By integrating tradition and innovation, pastoral communities offer powerful models for sustainable living.

LEARN MORE
www.grasslandsproject.org

SARE
Science & Education

Other Portable Takeaways

Additional takeaway formats may include:

- Poems or short texts.
- Coloring books or activity cards.
- Small fiber or craft kits.
- Postcards featuring local images or voices.

Partners are encouraged to select formats that reflect local culture, audience needs, and available resources, while maintaining alignment with IYRP values and visual identity.

TAKEAWAYS TURN EXHIBITS INTO LIVING EXCHANGES—IDEAS, STORIES, AND SEEDS THAT CONTINUE TO TRAVEL.

2.7 Digital & Sound Media

Digital and sound media bring pastoral voices and rangeland soundscapes directly to audiences. Short films, digital images, oral histories, interviews, songs, poetry, animal sounds, and ambient field recordings immerse visitors in the textures of daily life. From wind moving through grasses and the ringing of sheep bells, to hoofbeats and the cadence of a herder's voice, to the striking visuals of grasslands, pastoralists, and animals interconnected beneath a changing sky, these media can be shared widely and in many forms. They allow someone in a library, gallery, school, county fair, or other setting to experience a distant landscape and connect with the people who steward it.

Rather than embedding screens or audio hardware into the kiosk, digital content is accessed through QR codes printed on the interactive panel or on takeaway materials. This approach reduces cost and maintenance, avoids technology and security barriers for partners, and keeps the exhibit lightweight and adaptable. Visitors can choose their level of engagement, from a brief listen to a deeper dive, through content hosted online.

How-To

- Place QR codes linking to audio or video content on the interactive kiosk panel or on takeaway materials. Some digital and audio content is also available on www.grasslandsproject.org, which is already accessible via QR codes printed on other kiosk panels.
- Curate short clips (1–3 minutes) for casual listening; link longer material for deeper engagement.
- Pair audio with printed quotes or still photographs to create layered interpretation.

- Encourage partners to record local voices—pastoralists, land stewards, youth, and even animals.
- Use optional ambient sound during events (portable speaker, small looping playlist) when staffing allows.

Resources

- Art of Range Podcast – artofrange.com
- Perspectives on Pastoralism Film Festival – filmfreeway.com/PerspectivesonPastoralism
- Zooniverse Birdsong Project – zooniverse.org/projects/rainbow-nickerson/birdsong-recognition

DIGITAL STORYTELLING EXTENDS THE EXHIBIT BEYOND THE KIOSK—VISITORS LEAVE WITH VOICES, SOUNDS, MOVING IMAGES, AND STORIES THAT CONTINUE TO TRAVEL.

2.8 Field Studies & Event-Based Programming

Events extend exhibits into lived experience. Photography competitions and walks, story circles, workshops, and film screenings invite audiences to learn, create, and reflect together. These programs counter the myth of “empty lands,” revealing rangelands as diverse and abundant ecosystems and places of knowledge, tradition, and care.

They also generate new, community-created content that flows back into kiosks, web archives, and social media. This keeps exhibits active and evolving, ensuring that local creativity continues to expand the IYRP network over time.

How-To

- Organize photography walks and field trips with prompt sheets and shareable galleries.
- Run competitions with clear categories and simple recognition.
- Facilitate story circles with pastoralist and community voices.
- Screen films and pair them with guided discussions.

Resources

- Story Circle Guide – see Appendix.
- Photography Competition Best Practices – see Appendix.
- Photography Walk Prompt Sheet – see Appendix.
- Film Festival Hosting Kit – see Appendix.

FIELD PROGRAMS TRANSFORM AUDIENCES FROM VIEWERS INTO PARTICIPANTS—GENERATING NEW STORIES THAT SUSTAIN THE IYRP MOVEMENT.

3. Global Storytelling & Interpretation

Exhibits and events gain power when local voices are connected to broader narratives. Storytelling, documentation, and evaluation ensure that creative work resonates beyond the moment—amplified by interpretation, preserved through documentation, and strengthened through evaluation. Together, these practices turn individual projects into a collective body of shared knowledge.

3.1 Storytelling & Interpretation

Interpretation makes exhibits accessible, inclusive, and layered so that every audience finds a way in. It helps visitors move beyond surface-level learning into deeper connection with rangelands and the pastoralist communities who steward them. Tools range from signage and posters to social media campaigns, QR-linked digital media, oral storytelling during events, and calls to action. Templates and guides are pre-designed but flexible, making it easy for partners to adapt content to local languages and contexts.

Content Examples for Local Adaptation

Partners can draw from regional knowledge, area species, and community stories to make each kiosk and event locally meaningful. The following examples support a mix of ecological, cultural, and place-based interpretation:

- Local grassland species (plants, birds, pollinators, soil crusts, grazers).
- Culturally important harvesting or land-tending practices.
- Indigenous stewardship traditions, languages, and seasonal knowledge.
- Local restoration projects (brush mowing, controlled burning, reseeding, invasive removal).
- Stories from pastoralists, ranchers, Indigenous community members (including Tribal Nations, First Nations, Métis, and Inuit), and land managers.
- Youth and women's roles in rangeland stewardship.
- Historic and contemporary grazing patterns or land use.
- Local challenges and opportunities related to climate, water, and land access.

Partners should choose examples that are most relevant to their region while aligning with the IYRP core messages and themes.

Localizing Language, Geography, and Community Context

While the IYRP themes and messages provide a shared global structure, interpretation should be shaped by local context. Language, geographic scope, and community identification may vary significantly across regions.

Partners are encouraged to:

- Adapt terminology to reflect local usage, including Indigenous Peoples, First Nations, Métis, Inuit, Tribal Nations, or specific Nation names.
- Describe rangelands as they are locally understood, which may include forest fringes, northern grasslands, tundra, alpine systems, or mixed-use landscapes.
- Center community-preferred names, place names, and land relationships.

Templates are designed to support this flexibility while maintaining visual and structural cohesion across the IYRP network.

IYRP Core Goals and Messages

Goals

- Increase public awareness of the societal value derived from rangelands and pastoralists.
- Promote pastoralist knowledge, innovation and coalition building to meet contemporary needs.
- Advocate for evidence-based policy and legislation that supports sustainable rangeland stewardship and pastoralist livelihoods.
- Foster ethical investment to address challenges confronting rangelands and pastoralists in the 21st century.

Messages

- Pastoralists work with nature to produce food while preserving ecosystems.
- Rangelands cover around half of the world's surface, are home to unique biodiversity, and support sustainable food systems and livelihoods, yet they face severe land conversion.
- Legislation and policies are essential to better support pastoralists' rights, recognize Indigenous and local knowledge, and promote inclusive community-based governance.
- Pastoral mobility must be protected to preserve healthy rangelands and support pastoralists' resilience to climate change.
- Existing data gaps on rangelands and pastoralists need to be filled to guide better informed policymaking and responsible investments.
- Innovation, market integration and locally adapted services can enhance decent rural employment and support pastoralist youth and women.

IYRP Core Themes

1. Rangelands and pastoralists: a global overview

Rangelands span more than half the planet's land surface, supporting diverse ecosystems and communities with deep cultural ties to these landscapes.

2. Mobility, land, and water security

The ability to move across land, access grazing, and secure water is essential for pastoral livelihoods and ecological health.

3. Livelihoods and economics

Pastoralism contributes significantly to regional economies through food production, fiber, trade, and land stewardship.

4. Climate change and resilience

Pastoral systems offer adaptive strategies, rooted in mobility, biodiversity, and knowledge, that help landscapes and communities respond to climate change.

5. Biodiversity and ecosystem services

Rangelands support wildlife, pollinators, soil health, and carbon storage, providing essential services that benefit entire regions.

6. Sustainable rangeland use and restoration

Restoring and sustainably managing rangelands strengthens ecological function, reduces erosion, and supports long-term productivity for communities and ecosystems.

7. Services and infrastructure for pastoralists

Access to markets, veterinary care, education, and infrastructure strengthens community resilience and well-being.

8. Indigenous and local knowledge, culture, and innovation

Indigenous and local knowledge systems—including language, cultural practices, and stewardship traditions—are essential to rangeland health and continuity.

9. Benefits to society

Healthy rangelands provide food, fiber, clean water, cultural heritage, and climate benefits that extend far beyond pastoral communities.

10. Pastoralist women

Women play vital leadership roles in pastoral economies, knowledge systems, cultural continuity, and community decision-making.

11. Pastoralist youth

Youth carry forward skills, stewardship traditions, innovation, and cultural identity, shaping the future of pastoral communities.

12. Innovative solutions for a sustainable future

Technology, policy, science, and community-led practices are shaping new approaches to rangeland stewardship and sustainable livelihoods.



KIOSK THEME COPY

January: Rangelands Overview

Grasslands and rangelands are rich with wildflowers, wildlife, butterflies, birds, reptiles, amphibians, and more. Yet they are often defined by what they are not—places without trees or wetlands. Visit a grassland near you and you'll see why that framing misses the point. Rangelands are ecosystems in their own right. In fact, they cover roughly half of the planet's ice-free land area. Sadly, they are disappearing rapidly, with up to 80 percent already lost in some countries.

February: Land, Mobility, and Water Scarcity

For people who depend on rangelands, access to land, water, and movement is essential. Across North America and around the world, common or collectively used grazing lands sustain livelihoods. Traditional herders, shepherds, and ranchers rely on seasonal movement of herds and flocks, through practices such as transhumance and nomadism. A central goal of the International Year of Rangelands and Pastoralists is to secure the rights of these communities to grazing lands and water.

Keeping migration routes free of barriers also benefits wildlife. Yet many pastoral communities face land grabbing for mining, large-scale agriculture, and other competing land uses. These practices undermine both livelihoods and long-term ecological health.

March: Economics and Livelihood

Grasslands and rangelands provide meat, milk, hides, fiber, and manure. Globally, one in eight people earns a livelihood from rangelands, and in some countries as many as one in three. In the United States alone, grazing lands support approximately two million jobs. For food security, one in four people worldwide depends on rangelands for their primary protein sources.

Beyond food production, grasslands offer enormous ecological value. In regions too rocky, cold, dry, or high-elevation for crops, pastoralism provides resilient livelihoods. During times of crisis, pastoralists and ranchers draw on deep knowledge of landscapes, seasonal movement, and cooperation with neighbors. In the U.S., ecosystem services such as wildlife habitat and recreation contribute roughly \$24 billion annually, about one-third of total rangeland economic value. Although often undervalued next to industrial agriculture, pastoral systems are ecologically efficient, locally adapted, and remarkably resilient.

April: Climate Change and Resilience

Rangelands and pastoral systems are powerful climate solutions. These ecosystems store roughly one-third of the Earth's soil carbon, with enormous potential for additional storage across the world's approximately 12 billion acres of grasslands. Improved grazing practices could offset a meaningful share of global human-caused carbon emissions. Unfortunately, grasslands are often overlooked in climate strategies, which tend to focus on forests and wetlands. In some regions, trees are even planted where grasslands naturally belong.

Protecting and strengthening existing rangelands is one of the most effective climate actions we can take. Carefully managed herding, locally adapted livestock breeds, and perennial plant systems enhance carbon storage, improve water retention, and reduce emissions. Pastoralism also offers social resilience. In many countries, livestock function as a form of capital and a safety net during droughts and floods. Traditional ecological knowledge, including weather forecasting, landscape monitoring, and flexible herd management, will only grow more important as climate conditions become increasingly unpredictable.

KIOSK THEME COPY

May: Biodiversity and Ecosystem Services

When people think of biodiversity, they often picture tropical rainforests. But the world's rangelands, including grasslands, shrublands, savannas, and deserts, are among the most biodiverse ecosystems on Earth, sometimes rivaling forests in species richness. These landscapes support wildflowers, insects, amphibians, reptiles, birds, and mammals that depend on open light, seasonal grazing, fire, and natural disturbance to maintain habitat.

Rangelands are shaped by cycles of grazing and rest that allow plants and soils to recover. Pastoralists, including herders, ranchers, and other land stewards, play an essential role in sustaining these systems. By working with ecological processes rather than against them, pastoral communities help maintain biodiversity and ecosystem health.

June: Sustainable Rangeland Use and Restoration

Pastoralists are stewards of rangelands, making them productive even under harsh conditions, not only for livestock, but also for activities such as beekeeping, hunting, gathering, tourism, and conservation. The greatest threats to rangelands are conversion to other land uses, especially crop cultivation, along with mining, infrastructure development, and settlement expansion. These pressures are accelerating land degradation worldwide.

Globally, an estimated 18.5 percent of rangelands are degraded, with even higher rates in some regions. Protecting intact rangelands is critical, but restoration is also essential. Severely degraded areas may require active interventions such as reseeding and erosion control. Other areas can recover through adjusted grazing rotations, longer rest periods, strategic use of fire, and reduced livestock concentration near water sources. These approaches are more affordable but depend on strong governance and secure land tenure.

July: Infrastructure and Services for Pastoralists

Many pastoral communities lack basic services such as clean water, healthcare, veterinary support, and education, challenges that intensify during seasonal migrations. These conditions are solvable. Creative solutions include mobile schools, improved digital connectivity, voting access for remote populations, and new approaches to water infrastructure along migration routes.

Education remains a particular challenge. Pastoral knowledge is traditionally passed down through generations, but when youth leave and new generations are not trained, that knowledge is at risk. At the same time, people without pastoral backgrounds increasingly seek to enter the field. New herding and ranching schools, especially those supporting conservation grazing, can help meet both needs. Supporting access to infrastructure, healthcare, training, and technology strengthens pastoral communities and the landscapes they manage.

August: Indigenous and Local Knowledge, Culture, and Innovation

Across the world, many rangeland cultures maintain deep ecological knowledge built over centuries, including knowledge of fire management, livestock breeds, native plants, seasonal grazing routes, ethnoveterinary medicine, and more. This living heritage remains vital, yet increasingly threatened. Seasonal movement itself is a form of knowledge. UNESCO recognizes transhumance as Intangible Cultural Heritage.

Protecting this heritage requires recognizing and respecting Indigenous knowledge systems, cultural traditions, and community leadership. When pastoral knowledge is valued and integrated into land management, it strengthens both ecosystems and cultural resilience.

KIOSK THEME COPY

September: Benefits to Society

Pastoralism provides healthy food, rural employment, sustainable fiber such as wool and cashmere, biodiversity conservation, and climate benefits. These systems support humane livestock production that keeps animals in natural grazing environments while maintaining wildlife habitat.

Although livestock production is often criticized for its environmental impacts, pastoral systems differ fundamentally from industrial farming. They rely on natural pastures and native grasslands, producing food and fiber in regions where crops cannot grow. By working within ecological limits, pastoralism delivers a wide range of benefits to society.

October: Pastoralist Women

Women and girls play essential roles in pastoral communities worldwide. They care for livestock, produce nutritious food, pass on ecological knowledge, conserve biodiversity, and support families and markets. Yet they often lack equal access to land, resources, leadership opportunities, and services.

These challenges can be addressed. Supporting women-led organizations, expanding access to healthcare and education, strengthening leadership pathways, and ensuring equitable land rights all help build more resilient communities. Cultural exchange, crafts, storytelling, and regional gatherings further amplify pastoralist women's voices in shaping decisions that affect their lives and landscapes.

November: Pastoralist Youth

With pride, recognition, training, opportunity, and appropriate technology, young people can build meaningful futures in rangeland communities. Yet many pastoralist youth today face barriers that push them to leave, resulting in abandoned lands and lost knowledge. This reflects not a lack of interest, but a lack of support.

Around the world, communities are revitalizing pastoral education through innovative training programs, new schools, and policies that improve land access and market opportunities. Youth are also leading innovation, developing digital tools, advocating for cultural traditions, and creating knowledge-sharing networks. They are central to shaping the future of rangelands.

December: Innovative Solutions for a Sustainable Future

Pastoralism and sustainable ranching are not relics of the past. They are pathways to the future. Innovation blends time-tested traditions with new tools, including renewable energy, telehealth, virtual fencing, satellite monitoring, and climate-responsive herd management. These technologies strengthen resilience while honoring deep cultural knowledge.

Pastoral communities have always adapted to change. Today, their ability to integrate innovation with tradition offers a powerful model for sustainability, respecting deep roots while embracing the future.

How Partners Can Use the Themes

These themes offer a flexible framework for interpreting rangelands and pastoralist life at global, regional, and local scales. Partners can use them as anchors for storytelling, photo selection, educational materials, and kiosk customization.

- Select local stories that connect to global issues (e.g., species, restoration, cultural practices) and share them through kiosk-integrated QR codes, takeaways, or social media.
- Elevate images that reflect regional rangeland landscapes, livelihoods, plants, and wildlife.
- Shape program activities—workshops, talks, youth projects—around specific themes.
- Highlight Indigenous and local knowledge in ways that honor community relationships and cultural protocols.
- Help audiences understand how global challenges such as climate, water, and biodiversity show up locally.

Partners do not need to address all 12 themes. Instead, they can select those most relevant to their region, audience, or mission, using the IYRP framework to create meaningful, place-based interpretation.

Indigenous and Local Knowledge

Indigenous and local knowledge systems are foundational to the health, identity, and continuity of rangeland ecosystems. Across North America and around the world, Indigenous Nations, including Tribal Nations, First Nations, Métis, and Inuit communities, and local communities maintain reciprocal relationships with grasslands, care for culturally important plants, steward wildlife, practice seasonal mobility, sustain language and cultural teachings, and carry place-based ecological knowledge forward through generations. Partners are encouraged to collaborate with Indigenous communities, respectfully credit sources, follow cultural protocols, and seek guidance when integrating stories, imagery, harvesting traditions, or ecological practices into kiosk content.

Prompts

- Which Indigenous Nations care for or have ancestral ties to rangelands where you live?
- Are there culturally important harvesting practices (e.g., camas, traditional burning, seed gathering) that can be highlighted?
- Are there tools, technologies, or seasonal activities that reflect Indigenous stewardship?
- What local languages include words connected to grasslands, plants, weather, or wildlife?
- Are there opportunities to collaborate with Indigenous partners and gather photos and stories or review and select content?
- What ongoing Indigenous stewardship projects (restoration, monitoring, co-management) could be featured?

Cross-connections

- Postcards, coloring sheets, and other takeaways can carry interpretive layers: quick facts or pastoralist quotes.
- Fiber arts projects can include interpretive labels about shepherds, sheep, wool, dyes, or weaving traditions.
- Field-based programming can be paired with social media campaigns or press coverage to extend reach.

How-To

- Use provided posters, templates, and panel layouts to present facts, quotes, and visuals consistently.
- Translate and localize: Adapt materials into local dialects and Indigenous languages to maximize accessibility.
- Layer information: Pair quick facts with QR codes linking to podcasts, oral histories, or films for visitors who want to go deeper.
- Extend reach: Repackage exhibit content into press releases, social media posts, or community radio to meet audiences where they are.
- Prioritize pastoralist voices: Quote directly whenever possible; let those who live with and steward rangelands tell their own stories.

Resources

- Media Alert Template – see Appendix.
- Quick Facts & FAQ Sheet – see Appendix.
- Interpretive Signage Template – see Appendix.

Calls to Action & Questions to Inspire

How You Can Support Rangelands

- Learn about your local grasslands and the people who steward them
- Support producers, pastoralists, and Tribal communities working on the land
- Buy locally grown and produced foods that depend on healthy rangelands
- Volunteer with local conservation, restoration, or land stewardship groups
- Explore the IYRP themes and find your connection to rangelands
- Share what you learn—help raise awareness about grassland ecosystems

Prompts for Seeing Rangelands Anew

- If the wind on grasslands could speak, what story would it tell?
- Draw or photograph a pattern you see in nature—grasses, wool, soil, a hoofprint.
- Notice color: what shades of sky, soil, or plant life show up in the place you call home?
- Imagine you're following an animal's daily path—what do you notice at ground level?
- Listen closely: what land-based sounds create a sense of belonging for you?
- Map a memory of being outdoors using only shapes, textures, or lines.
- Write a six-word (or six-sentence) story about your connection to land or movement.

Deep Listening & Imagination

- When did you last feel the land under your feet—and what changed in you?
- Where does the horizon pull your attention, and why?
- What do you sense—smell, touch, or hear—that reminds you the land is alive?
- Whose footsteps, hoofbeats, or stories echo through the landscapes you know?
- What does reciprocity look like between people, animals, and place in your region?
- Which rangeland species or traditions would you carry forward for future generations?
- How might a creative lens help you see familiar landscapes differently?

INTERPRETATION TRANSFORMS EXHIBITS FROM STATIC DISPLAYS INTO LIVING CONVERSATIONS, CARRYING THE WISDOM OF PASTORALIST COMMUNITIES SO IT IS HEARD, UNDERSTOOD, AND REMEMBERED.

3.2 Documentation & Archiving

Strong documentation ensures that impact lasts beyond a single installation or event. It captures and preserves the voices of pastoralists, the creativity of artists, and the energy of communities, resources that can drive advocacy, education, and future projects. Documentation is storytelling that endures.

By photographing, filming, and recording IYRP exhibits and events, partners create a legacy archive: not just what was built, but what it meant. Proper metadata, crediting, and permissions are essential so this record can be shared widely, used ethically, and trusted by all.

Cross-connections

- Photographs should document both the installation itself and how visitors engage with it.
- Fiber arts projects can be photographed step by step, documenting both process and final work.
- Audio from digital media can be stored as part of the rangeland archive.
- Story circles or film screenings may generate recordings that can enrich both local kiosks and shared repositories.
- At the end of the IYRP exhibit cycle, partners should share and pool documentation to evaluate rangeland value and stewardship outcomes, as well as the effectiveness of processes, displays, events, and public engagement across Western SARE IYRP activities.

How-To

- Assign a lead: Designate one person responsible for documentation at each site.
- Secure consent: Use simple consent forms for all participants whose images, voices, or stories are recorded.

- Capture variety: Take wide shots of exhibits, close-ups of details, and candid photos of interaction. Record both pastoralist and visitor voices.
- Organize immediately: Apply consistent file names and complete metadata intake sheets right after events.
- Store and share: Upload to a shared digital repository and back up locally to ensure long-term access.

Resources

- File Naming & Archiving Guide – see Appendix.

DOCUMENTATION TURNS LOCAL EXHIBITS INTO LASTING EVIDENCE—PROOF OF PASTORALIST PRESENCE AND RANGELAND CREATIVITY THAT FUNDERS, PARTNERS, AND COMMUNITIES CAN BUILD ON.

3.3 Evaluation

Evaluation shows that creative work doesn't just inspire in the moment—it generates impact that can be seen, measured, and shared. While art and creative activities speak to emotions, evaluation helps capture how exhibits shift what people know, feel, and do about rangelands and pastoralist cultures. It also supports accountability: to funders who invest in this work, to pastoralist communities whose stories are represented, and to future partners who can learn from what succeeds and what doesn't.

Evaluation Plan for Exhibit Sites

Each site hosting a WSARE-funded exhibit for the arts-based IYRP project is asked to participate in evaluating the impact of these public displays. The evaluation tools referenced below have been emailed as digital files; please contact the project team if you need access.

All evaluation resources are available here:

<https://extension.wsu.edu/thurston/iyrp-evaluation/>

Participating sites are asked to complete the evaluation form and intercept interviews, and—if possible—support follow-up interviews.

Core IRB-Approved Evaluation: Evaluation Paper Form

- For exhibits that include a program, allow 5–10 minutes in the agenda for evaluation.
- Print and distribute paper evaluation forms, or provide the QR code so visitors can complete the survey online (WSU uses Qualtrics).
- The QR code is included on the exhibit with the QR icon. Consider printing a large version and placing it prominently near the display.
- Goal: collect at least 20 evaluation forms per site, or as many as possible.

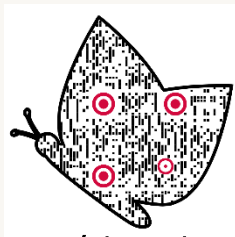
- If completed on paper, please mail forms to:
WSU Thurston County Extension
3054 Carpenter Rd SE
Olympia, WA 98506
- Alternatively, forms may be scanned and emailed to bramwell@wsu.edu.
- Survey link: https://wsu.co1.qualtrics.com/jfe/form/SV_81ReVEZiufQ2u5o



Paper survey

Core IRB-Approved Evaluation: Intercept Interviews

- Engage viewers through short “intercept interviews.” These can take place during events or in casual exhibit settings.
- Interviews follow a structured set of questions but may be administered conversationally as long as responses are documented.
- Goal: approximately 10 intercept interviews per site during 2026.
- If possible, enter responses using the following link. If interviews are recorded on paper, please mail them to the address listed above.
- Survey link:
https://wsu.co1.qualtrics.com/jfe/form/SV_9yLf6VG52E7FBMW



*Intercept
interview*

Core IRB-Approved Evaluation: Follow-up Interviews

- When possible, the project team may conduct brief follow-up interviews with policymakers or other participants approximately one year after their initial engagement.
- Goal: approximately 10 follow-up interviews across the project through 2027.

Venue Host Evaluation

- Venue hosts are also asked to complete the Venue Host Evaluation Form, available with the project evaluation resources here: <https://extension.wsu.edu/thurston/iyrp-evaluation/>

Participant Observation

Participant observation is another useful way to understand how audiences engage with the exhibit.

- Document the number of visitors over a given time period.
- Note which elements of the exhibit attract the most attention.
- Observe conversations between participants.
- Notice interactions between children and parents.
- Record any other observations about how visitors interact with the materials.

Volunteers or staff may also track dwell time, participation levels, and general audience characteristics to help gauge engagement.

Social Media Coordination

Please refer to the project's social media plan for guidance on documenting and sharing exhibit activity. The plan will be available on the project website by March 30, 2026.

Additional Creative Evaluation Resources and Ideas

Evaluation can also be integrated into creative activities associated with exhibits and programs.

Cross-connections

- Seed banks can be evaluated by tracking how many people contribute or take away items.
- Digital media can be measured through QR scan rates or online plays.
- Field studies and events naturally lend themselves to participant surveys and creative response cards.
- Giveaways can include QR codes linking to evaluation surveys.

Approaches for Partners

- Creative responses: Provide postcards or cards where visitors can draw, write, or record reflections. These reveal emotional resonance and also generate content for future exhibits or storytelling.
- Story-based evaluation: Collect short oral or written stories from pastoralists, artists, and participants about their experience viewing an exhibit or attending an event. A simple prompt such as "What moment or information stood out for you, and why?" is often enough.

- Kiosk repository: Designate a kiosk pocket for completed surveys and creative responses.
- Shared metrics: Use standardized forms so results can be compared across sites. Metrics might include number of visitors, number of takeaways distributed, artists/youth involved, social media reach, or media coverage.

Resources

- Evaluation Survey Template – see Appendix.
- Creative Response Card – see Appendix.
- Partner Reflection Form – see Appendix.

EVALUATION IS NOT ABOUT REDUCING ART TO NUMBERS. IT'S ABOUT MAKING IMPACT VISIBLE, SHAREABLE, AND CREDIBLE.

4. Support Materials

Support Materials make the Toolkit practical and ready to use. While the Art Components describe what to create and Storytelling, Documentation, and Evaluation explain how to share knowledge and measure impact, the Support Materials give partners the practical tools to put ideas for displays into action. They ensure visual consistency across sites, lower the barrier for those with little prior experience, and connect local exhibits into a recognizable North American IYRP network.

Available Materials – see Appendix

- Kiosk assembly instructions: Step-by-step guide to help partners build their kiosks.
- Editable templates: Word, PowerPoint, Canva, and InDesign files for giveaways, interpretive signage, formatting of images to add to a kiosk, or seed packets. Templates ensure visual cohesion while leaving room for translation and local imagery.
- QR code integration guide: Instructions for generating QR codes, linking them to podcasts, oral histories, or films, and tracking engagement for evaluation.
- Storytelling/Social Media Campaign Starter Pack: Ready-to-use text, images, and hashtags to quickly promote events, amplify pastoralist voices, and extend reach online.
- Documentation standards: Photo, video, and audio best practices—covering framing, crediting, and metadata—so local documentation can flow seamlessly into regional and global archives.

SUPPORT MATERIALS ARE THE TOOLS TO MAKE HIGH-QUALITY EXHIBITS ACHIEVABLE FOR ANY PARTNER, REGARDLESS OF BUDGET, STAFF SIZE, OR TECHNICAL SKILL. THEY CREATE VISUAL CONSISTENCY ACROSS REGIONS AND ENSURE EVERY PROJECT CONTRIBUTES TO THE LARGER IYRP STORY.

5. Additional Resources

Beyond this Toolkit, partners can tap a growing network of organizations, media, producers, and knowledge platforms. The directory below offers both core references and supplemental networks that provide scientific context, pastoralist stories, practical tools, and creative partners—helping situate local projects within the wider IYRP movement.

IYRP Resource Directory

- [International Year of Rangelands and Pastoralists \(IYRP\)](#): Central hub for IYRP activities worldwide, including event listings, global campaigns, outreach resources, [regional and global films](#), and background on the UN-sponsored initiative.
- [Western SARE \(Sustainable Agriculture Research and Education\)](#): USDA-funded program that seeded this Toolkit. Offers research reports, outreach materials, and grant opportunities across the Western U.S., Mexico, and Canada.
- [Art of Range Podcast](#): Conversations with rangeland professionals exploring ecological and cultural aspects of rangeland life. Useful for audio content, QR-code integration, or background learning.
- [Quivira Coalition](#): Nonprofit organization advancing regenerative agriculture and resilient working landscapes through collaboration among ranchers, land managers, scientists, and conservationists. Provides educational resources, field-based training, and research on soil health, grassland restoration, and sustainable grazing practices.
- [World Wildlife Fund \(WWF\)](#): Global conservation organization working to protect biodiversity and support sustainable ecosystems, including grasslands and rangelands that sustain pastoralist livelihoods. Provides reports, educational resources, and global perspectives on conservation and land stewardship.
- [BirdLife International](#): Global partnership of conservation organizations focused on protecting birds and their habitats. Offers research, educational materials, and conservation initiatives related to grassland ecosystems and migratory species dependent on rangeland landscapes.
- [Grasslands Roadmap](#): International initiative focused on protecting, restoring, and sustainably managing grassland ecosystems worldwide. Provides frameworks, policy guidance, and collaborative strategies highlighting the ecological and cultural importance of grasslands and pastoral landscapes.
- [Perspectives on Pastoralism Film Festival](#): Curated collection of short films showcasing pastoralist communities around the world. Films can be integrated into kiosks or hosted as part of community events.
- [Xerces Society – Native Seeds](#): Guidance and resources for pollinator-friendly, regionally appropriate native seeds. A critical reference for planning Seed Bank takeaways.
- [USDA PLANTS Database](#): Searchable database of plant distribution and characteristics across North America, essential for verifying native seed choices and ensuring ecological appropriateness.
- [Society for Range Management \(SRM\)](#): Professional organization connecting researchers, ranchers, land managers, and educators working in rangeland science and stewardship. Offers publications, training resources, and conferences focused on sustainable grazing, ecosystem management, and rangeland policy.
- [Tallgrass Prairie Center](#): Research and outreach center at the University of Northern Iowa dedicated to prairie restoration, native seed production, and grassland ecology. Provides practical guidance on prairie restoration, seed sourcing, and conservation of native grassland ecosystems.

Indigenous Knowledge Networks

- [First Nations Development Institute](#): Provides grants, training, and policy advocacy that support economic development and community resilience in Indigenous communities.
- [Native Land Digital](#): Interactive map identifying Indigenous territories, languages, and treaties worldwide, useful for contextualizing place and acknowledging Indigenous lands.
- [Indigenous Kinship Circle](#): Indigenous-led network supporting cultural revitalization, land stewardship, and community-based knowledge exchange. The organization centers Indigenous perspectives on ecological relationships, traditional practices, and intergenerational learning across communities.
- [Native American Rangelands Partnership](#): Collaborative initiative led by tribal colleges and universities to support rangeland education, research, and technical assistance for Native American land managers and ranchers. Provides culturally relevant resources on grazing management, ecological stewardship, and tribal land use.
- [Intertribal Buffalo Council](#): Coalition of Tribal Nations working to restore buffalo to tribal lands and support cultural, ecological, and economic revitalization through buffalo restoration. Provides educational resources, technical assistance, and policy advocacy related to buffalo stewardship and Indigenous food systems.
- [Intertribal Agriculture Council](#): National organization supporting Native farmers, ranchers, and producers through technical assistance, training programs, and policy advocacy. Resources address agricultural development, food sovereignty, and sustainable land management within tribal communities.
- [Regional Indigenous weaving and fiber arts collectives](#): Local networks that preserve traditional fiber practices and provide guidance for respectful engagement with Indigenous knowledge and materials.

Pastoralist and Ranching Associations

- [Canadian Cattle Association](#): National organization representing Canadian cattle producers on policy, trade, and sustainability.
- [U.S. Cattlemen's Association](#): Grassroots membership association advocating for independent U.S. cattle producers.
- [Confederación Nacional de Organizaciones Ganaderas \(CNOG\)](#): National confederation supporting livestock producers across Mexico.
- [American Sheep Industry Association](#): National trade organization representing the interests of U.S. sheep producers and wool growers, with resources on grazing management, industry policy, and sustainable production.
- [Wool Growers Associations](#): Regional and national organizations representing sheep and wool producers, supporting grazing rights, land stewardship, and the economic viability of pastoral wool production.

Global Pastoralist Advocacy Organizations

- [League for Pastoral Peoples](#): German-based NGO supporting sustainable pastoralism and advocating globally for pastoralist rights.
- [CELEP \(Coalition of European Lobbies for Eastern African Pastoralism\)](#): Advocacy platform linking European and East African organizations to strengthen support for pastoralism.

These are only a few examples among thousands of organizations and resources. If your organization, or an organization you know of, is not listed, please reach out to the Global Alliance to enquire about becoming a [Friend of the IYRP](#). Email: iyrp@iyrp.info.

Open-Source Design Repositories

- [International Year of Rangelands and Pastoralists \(IYRP\)](#) design resources.
- [The Noun Project](#): Vast library of open-source icons and graphics for use in educational and advocacy materials.
- [Canva Templates](#): Free and customizable design templates for posters, presentations, and social media campaigns.

Regional Artist Networks and Guilds

- Local quilt guilds — Community-based groups supporting fiber traditions, exhibitions, intergenerational learning, and collaborative making.
- Fiber artist associations — Regional organizations connecting weavers, felters, dyers, and textile artists across disciplines.
- Pottery and ceramics guilds — Groups experienced in running workshops and hosting hands-on community events.
- Photography clubs and collectives — Ideal for field walks, documentation projects, and curated photo displays.
- Plein air painting groups — Artists who regularly gather outdoors and can interpret rangeland landscapes through visual art.
- Regional arts alliances — Umbrella organizations that connect local artists, teaching artists, and small arts nonprofits.

Exhibition + Event Venues

Public-Sector & Cultural Institutions

- Public libraries — Display spaces, meeting rooms, built-in audiences, and staff skilled in community learning.
- Community art centers — Exhibition walls, studios, and accessible workshop spaces.
- Local history museums — Ideal for contextualizing ranching, Indigenous land stewardship, and regional stories.
- Visitor centers & nature centers — Strong alignment with ecological interpretation and conservation education.
- Botanical gardens and arboretums — Perfect for plant-focused storytelling, dye workshops, and seed exchanges.

Arts Organizations + Galleries

- Artist-run galleries — Nimble spaces that support experimental or community-centered work.
- Commercial galleries — Suitable for curated photo series, pastoral portraits, or climate-focused exhibitions.
- University galleries & art departments — Student engagement, gallery staff, printing resources, faculty partnerships.
- Rural arts organizations — Key partners in ranching regions with limited institutional infrastructure.

Performance, Film & Media

- Independent cinemas — Host film screenings for the Perspectives on Pastoralism series or locally produced films.
- Performing arts centers & small theaters — Space for spoken word, story circles, and live pastoralist or Tribal storytelling.
- Community radio stations — Broadcast oral histories, youth interviews, or soundwalk segments featuring rangeland soundscapes.

- Public-access TV — Produce interviews or short educational segments aligned with IYRP themes.
- Filmstacker: A collaborative, youth-friendly platform for creating short, documentary-style videos. Ideal for classroom projects, community storytelling, and quick films that can be shared through kiosk QR codes or social media.

Education & Youth Partners

- K–12 art, science, and agriculture teachers — Integrated lessons, field trips, student-created kiosk content.
- FFA & 4-H chapters — Youth leadership in agriculture, animal husbandry, and community service.
- After-school programs — Fiber arts, storytelling, or photography workshops.
- University extension programs — Particularly relevant for land stewardship, ecology, and rangeland science.

Land + Stewardship Organizations

- Tribal natural resource departments — Guidance on cultural protocols, local species, and stewardship traditions.
- Conservation districts — Expertise in restoration, soil health, and grazing management.
- Land trusts & watershed councils — Host field walks, volunteer days, and restoration events.
- Ranching associations & pastoralist networks — Provide firsthand stories, local knowledge, and community partnerships.

Creative Industry Partners

- Visual Options — Support visual identity extensions and custom fabrication needs related to the kiosk.
- Local printers and makerspaces — Fabricate cutouts, signage, posters, and community displays.
- Recording studios & podcasters — Capture high-quality oral histories and soundscapes.

THESE RESOURCES CAN EXTEND THE TOOLKIT’S REACH—GROUNDING LOCAL WORK IN CREDIBLE KNOWLEDGE AND CONNECTING IT TO A GLOBAL MOVEMENT FOR RANGELAND RESILIENCE.

6. Appendices (Templates & Guides)

The appendices provide ready-to-use resources that make implementation straightforward for partners with a wide range of capacities, including:

- Ready to print – Exhibit materials common to all partners.
- Editable and localizable – Adaptable for logos, languages, and credit lines.
- Lightweight to deploy – PDF first, with design files available for partners with additional capacity.
- Consistent across sites – A shared structure with flexible content, so projects feel part of one network while remaining rooted in local identity.

Together, these appendices make the Toolkit actionable.

How to Use These Appendices

1. Download & duplicate the desired template for your site or event.
2. Localize: translate, add local images/logos, confirm cultural accuracy.
3. Credits & permissions: confirm attributions and consent before publishing.
4. Archive & share: save final versions with standardized file names (see Section 6.3); upload to your shared repository.

6.1 Communications & Publicity

- [Quick Reference Guide](#)
- [Media Alert Template](#)
- [Storytelling/Social Media Campaign Starter Pack](#)
- [Interpretive Signage Template](#)
- [Quick Facts & FAQ Sheet](#)
- [QR Code Integration Guide](#)
- [Kiosk Text](#)
- [Kiosk Assembly Instructions](#)
- [Kiosk Illustration Info Card](#)
- [IYRP Postcard](#)
- [IYRP Theme Card](#)
- [IYRP Posters](#)

6.2 Community Engagement & Programs

- [Story Circle Facilitation Guide](#)
- [Photography Walk Prompt Sheet](#)
- [Photography Competition Guide](#)
- [Film Festival Hosting Kit](#)
- [DIY Scent Bell/Jar Guide](#)
- [Crochet/Quilt Square Instructions](#)
- [Natural Dye Recipe Cards](#)
- [Coloring Book](#)
- [Granny Square Coloring Sheet](#)
- [Miniature Sheep Template](#)
- [Seed Packet Templates](#)

6.3 Documentation & Archiving

- [Photo/Video Consent Form](#)
- [File Naming & Archiving Guide](#)

6.4 Core Project Evaluation Tools

- [Evaluation Survey Paper Form](#)
- [Evaluation Intercept Interview](#)
- [Evaluation Educational Workshop](#)
- [Venue Host Reflection Form](#)
- [Optional Creative Response Card](#)

6.5 Submission & Aggregation

- [Submission & Aggregation Guidelines](#)

6.6 Reference & Wayfinding

- [Additional Resources Index](#)

6.7 Formats, Accessibility & Cultural Care

- [Formats, Accessibility, and Cultural Care Guidance](#)