

IYRP FILM EVENT HOSTING KIT

Film screenings are powerful tools to bring people together around the stories of rangelands and pastoralists. They spark empathy, surface diverse perspectives, and inspire collective action. This kit equips you to host a local IYRP film event—whether intimate and community-based, or scaled up for regional, national, or global audiences.

Vision & Purpose

An IYRP Film Event is not just about showing films—it is about:

- Amplifying voices of pastoralists and rangeland communities.
- Building connections across cultures, sectors, and generations.
- Challenging audiences to reimagine sustainable futures.
- Inspiring action at the local, national, and global levels.

Planning Your Event

1. Clarify your goals and consider your audience

- Do you want to raise awareness, spark dialogue, or influence policy?
- Align the event with local or regional priorities (e.g., climate action, Indigenous stewardship, rural livelihoods, food security).

2. Choose the right venue

- Community center, school, library, museum, outdoor courtyard, cultural center, conference hall, etc.
- Consider accessibility: transit options, wheelchair access, childcare, translation/interpretation.

3. Pick an accessible date & time

- Tie to global days (Earth Day, World Environment Day, Indigenous Peoples' Day).
- Coordinate with local calendars to avoid conflicts and maximize turnout.
- Advertise at least 2 weeks in advance (see flyer templates [HERE](#) (scroll down))

4. Curate your films or use a pre-designed compilation

- Balance global stories with local voices.
- Invite a tribal/indigenous community member, local producer or range professional to talk about what your topic means in the local context
- Display local art and highlight local materials such as books or poetry
- Utilize one or all of our pre-created ~95 min film compilations on the themes of “Challenges and Opportunities in Rangelands”, “Grazing and Biodiversity Conservation” and “Pastoralist Women”. These compilations can be tailored to your desired time frame.

5. Secure logistics

- Equipment: projector, screen, speakers, internet (if streaming).
- Suggested Roles: facilitator, tech lead, greeter, note-taker, social media/documentation lead.
- Accessibility: captions, interpretation, printed materials.

6. Build partnerships

- Involve local NGOs, youth groups, Indigenous organizations, universities, and producer associations.
- Ask partners to co-host, co-promote, or provide panelists/speakers.

Suggested Films & Resources

IYRP Film Resources:

- Perspectives on Pastoralism Film Festival
<https://filmfreeway.com/PerspectivesonPastoralism>
- IYRP Regional Resource Pages
 - <https://iyrp.info/north-america>
- Global Videos on Pastoralism
https://umap.openstreetmap.fr/en/map/videos-on-pastoralism_1355465#4/34.631361/-88.637645

Contact the Global Alliance for Rangelands & Pastoralists to connect with videographers doing film viewings (iyrp2026@gmail.com)

- Locally produced media: Oral histories, student films, rancher-produced videos, Indigenous media collectives.
- Partner-created content: Films on ecological stewardship, sustainable grazing, climate adaptation.

Tip: Create a curated playlist for your audience. Shorter works (5–15 min) often prompt more discussion than one long feature.

Event Flow (Sample 60–90 min)

1. Welcome & Framing (5–10 min)

- Share the purpose of IYRP and the significance of rangelands/pastoralists.
- Acknowledge local partners, Indigenous territories, and contributors.

2. Film Screening (30–90 min)

- Screen multiple films (film compilations) or one feature film.
- Provide brief intros for each film to contextualize themes.

3. Discussion / Dialogue (20–30 min)

- Invite local ranchers, pastoralists, Indigenous elders, youth, or researchers.
- Use guiding questions (see below or suggestions at the end of the film compilations).
- Encourage audience participation and cross-sector conversation.

4. Closing & Call to Action (5–10 min)

- Thank participants and partners.
- Share clear ways to stay engaged (sign-up sheet, website, upcoming event; see end of film compilations).

- Highlight how stories from the event will be shared forward (reports, exhibits, advocacy, social media posts tagging the IYRP).

Discussion Questions

- What resonated most with you from the film(s)?
- What parallels exist between the stories shared and our local landscapes?
- What challenges or opportunities did you see reflected?
- How can traditional knowledge and science complement one another?
- How do we honor pastoralist traditions while addressing future needs?
- What role can our community/organization/agency play in supporting rangeland sustainability?

Promotion & Outreach

- Media: Use the Media Alert Template in this Toolkit to pitch local press.
- Encourage live-tweeting or Instagram stories.
- Design: Create flyers/posters using the provided template; adapt with local language and images.
- Networks: Ask co-hosts, schools, and NGO partners.
- Story capture: Have a photographer/videographer (or even students) document the event for future IYRP storytelling.

Technical Checklist

- Projector and screen (or large monitor)
- Speakers/sound system
- Laptop with films downloaded or streaming links ready
- Extension cords, adapters, backup cables
- USB stick with backup films
- Microphone(s) for panel/discussion
- Captioning or interpreter if needed

Taking It Further

- Scale up: Host a regional mini-festival across multiple venues with shared branding.

- Policy engagement: Invite decision-makers and frame a post-film dialogue around policy opportunities.
- Youth leadership: Have students curate and host a screening.
- Global linkages: Pair your event with a parallel screening elsewhere in the world (e.g., a “twin screening” with a community in Africa, Asia, Australia or Latin America).
- Legacy: Archive recordings of discussions (with consent) and share key insights with IYRP partners (iyrp2026@gmail.com).

Film screenings work best when they don’t just inform—but inspire. Think of your IYRP Film Event as a platform to connect stories, shift perspectives, and mobilize action toward more resilient rangelands and thriving pastoralist communities.