

Call for Content to Recognise the Work of Rangers: A Global Campaign



Rangers are part of the essential workforce helping protect the world's protected and conserved areas. Every day, state rangers, Indigenous Peoples, local communities and others working to conserve nature help protect biodiversity and care for the places on which people and nature depend.

Yet despite the scale and importance of this work, public understanding of who rangers are—and the many ways they contribute to conservation—remains limited.

On 31 July, International Ranger Day, IUCN will launch a new global storytelling campaign inspired by **Resolution 101: Rangers as Planetary Health Workers**. Through authentic stories, the campaign will build awareness, celebrate the diversity of this workforce, and expand public understanding of the essential role they play in conserving nature.

To make this campaign truly global and inclusive, we would love to feature stories from across the IUCN membership.

To be considered for inclusion in the International Ranger Day launch, **please share your materials by 17 July**. We will continue accepting submissions throughout the campaign, which will run through to the IUCN World Protected and Conserved Areas Congress in Panama in September 2027.

You can participate through one or more of the following:

1. **Share your existing stories**

If your organization has produced ranger-related content within the past **two years**, we invite you to share it with us for possible inclusion in the campaign.

Please note:

- Please ensure you have the necessary permissions and consent for IUCN to use the material.
- We will always credit your organization and, where possible, publish collaborative social media posts to help amplify your work.
- Edited, publication-ready videos are welcome. In addition to subtitled versions, please also provide a **clean version without text or graphics** so that content can be adapted into other languages.
- Please let us know the original format of the content and include links to where it has already been published, if applicable.
- We also welcome **high-quality raw footage**, which may be incorporated into campaign films and hero videos. Where possible, please provide HD or 4K footage without music, graphics or watermarks.
- Please include any required photo/video credits and confirm that your organization holds the necessary rights for IUCN to use the material.
- If you are happy for your assets to be included in campaign toolkits for partners to amplify, please let us know.

2. Pitch a new story

If you have a compelling ranger story that has not yet been told, we'd love to hear about it.

Please send us a short concept outlining:

- The location
- The people involved
- Why the story is unique
- Why it matters

We are particularly interested in stories exploring themes such as:

- Mental health and wellbeing
- One Health and infectious disease prevention
- Technology and innovation
- Youth and education
- Marine rangers
- Indigenous and community-led conservation
- Polar, mountain, desert or other unexpected ranger stories that broaden public understanding of who rangers are and what they do

3. Help amplify the campaign

This campaign is designed to showcase the incredible work happening across our Union, and we hope you'll help us share it.

Throughout the campaign, we will provide social media toolkits, graphics, key messages, hashtags and campaign links to support your own communications. These will coincide with major milestones, including:

- International Ranger Day (campaign launch)
- CBD COP and other global policy moments
- International awareness days
- The IUCN World Protected and Conserved Areas Congress (Panama, September 2027)

Our first communications toolkit will be shared the **3rd week of July**, ahead of the campaign launch. It will include key messages, campaign hashtags, visual assets and links to the campaign hub to help you amplify the campaign through your own channels.

Campaign content will be published across IUCN's global social media channels, website and media outreach, helping bring greater visibility to rangers and the organizations and communities whose work is protecting nature every day.

Please note that, due to the volume of submissions, we may not be able to feature every story or asset. However, all submissions will be reviewed for potential use throughout the campaign.

Together, we can help tell the stories of the people whose work protects nature every day.

For questions or to submit materials, please contact us at Multimedia@iucn.org

Thank you for your support.

Best regards,

Kathryn Cook-Pellegrin and Martin Serrano

On behalf of the IUCN Global Communications Team