

Private Sector Engagement in Sustainable Rangeland Management

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BACKGROUND

54 %

of the Earth's terrestrial surface is covered by rangelands, making them one of the largest and most ecologically significant land types worldwide.

Problem:

- Rangelands are quickly degrading due to droughts and unsustainable land management
- Combatting land degradation faces an investment gap of 278 billion USD. This shows the need for more interaction between the private and public sectors to bridge the gap
- Lack of recognition, data, and high-risk perceptions of rangelands contribute to the investment gap

Goal of research:

- Research opportunities for the private sector to invest in rangelands
- Bring attention and awareness to rangelands and encourage multi-stakeholder engagement, with 2026 designated as the International Year of Rangelands and Pastoralists
- Create a suitable product in collaboration with the UNCCD for the COP17 in Mongolia



INTERNATIONAL YEAR OF RANGELANDS AND PASTORALISTS 2026

METHODOLOGY

Approach:

- Qualitative research design
- Literature review, semi-structured interviews, and thematic analysis
- Transdisciplinary focus with ongoing positionality reflection

Five focus areas:

- Public-Private Partnerships
- Nature-based Solutions
- Aggregation Mechanisms
- Sustainable Beef in the Sahel
- Cashmere in Mongolia

IMPACT

Empirical

- Identifies barriers and enabling conditions for private sector engagement in sustainable rangeland management

Socio-economic

- Shows rangelands as socio-ecological systems requiring public coordination, risk-sharing, and multi-stakeholder collaboration to attract investment

Policy & Practice

- Informs UNCCD and other stakeholders by translating research findings into a strategic guidebook for public decision-makers



"Rangeland degradation lies in the fact that it is not just an ecological issue, it's a social issue, an economic issue, and an institutional issue."

- Rangeland Researcher

ABOUT OUR STAKEHOLDER: THE UNCCD

- The driving force behind SDG 15, with its target 15.3 on land degradation neutrality
- Established in 1994 to protect and restore our land
- 97 Parties to the Convention, including 196 country Parties and the European Union



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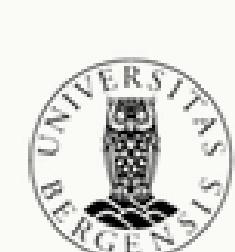
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