

Business case for rangelands

Invest in rangelands. Invest in our natural and cultural heritage. Invest in a shared future.

Rangelands need our attention. They are home to iconic wildlife, such as the snow leopard and wild yak, and unique highland pastoral cultures that have evolved in harsh conditions among the world's highest mountains. This rich natural and cultural heritage is now threatened by climate and environmental change.

Why should you care?

- Rangelands are critical for all of us. They are a source of water and store soil carbon.
- They are important sites for tourism, and the source of livestock products and medicinal plants that contribute to local and national economy.
- Pastoralists, nature stewards of the high mountains, need our support to preserve these important ecosystems and the invaluable services they provide.

