

Center for Behavior & the Environment

Solving conservation challenges through the science of human behavior

Our vision

The most urgent environmental challenges of our time share one thing in common—to solve them, people have to start behaving differently.

Global understanding of human behavior is evolving quickly. New insights across economics, political science, evolutionary biology, social psychology, neuroscience, and design thinking have transformed our understanding of human behavior and decision-making.

The Center for Behavior & the Environment is bringing the best insights from behavioral science and design to tackle some of the most challenging environmental issues. Through partnerships with leading academic and research institutions, we are translating the science of human behavior into practical solutions for conservationists worldwide.

Our approach

Our approach to conservation is behavior-centered design.



Showcasing bright spots

Finding solutions that are already working and spreading them far and wide



Field-based learning

Taking science out of the laboratory and into the field, for the betterment of both



High-impact training and delivery

Empowering more conservation practitioners around the world to become transformative behavioral design strategists



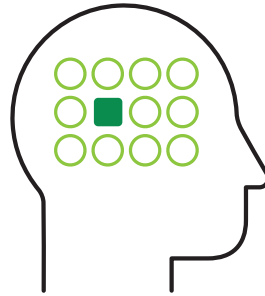
Photo Credit: Jason Houston

Principles of behavior-centered design



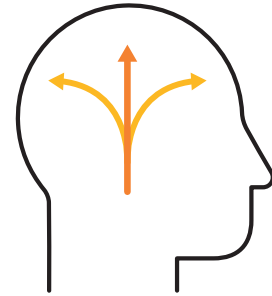
Emotional Appeals

We know that humans are a highly emotional species.



Social Influences

Contrary to common assumptions, people are not inherently selfish.



Choice Architecture

Humans have strange, seemingly irrational ways of making judgements and decisions.

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About Rare

At Rare, we believe that conservation's greatest challenges are the result of human behaviors—and, so too are the solutions. Unique as a global conservation organization, we use our expertise in behavioral science to empower community-led adoption of new sustainable behaviors and solutions that improve livelihoods and biodiversity.

For nearly 40 years, we have worked with partners to spark hundreds of community campaigns that have led to movements around the world. These campaigns have provided solutions to some of the most urgent global conservation threats of our time, like overfishing, deforestation, contaminated freshwater and unsustainable agricultural practices, all of which impact wildlife, habitat, food security, climate resilience and economic and social stability.



**CENTER FOR
BEHAVIOR & THE
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To learn more and sign up for the behavior beat newsletter, please visit rare.org/center

