



WHAT MAKES US
RARE



**Rare inspires change so
people and nature thrive**

Change is Rare

Human behavior is both the cause and the solution to every major conservation and development challenge. Changing our behavior is hard, but it is the single most important thing we can do to ensure nature's survival and human well-being.

Rare is a global leader in catalyzing behavior change to achieve enduring conservation and sustainable development results.

For over 40 years, inspiring change has been woven into the fabric of our work. Informed by our deep experience from over 450 community-led projects in 60+ countries, we believe conservation can only succeed when people and nature thrive.

Rare envisions a world in which people care about nature and adjust their daily habits to protect it. We find what works locally and bring it to scale globally—providing a blueprint for building a conservation ethic around the world. The results? Empowered communities with the knowledge, tools and rights to manage their resources sustainably—creating a brighter future for themselves, their families, their communities, and the planet.

This work cannot wait. Today's climate crisis threatens every person on the planet, particularly the world's most disadvantaged communities. With millions of people depending on forests, wetlands, and coral reefs for jobs, food, and livelihoods, inspiring them to adopt new behaviors and practices that balance use and preservation requires human-centered solutions essential for conservation work.

This is what we do. **This is what makes us Rare.**



CENTER FOR
BEHAVIOR & THE
ENVIRONMENT

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

Global understanding of human behavior is evolving quickly. New insights across economics, psychology, evolutionary biology, neuroscience, and more have transformed our understanding of how people make decisions.

The Center for Behavior & the Environment bridges the gap between science and practice and leverages insights from behavioral science and approaches from design thinking to tackle some of our most challenging environmental issues.

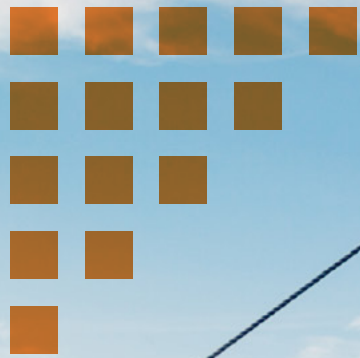
Together with some of the leading academic and research institutions in the world, we connect behavioral scientists with the practitioners on the frontlines of our greatest environmental challenges to improve results and create more enduring impact.

Our aim is as ambitious as it is vital: Build a new field of behavior-centered design to address our world's most pressing environmental challenges.

Learn more at rare.org/BECenter

CENTER FOR BEHAVIOR & THE ENVIRONMENT

Change the field



FISH FOREVER

Change our relationship with our oceans



Coastal waters support some of the most spectacular and diverse environments on Earth. They sustain fisheries that support the livelihoods of 200 million people and provide essential protein to hundreds of millions more.

Coastal overfishing is one of the greatest and most immediate threats to our oceans. We are facing an unprecedented global decline in marine fish populations, driven largely by overfishing and poor management of coastal waters. Uncontrolled fishing is damaging marine habitat, crippling fish populations, and jeopardizing coastal communities around the globe. The collapse of coastal fisheries is an environmental problem and a potential humanitarian crisis.

Fish Forever is Rare's comprehensive solution to revitalize coastal fisheries and improve the lives of fishing communities in ten countries on four continents. Our community-led approach empowers fishing communities to become stewards of critical coastal ecosystems and to adopt more responsible fishing practices, partners with governments on policy reform, and leverages innovative financial tools to spur investment into coastal fisheries.

The results include healthier coastal habitats, more bountiful marine life, improved social equity, and more climate-resilient communities.

Fish Forever aims to build a global movement of one million fishers and five hundred local governments to dramatically change the way we protect our coastal waters.

Learn more at rare.org/FishForever



CLIMATE-SMART AGRICULTURE

Change how we protect natural landscapes



Climate-smart agriculture—an integrated approach to managing landscapes—can lower emissions, improve yields and productivity, safeguard habitats and biodiversity, increase climate resilience, and improve livelihoods for millions of people.

In Colombia and China, climate-smart agriculture holds the key to productive landscapes and more resilient communities. In Colombia, one of the most biodiverse places on the planet, small-holder farmers represent 81% of all farms in Colombia—and yet few receive any training on sustainable agriculture practices.

In China, nearly 200 million people depend on farming for their livelihoods. As the demands on farms grow to meet the needs of an expanding global population, harmful agricultural practices follow. As a result, farmers face lower yields, exposure to environmental threats, and economic uncertainty.

Using our deep expertise in behavior change, **Rare will apply behavior-centered design to climate- and water-smart agriculture** to help transform agricultural extension services in ways that have potential for global replication.

There has never been a better opportunity to protect critical natural landscapes through climate-smart agriculture. The time for change is now.

Learn more at rare.org/ClimateSmartAgriculture





CLIMATE

Change our approach to climate change

Today's climate crisis is the existential challenge of our time. Rising sea levels, extreme heat waves, new cycles of flooding and drought, intense hurricanes, and degraded air quality affect us economically, physically, socially, and psychologically. Addressing global warming demands unprecedented and rapid changes across our economies and infrastructure, on how we produce and consume food and how we power our built world.

With Rare's deep experience in human behavior, **we have a unique opportunity to shift mindsets and social norms** to create a movement of individuals and communities empowered to address climate change.

Rare's climate program helps build more climate-resilient communities, advances changes in fisheries management, land use, and agricultural practices, and harnesses the power of our collective behaviors to create a movement of climate action.

Climate change needs behavior change. And change is what Rare does best.

Learn more at rare.org/ClimateChange



CONSERVATION FINANCE

Change how solutions scale for impact



Rare takes what works locally and scales it for global impact.

Rare's Sustainable Markets & Finance group is developing a suite of innovative private- and public-sector partnerships and investment vehicles that will help generate measurable conservation results, financial returns for investors, and critical funding to scale solutions for maximum impact.

One such initiative, the Meloy Fund, is a first-of-its-kind impact investment fund dedicated to supporting sustainable coastal fisheries in the Philippines and Indonesia.

Rare's Blended Finance initiatives unlock and leverage private and public financing to ensure the scale of the solutions meet the scale of the challenge.

By combining innovative finance with our community engagement expertise, **Rare is uniquely positioned to scale conservation solutions** for coastal fisheries, productive landscapes, and sustainable agriculture. Our innovative finance initiatives drive our long-term goals of improving ecosystem health, climate resilience, food security, and the livelihoods of communities in developing countries around the planet.

Rare's proven conservation solutions are built for scale. Our innovative finance approach is how we get there.

Learn more at rare.org/ConservationFinance

RARE INSPIRES CHANGE SO PEOPLE AND NATURE THRIVE

This is What Makes Us Rare



A Rare Approach

We translate the science of human behavior into practical community-led solutions.

The most urgent environmental challenges of our time share one thing in common—to solve them, people must start behaving differently. That’s why Rare’s conservation work around the globe starts with people.

Our unique community-centered, participatory approach to conservation translates the science of human behavior into practical community-led solutions for the planet’s most urgent conservation issues.

Collaborating for Lasting Change

We partner to remove barriers and pave the way for community-led solutions.

Rare’s approach to conservation empowers local leaders and elevates the role of fishers, farmers, and other resource users in local decision-making and governance. This community-based approach is buoyed by partnerships with officials at all levels of government—from mayors to ministers—as well as with public and private institutions, universities, non-profits, and other organizations committed to removing barriers and paving the way for community-led solutions.

Here are just a few of our valued partners:



Conservation’s Innovative Start-up

We embrace disruption and innovation to find solutions that can be scaled.

Rare is the 40-year old conservation start-up. And like a start-up, we are nimble and lean, and take an entrepreneurial approach to conservation that complements traditional approaches. We pride ourselves on taking calculated risks that others don’t.

We launched the Meloy Fund, the first-ever impact investment fund for coastal fisheries. We founded the Center for

Behavior & the Environment, the first-ever center dedicated to leveraging academic insights from behavioral science to achieve more enduring conservation outcomes. In just seven years, our Fish Forever program has evolved into the most effective coastal fisheries program in the world. And we continue to break new ground by creating innovative blended finance structures to dramatically scale investment in natural resource protection.

Rare-at-a-Glance

45+

years of impact

450+

past projects

60+

countries Rare has worked in

170+

committed Rare staff worldwide



For over 40 years, Rare has inspired behavior change in communities in 56 countries. Our global team works directly with government leaders, policymakers, and community members on conservation approaches that ensure that people and nature thrive.

- Rare Global Headquarters
- Rare Brazil
- Rare China
- Rare Colombia
- Rare Europe
- Rare Indonesia
- Rare Mesoamerican Reef
- Rare Mozambique
- Rare Philippines



RARE WORLD

We work where change is needed



Rare is dedicated to protecting the environment through sustainable paper and printing choices. This booklet is printed on 100% post-consumer recycled, FSC-certified, process chlorine free (PCF) paper using vegetable-based inks and 100% wind power.

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