



CENTER FOR  
BEHAVIOR & THE  
ENVIRONMENT

rare



# Center for Behavior & the Environment

Behavior change for nature begins here

# The BE.Center

Climate change. Coastal overfishing. Destructive land use. Biodiversity loss. The most pressing environmental challenges of our time share one thing in common: to solve them, people must start behaving differently.

The Center for Behavior & the Environment (BE.Center) harnesses the science of human behavior to inspire this change. As conservation's first center to explore the intersection of behavioral science and design for conservation, we are transforming how the environmental field tackles our global challenges.



The BE.Center is producing useful, sharp, and illuminating guidance that can really make a difference in solving big challenges for people and the planet.”

– Cass Sunstein  
Harvard University, Author of *Nudge*

## A New Approach to Designing Environmental Solutions

The BE.Center uses behavior-centered design, an approach that blends design thinking and insights from the behavioral and social sciences, to help conservationists, environmentalists, and social changemakers design effective and transformative solutions that deliver lasting change. In addition to conservationists' usual strategies for motivating behavior change—material incentives, information and awareness-raising, and rules and regulations—the BE.Center emphasizes:



### Leveraging Social Influences—

creating opportunities for social learning, encouraging public commitments, and making behaviors observable.



### Designing Choice Architecture—

making desirable behaviors easier by purposefully structuring the context, timing, and presentation of options.



### Appealing to Emotions—

leveraging positive emotions, such as pride and joy, and framing our messages to align with group values, identities, and interests.





[The BE.Center] takes the best research from the academic field and marries it with Rare’s strong foundation of what it looks like to change behavior in the field. Bringing those two things together can be really powerful for conservation.”

– Aileen Lee

Gordon and Betty Moore Foundation

## Transforming the Environmental Field

Inspired by over four decades of Rare’s experience applying behavioral insights to conservation challenges, the BE.Center is building demand for behavior-centered design, improving evidence of its power, and increasing practitioners’ abilities to deploy it effectively in the field.

## How the BE.Center Does This



### Showcasing Behavior-Centered Design

Sourcing, highlighting, and promoting innovative behavioral solutions to environmental challenges. Examples include:

- **Events and Webinars** (e.g., BE.Hive) that showcase our work
- **Newsletters** (e.g., *Behavior Beat*) with our latest news, stories, and insights
- **Contests** (e.g., Solution Search) that identify examples of behavior change in the environmental field



### Bridging Science and Practice

Translating behavioral science research and partnering with academics and researchers to create field-based learning opportunities. Examples include:

- **Experiments** that test effective behavior change strategies
- **Theories of change** for achieving behavior adoption in conservation
- **Assessment and evaluation metrics** for behavior change



### Training and Learning

Building practitioners’ abilities to integrate behavioral science and behavior-centered design into their work. Examples include:

- **Hands-on training** for full-time and field-based outreach staff
- **A digital learning platform** of resources, research materials, message boards, and training courses
- **Behavior-centered design workshops and tools** for practitioners
- **Advisory and design services** for partnerships or special projects

# Our Advisory Council

**Juan Camilo Cárdenas** · Associate Professor, Department of Economics – Universidad de los Andes

**Steve Gaines** · Dean, Bren School of Environmental Science & Management – UC Santa Barbara

**Adam Grant** · Professor of Management and Psychology – Wharton Business School, University of Pennsylvania

**Christopher Graves** · President & Founder – The Ogilvy Center for Behavioral Science

**Sarah Stein Greenberg** · Executive Director of the Hasso Plattner Institute of Design (the d.school) – Stanford University

**Rob Heinrich** · Clinical Psychologist and Trustee – The Harold M. and Adeline S. Morrison Family Foundation

**Roberta Katz** · Senior Research Scholar, Center for Advanced Study in the Behavioral Sciences – Stanford University

**Aileen Lee** · Chief Program Officer, Environmental Conservation – Gordon and Betty Moore Foundation

**Pamela Matson** · Professor in Environmental Studies and Senior Fellow at the Woods Institute – Stanford University

**Kent Messer** · Co-director, Center for Behavioral & Experimental Agri-Environmental Research and Unidel Howard Cosgrove Chair for the Environment – University of Delaware

**Georgia Pessoa** · Head of Environment – Roberto Marinho Foundation

**David Rand** · Co-director, Applied Cooperation Team and Associate Professor of Management Science and Brain and Cognitive Sciences – MIT

**Lucia Reisch** · Professor, Department of Management, Society and Communication – Copenhagen Business School

**Cass Sunstein** · Robert Walmsley University Professor – Harvard Law School

**Rocky Sanchez Tirona** · Vice President – Rare Philippines

**Elke Weber** · Gerhard R. Andlinger Professor in Energy and the Environment and Professor of Psychology and Public Affairs – Princeton University

**Erez Yoeli** · Co-director, Applied Cooperation Team and Research Scientist – MIT

## BE.Connected

There are many exciting ways to engage with the BE.Center:

- Support our work at [rare.org](https://rare.org)
- Attend our events, workshops, trainings, and webinars
- Visit our learning platform to connect with a global community of changemakers
- Subscribe to our newsletter, the *Behavior Beat*, at [rare.org/subscribe](https://rare.org/subscribe)

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For questions or more information on ways to engage, please contact us at [behavior@rare.org](mailto:behavior@rare.org).

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### About Rare:

Rare inspires change so people and nature thrive. Rare is a global leader in catalyzing behavior change to achieve enduring conservation results. For over 40 years, inspiring change has been woven into the fabric of our work. This is what we do. This is what makes us Rare.

[rare.org/BEcenter](https://rare.org/BEcenter)



**Winning Solution Search jumpstarted my organic honey business, and Rare's training taught me and others how to apply behavioral science principles to improve the impact of our work. I now have the tools I need to create change in my community."**

– **Jony Girma**

Founder of Apis Agribusiness in rural Ethiopia and 2017 Solution Search award winner

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## Rare inspires change so people and nature thrive

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