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.
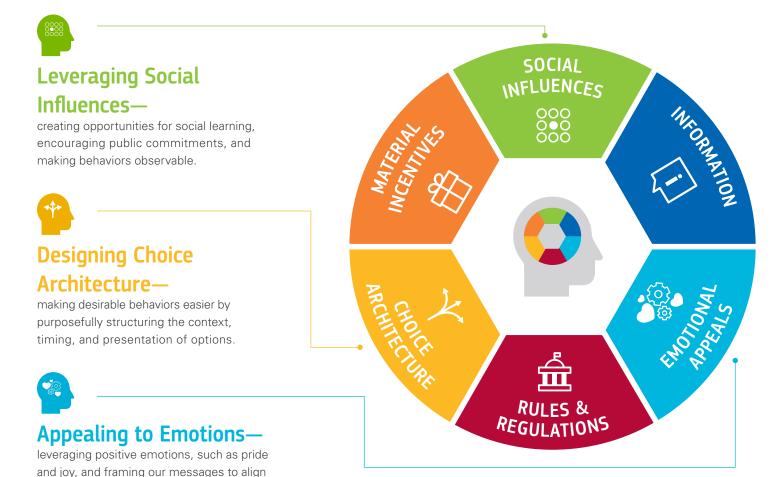
> "The BE.Center is producing useful, sharp, and illuminating guidance that can really make a difference in solving big challenges for people and the planet."
>
> **— Cass Sunstein**
> Harvard University, Author of *Nudge*

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.

SOCIAL INFLUENCES

INFORMATION

EMOTIONAL APPEALS

RULES & REGULATIONS

CHOICE ARCHITECTURE

MATERIAL INCENTIVES

[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

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Dean, Bren School of Environmental Science & Management, UC Santa Barbara

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Professor of Management and Psychology, Wharton Business School, University of Pennsylvania

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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
- 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

For questions or more information on ways to engage, please contact us at behavior@rare.org.

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

> "**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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