



Rare's 2019 Year in Review

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

Rare envisions a world where communities on the frontlines of these challenges have secure sources of food and opportunities for good jobs; where people take pride in the natural world around them and act to protect it; where policies at every level of government enable community-led management of local resources; and public resources and private capital flow into these communities because their true value is recognized.

To achieve this vision, Rare is building a social movement for change—one that is people-centered, community-focused, and climate-aware. **2019 has been an exhilarating and impactful year**—Rare has made great strides towards building this movement.

Building the Movement

Fish Forever

Fish by fish and person by person, Fish Forever—Rare’s coastal fisheries program—is building a social, political, and ecological movement to prioritize sustainably managed coastal fisheries around the world.

And to support that movement, we’re creating networks within and across countries—unprecedented networks of marine reserves, social networks of local leaders and their communities co-managing coastal resources and leading by example, and political networks of subnational, provincial, state authorities executing against the same plan and vision for coastal fisheries reform.

Our goals:

10 countries | 1M fishers | 1,000 communities | 500 local leaders
125,000 sq. mi. of territorial seas sustainably managed

Where we are now:

8

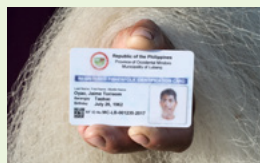
countries implementing
Fish Forever globally

824+

coastal communities
and 97 local
governments engaged

6,316

sq. mi of coastal seas
now under managed
access, with 170 sq. mi. in
fully protected reserves



40,000+

fishers registered

1,000s

of tons of fish recorded
by fish buyers



45

local government leaders
publicly committed
to the solution

300

coastal mayors embraced
coastal fisheries reform

200

community-run Savings
Clubs mobilized

1

global hub launched,
harnessing cutting
edge innovations in
science, technology, and
behavior adoption

Center for Behavior & the Environment (BE.Center)

Launched in 2017, the BE.Center is harnessing the science of human behavior to inspire more effective environmental solutions in more places. As conservation’s first center at the nexus of behavioral science and design, we are transforming how the environmental field tackles global challenges.



1,000+

individuals trained in our
unique behavior-centered
design approach

24

day-long behavioral
design workshops we
have designed and led
since March 2019

58%

of those trained in 2019
lived outside of the U.S.
or Europe

4

major publications

199

solutions from
47 countries surfaced by
the *Solution Search: Climate
Change Needs Behavior
Change* contest, which
received a whopping 30,000
votes from around the world



2

summits—BE.Hive (at
National Geographic)
and BE.Hive on Campus
(at Dickinson College)—
engaged over 750 scientists,
practitioners, students, and
sustainability leaders

2

grand prizes awarded to
women-driven organizations,
Solar Sister and 1 Million
Women, whose efforts are
reducing greenhouse
gas emissions

Addressing the Climate Crisis



Climate Change is the defining challenge of our time. It means grappling with the unexpected and the uncertain. But one thing Rare knows for sure: climate change needs behavior change.

Rare is proud to be part of the growing movement of individuals, communities and countries committed to addressing the climate crisis. Rare implements nature-based solutions to climate change, while inspiring and empowering people to adopt sustainable, climate-friendly behavior. Our newest programs are tackling this issue in a variety of ways:

Fishing for Climate Resilience

Fish Forever strengthens the social fabric of vulnerable communities and empowers them to implement ecosystem-based adaptation measures to restore and sustain their coastal waters. This is critical to build resilience and reduce economic and food security risks.

Lands for Life

In Colombia, Lands for Life is building a scalable approach that leverages behavioral strategies to increase adoption of climate-compatible agricultural practices that deliver on soil health, watershed management, agroforestry, and restoration objectives.

Make it Personal

Make It Personal will target seven behaviors with the greatest practical potential to reduce emissions in the U.S. If just 10% of the addressable market of Americans adopt the seven behaviors, it would reduce our national emissions by 800 million tons annually and meet our commitments under the Paris Climate Agreement.

Center for Behavior & the Environment

To change the climate conversation the BE.Center has engaged students throughout the U.S., produced and marketed research publications and conducted original market research, and been relentless bringing a new and desperately needed perspective to the climate change solution: that individual behavior changes, propelled by the best behavioral insights, can indeed move the needle on climate change.



Conservation Finance

Rare's Conservation Finance program is helping deploy private capital and public finance for conservation and development. This year, Rare developed a first-of-its-kind financing structure with the Government of Indonesia. This vehicle will channel funds to support the marine and coastal economy across three provinces.

Rare Around the World

From the United Nations General Assembly and Sustainable Development Forum to South by Southwest (SXSW), from the World Economic Forum in Davos to the Skoll World Forum, and from Our Ocean Conference to the World Bank's spring and fall meetings, Rare advocated for empowering and elevating communities and local people as decision-makers over their resources and livelihoods.



Former Secretary of State John Kerry and Dr. Steve Box, Rare's Managing Director of Fish Forever at Our Ocean Conference in Oslo, Norway; October 2019.



Paula Caballero, Rare's Managing Director of Lands for Life, presenting at the Global Landscapes Forum in Bonn, Germany; June 2019. Photo by Pilar Valbuena/GLF.

In the News

**Bloomberg
Philanthropies**

[Half the world's coral reefs already have been killed by climate change](#)

A major report by Bloomberg on the state of coral reefs globally positioned Rare as an organization offering solutions for protecting coral and tackling the climate crisis.



[From nutty bugs to candied veggies, does food by any other name taste as good?](#)

Reporting from our BE.Hive summit at National Geographic, Thomson Reuters wrote about behavioral approaches to helping people change their diet and lower their climate impact.



[Climate change is bad for Peru's pastures... but there's a 1,200-year-old fix](#)

After learning of them through Rare's Solution Search contest, NPR profiled The Mountain Institute and its innovative solution for helping rural farming communities in the Andes.

Engage with Us

Visit our award-winning website: rare.org

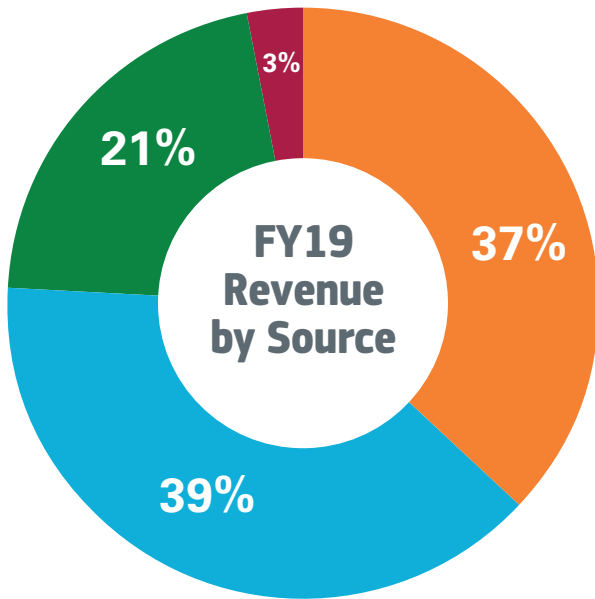
Find Rare's latest photo essays, stories, and videos:
rare.org/rare-studio

Subscribe to our monthly newsletter: rare.org/subscribe

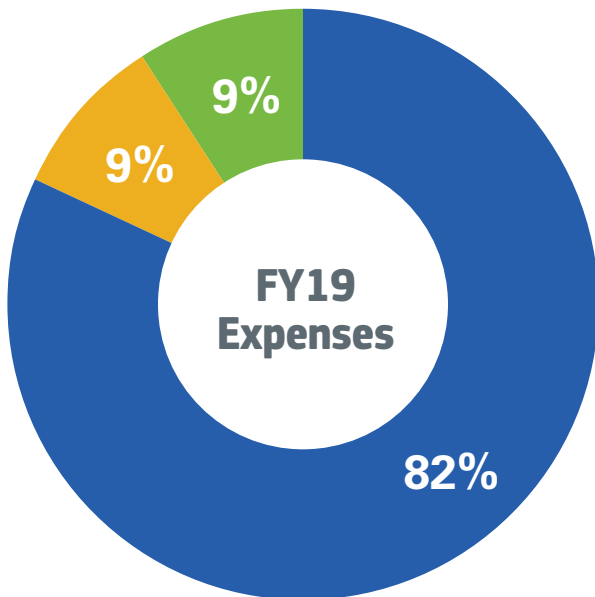
Include us in your estate plans: rare.org/ways-to-give

Make a donation: give.rare.org

Financials



Individuals	13,930,683	37%
Foundations & Corporations	14,885,997	39%
Government & Multilaterals	7,878,902	21%
Other	1,223,694	3%
Total	\$37,919,276	100%



Program Services	22,375,906	82%
Fundraising	2,331,385	9%
Administrative	2,549,864	9%
Total	\$27,257,155	100%

