



**MAKE IT
PERSONAL**



What can I do about climate change right now?

72%

of Americans believe global warming is happening

55%

of American consumers want to take personal action on climate change

Yet the majority don't focus on the most impactful actions.

Want to help solve climate change? Make It Personal.

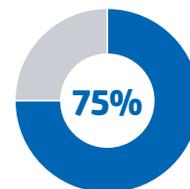
Climate change is the greatest threat humanity has faced. Solving it will undoubtedly require large-scale change. But individuals are not powerless.

It turns out, there are 7 actions Americans can take now that have the greatest potential to significantly reduce carbon emissions. If each of these changes was adopted by even 10% of us, it would reduce the gap to America's emissions targets by over 75%.

Rare's new Make It Personal program is designed to inspire Americans to take actions that have the greatest potential for measurably moving the meter on climate change right now. Using our years of experience driving individual and community-level behavior change, our goal is to inspire 10% of Americans to adopt these behaviors.



If 10% of Americans make these small changes



We get 75% back on track to our Paris emissions targets



7 actions to move the needle on climate

How do we know which are the 7 most impactful individual actions? Project Drawdown completed a comprehensive study of hundreds of actions and their respective carbon impacts. But hundreds of things can be overwhelming. So, Rare's Center for Behavior & the Environment conducted an additional study, [Seven Pathways to Achieve Climate Impact](#), that sheds light on which of the various actions were most likely to have widespread adoption by Americans today. Our work added a behavioral perspective to help us focus on the actions that have the most impact and that a large percentage of Americans can adopt today.

Adopt a plant-rich diet

2/3 of Americans have already started eating less meat.¹ This is great news because a plant-rich diet is healthier and at least 50x less carbon intensive.²

Don't waste food

Are you one of the 43% of American adults who says it would be "easy" or "very easy" to reduce your food waste?⁷ Turns out that reducing your food waste has a big impact on both the resources used to get the food to your table and in the methane produced when it goes to the landfill.

Get involved

Humans are social creatures. We pay attention to what our friends and neighbors are doing and saying. Just talking about these changes with your friends, colleagues and family is one of the biggest contributing factors to reducing your carbon impact.

Buy carbon offsets

Carbon offsets are investments in projects that take carbon out of the atmosphere—like planting trees, or capturing emissions. It costs 7x less to offset the typical American footprint than most people expect.³

Electrify your vehicle

More U.S. commuters get to work without a car than in the past.⁸ But for the majority who do still rely on a car, driving an electric vehicle offers a lower 5-year total cost of ownership⁹ and drives down carbon emissions.

Contract for green energy

Moving to renewable energy sources is one of the most important actions you can take to reduce your impact—whether you buy renewable energy from your provider or purchase rooftop solar.⁴ While the cost of solar panels has dropped 70% since 2010,⁵ 97% of Americans over-estimate the cost.⁶

Fly one less time

For frequent business travelers, using online meeting technologies more effectively can mean more days at home with family and friends as well as a much lower carbon footprint.¹⁰ Consider taking even one less flight a year to have a significant impact.



2/3 of Americans think that citizens should do more to address global warming.¹¹ But most of us don't talk about it.

Share your personal story with friends, family or social media to change that norm.

You don't have to be perfect.

The 10% of Americans who adopt a plant-rich diet might be a different 10% than those who purchase an electric vehicle. And that's to be expected. Our communities have different infrastructure. We all have different family recipes and cultural norms on food. And, none of us is likely to be perfect with regards to our every action. But we can all do something a little better than we do today. Just starting down this path may surprise you. Some changes are easier than you think.

Who is Rare?

Rare inspires change so people and nature thrive. We build people-centered strategies for conservation and sustainable development globally. Our behavior-based approach has influenced the way millions of people in more than 60 countries care for nature. Now, we are tackling the biggest environmental challenge of our time: climate change. Through partnerships with leading organizations, communities and individuals, we are helping Americans make climate change personal.