



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 just 10% of the U.S. addressable market adopted these behaviors, it would reduce U.S. annual emissions by an estimated 460 million metric tons of CO₂eq¹. That's about the same as closing half the coal power plants in the U.S. for one year.

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.



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 Americans were most likely to adopt immediately and widely. Our work added a behavioral perspective to help us prioritize 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 meat². This is great news because a plant-rich diet is healthier and at least 50x less carbon intensive³.

Don't waste food

Over 40% of American adults say it would be "easy" or "very easy" to reduce their food waste⁸. Reducing food waste means using fewer resources to get the food to your table and sending less food to the landfill where it produces methane—a potent greenhouse gas and major contributor to climate change.

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 expect⁴.

Electrify your vehicle

More U.S. commuters get to work without a car than in the past⁹. But for the majority who still rely on a car, driving an electric vehicle offers a lower long-term total cost of ownership¹⁰ 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 solar⁵. While the cost of solar panels has dropped 70% since 2010⁶, 97% of Americans overestimate the cost⁷.

Fly one less time

Flying one less time for frequent business travelers was easily achieved with a global pandemic. But as restrictions lift, will you continue to make more effective use of technology to avoid the high carbon impact of frequent flying? It's a change that will save companies money and give you more time at home.



2/3 of Americans think that citizens should do more to address global warming¹¹. But most of us don't talk about it.

Share your personal story with friends, family and 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 about 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.