



Shifting Climate Culture Now

Climate change forms the existential crisis of our time. Today, 72% of Americans see climate change occurring, and 65% feel personal responsibility to reduce global warming. The trouble is, Americans don't know what to do.

Fortunately, Rare has identified the highest-impact behaviors, and four pathways to make those behaviors accessible to more Americans.

The Power of Behavioral Science

For over 45 years, across 60 countries, and through nearly 500 successful behavior change campaigns, Rare has empowered millions of individuals and communities to adopt sustainable environmental behaviors. On average, Rare's campaigns have increased the percentage of people using sustainable behaviors by 18% (doubling the 9% average change seen in public health campaigns like smoking reduction).

Rare's U.S. climate program harnesses our expertise in using the science of human behavior to empower tens of millions of Americans to act against climate change. Such personal actions can collectively result in significant emissions reductions while strengthening the constituency demanding climate-positive policies.

The Power of People

Americans can significantly reduce their greenhouse gas emissions by adopting high-impact behaviors organized around four themes: food, energy, transportation, and nature. If an additional 10% of Americans adopt these behaviors, it will reduce U.S. emissions exponentially—by nearly as much as the combined annual emissions from New York, Los Angeles, and Chicago (the three largest U.S. metro areas).

Rare's core strategy engages people's social nature, showing how these actions fit into busy lives, and encouraging those who adopt the behaviors to share their journeys. The program applies behavioral science to build momentum through four channels:

- **Climate Culture Hometown** for communities
- **Green Benefits** for Employers
- **Digital Campaigns** for Social Media and Online (e.g., What's Good)
- **Entertainment Lab** for Streaming, TV, and Film

The areas and behaviors that matter most for individual American action:



FOOD

- Eat more veggies
- Cut food waste



ENERGY

- Switch to clean energy
- Get solar



TRANSPORTATION

- Drive electric vehicles
- Fly less



NATURE

- Give to nature



Climate Culture Hometown: Building Community Momentum

Americans change their behaviors when they see their friends and neighbors changing. For example, seeing neighbors install rooftop solar is the most significant predictor of installing rooftop solar. The trusted institutions and leaders in our communities are the ones helping to create new social norms, like getting solar or adopting a more plant-rich diet.

Rare is conducting our first community campaign in Boston to combine our trusted expertise in behavioral science and 21st-century digital campaigns with Boston's remarkable history of education, innovation, and climate action. **Climate Culture Boston** aims to engage an additional 10% of the area's 4.5 million residents in taking collective climate action. Our approach relies on two tracks:

- Events and interactive experiences with trusted local partners that make the climate-positive behaviors more salient and appealing and bring the four impactful themes to life.
- Partnerships, particularly with organizations from historically marginalized communities, that reduce barriers to adopting impactful climate behavior

Green Benefits: Climate Culture at Work

Green Benefits leverages behavioral science and a company's unique culture to engage and motivate employees to address climate change.

Grounded in the science of human behavior, Green Benefits uses financial incentives, events, education, and community to drive behavioral and cultural shifts. Through a simple yet interactive experience, employees participate in live webinars, quizzes, accessible education, discounts, and more that incentivize them to tackle climate change. Meanwhile, employers experience improved employee engagement, retention, and sustainability.

In 2022, the program will engage five more pioneering companies to help shape the program for full launch in 2023.

What's Good: Climate Culture Online

More and more, Americans get their social cues through social media—Instagram, TikTok, Facebook, etc. In 2022, What's Good will test an approach in Boston and nationally with targeted audiences, using Instagram and Facebook micro-influencers to promote eating more vegetables and purchasing green energy. We'll curate a group of influencers interested in or enacting the behaviors and evaluate how their posts move followers and other social media users to create a new normal among their peer groups.

The Entertainment Lab: Climate Culture in Hollywood

The entertainment industry can shift culture. For example, Hollywood made designated drivers a cultural norm and helped reduce alcohol-related traffic fatalities by 30%. Imagine what it could do for climate action?

The Entertainment Lab is helping creatives tell stories that create new cultural norms and drive change. Based on Rare's core expertise in behavioral science research, insights, and guidelines, our support includes workshops, events, consultations, audience surveys, public opinion research, and impact measurement and evaluation.



Many people have already incorporated climate-positive behaviors into their lives. Rare will speed uptake by making people aware of how others in their social networks and local communities are adopting the behaviors.

Climate Culture empowers people to make a difference at home, in their communities, and at work so that people and nature thrive.

LEARN MORE!
rare.org/climate-culture