If this year had a theme, it would be the **Year of Moments and Momentum.** From the launch of the Center for Behavior & the Environment and the Meloy Fund, the world’s first impact investment fund for small-scale fisheries, to the amazing results from our Fish Forever program, and the growing global recognition that climate change needs behavior change, Rare has celebrated some incredible moments and built momentum for meaningful change.

Our accomplishments in 2018 are right on mission: to inspire change so people and nature thrive, to protect our shared natural resources, and to improve the lives and livelihoods of millions of people around the world.
Stemming the Tide of Coastal Overfishing

Fish Forever is the first global solution that brings together 30-plus years of Rare’s experience in community empowerment, social marketing and behavior adoption with the technical, policy and financial skills needed to secure lasting results for people and nature. A five-year review of 41 Fish Forever sites, representing over 250 communities across Brazil, Indonesia and the Philippines showed positive results in fish biomass, social equity, cooperative management and other areas. The review also demonstrated Fish Forever’s contributions to the United Nation’s global Sustainable Development Goals (SDGs). The good news is that Fish Forever is working!

A Year of Firsts

• Indonesia designated the world’s largest managed access with reserves fisheries network in the Dampier Strait.

• Rare closed the Meloy Fund, the first impact investment fund for coastal fisheries.

• Fish Forever expanded to Guatemala, Belize, Mexico and Honduras, bringing our comprehensive approach to the communities along the Mesoamerican Reef.

• The Center for Behavior & the Environment is working to transform the field of conservation by launching Solution Search: Climate Change Needs Behavior Change, a global search for conservation solutions built on behavioral science, and publishing “Making the Case for Behavioral Solutions to Reduce Global Warming.”

• Noted climate and SDG champion Paula Caballero joined Rare’s leadership team to lead programs in Colombia and on climate change.
By the Numbers

This past year was one of watershed moments and the momentum they create. Here’s a look at 2018, in images and numbers.

170+ committed Rare staff operating in 100+ programmatic partners around the world

300+ NGOs and government agencies using elements of Rare’s approach to promote the adoption of more sustainable behaviors

10 countries alongside

100+ programmatic partners around the world

8 countries implementing Fish Forever

Targeting 1M fishers and 500 local leaders in 10 countries

16 Campaigning for Conservation (C4C) workshops to date in 11 countries, resulting in 326 conservation professionals trained

Targeting 2500 conservation professionals in 25 countries

$22M in total assets for the Meloy Fund for Sustainable Community Fisheries

5th annual Solution Search: Climate Change Needs Behavior Change

201 entries from 46 countries

6 transitioning farm partners in China and

800+ acres of cotton in-conversion to organic management
Collaborations

Rare's people-centered, participatory approach to conservation empowers local leaders and elevates the role of fishers and farmers in local decision-making and governance. Our approach is buoyed by partnerships with governments, universities, NGOs and other organizations. Here's a look at just some of our amazing partners:

- **Solution Search** (e.g., with National Geographic, Conservation International, The Nature Conservancy, the UN Development Programme, World Wildlife Fund)
- **Fish Forever** (e.g., with The Philippines’ Department of Natural Resources, Smithsonian Institution, University of Queensland, the Environmental Law Institute)
- **The Center for Behavior & the Environment** (e.g., with Dickinson College, Stanford d.School, Stockholm Environment Institute)
- **Sustainable Agriculture in China** (e.g., with L’Oreal, Shokay, Organic Awareness)

Rare Around the World

Rare advocated for change around the world in 2018, elevating the critical issues of coastal fisheries, watershed protection, organic agriculture and behavior change and giving voice to people on the frontlines of change.

In the News

Rare’s unique programs and impact around the world are getting noticed.

- CNN Philippines highlights Rare on 2018 World Oceans Day
- Oceanographic Magazine publishes Rare’s “A Day in the Life of a Fisher” photo essay
- Closing the Meloy Fund
  - Undercurrent News: $22m impact fund readies for dealmaking in Indonesia, Philippines
  - Impact Alpha: The Meloy Fund closes $22 million for sustainable fisheries
- Center for Behavior & the Environment building credibility
  - Deutsche Welle: Change Your Ways, Save the Environment
  - Behavioral Scientist: Fight Climate Change with Behavior Change
- Solution Search coverage by Thomson Reuters
  - Peru’s Alpine Herders Revive Ancient Technologies to Face the Future
  - With Ferns, Fish and Roots, Ecuador Brings its Rainforest to Restaurant Tables
  - Award-Winning Nepalese Farmers Grow Bananas to Avert Floods