



Rare's 2018 Year in Review

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!



- Ecologically, fish are recovering — fish biomass is increasing, both inside and outside no-take reserves;
- Socially, communities are empowered — social resilience, pride and livelihoods are improving;
- 51 legal and functional management bodies were established across the 41 sites;
- 63 managed access areas were built or strengthened encompassing nearly 1.5 million acres of coastal waters, with 67,000 acres secured in fully protected reserves – that's nearly 80 Central Parks!
- Strengthened policies and governance provide a clear path to scale; and
- Built recognition that sustainable small-scale fisheries address at least six of the UN's Sustainable Development Goals.

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

10

countries
alongside

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

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.



Brett Jenks, President and CEO, Rare, speaking in the German Pavillion on the topic, "Fishing for Resilience: Importance of Oceans for coastal communities for climate change, conservation and livelihoods" at the **United Nations Framework Convention on Climate Change 23rd session of the Conference of Parties (UNFCCC COP23)**.



Rare's leadership with Joko Widodo, President of the Republic of Indonesia (and event host), former U.S. Secretary of State John Kerry, and other Presidents and leaders at the **5th Our Ocean Conference, "Our Ocean, Our Legacy"**, October 2018.

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](#)