



MAKE IT
PERSONAL



Engaged employees. Authentic sustainability.

GREEN BENEFITS

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 know what to do.

Climate change is the greatest threat humanity has faced. Solving it will require large-scale change. And individual actions must be part of the solution.

Rare has been harnessing behavioral science to sustain communities and nature across the globe since 1975. Now, it's using this proven science to empower individuals to take 7 high-impact actions against climate change in a fun and accessible way.

Workplaces are a unique environment for behavior change with established social groups, reward systems, and infrastructure. Green Benefits leverages behavior science, incentives, and unique company culture to authentically engage employees, build stronger ties between employer and staff, and fight climate change.

Want to learn more about Green Benefits? Visit rare.org/green-benefits or email Betsy Carlton-Gysan at bcarlton-gysan@rare.org.



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.

According to post-pilot employees:

89%

I am glad my employer offered me the opportunity.

78%

Personal values and company's values are better aligned if they offer Green Benefits.

65%

Taking action for the climate is easier than I thought.

What participants are saying:

“LOVED the opportunity to learn more—and have the resources culled and vetted and available from Rare”

“It's a novel idea—and it makes so much sense at the same time—like, why haven't employers ever done this before?!”

“Inspiring change—these are all actions I've meant to take for a while, but this program got me to actually do them!”

How does Green Benefits work?

Green Benefits works with stakeholders at client companies to understand their culture and program goals. It develops integrated programming including tailored modules on food, energy, transportation, and nature. And then it works with you to engage and inspire employees.

Employees enjoy live webinars, fun quizzes, accessible education, discounts, and more. And employers benefit from employees bringing their values to work, resulting in improved retention and sustainability gains that overflow into employees' daily responsibilities.

In 2021, Green Benefits conducted two pilots with publicly traded companies. In 2022, it will open the program to 5 pioneering companies that will help prototype and refine the program before its full 2023 launch.

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.