



SHINE

Solar Helping Ignite
Neighborhood Economies

SHINE Boston

Photo Credit: Robert Wallace

The clean energy transition is happening all around us. Billions in state and federal incentives are flowing into clean energy sources, electric vehicles, and improvements to buildings and appliances. Many corporations are starting to roll out climate-friendly products and services.

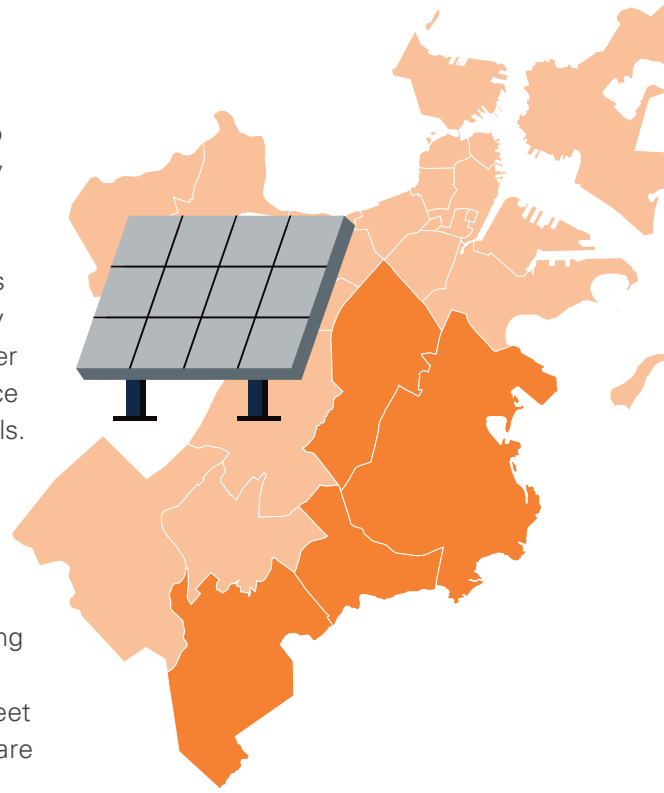
But there's a problem: **The transition to clean energy is not occurring equitably.** Low-income and marginalized communities are adopting it more slowly than wealthier ones, partly because government incentives favor those who can afford the upfront costs and benefit from tax credits. Market-based approaches to clean energy tend to benefit those who can pay, rather than those who need it most.

SHINE makes the clean energy economy and its benefits accessible to Boston's environmental justice communities.

Our solution

SHINE places communities first. Rare's Solar Helping Ignite Neighborhood Economies (SHINE) unites a coalition of organizations to bring clean energy and economic development to Boston's historically marginalized areas.

By linking community economic development with greenhouse gas reduction, SHINE, in collaboration with Boston's leading anti-poverty agency, Action for Boston Community Development (ABCD), and other local partners, aims to deliver tangible benefits to environmental justice communities while supporting federal, state, and municipal climate goals.



Where we work

SHINE supports environmental justice communities in Boston, focusing on high-poverty and minority areas such as Roxbury, Dorchester, Mattapan, and Hyde Park. Our solar training facility is on Chauncy Street in downtown Boston, and our Community Powerhouse solar sites are spread across Greater Boston.



Our approach

SHINE addresses equity through two streams of work:

Solar Careers: Diversifying and growing the solar workforce

The solar industry faces a shortage of workers and lacks diversity. SHINE addresses this by recruiting, training, and supporting underemployed and unemployed residents in Massachusetts, helping them pursue technical solar careers. Our program combines a strong culture of care with rigorous, hands-on technical and safety training, ensuring participants are well-prepared for success in the growing solar workforce.

Solar Development: Delivering benefits for households and nonprofits

SHINE is working to make solar more equitable by supporting the development of community solar systems, also known as shared solar, on the roofs of local nonprofits. These systems benefit both the organizations and their low-income neighbors. By installing shared solar, we reduce the need to convert natural lands like forests and place solar power closer to where it's used, which strengthens grid resilience. SHINE also ensures that the financial benefits of these systems are shared between the nonprofit hosts and qualifying low-income households, fostering a sense of ownership and inclusivity so that everyone feels that "solar is for us."



Photo Credits: Robert Wallace

Our partners

The SHINE coalition comprises local solar businesses, community organizations seeking to address environmental justice, organizations hosting solar projects on their roofs, and solar workforce trainees and the organizations who support and train them.

 **ACTION FOR BOSTON
COMMUNITY DEVELOPMENT**




Children's Services of Roxbury
Strengthening Families across Massachusetts
Roxbury • Tewksbury • Worcester • Northampton

 **RESONANT
ENERGY**

 **SPORTSMEN'S TENNIS
& ENRICHMENT CENTER**
Tennis & Education for Life



The first cohort of students in Boston with visiting Rare staff members in August 2024.

Our differentiator

Rare leverages over 50 years of experience working with communities worldwide to drive social and societal change. SHINE uniquely combines Rare's expertise in climate change and green energy, community engagement, applied behavioral science, and targeted philanthropic investment to guide its efforts effectively. Through SHINE, Rare and its partners build the capacity of environmental justice communities to overcome the barriers that perpetuate poverty while reducing emissions.

Unlike programs that focus solely on training individuals for the green workforce, SHINE implements a comprehensive community intervention that integrates multiple strategies within the same community. This approach engages local social service organizations — trusted community institutions often new to climate work — as key partners, helping to create a lasting solution.

For more information, please contact our team at shine@rare.org.

SHINE is an initiative of Rare whose mission is to inspire change so people and nature thrive.

