



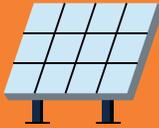
CENTER FOR
BEHAVIOR & THE
ENVIRONMENT

BE.Hive

Behavioral Insights to Environmental Impacts

June 11, 2024 | Washington, D.C.

Arena Stage at the Mead Center for American Theater



Sponsorship Opportunities

In June 2024, 300+ practitioners, philanthropists and researchers will gather in Washington, D.C. for the Behavior & Environment (BE) Summit, or BE.Hive.

This one-day gathering will be an intensive exploration of the role the science of human behavior can play in solving the world's most pressing environmental challenges.

By sponsoring BE.Hive, you make possible an event that inspires and empowers participants whose work has global impact.

www.rare.org/behive2024

Rare's Center for Behavior & the Environment (BE.Center)

Climate change. Unsustainable land management. Plastic pollution. Biodiversity loss. The most pressing environmental challenges share one thing in common: to solve them, people must start behaving differently.

The [BE.Center](#) is the world's first center dedicated exclusively to behavioral science and design for the environment. The diverse team of world-class behavioral and social scientists, designers, and trainers supports Rare and the environmental community to design and deliver people-centered solutions to the most urgent environmental challenges worldwide.

What is BE.Hive?

BE.Hive is the preeminent event featuring the role of behavioral insights in the environmental sector. It features behavioral and social science as much in the design as the content.

In March 2019 at National Geographic, the BE.Center hosted a Behavior & Environment (BE) conference, entitled BE.Hive, to elevate the role of behavioral and social sciences in the environmental sector and to increase demand for them among practitioners and funders worldwide. Since that time, Rare has held two additional BE.Hive conferences. Combined, these three events attracted over 700 attendees from across the world. They were all highly successful and are still regularly referenced as the inspiration to learn more about behavior change for the environment.

BE.Hive 2024 speakers include:



Wawa Gatheru

Founder, Black Girl Environmentalist



Sandra Geiger

PhD Researcher, Environmental Psychology Research Group, University of Vienna



Kevin Green

Vice President, Rare's Center for Behavior & the Environment



Crystal Hall

Associate Professor of Public Policy and Governance, University of Washington



Michael Hallsworth

Managing Director, Behavioural Insights Team



Oliver Jeffers

Artist, author, and activist, The Studio of Oliver Jeffers



Carlos Manuel Rodríguez

CEO and Chairperson, Global Environment Facility



Priya Shyamsundar

Lead Economist, The Nature Conservancy



Matt Wallaert

Founder, BeSci.io and Author, Start at the End

For the latest list of 2024 speakers, visit our [BE.Hive website](#).

You don't want to miss this

"Perfect mix of supporting science, emotional appeal and call to action. Respectful of many voices. A clear and superb effort to make it an engaging day."

"Absolutely love how y'all worked to take heavy principles from academics and translate them to everyday participants. Well done."

"I've never been that highly engaged at a conference before."

Who joins a BE.Hive?

- Practitioners working on environmental challenges
- Researchers and academics who are on the leading edge of applied behavioral and social sciences
- Funders who invest in conservation, sustainability and other relevant challenges
- Policymakers and government leaders addressing environmental issues, nationally, regionally and globally
- Students interested in related careers



Why attend and sponsor?

- Interact with 300+ likeminded practitioners, funders, policymakers, business leaders and researchers interested in applying behavioral science to key global environmental challenges
- Demonstrate your commitment to evidence-based conservation and sustainability impacts
- Expand your understanding of behavioral science and inspire new ideas about its application to promoting pro-environmental behaviors
- Learn proven solutions and evidence-based examples that combine environmental science with the power of behavioral insights
- Build your network of partners working on similar issue areas



This year's BE.Hive:

Behavioral Insights to Environmental Impacts

Only five years ago, the idea that behavior change science could transform the impact potential of environmental solutions was just that: an idea. Today is a completely different story. We now can see what it looks in practice, articulate what we've learned, and scale what works.

Expect a day filled with notable speakers, interactive games, and exciting new behavioral solutions. Sessions will relate to biodiversity conservation, agriculture and land management, climate change, water, plastic pollution, and more!

Questions we will cover during the day include:

- What evidence-based impacts have been achieved as a result of behavioral science?
- How do we measure success?
- What is the additive value of these approaches?
- How does individual behavior change relate to policy reform or corporate change?
- How do you scale behavior change across countries, regions and the world?
- What hasn't worked (yet)?

Sponsorship packages

Ensure BE.Hive has the greatest possible impact by sponsoring this event.

BE.Hive Friend: \$10,000

Be able to look back and say that you KNEW this event would be worthwhile for participation. This sponsorship includes:

- Logo on signage
- Logo on email marketing materials
- Sponsor logo on event website
- Social media thank you post
- 1 invitation to the private speaker dinner
- 2 tickets to BE.Hive

BE.Hive Advocate: \$25,000

Join the shifting norms towards investing in behavior change for the environment. This sponsorship includes all benefits of the previous level, plus:

- Recognition in the event welcome and closing
- 5 free tickets to BE.Hive with a 50% discount on additional passes

BE.Hive Partner: \$50,000

Help us build an event you think would be most impactful. At this level, not only do you get the benefits of all previous levels, but you also get to provide input on some sessions' content. Additionally, you will receive:

- 4 additional invitations to the private speaker dinner
- The opportunity to address the crowd during BE.Hive
- Prominent display booth during breaks
- A feature in our webinar series, Rare Conversations

Sponsorship Deadline: May 1, 2024

Full payment must be made to Rare, and high-res logo received by May 10, 2024 to be included in materials.

For more information, please contact Katie Heffner at kheffner@rare.org.