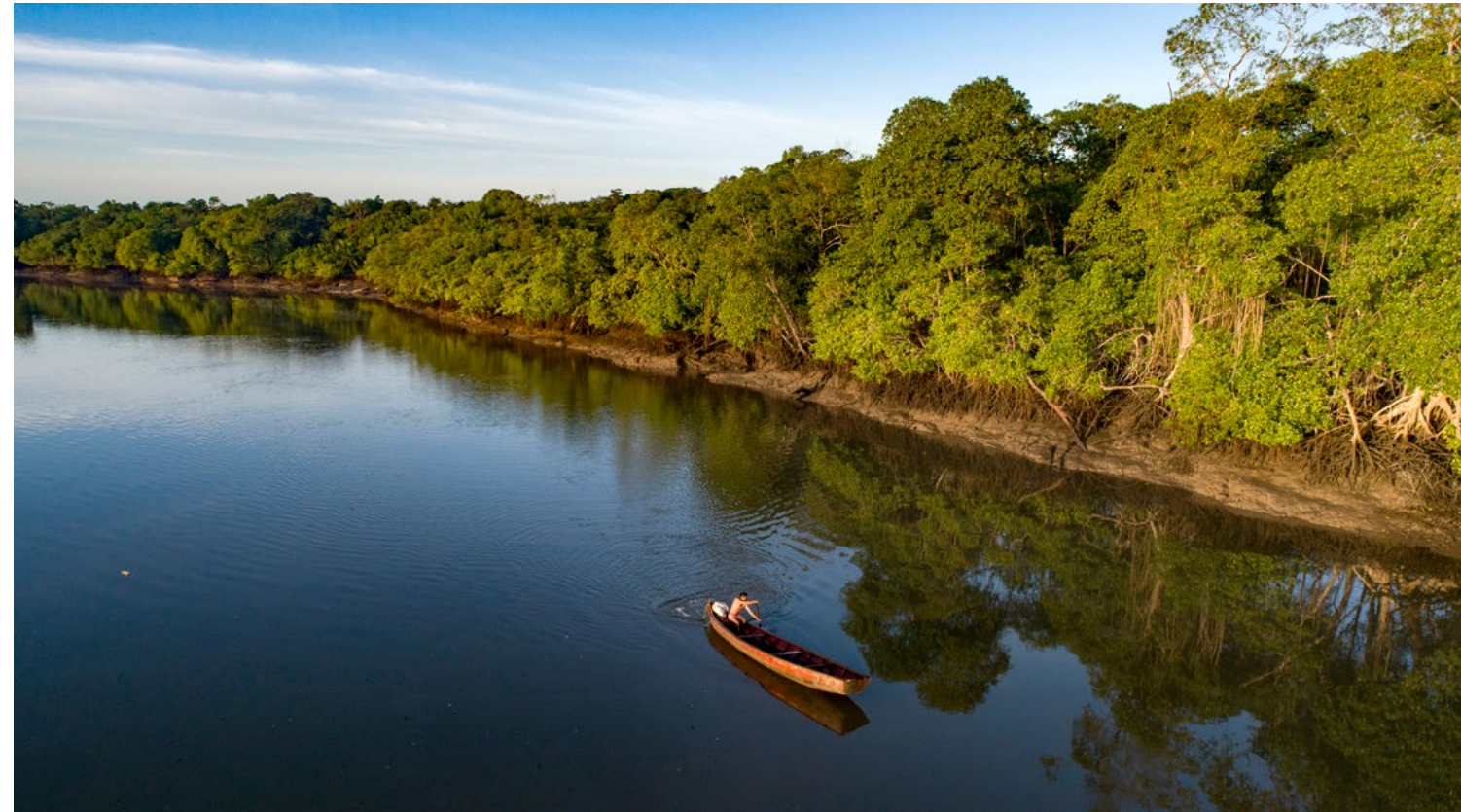




WHAT MAKES US
Rare



Protecting nature is about people. The actions of billions will ultimately determine our planet’s future. And our future depends on the responsible actions we take today.

But our current relationship with the planet is broken. The climate emergency. Overfishing. Deforestation. Biodiversity loss and the extinction crisis. These problems jeopardize people’s health and well-being, drive inequities, and endanger the planet’s future.

We need a global transformation in how we eat, consume energy, travel, and protect our natural resources. To address these challenges, individuals, communities, and nations must collectively work together to create a more balanced and sustainable future. Such a transformation is within our reach.

Rare is a global leader in accelerating cultural and social change for people and nature. For 50 years, across 60 countries, we have supported millions of people and thousands of communities to shift their actions to protect our shared planet.

This is what we do. This is what makes us Rare.



Investing in Solutions for People and Nature

Rare invests in people-centered conservation solutions. We believe everyone can play a role in ensuring a bountiful future for people and nature. And we believe in the power of community to ignite change and drive action for nature.

Our Vision

We envision a world in which the cumulative power of individual and community action restores and protects the shared waters, lands, and climate on which life depends.

Our Approach

Rare's approach is people-centered and community-led. We:

- Support individuals, their communities, and their leaders to make and own management decisions related to their natural resources.
- Draw on the science of human behavior to facilitate individual adoption of new behaviors and practices, community-driven solutions to global environmental challenges, and shifts in cultural norms toward conservation.
- Build environmental practitioners', policymakers', and stakeholders' abilities to design and deliver behavior-centered solutions.
- Connect and support mayors and local government leaders to incentivize local action for nature.
- Collaborate with a range of partners to amplify the impact of our conservation efforts on a global scale.



Our Priorities

Rare is committed to ensuring the well-being and prosperity of all life on earth. To achieve this, we focus on tackling climate change, protecting biodiversity, securing food systems, promoting social equity, and driving public funds and private capital toward better environmental outcomes, among other priorities.

Rare-at-a-Glance

10,000,000

people engaged across 60 countries and 2000+ communities.

10+

program countries (Philippines, Indonesia, Palau, Federated States of Micronesia, Brazil, Mozambique, Honduras, Guatemala, United States, and China), with potential expansion to additional countries.

500+

behavior change campaigns that have increased the percentage of people using sustainable behaviors by 18% on average (double the 9% average change seen in public health campaigns like smoking reduction.)

200+

full-time staff around the world.

\$34.1M USD

5-year average annual budget.

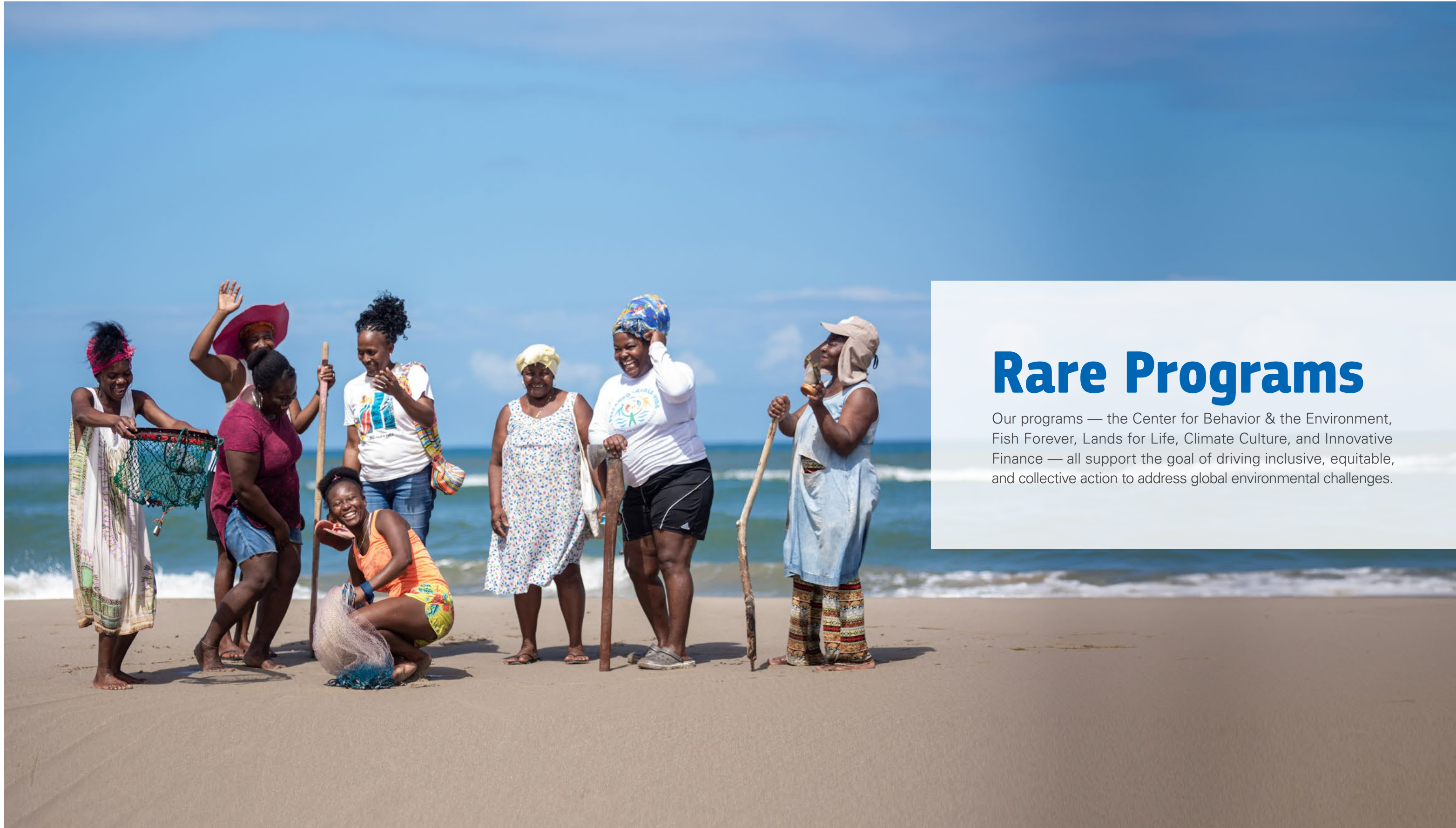
Positive outcomes for people and nature

e.g., species saved, national parks and community-managed marine areas established, enabling policies created, and peoples' self-efficacy in taking action for nature increased.



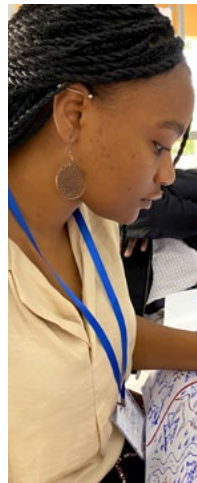
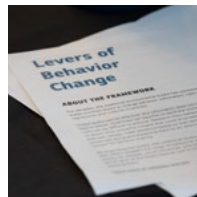
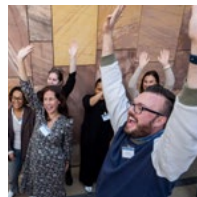
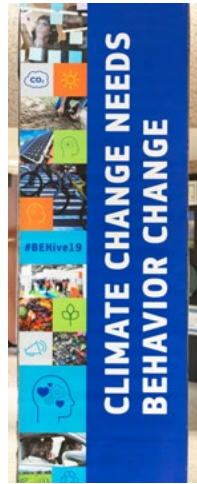
Rare Around the World





Rare Programs

Our programs — the Center for Behavior & the Environment, Fish Forever, Lands for Life, Climate Culture, and Innovative Finance — all support the goal of driving inclusive, equitable, and collective action to address global environmental challenges.



Center for Behavior & the Environment

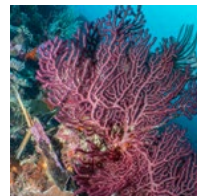
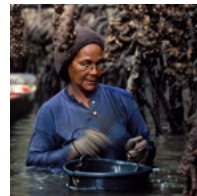
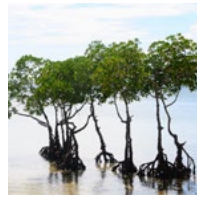
Changing the field

Helping changemakers integrate the science of human behavior into their work is the key to delivering positive change for nature that lasts.

A revolution in the science of human behavior over the past few decades has changed how we think about how people make decisions. It has revealed a new and growing set of insights that can help us design behavioral solutions that motivate and engage people and their communities — from fishers and farmers to Hollywood creatives, employers, climate activists, and government officials— to take action for nature.

Rare’s Center for Behavior & the Environment (the “BE.Center”) is the world’s first center dedicated exclusively to applying behavioral sciences for environmental outcomes. It equips environmental changemakers and those on the frontlines of our most urgent challenges with behavioral insights and research-based tools for impact. With a diverse team of world-class behavioral and social scientists, designers, and trainers, the BE.Center applies its expertise to a growing list of environmental challenges related to small-scale fisheries, agriculture, water pollution, conservation crimes, climate, and food waste, among others.

Learn more at: rare.org/becenter



Learn more at: rare.org/fish-forever

Fish Forever

Changing how we protect the ocean

What if we could equitably safeguard most of the ocean's natural treasures, and, in the process, benefit 500 million of the planet's most climate-vulnerable people? And what if this transformative solution already existed?

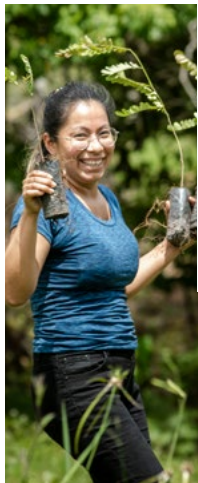
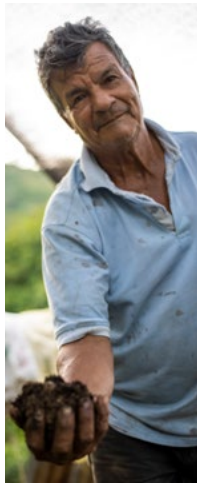
Rare is a global leader in revitalizing the world's community seas and empowering the communities that depend on them.

These coastal areas — managed by local communities and stretching up to 12 nautical miles from shore — make up only ~6% of the ocean, but they are our most valuable marine areas. They are where the ocean's highest concentrations of biodiversity intersect with the areas of highest human need.

Rare's global Fish Forever program supports coastal communities and their local leaders to protect and manage our community seas and habitats. We support fishing communities to become stewards of the sea, partner with governments on policy reform, and leverage innovative financial tools to spur sectoral investment and help small-scale fishers build and retain wealth. Our community-led approach results in healthier coastal habitats, more bountiful marine life, improved social equity, and more climate-resilient communities.

Rare is now working to scale this solution to meet the 30x30 challenge and broader goals of The Biodiversity Plan — an international action plan for protecting nature.

Together, our global network across eight countries is working to guarantee the future of our food, our livelihoods, and our well-being.



Lands for Life

Changing how we sustain the land

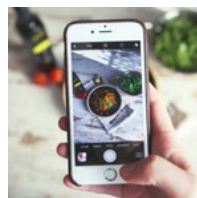
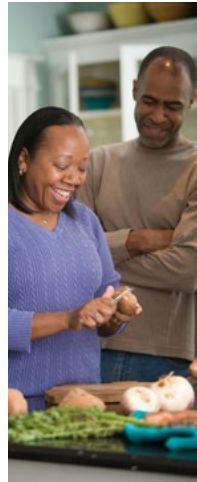
As the BE.Center transforms the environmental field and Fish Forever revitalizes how coastal communities manage their resources, Rare's Lands for Life program seeks to reimagine smallholder agriculture.

Like coastal fishers, smallholder farmers are critical to feeding the world and stewarding lands essential for our survival. Lands for Life is Rare's answer to increasing food and economic security among the world's smallholder farmers, beginning with farmers in Colombia.

The program equips and empowers smallholder farmers, agricultural extension agents, and their local leaders with the information, skills, training, and tools they need to shift to regenerative agriculture and more sustainable ranching practices. Our approach pairs the science of human behavior with state-of-the-art digital technology to uproot deeply entrenched farming practices. This unique approach helps change social norms so that sustainable farming becomes default for smallholder farmers once again.

Regenerative agriculture can be a powerful climate solution. Farming practices designed to harness the soil's ability to sequester carbon can help cool the planet, and benefit the soil, water, and biodiversity. We partner with farming communities in high-biodiversity areas near protected areas and strategic ecosystems to achieve tangible, sustainable, and long-term results for people, biodiversity, and the climate.

Learn more at: rare.org/lands-for-life



Learn more at: rare.org/climate-culture

Climate Culture

Changing how Americans take on climate change

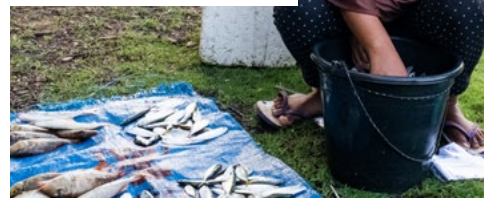
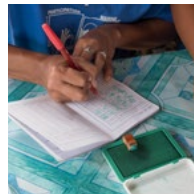
Climate change threatens every farmer, fisher, and individual on earth. Rare is helping Americans take on this threat.

Rare's research shows that most Americans want to take action on climate change — and they're most likely to follow through when they see their friends and neighbors making changes, too.

Rare's Climate Culture program shifts culture to shape the world for systems change.

Climate Culture promotes high-impact, climate-friendly behaviors among Americans — such as eating less meat, going solar, or swapping out a gas-powered car for an electric vehicle — and shifts our culture towards action by making these changes more popular, appealing, and easier to adopt. The program primarily engages Americans through three avenues: entertainment (what we watch), social media (who we follow), and their communities (where we live).

When channeled toward collective action, our individual actions can achieve a dual effect: reduce personal emissions and put pressure on governments and corporations to adopt the large-scale changes we need to slow climate change.



Innovative Finance

Changing how we finance community-led conservation

Across the Global South, fishers, farmers, and other resource users live close to a wealth of natural resources. But without access to formal financial services like bank accounts, formal debt, or insurance, they are often unable to benefit from sustainably managing those resources. Meanwhile, financial service providers and global development organizations often lack suitable mechanisms to effectively deliver resources to these communities.

Where traditional financial systems and strategies fail, innovative finance can bridge the gap.

Rare's Innovative Finance program connects the formal financial sector with rural and remote communities on the frontlines of our greatest environmental challenges. The program develops and implements innovative financial products and services (e.g., impact bonds, formalized microbusinesses, indemnity and parametric insurance, and natural climate solutions), delivering in-person training, working directly with financial institutions, and using a people-centered, science-based approach to engage communities.

The result? Economically resilient communities that benefit from sustainably managing their natural resources.

Learn more at: rare.org/innovative-finance



Our Partners

Collaborating for lasting change

Rare invests in people and nature to solve our greatest conservation and development challenges. We partner with local leaders, individuals, and their communities to manage, protect, and restore their natural resources against threats like climate change. This community-led approach is buoyed by government partners — from mayors to ministers — as well as public and private institutions, universities, non-profits, and other organizations committed to removing barriers and paving the way for community-led solutions to global challenges.



Our People

Part of the story, part of the change

Throughout its history, Rare has inspired people to take action for nature. We are a global team of diverse and driven colleagues committed to big thinking, resourceful creativity, ubiquitous optimism, and breaking down boundaries. We remain inspired and hopeful by the potential to transform how we protect and manage our planet.

Rare's Offices

- Rare Global Headquarters (United States)
- Rare Brazil
- Rare Central America
- Rare China
- Rare Colombia
- Rare Europe
- Rare Indonesia
- Rare Mozambique
- Rare Philippines and the Pacific Islands



Rare World

We support people doing extraordinary work for our future.

“Our greatest motivation for doing what we do is seeing the faces of all these people who realize that they are capable of empowering great change within their own community and creating hope for future generations.”



Diana Vasquez
Vice President,
Rare Central America

“What we’re doing is changing lives, and it’s necessary for the planet. I am inspired to continue participating in this community change, and support more farmers and communities on their journey to a more sustainable future.”



Monica Lozano
Climate Smart Agriculture
Expert, Colombia

“I love how Rare empowers people to make decisions for themselves in the most appropriate way and does not try to impose strict rules and regulations on them. We are a flexible, adaptable organization that listens to people and allows them to design solutions for themselves.”



Dorothy Batten
Rare Board of Trustees

“We are energized by the increasing momentum and demand for behavior-centered design for the environment and the progress we’re making to build a global movement of people using the science of human behavior to create change.”



Kevin Green
Vice President, Center for
Behavior & the Environment



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Rare inspires change so people and nature thrive.

Global Headquarters 1310 North Courthouse Road, Suite 110, Arlington, VA 22201 | rare.org