

QUARTERLY REPORT



Alvaro Leal, a lifelong fisherman in Resex Soure in Pará, Brazil, checks his fishing nets after a long morning of fishing. Photo Credit: Enrico Marone for Rare.



A People-Centered Approach to Conservation

October 2024 | Q4



A local chef signing a commitment poster to reduce food waste in the kitchen as part of the Pride on our Plates campaign in Kunming, China.

Center for Behavior & the Environment

Transforming how conservation and climate solutions are designed, deployed, and diffused across our field

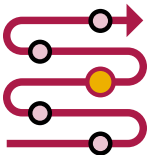
Rare's [Center for Behavior & the Environment](#) (BE.Center) is the world's first center dedicated exclusively to behavioral science and design for the environment. The diverse team of world-class behavioral and social scientists, designers, and trainers supports Rare and its partners in designing

and delivering people-centered solutions to our most urgent environmental challenges, like climate change, overfishing, unsustainable land use, food and plastic waste, and biodiversity loss. The BE.Center offers free, open-access tools and resources to promote knowledge sharing through its [digital resource platform](#).



Key FY24 Goals

- Build the field of behavior-centered design for the environment by training 4,000 practitioners and influencing more than \$100M in project funding through strategic partnerships.
- Promote the adoption of sustainable behaviors through partnerships in:
 - » Managed access and cooperative management of territorial fisheries/the community seas
 - » Regenerative and cooperative grazing practices on grasslands
 - » Reducing individual and household GHG emissions with climate-friendly behaviors in the U.S., Europe, and China
 - » Reducing demand for illegal and unsustainable wildlife products
 - » Tackling plastic pollution and motivating recycling



FY24 Program Highlights

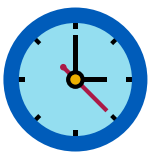
1. In FY24, **we expanded our community of practitioners and partners using behavior-centered design (BCD):**
 - a. Trained over **800 global practitioners** in BCD (**cumulatively more than 4,100 since 2018**).
 - b. Conducted **worldwide BCD training** in Rwanda, Zambia, Belize, Colombia, and beyond with NGO partners, e.g., the United Nations Development Programme (UNDP), Panthera, Belize Maya Forest Trust, Wildlife Conservation Society (WCS), and more.
 - c. **Grew our online community of practitioners by 20.2% (cumulatively more than 5,000 since 2018)**.
 - d. **Hosted 5 [BE.Hour webinars](#)** to educate practitioners on applied behavioral science topics.
 - e. Partnered with **a growing list of organizations incorporating BCD into their work addressing global issues**, e.g.:
 - » **Food waste:** We [supported Google in leveraging insights from behavioral science](#) to build solutions to their food loss and waste challenge. Google's findings indicate a **30% reduction in food waste among its employees**. See the [Pride on our Plates](#) initiative below for another example related to food waste.
 - » **Plastic pollution:** Together with UNDP and The Recycling Partnership, we built capacities of U.S. municipal waste and UNDP small grants managers to **reduce plastic pollution**.
 - » **Wildlife trade:** Held the [Solution Search Contest: Changing Unsustainable Trade](#) in partnership with the Wildlife Conservation Society and USAID. Rare's latest Solution Search contest surfaced and spotlighted ten finalists with behavior-centered solutions to Latin America's illegal and/or unsustainable wildlife trade with best practices that other organizations can adopt.
2. Hosted [BE.Hive24: Behavioral Insights to Environmental Impacts](#): **Rare's largest behavioral science event** featured a diverse range of experts — from neuroscientists and conservationists to psychologists and former presidents — sharing how behavioral science is already transforming environmental initiatives. [Session by session breakdown](#).

3. Created **new learning opportunities**: The BE.Center created a wealth of research, courses, resources, training, and opportunities to help environmental changemakers design people-centered solutions that encourage behavior adoption (a small sample of resources is below):
 - a. **Tools**: [Levers of Behavior Change: A Guide to the Science and Applications](#)
 - b. **Case Studies**: Behavioural Science for Climate Change Adaptation: A case of ecosystem-based adaptation in Fiji – Check out the [Deep Dive](#) and [report](#).
 - c. **Research**: the [4th iteration of the Climate Culture Index](#) (see “Climate Culture” section below for more information). A new paper, *Climate Action on the Mind* (based on this Index data), has been accepted to Oxford Open Climate Change, pending minor revisions.
 - d. These resources and more can be found on [behavior.rare.org](#) and [learn.rare.org](#).



FY24 Q4 (July-Sept): Top Program Accomplishments

1. **New research, tools, courses, and training**: As mentioned above in #2.
2. **Promoted sustainable behavior adoption of people-centered solutions to global issues**:
 - a. Promising early data from *Pride on our Plates*, Rare’s initiative to help restaurants in China reduce food waste, in partnership with One Planet Foundation and the World Wildlife Fund for Nature Beijing, found an **average 19.8% reduction in food waste at participating restaurants** compared to baseline data collected at the pilot’s start.
 - b. Mixed-method research conducted in Southern Leyte, Philippines, will help to guide Rare’s coastal fisheries program, Fish Forever, toward adaptive management. The research insights will be shared in 2025 and potentially scaled to other program countries.



FY25: Moments to Watch

- **More tools, training, workshops, courses, and webinars, with new offerings**:
 - a) in new languages (French and Portuguese), b) outside the United States and c) tailored to address urgent environmental issues (e.g., plastic pollution and wildlife trade).
- **Rare at global meetings**: Rare and the Convention on Biological Diversity (CBD) Secretariat will co-host an event at the Global Biodiversity Conference (CBD COP16) demonstrating people-centered solutions to urgent environmental challenges.
- Develop a **new five-year strategy for 2025-2030** and build partnerships for a community-led approach to reaching the Global Biodiversity Framework’s ambitious global [30x30 goals](#) to protect 30% of the planet’s lands and oceans by 2030.



SHINE participant Narkeisha Gilbert learning hands-on solar installation skills. Photo Credit: Michael Bueno for Rare.

Climate Culture

Inspiring individual high-impact climate action in the U.S.

Rare’s Climate Culture program aims to promote the uptake of the [most impactful climate-friendly behaviors among Americans](#) by normalizing these key behaviors and reducing their barriers to adoption.

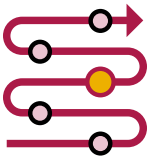
Climate Culture’s [Entertainment Lab](#) partners with major Hollywood studios to add climate-focused storylines and climate-friendly actions into mainstream film and TV. Our [Social Lab](#) develops, tests, and scales

social media strategies to shift social norms around climate solutions among social content creators and their audiences. Rare’s [SHINE](#) (Solar Helping Ignite Neighborhood Economies) initiative — a national model for deploying Inflation Reduction Act funds equitably — partners with Boston’s local organizations, creating and connecting solar power job opportunities and renewable home energy with underserved and marginalized communities.



Key FY24 Goals

- “Influence the influencers” by connecting with 50+ Hollywood creators (writers, producers, actors) and building a coalition of informed, persuasive champions for individual action who can accelerate the industry in embracing climate-positive behaviors on screen.
- Reach over 3 million Americans through social media campaigns to shift beliefs and share practical approaches with the field.
- Propel the Boston SHINE initiative to equitably increase access and affordability of clean energy within traditionally disadvantaged communities. This includes training 40 residents as solar technicians, advancing the construction of community-owned solar power facilities producing 1-2 megawatts of power, launching a campaign to sign up local residents for savings through community solar energy, and replicating the program in other cities.



FY24 Program Highlights

1. **Pioneered research on shifting peoples’ beliefs, attitudes, and behaviors toward climate action:**
 - a. Completed the research behind the **fourth iteration of the *Climate Culture Index***: a nationwide research initiative that measures Americans’ mindsets about climate actions. In this latest Index, we reveal a concerning downward trend in the public’s confidence in taking high-impact climate actions, and we identify an opportunity to counteract this trend in our first-ever examination of support for critical policies related to each action.
 - b. Together with Yale’s Program on Climate Change Communication and Meta’s Data for Good initiative, we published ***International Public Opinion on Climate Change: Household Climate Action***, the first global study assessing the adoption of and barriers to pro-climate behaviors across 37 high-income, high-emission countries, surveying nearly 39,683 respondents.
 - c. The Entertainment Lab (ELab) initiated a **research series showing how entertainment and supporting social media campaigns can shift audiences’ beliefs about climate and climate solutions** and offer evidence of what measurably works in mainstream entertainment. The ELab presented its work and research at several events, highlighting how its work is helping Hollywood creators tell more impactful climate stories. This research series counteracts the lack of proof that entertainment can shift audiences’ beliefs about climate and climate solutions. *The Los Angeles Times* — the U.S.’s fifth most widely read newspaper — **ran a major feature on one of these studies**, on the power of small moments in TV and film to impact audience perceptions of climate-friendly behaviors.
2. **Launched the entertainment industry’s first Task Force to address climate change and sustainability on-screen and behind the scenes.** This year-long task force supported unscripted and reality TV producers to integrate behavior placements

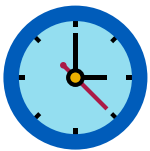
into their shows. Our research shows Americans want to see climate solutions on screen, and this task force is the first case of how to routinely get the right behaviors on screen and normalized.

- 3. Launched Rare's SHINE initiative in Boston.** Through SHINE (Solar Helping Ignite Neighborhood Economies), we've united a [coalition of organizations](#) to bring clean energy and economic development to Boston's environmental justice communities. The coalition has already completed its first solar job training for underemployed and unemployed residents, helping to address the solar industry's shortage of workers and lack of diversity. The coalition is also poised to begin its first community solar installation on the rooftop of a local non-profit.



FY24 Q4 (July-Sept): Top Program Accomplishments

- 1. Rare at NY Climate Week:** Rare participated in 20+ events at NYC's Climate Week on climate change topics related to food, film & entertainment, innovative financing, mangroves, biodiversity, social media, oceans & fisheries, storytelling, fundraising, and more. At select events, Rare showcased its innovative products (like the small-scale fisheries impact bond) and research (see more below). The Social Media Lab Head co-presented the results of the International *Public Opinion on Climate Change: Household Climate Action* (see 1b above).
- 2. The ELab's published research series** included [a study of an episode of Madam Secretary](#) showing its ability to increase support for governmental action on climate change and boost several hard-to-move attitudes on climate justice, as well as what the LA Times called a "remarkable" [study on how an on-screen moment for HBO Max's And Just Like That](#) can shift climate-friendly food norms.
- 3. SHINE completed its first solar job training** class of ten trainees in September. Rare and our training partner ABCD will support the trainees with job placement services over the next year. We have already received over 50 applications for the second training class starting in October.



FY25: Moments to Watch

- In February 2025, the ELab will host **a symposium in Los Angeles**, convening funders and partners to align funder priorities, industry interests, and the capabilities of the entertainment ecosystem to highlight opportunities for delivering change.
- SHINE plans to a) run **two more solar technician training classes** and **match 40+ graduates with solar jobs**, b) support the **installation of large solar energy systems on 5 community organizations** through a local service provider, Resonant Energy, c) sign up additional Boston area nonprofits to host one million watts of new solar on their rooftops in the community, and d) assess future cities in which to replicate SHINE.



New Coastal 500 members from Southeast Sulawesi, Indonesia signing their pledges.

Fish Forever

Scaling a proven solution for revitalizing coastal communities

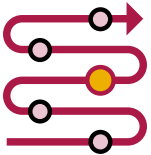
Rare’s coastal fisheries program, [Fish Forever](#), uses an innovative behavior-centered approach to strengthen community-led coastal fisheries management and restore the marine ecosystems where more than 70% of marine life is found. Rare leverages biological, behavioral, and social sciences with partners and local leaders to sustain fisheries production, build coordinated advocacy among governments, and elevate coastal fishers’ voices.

Rare empowers local communities and governments to design, implement, and enforce a proven fisheries management system: [managed access areas with no-take reserves \(MA+R\)](#). This system balances people’s sustainable use of coastal fishing waters with their protection.



Key FY24 Goals

- Expand to 77 new communities and 5 subnational geographies to revitalize coastal communities and protect coastal waters.
- Conduct a feasibility study for expanding Fish Forever into The Bahamas and explore expansion in East Africa and the Pacific.
- Identify and engage new global, national, and local partners to scale the Fish Forever model in Indonesia, Mozambique, the Philippines, and the Pacific Islands to meet the [30x30 target and Global Biodiversity Framework goals](#).
- Continue work on national fishing policies to embed Fish Forever principles of community-led MA+Rs, help develop regulatory pathways for designating MA+Rs as Other Effective Area-based Conservation Measures (OECMs), and utilize OECMs as an approach to achieving national biodiversity conservation targets that align with the global 30x30 goal.



FY24 Program Highlights

1. **Impact dashboard** (real-time data tracking via [Fish Forever's data portal](#))
 - » 1,926 communities reached across 8 countries
 - » 2,153,643 community members reached
 - » 6,569,929 hectares under sustainable management (larger than Lake Michigan)
 - » 141,717 hectares of fully protected reserves (nearly double the size of New York City)
2. Contributed to **new marine protected areas** in Brazil and Palau.
 - a. **Brazil:** Accelerated the process to **designate two new marine management areas called Resex in Pará State**, spanning 75,000 hectares along the country's Amazon Coast, part of the world's most extensive contiguous mangrove system. Also, Rare successfully supported the federal government's Chico Mendes Institute for Biodiversity Conservation (ICMbio) in expanding the Chocoaré-Mato Grosso RESEX by 46 km². Through this initiative, the Government ensures that nearly all of Pará State's mangroves are being conserved.
 - b. **Palau:** Legislation passed by the Melekeok state government placed **an area of ocean water under community-led management for the first time**. Rare supported the process of achieving the designation and has collaborated with local fishers to enable them to manage the newly protected area sustainably.
3. Laid the groundwork to **expand Fish Forever to new countries** and **expanded Rare's work in-country**.
 - a. **In-country:** Rare now works in the Philippines' island province of Palawan and the Indonesian provinces of North Sulawesi, Maluku, and North Maluku.

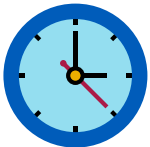
- b. **In the Pacific:** Rare is helping to unlock Blue Pacific Prosperity (BPP), an ambitious effort to align the Pacific region around shared goals (see #4 below). Rare is now seen as a trusted partner of the region and can influence the initiative's priorities and funding allocations.
 - c. **In The Bahamas:** Rare completed a multidimensional scoping study in The Bahamas to understand the feasibility, leverage points, and optimal pathways for launching Fish Forever. The net result of these efforts highlighted a clear opportunity to establish a precedent for community-based coastal resource management in partnership with local leaders and government authorities.
4. **Fish Forever Science Retreat:** Rare Science experts from Brazil, Honduras, Indonesia, Mozambique, the Philippines, and the United States converged on Iha de Mozambique, a small island off the coast of Nampula province, Mozambique, for the first Fish Forever program-wide Science workshop since the COVID-19 pandemic. This retreat answered a fundamental program question: Does the MA+R fisheries management system work? Our data confirmed this positively: We can expect that **once a no-take reserve is created, we'll see an average 50% increase in reserve biomass and a 6% biomass increase in the managed access areas per year.** This significant data point proves that the MA+R system enables the growth of fish populations that sustain communities' fisheries. We are currently analyzing the data on how the fish population's development improves community well-being. Once that is complete, we plan to publish these results.
5. **Partnered with national governments to advance MA+R areas' designation as OECMs** and support their policy development and inclusion in program countries across Fish Forever. This work is critical to helping meet the 30x30 global goals. The process varies by country, but in Indonesia, for example, Rare included MA+R as part of the country's OECM Definition and Criteria guidelines, which was submitted to the government's Ministry of Marine Affairs and Fisheries. Rare also provided input on incorporating OECM language and framework into several national fisheries and marine protected areas policies and collaborated with academic and conservation groups to produce protocols, guidelines, and questionnaires for assessing the OECM definition and criteria appropriateness.



FY24 Q4 (July-Sept): Top Program Accomplishments

1. **The Coastal 500 network of mayors and local leaders welcomed 48 new local leaders from Indonesia, bringing the total number of Coastal 500 members worldwide to 344.** The cohort of new leaders will work together to strengthen village planning development related to marine and fishing sectors' common interests, such as the need for joint surveillance.

2. **The 1st-ever Southeast Asia Climate Philanthropy Forum:** Rare supported the Indonesian government and Bloomberg Philanthropies to host this first-ever forum in Jakarta, Indonesia, joining climate leaders across the region to discuss how collaboration, innovation, and empowerment can drive a clean and sustainable future for Southeast Asia. This forum is essential, noting that only 4-12% of total ocean philanthropy funds coastal habitat conservation and small-scale fishing issues.
3. **Rare in the Pacific, Mozambique, and Honduras:**
 - a. In August, Rare assisted The Pacific Community, also known as SPC, in **designing and facilitating a workshop in Fiji:** “Unlocking Blue Pacific Prosperity (UBPP).” With The Bezos Earth Fund as its anchor donor, UBPP is envisioned as a Pacific-led initiative to align new regional investments around ocean management and conservation goals, healthy people and food systems, and fit-for-purpose financing. The workshop included almost 80 people from 16 Pacific countries and territories and six regional agencies. Supporting the BPP initiative is a strategic opportunity for Rare to advance sustainable coastal fisheries management within the region.
 - b. **In Honduras:** The Blue Action Fund (a significant program supporter in Mozambique) **expanded its support to Fish Forever in Honduras.** The new €3.7 million project will support Rare and its partners in empowering 33 fisher-farmer communities in the Colón department to manage 3,500 km² of MA+R areas and enhance the local livelihoods of about 8,500 people.
 - c. **In Mozambique: Rare co-organized the 2nd Marine Biodiversity Conference** with the government, leading discussions on ecosystem-based management and including the country’s MA+R areas as OECMs to support the 30x30 goals.



FY25: Moments to Watch

- **Rare at global meetings:** In FY25, Rare will engage stakeholders at major United Nations (UN) Conferences to advance people-centered solutions for driving ocean-climate action and elevate local voices from communities on nature’s frontlines.
 - » In October, at the Global Biodiversity Conference (CBD COP16), Rare will share insights about the benefits of OECMs for people and nature.
 - » In December, at the Global Climate Change Conference (UNFCCC COP29), Rare will highlight its work in Brazil to support community-led mangrove conservation and build the coastal communities’ climate resilience while laying the groundwork for the 2025 COP30 in Belém, Brazil.
 - » In June 2025, Rare will participate in the UN Ocean Conference as always. Our planning and participation in this event will commence in early 2025.
- **Growing the Coastal 500.** Rare will continue to expand the Coastal 500 initiative by engaging more mayors and local leaders as we aim to reach the 500-milestone next year.

- **Launching in The Bahamas.** Next year, Rare aims to support local partners in The Bahamas to expand effective community-based coastal resource management and develop this model throughout the country. This is an exciting opportunity to test how a partner would implement Fish Forever in a new country with Rare's support. This work builds on Rare's historical legacy in the country and is another avenue for expanding the Coastal 500's membership.
- **Increasing Brazil's mangrove coverage and improving fisheries management:** Brazil's Amapá state plans to create a new protected reserve, the Cabralzinho RESEX (area size: 972,951 hectares). This area would place nearly all of Amapá's mangroves under conservation status. In Brazil's Pará state, Rare will partner closely with local, state, and national partners to create comprehensive fisheries management plans across its entire Amazon coast and support the fisheries councils to enhance their management of this critical area.



Rustian and Sugianto, wife and husband fishers, sorting their catch after fishing off the coast of their community, Pasi Kolaga, Indonesia. Photo Credit: Jason Houston for Rare.

Innovative Finance

Building the resilience of underserved local communities and associated ecosystems

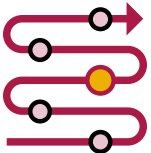
Where traditional financial approaches and instruments fail, [innovative finance](#) bridges the gap. Leveraging private, public, and philanthropic funding, Rare's initiatives protect vital ecosystems and build peoples' resilience to financial shocks and climate change in underserved, rural, and remote communities. The program de-risks investments in sustainable fisheries, advances nature-based

solutions, and builds sustainable local economies with pathways to the formal economy. Rare also works with local partners and coastal communities to build local communities' capacity and sustainable financing mechanisms for mangrove and seagrass conservation, enhancing coastal livelihoods, facilitating climate action, and building climate resilience.



Key FY24 Goals

- Launch the world's first Small-Scale Fisheries Impact Bond, mobilizing private, public, and philanthropic capital to finance community-led fisheries management in Indonesia.
- Work with local communities and partners to design a [blue carbon](#) pilot project that protects mangroves and benefits coastal communities in 1-3 locations in the Philippines and the Brazilian Coastal Amazon.
- Pilot a parametric insurance product with up to 70,000 fishers in the Philippines to provide loss of income protection against bad weather days, which are increasing with climate change.
- Enroll 12,000 Filipino fishers and 1,000 Indonesian fishers in microinsurance programs, partnering with private insurers in Honduras to identify the appropriate insurance product for distribution and laying the groundwork for a microinsurance program in Mozambique.



FY24 Program Highlights

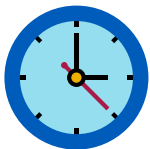
1. Closed the [world's first Small-Scale Fisheries Impact Bond at \\$6 million](#). This initial investment, establishing three new community-managed fishing reserves in Southeast Sulawesi, Indonesia, will protect coastal ecosystems and enhance small-scale fishers' livelihoods while proving a scalable model for channeling funding towards achieving the global 30x30 targets.
2. Successfully concluded the latest round of our [microinsurance program in the Philippines, Indonesia, and Honduras](#). With funding from The Ocean Risk and Resilience Action Alliance, we successfully **enrolled 6,343 individuals — 127% of the target — across the Philippines and Indonesia**, with 8,175 participants trained in insurance literacy through 113 savings clubs. Although insurance distribution in Honduras faced challenges, the project successfully trained 356 individuals and engaged over 40,000 people through social media awareness campaigns. Since 2020, **more than 15,000 fishing community members across our programs have bought livelihood insurance policies**. We estimate that **more than 62,000 people now benefit from insurance protections**. We have been awarded additional funding to continue this approach, allowing us to expand in Indonesia and Palau.
3. Solidified Rare's position as the **NGO of choice for innovative parametric insurance design and implementation** to protect vulnerable communities and vital ecosystems. We partnered with leading global insurer Willis Towers Watson to pilot a parametric insurance product that protects fishers from weather-related lost income, and we partnered with the Asian Development Bank in the Philippines to lead workshops on coral reef insurance and climate risk assessment.

4. Named a **Blue Carbon Accelerator Fund winner** by the Australian Government and International Union for Conservation of Nature as part of the readiness portfolio to conduct a blue carbon Pre-Feasibility Assessment in the Philippines' Tañon Strait Protected Seascape.



FY24 Q4 (July-Sept): Top Program Accomplishments

1. As mentioned above, we **launched our small-scale fisheries impact bond** and convened government officials, key policymakers, and stakeholders to strategize on expanding its impact.
2. The Philippines' Department of Agriculture's Bureau of Fisheries and Aquatic Resources committed the **funding for parametric insurance premiums for ~15,000 fishers**, with the potential for more funding to extend coverage to another 50,000 fishers. This commitment ensures that 15,000 fishers are insured in 2024 and offers a promising pathway to expand critical coverage.



FY25: Moments to Watch

- **The Impact Bond launch activities** will focus on establishing new managed access areas with reserves for fisheries and conducting baseline measurements. We will also continue preparing for a regional Impact Bond in Indonesia, the Philippines, and Palau, with a grant from the [Outcomes Accelerator](#) to further expand the bond's impact.
- Rare will **scale up its successful microinsurance program in Indonesia**, initiate new efforts in Palau to train and enroll 1,000 people in indemnity insurance, and partner with M-Pesa in Mozambique (one of the country's largest mobile providers) to launch a financial resilience program.
- Rare supports the French Development Agency and the Asian Development Bank on **a scoping study to design a policy-based loan and related technical assistance** to the Philippines Government on marine and coastal ecosystem management. We expect consultations with the government to occur in early FY25, with announcements at June's UN Ocean Conference.
- **Rare at global meetings:** Rare will present research findings, results, and insights on parametric insurance, enabling conditions, and financial models for blue carbon success. These meetings include the Center for Financial Inclusion's Financial Inclusion Week, the Global Biodiversity Conference (CBD COP16) in Colombia, and the Global Climate Change Conference (UNFCCC COP29) in Azerbaijan.



Profe Orlando Rojas, a cattle rancher, explaining land management tools and the benefits of maintaining healthy forests and water resources to his fellow farmers in El Dorado, Colombia.

Lands for Life

Empowering farmers with regenerative agricultural practices

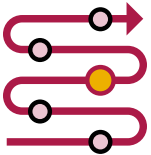
[Lands for Life](#) is Rare's regenerative agriculture program working with smallholder farmers in Colombia to improve food productivity and sequester carbon, especially in high-biodiversity hotspots. Like coastal fishers, smallholder farmers are critical to feeding the world and stewarding lands essential for our survival. The program equips smallholder farmers, agricultural extension agents, and local leaders with the information, skills, training, and

tools 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 unsustainable farming practices, change social norms, and make sustainable farming the new default for smallholder farmers. Lands for Life farmers create tangible, sustainable, long-term results for people, biodiversity, and the climate.



Key FY24 Goals

- Improve farmers' livelihoods through a 30% reduction in agrochemical usage and a 5% increase in productivity.
- Place a cumulative 8,000 hectares of farmland under sustainable management.
- Plant an additional 80,000 native trees, reaching 211,000 trees planted over the program's lifespan. These combined efforts are projected to capture over 63,000 tons of CO₂.
- Offer ongoing, customized, and interactive digital technical advice to over 6,000 farmers and ranchers.
- Scale work in the state of Meta (Orinoquia region) and start replication in the states of Caquetá (Amazonia region) and Norte de Santander (Andean region) as part of the new USAID Sustainable Agriculture project in Colombia.
- Conduct scoping and feasibility assessments to replicate Lands for Life in Honduras.



FY24 Program Highlights

1. Impact dashboard:

- » 40% reduction in farmers' use of chemical fertilizers
- » 157,000 trees planted since 2021
- » 5,066 farmers engaged
- » 8,784 hectares under climate-resilient practices
- » 500 farmers trained in new practices focused on water management and conservation

2. **Expansion in Meta:** Continued support from UK PACT allowed the program to expand into four additional municipalities in Meta this year, building on our successful work in ten others. This expansion extends our coverage to half of the department's municipalities, impacting 35% of its smallholder farmers.

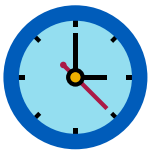
3. **Expansion beyond Meta:** As part of the USAID Sustainable Agriculture project, Lands for Life has **expanded into five new departments:** Caquetá, Antioquia, Córdoba, Sur de Bolívar, and Norte de Santander.



FY24 Q4 (July-Sept): Top Program Accomplishments

1. **Expansion to five new departments [see above]:** We supported local organizations and rural extension services in developing and implementing technical assistance plans for behavioral change and fostering community involvement. Our approach will continue emphasizing peer-to-peer training as a critical strategy for sustainable growth and broader adoption of these practices. As part of this work, we also developed a diploma program with the leading public university in the Orinoquía region, allowing municipal authorities to become versed in regenerative agriculture practices.

2. **Field support:** We conducted a series of workshops, farmer-to-farmer training sessions, WhatsApp messages, agronomic support, and field trips/farm tours, **improving our farmers' capacity and technical knowledge of regenerative agriculture and fostering a supportive network:**
 - a. 263 people participated in farm tours (cumulatively reaching our goal of 1,728 participants).
 - b. Rare sent 27,398 text messages with municipality-specific agroclimatic information to farmers weekly through WhatsApp, informing them about expected weather conditions and enabling them to plan their agricultural activities accordingly.
 - c. We initiated a soil sampling program involving 280 farmers. Once the soil analyses are completed, we will provide each farmer with the results and a personalized fertilization plan to optimize and reinforce the application of the sustainable agricultural practices learned.
 - d. Train-the-trainers: Rare initiated a Family Empowerment Program in July 2024 to train nearly 500 families in high-conflict zones in planning and optimizing production while promoting gender equality; this program targets women producers, recognizing their fundamental roles in the agricultural sector.
3. We continued our **multifaceted communications effort** to distribute educational, informative, and interactive content to facilitate producers' participation in regenerative farming and continuous learning. This included launching a Water Conservation Campaign with tips and strategies to improve farm water use and promote techniques that help preserve this vital resource.



FY25: Moments to Watch

- We will **continue scaling our work throughout Meta** (expanding to the Acacias, Castilla La Nueva, Puerto Lleras, and San Martín municipalities) and working in the ten current program municipalities.
- We are **poised to engage in 30 municipalities across the five new departments** mentioned above. We are focused on enhancing organizations' capacities to provide rural extension services and developing capacities within organizations and companies to develop and implement technical assistance plans for behavior change and community participation.
- **Rare at global meetings:** Lands for Life will be a panelist at Colombia's Global Biodiversity Conference (CBD COP16). The event, "Partnerships for Transitions in the Forestry and Land Use Sector: Success Stories of UKPACT in LATAM," will present successful projects focusing on strengthening governments and communities to protect forests and promote sustainable land use.
- Lands for Life will support Rare's work to **incorporate sustainable agriculture into Fish Forever**, starting in Honduras.



What your support makes possible

Rare started the 2024 fiscal year (FY24) by increasing its reach and capacity to positively impact people, the planet, and conservation. Rare continues to champion people-centered solutions for conserving biodiversity, protecting food systems, advancing gender equity, and fostering collective impact. Your support enables us to develop and deploy innovative methods for engaging and empowering communities worldwide and sparking social change that benefits people and nature.

Rare inspires change so people and nature thrive.

Conservation ultimately comes down to people—their behaviors toward nature, their beliefs about its value, and their ability to protect it without sacrificing basic life needs. And so, conservationists must become as skilled in social change as in science; and as committed to community-based solutions as national and international policymaking.

Rare is a global leader in catalyzing behavior change to achieve enduring results. For 50 years, inspiring change has been woven into the fabric of our work. This is what makes us Rare.

Learn more at rare.org and follow us at [@Rare_org](https://twitter.com/Rare_org).

