



Rare 2024

Year-in-Review

50 years centering people within conservation

For 50 years, Rare has placed people at the heart of its mission to protect and regenerate nature. From [our early efforts in species conservation and protected area campaigns to our work with people and nature on land and sea](#), Rare has always merged conservation with community well-being and behavioral science.

In 2024, we accelerated these people-centered solutions. We expanded into new regions, forged partnerships, and deepened existing ones. We helped local communities safeguard and restore more coastal marine and land-based areas than ever before. We advanced the field of behavioral science for conservation, trained

hundreds of practitioners and organizations in behavior-centered design for nature, and empowered individuals and their communities to adopt ever more pro-environmental behaviors. And we scaled our impact for people and nature through innovation, finance, science, and collaboration.

Across our work, one principle stands out: people's central role in delivering durable solutions that protect biodiversity, tackle climate change, foster a culture of sustainability, and promote regenerative practices in fishing and farming. Our unwavering belief in the power of people to drive meaningful change unites and inspires everything we do.



[Click to watch a short message from Rare's President Caleb McClennen.](#)



Table of Contents

Rare's 50 th year.....	2
Rare around the world	3
Global impact	4
Climate change	7
Biodiversity	10
Sustainable fishing.....	13
Regenerative farming.....	16
Financials.....	18

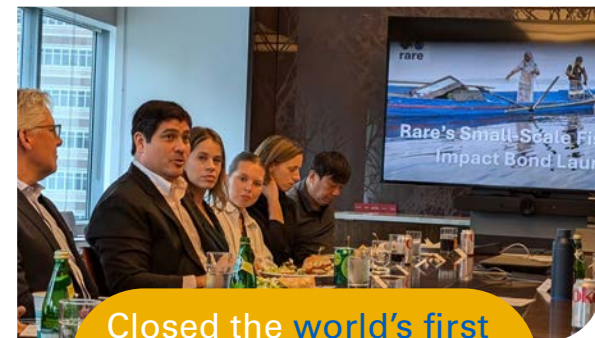
A snapshot of Rare's 50th year



Launched [Rare's SHINE initiative](#) in Boston



Rare event at [Netflix NYC](#)



Closed the [world's first impact bond for small-scale fisheries](#)



Published "[A Roadmap for Collective Action](#)"



Hosted a [Rare Conversation with Paul Butler and Wendy Paulson](#)



A new law in [Palau](#) supports [community-managed protected areas](#)

Los Angeles Times

Column: Check out the TV shows nudging people to act on climate



August



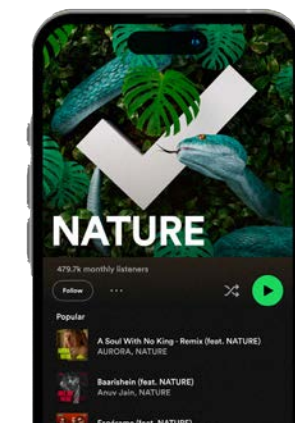
The [4th Climate Culture Index](#)



7th Solution Search Award contest: [Changing Unsustainable Trade](#)



Brazil declares two [new protected areas](#) in northern Pará state



Co-launched the [Sounds Right music initiative for nature](#)



wbur
Special program in Boston trains residents to become solar workers



Hosted Rare's largest behavioral science event, [BE HIVE24: Behavioral Insights to Environmental Impacts](#)

The New York Times

What if Everyone Did Something to Slow Climate Change?



Coastal 500 welcomes [48 new local leaders from Indonesia](#)

Rare around the world

50 years, 60 countries: Expanding people-centered solutions for impact

Over the past 50 years, Rare has implemented more than 500 community-led campaigns and leveraged behavioral insights to drive change across 60 countries. In 2024, we extended our impact by launching initiatives in four new regions.

Boston communities through SHINE



Scoping work in the Bahamas and the Pacific



Five new departments in Colombia



The Philippines' island province of Palawan and the Indonesian provinces of North Sulawesi, Maluku, and North Maluku



Rare's global impact



800+

people trained in behavior-centered design (BCD) for conservation



5,000

Rare's online community of BCD practitioners (since 2018)



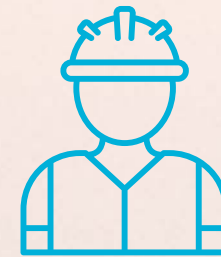
150

countries with at least one member of Rare's online behavioral science community



Worldwide

BCD training conducted in Rwanda, Zambia, Belize, Colombia, the United States, and beyond with NGO partners, e.g., the United Nations Development Programme (UNDP), Panthera, Belize Maya Forest Trust, Wildlife Conservation Society (WCS), and more



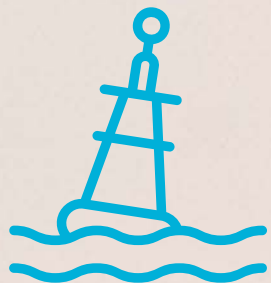
1st

cohort of solar workforce trainees through Boston SHINE



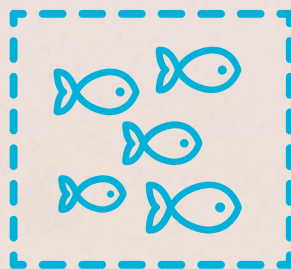
600+

people engaged in Rare Conversations



16.2M

acres of Community Seas under sustainable management (larger than Lake Michigan)



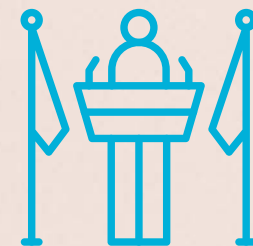
350,190

acres of fully protected marine reserves (nearly double the size of New York City)



\$7.5M+

amount saved by the 21,644 savings club members across 1,000+ clubs in coastal fishing communities



344

global number of mayors and local leaders committed to thriving coastal communities







HOW DO YOU SCALE BEHAVIOR
CHANGE ACROSS COUNTRIES,
REGIONS, AND THE WORLD?



**Carlos Alvarado
Quesada**
Former President of the
Republic of Costa Rica



Brett Jenks, Rare CEO and Carlos Alvarado, former president of Costa Rica, at BE.Hive in conversation about how to scale behavior change across countries, regions, and the world. Photo Credit: Taylor Mickal for Rare.



Profe Orlando Rojas explaining land management tools and the benefits of maintaining healthy forests and water resources to farmers new to the program in Meta, Colombia.

Accelerating people-centered conservation solutions for impact

For 50 years and across more than 60 countries, Rare has pioneered a radically different approach to protecting our planet. Our work with thousands of communities worldwide has revealed a critical insight: We don't always need new solutions. We need to accelerate the ones that already exist.

These solutions often emerge from the communities closest to the planet's thorniest environmental challenges. Yet they frequently lack the conditions to take root, scale up, and deliver lasting benefits for people and nature alike.

At Rare, we disrupt the status quo. By unlocking the power of individual and collective action, removing barriers to developing community-led solutions, fueling the capacity of communities and local leaders, and forging strategic partnerships, we create the conditions for solutions to thrive. We also channel blue and green finance to where it's needed most.

The results from our work are clear: healthier coastal fisheries, revitalized farmlands, and cultural shifts that make sustainability a shared value.

CLIMATE CHANGE:

Normalizing climate solutions through community and culture

Individual actions can meaningfully impact climate change — especially when they spark a collective shift toward sustainability. One person eating less meat, reducing food waste, installing solar, or driving an electric vehicle may seem small, but their influence on others multiplies that impact. Rare amplifies these climate actions by harnessing the power of community and culture.

This year, at the cultural level, we have partnered with the entertainment industry to portray climate-positive behaviors on screen, helping to normalize these actions and inspire audiences to adopt them in their own lives. By leveraging entertainment’s culture-shaping influence, we reach Americans where they are. On the community front, Rare collaborated with nonprofits in Boston’s environmental justice communities to increase access to a clean energy future and benefit from the shift.



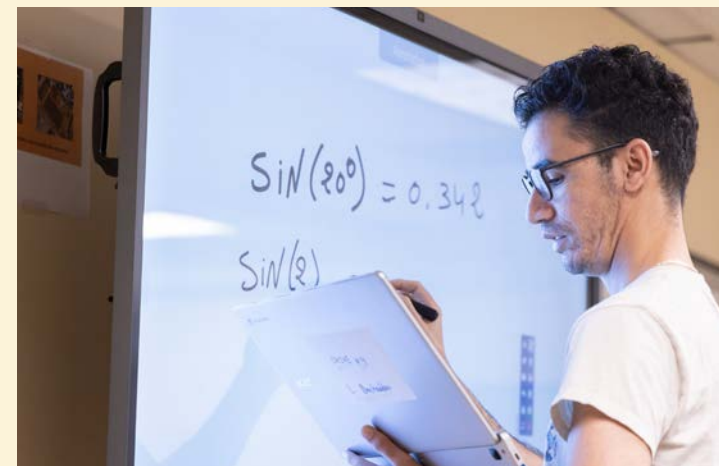
Rare at New York Climate Week on a panel about infusing climate-positive behaviors on screen.



SPOTLIGHT

Bringing solar jobs to environmental justice communities in Boston

With a history of supporting marginalized communities in the Global South to benefit from shifting toward sustainability, Rare is doing the same in the United States. Our Solar Helping Ignite Neighborhood Economies (SHINE) initiative trains residents as solar technicians, creates pathways to green jobs, and connects communities to affordable solar power through community solar. In 2024, Rare launched SHINE’s first phase — diversifying and growing Massachusetts’ solar workforce in Boston’s high-poverty and minority areas. SHINE graduated its first cohort of trainees, each of whom completed 450 hours of training in solar panel installation and maintenance and is now prepared to enter the workforce of the future. Rare and our training partner ABCD will support the trainees with job placement services over the next year.



Students in the classroom as part of SHINE’s first cohort training to become solar technicians. Photo Credit: Michael Bueno for Rare.



2024 highlights

New research & insights

We explored the power of television and film to shift audience perceptions on climate change, spotlighting the CBS drama [Madam Secretary](#), HBO Max's [And Just Like That](#), and the Academy Award-nominated [Don't Look Up](#).



We joined with Meta's Data for Good initiative and the Yale Program on Climate Change Communication on [the first global study of its kind](#) assessing the adoption of and barriers to pro-climate behaviors across 37 high-income, high-emission countries.

The fourth installment of our groundbreaking [Climate Culture Index](#) revealed new insights into Americans' beliefs about the most impactful individual climate actions.

With Reality of Change, we launched a [first-of-its-kind taskforce](#) to address climate change and sustainability on screen and behind the scenes of unscripted television.

Recognition for innovation



Rare was named a [Blue Carbon Accelerator Fund winner](#) by the Australian Government and the International Union for Conservation of Nature (IUCN) to support the design and development of blue carbon financing in the Philippines' Tañon Strait Protected Seascape.

Carbon Counts, a Rare-inspired and supported business, released its eco-focused mobile video game EverForest, earning recognition from the World Economic Forum and the United Nations Development Programme.

Demonstrating measurable impact



Placed more than **1.5 million acres** of coastal ocean water under sustainable management, safeguarding coral reefs, seagrass beds, and mangrove ecosystems vital to communities' ability to withstand climate impacts.



Planted over **166,000 trees**, helping conserve and restore forests while transitioning more than **21,000 acres** to climate-resilient practices.

Partnering for maximum impact



In China, our partnership with the World Wildlife Fund to reduce food waste through our [Pride on our Plates initiative](#) resulted in an average **19.8% reduction in food waste** at participating restaurants.



We supported Google in using behavioral science to create [solutions to their food loss and waste challenge](#). Their findings indicate a **30% reduction in food waste** among employees.



Matheus Adams, a 21-year-old Amazonian youth leader working to protect mangroves. He was born and raised in the fishing village of Vila de Pesqueiro on Marajó Island and deeply understands the connection between mangroves and life in his hometown. Photo Credit: Enrico Marone for Rare.

BIODIVERSITY:

Delivering on the Global Biodiversity Plan

Human-caused threats to biodiversity — like habitat degradation and overfishing — demand solutions that prioritize nature and community well-being. Top-down approaches that restrict access without involving those most affected often fail. Local leaders and frontline communities must actively shape and benefit from conservation initiatives for lasting impact. Rare ensures a sustainable, people-centered approach to biodiversity and climate resilience through partnerships and local leadership.

This year, Rare has focused on supporting the ambitious goal of protecting 30% of the world’s land and oceans by 2030 (30x30) as part of the Global Biodiversity Framework adopted in 2022. Our strategy emphasizes community-led solutions, elevating frontline fishing and farming communities in developing biodiversity and climate solutions, training thousands of practitioners in behavior-centered design, integrating behavioral insights into conservation, and mobilizing finance to empower these communities.



Coral and fish in Wakatobi, Indonesia.



SPOTLIGHT

Rare and OECMs: Expanding the tools of ocean conservation

Conservation has historically focused on increasing traditional, top-down, government-led protected areas, setting aside land and water for biodiversity and nature conservation objectives. In the oceans, Marine Protected Areas (MPAs) restrict human activity like fishing. At the same time, Other Effective area-based Conservation Measures (OECMs), often led by Indigenous Peoples and Local Communities, encompass a complementary and diverse set of approaches that balance conservation with sustainable use in high-activity, biodiversity-rich areas. OECMs can be more equitable and cost-effective than protected areas while delivering the same results.

Together, MPAs and OECMs can drive global marine biodiversity protection and help countries meet national and international conservation targets. [Rare and its partners support governments in developing 30x30 ocean protection strategies that integrate MPAs and OECMs](#), helping define legal frameworks for lasting protection. This people-centered approach is essential to conserving nearshore “[Community Seas](#),” home to nearly 90% of marine biodiversity and most small-scale fisheries. Each Rare country program is working to calculate the potential impact of these efforts, e.g.:



A [2024 Rare co-authored study](#) in Indonesia found that **OECMs can spatially contribute over 3%** (approximately 25.2 million acres) to marine conservation in Indonesia, substantially impacting the country’s commitment to the Global Biodiversity Framework. The paper concludes that OECMs and traditional MPAs can safeguard over half of Indonesia’s seagrass and coral reef habitats.



Left: Dinael Felix Farias, fisher in the new RESEX of Filhos do Mangue (Mangrove's Sons), Pará, Brazil. Right: Mangrove crab in RESEX Mãe Grande de Curuçá, Pará, Brazil. Photo Credit: Enrico Marone for Rare.





2024 highlights

Showcasing community-centered solutions



We showcased people-centered biodiversity solutions for the Global Biodiversity Framework at the 16th [United Nations Biodiversity Conference \(CBD COP16\)](#) in Colombia. Rare proudly elevates the local leaders and communities at the forefront of biodiversity conservation.

The 7th Solution Search contest, [Changing Unsustainable Trade](#), surfaced ten finalists in Latin America with behavior-centered solutions for reducing unsustainable wildlife trade. The contest was in partnership with the USAID and the Wildlife Conservation Society as part of the Conservando Juntos project.

Partnering for maximum impact



Rare partnered with key stakeholders in crucial landscapes in Latin America, from The Wildlife Conservation Society (WCS) in the Amazon Basin to [Belize Maya Forest Trust](#) in the Selva Maya. With WCS, we are supporting local organizations as they design behavior change interventions to address a variety of challenges facing the Amazon, from sustainable fishery management to wildlife trade and responsible consumption. In Belize, Rare is co-designing strategies to change behavior around slash and burn agricultural practices to prevent forest fires in key habitats.



In Mozambique, we partnered with over 20 organizations and local stakeholders to advance biodiversity conservation and sustainable resource management. We identified over 100 potential OECMs covering critical habitats like mangroves and coral reefs, pioneered a provincial small-scale fisheries management network, and empowered women with technical skills and financial literacy.



Brazil's new national policy, the ProManguezal Decree, created a national program for conserving and sustainably using Brazil's mangroves, protecting biodiversity, and enhancing communities' climate resilience. Rare was recognized for its contribution to this milestone along with our partners: the Associations of Users of Marine Extractive Reserves, the National Commission for Strengthening Marine Reserves, and Brazil's Coastal-Marine Resex communities.

“The emphasis on people always has been so central and so strong. When people think about conservation groups, they’re thinking about landscapes, species, that kind of thing. [With Rare], people have always been at the center.”

Wendy Paulson | Rare Board Chair Emerita



“**If we’re going to save the planet, there is one species we need to study — people. People are behind every major environmental challenge we face. That is why Rare puts people, and our understanding of human behavior and decision-making, at the center of our solutions.”**

Brett Jenks | CEO, Rare

Sofia Bulnes (front, light blue dress) is the President of Abiniruni Savings Club, a group made up of the “Canoe Ladies” of Cocalito. She was one of nine siblings born and raised in Cocalito, put herself through high school and college after having her own six children, then eventually became a community health promoter. Along with acting as Abiniruni Savings Club President, she also belongs to AMOPADE, a women’s group that harvests and processes cassava, and Club de la Union, a local dance group. The Canoe Ladies are a self-organized group of 50 local women who fish daily to provide food and economic security to Cocalito’s families in Iriona, Honduras. Photo Credit: Lorena Velasco for Rare.

SUSTAINABLE FISHING:

Revitalizing our Community Seas

The livelihoods of nearly 500 million people worldwide depend, at least in part, on small-scale fisheries, primarily found in coastal waters that harbor most of our oceans' biodiversity. The health of these waters is vital to people and nature. Rare's community-led approach to revitalizing coastal fisheries, centered on helping local communities gain rights to manage them sustainably, is transforming how we protect and manage the critical ocean area where high human use meets high biodiversity.

This year, Rare expanded its work to support coastal communities and revitalize coastal fisheries across new subnational geographies while exploring growth in the Bahamas, East Africa, and the Pacific. We engaged new partners to scale the program in regions of Indonesia, Mozambique, and the Pacific Islands. We also worked to embed principles of community-led fisheries management (managed access areas with reserves, or MA+R) into national fishing policies and advance their designation as OECMS to support people, biodiversity, and 30x30 conservation goals.



SPOTLIGHT

Launching the world's first small-scale fisheries bond

Rare's innovative finance initiatives bridge gaps where traditional approaches fall short, mobilizing private, public, and philanthropic funding to protect ecosystems and build resilience in underserved communities.

This year, Rare has built a range of financial mechanisms to improve the opportunities for local fishers and farmers to protect biodiversity and participate in their local economy – mechanisms that include nearly **1,000 savings clubs** in coastal fishing communities, a **prize in blue carbon**, a **first-of-its-kind parametric insurance program** for small-scale fisheries, and **the world's first small-scale fisheries impact bond**. Rare broke down financial barriers, empowering communities to adopt sustainable practices and better withstand climate-related risks.



In August, the first savings club shareout was held in Pohnpei, FSM. High-level officials including the U.S. Ambassador, senators, mayors, and women leaders attended the event.



The Veremos savings group made up of fishermen's wives in Mozambique. Photo Credit: Jason Houston.

2024 highlights

Growing networks for proven solutions

We welcomed **48 new local leaders from Indonesia** to Coastal 500, the Rare-facilitated global network of local leaders committed to thriving and prosperous coastal communities

Rare was pivotal in formalizing and finalizing the Philippines’ National Plan for Action for Small-Scale Fisheries, a framework for supporting fishers and other local stakeholders in achieving sustainable small-scale fisheries. The Philippines is the first Asian country to release such a plan.



Financial security for fishing communities

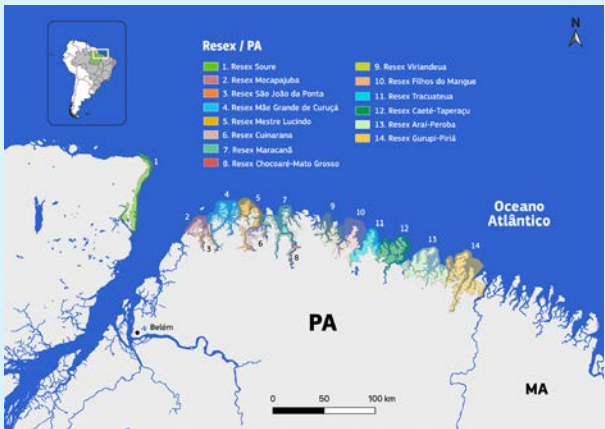


6,343 people in the Philippines and Indonesia enrolled in our microinsurance program. **8,175 participants** were trained in insurance literacy through 113 savings clubs. Since 2020, more than 15,000 fishing community members across our programs have bought livelihood insurance policies.

Our innovative parametric insurance product in the Philippines secured crucial buy-in from government agencies, including funding to cover insurance premiums for an estimated 20,000 fishers.

New community-managed protected areas

In Brazil’s Pará state, Rare accelerated designation of two new marine management areas (a.k.a., Resex) spanning **185,329 acres** along the Amazon Coast. We supported the federal government’s Chico Mendes Institute for Biodiversity Conservation (ICMBio) to expand the Chocoaré-Mato Grosso Resex by 11,367 acres, ensuring conservation of nearly all the state’s mangroves.



Palau’s Melekeok state government placed an area of ocean under community-led management for the first time. Rare supported the designation process and has collaborated with local fishers to enable them to manage the newly protected area sustainably.

In Honduras, the designation of the Trujillo Marine Site of Importance for Wildlife (604 miles) will protect 12 nautical miles from the city’s coast. Rare is working closely with ICF, the government agency responsible for managing protected areas, to propose legislation establishing exclusive artisanal fishing rights along Honduras’s Caribbean coast.

Partnering for maximum impact

Rare is partnering with [Apurva.ai](#), a non-profit digital platform, to help combine community voices and perspectives with program knowledge to inform decision-making about responding to climate change’s impacts.

We are working with [EarthRanger](#), a protected area management solution, to support the enforcement of the Philippines’ community-managed areas.

In Brazil, we co-hosted a series of community blue carbon workshops across Pará State in partnership with Conservation International. Over 400 people representing 18 Resex participated, half of whom were women.



Farmers in Mesetas, Meta attending a workshop. (From left to right) Jesus Adriano Lancheros, cacao farmer; Patricia Moroinés, lemon grower; Eulalia Soto, orange grower. Photo Credit: Lorena Velasco for Rare.

REGENERATIVE FARMING:

Seeding new social norms

Smallholder farmers comprise 80% of the world's farmers and play a critical role in global food production and biodiversity conservation. In Colombia, Rare is helping smallholder farmers adopt regenerative agriculture practices that boost food productivity, protect biodiversity, and sequester carbon.

This year, Rare successfully engaged more than 5,000 farmers, reducing agrochemical use, increasing yields, and promoting sustainable farming methods. Through behavioral science, digital tools, and peer-to-peer learning, Rare fosters a shift toward regenerative agriculture, building resilience in local ecosystems and improving livelihoods. As the initiative expands into new regions, Rare continues to create lasting impacts on communities and biodiversity, driving a movement where regenerative farming becomes the norm for healthier landscapes and greater food security.



Local farmers, Profes, Rare staff, and donors on a farm tour of Finca Nueva Esperanza in El Dorado, Meta, Colombia.



SPOTLIGHT

Expanding in Meta and beyond

With continued support from the UK government's UK PACT program, Rare has successfully expanded our work into four additional municipalities in Colombia's central Meta department, enhancing our reach to half of the department's municipalities and impacting 35% of local smallholder farmers. This year, we've also broadened our efforts beyond Meta, engaging in five new departments — Caquetá, Antioquia, Córdoba, Sur de Bolívar, and Norte de Santander — targeting 30 municipalities.

We foster community involvement by supporting local organizations and developing technical assistance plans. We also emphasize peer-to-peer training as a sustainable growth strategy. Additionally, we partnered with the leading public university in the Orinoquía region to create a diploma program in regenerative agriculture for municipal authorities.



Expanded our footprint in five new departments in Colombia.



2024 highlights

Growing demand for innovative solutions



We launched the Ariari Sustainable Mayors Network, bringing together mayors and local leaders from 14 municipalities to collaborate on solutions for farmers and rural communities grappling with climate change. This initiative aims to strengthen regional cooperation and drive sustainable development in the Ariari region.

Rare used SMS, WhatsApp, and social media to ensure program reach and accessibility, helping farmers manage water and implement soil management practices that enhance resilience against extreme weather. Next year, farmers will also receive financial support through carbon credit initiatives for their sustainable practices.

We started the process of considering how to expand Rare’s work on regenerative agriculture to fishing and farming communities on Honduras’s North Coast.

Partnering for maximum impact

Rare is partnering with Meta’s Secretary of Environment in the Governor’s office to combat deforestation in one of Colombia’s most vulnerable states. The office provided trees for planting and participated in Rare’s training and certification program for creating local farmer leaders (a.k.a., “Profes”).



84%
of farmers and ranchers receiving in-person support have adopted regenerative agriculture practices



21,706
acres under climate-resilient practices



40%
reduction in regenerative farmers’ use of chemical fertilizers

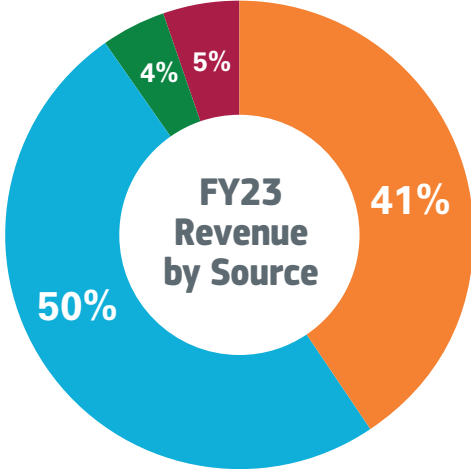


27,398
total weekly WhatsApp messages from Rare to farmers informing them of municipality-specific agroclimatic information

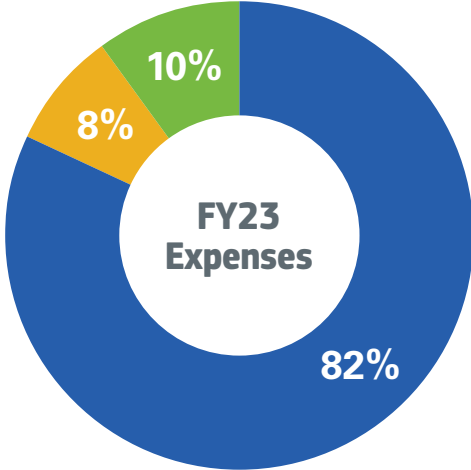
Left: José Fernando Izquierdo Vergara, owner of the Las Camelias farm in La Veinticuatro, Meta, Colombia where he grows cacao, oranges, and mandarins. He works alongside his wife and son and uses sustainable practices that Rare taught them. Photo Credit: Lorena Velasco for Rare. Examples of agroclimatic information sent via WhatsApp.

Financials

FY24 financials will be ready in April 2025



Individuals	12,336,468	41 %
Foundations & Corporations	15,048,914	50 %
Government & Multilaterals	1,312,727	4 %
Other	1,574,341	5 %
Total	\$30,272,451	100%



Program Services	28,004,765	82 %
Fundraising	2,884,350	8 %
Administrative	3,368,408	10 %
Total	\$34,257,523	100%

Rare prepares consolidated financial statements in accordance with generally accepted accounting principles (U.S. GAAP).

Enivaldo da Paixão Pereira, a traditional fisher with a castnet in the Areião community, Resex Viriandeua, Brazil. Photo Credit: Enrico Marone for Rare.

Thank you



“Rare’s accomplishments over the last 50 years are nothing short of astonishing. Along with our fellow board members, we’re proud to be part of the organization as it steps forward into its second half-century of addressing global problems in partnership with local communities. Every one of our supporters, donors, and partners plays a role in our mission to inspire change so people and nature thrive. That mission and your support are more critical than ever. Thank you.”

Lizanne Galbreath and Bruce Boyd |
Rare Board of Trustees Co-Chairs



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; 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).

