



QUARTERLY REPORT



Alexander Rojas, an agroforestry engineer and Regional Coordinator for Rare's Lands for Life in Meta, leading a workshop called A Shared Vision. Photo Credit: Lorena Velasco for Rare.



A People-Centered Approach to Conservation

October – December 2024 | Q1



Rare made significant strides this past quarter in advancing people-centered conservation — contributing to the global biodiversity goals, scaling regenerative farming, expanding community solar, reducing food waste in China, and more. These achievements reflect the impact of investing in communities and empowering individuals to take action for the planet. Your support makes this work possible, fueling bold, innovative solutions that benefit both **people and nature**.

SUSTAINABLE FISHING

Revitalizing coastal communities & ecosystems

Explore the latest [newsletter](#) for a deeper look into Rare's progress in revitalizing our oceans.



Graduates of Rare's financial education program in Santa Fe, Honduras in November 2024.

Expanding marine conservation tools

A [new Rare co-authored study](#) found that Other Effective Area-Based Conservation Measures (OECMs) offer a pathway to achieving global biodiversity goals. The paper identified 382 potential OECMs across 10.2 million hectares of coastal marine area in Indonesia, meaning they would count significantly toward the nation's biodiversity protection goals if counted.

Growing Rare's impact in the Philippines

Leyte Gulf in the eastern Philippines is known for its historical significance during World War II. But it is also home to one of the region's most vital coral reef ecosystems. With Global Environment Facility (GEF) support, Rare expanded its coastal fisheries work into the region, starting with biodiversity assessments and community consultations.

Empowering Honduran coastal communities

In November, 38 individuals — primarily women — from Santa Fe, Honduras, completed Phase II of Rare's financial education program. The program equips participants with financial management and business planning skills to build wealth and resilience in coastal communities.

REGENERATIVE FARMING

Seeding new social norms

Learn more about what goes into scaling regenerative agriculture in Colombia with our [visual story map](#).



Launching the Sustainable Mayors' Network

With the support of the United Kingdom's UK PACT initiative, Rare launched the *Ariari Sustainable Mayors' Network*, a group of 14 local leaders who have formally committed to supporting their jurisdictions in adopting regenerative agriculture. The network will help local leaders jointly address how climate change impacts local farmers and encourage information sharing and solutions exchange.

Scaling regenerative agriculture in Colombia

Local municipalities funded farm tours for the first time, reinforcing Rare's farmer-to-farmer knowledge exchange model with experienced smallholder farmers (called "ProFes" in Spanish). ProFes demonstrated regenerative agriculture practices to their peers during these visits, fostering local leadership and scaling adoption. Rare is also training agricultural staff in Meta's Mayor's office to support the ProFes. The goal is for the Mayor's office to support 50% of Meta's farmers.

CLIMATE CHANGE

Normalizing climate solutions through community and culture

Check out the [extended media coverage](#) of our growing community solar program in Boston, including a WBUR NPR feature on SHINE's workforce development.



Students in the solar lab as part of SHINE's training to become solar technicians. Photo Credit: Michael Bueno for Rare.

Promoting the fourth iteration of Rare's Climate Culture Index

Following the release of the latest [Climate Culture Index](#), Rare hosted a [Rare Conversation with Sara Lazarovic](#), published articles centering on two key insights from the research (i.e., [beliefs around EV adoption](#) and [support for climate policies](#)), and amplified this content through organic and paid promotion on social media.

Expanding Rare's Entertainment Lab

Through growing partnerships with studios, Rare's Entertainment Lab is reaching more audiences and publishing more evidence of the [effectiveness and potential to create cultural shifts](#):

- **Wicked Climate Solutions Promo:** Rare collaborated in scripting *Green or Grimmerie*, a YouTube promotion featuring [Jeff Goldblum and Wicked](#), timed with the theatrical release. We also supported communication for their [Going Green](#) production video, which was shown in theaters.
- **Don't Look Up: Shifting Climate Beliefs:** Our research on the impact of blockbuster films is now public. Rare's rigorous analysis shows that watching the film and a marketing video led to [statistically significant shifts in climate-related beliefs and attitudes](#).

Scaling community impact with SHINE

Rare and our [SHINE](#) coalition partner ABCD trained a second solar technical class that graduated in January.

APPLIED BEHAVIORAL SCIENCE

Bringing behavioral science to the forefront of conservation

Dive deeper into applied behavioral science with our roundup: [*Five best behavior and environment studies of 2024.*](#)



Rare's Shiyang Li at the Pride on Our Plates project close-out ceremony. Photo Credit: SWITCH-Asia.

Celebrating Rare's food waste reduction initiative in China

Rare celebrated the success of its pilot initiative in China, 'Pride on our Plates,' with a [close-out ceremony](#) highlighting the role of behavioral insights. Partnering with 21 pilot restaurants, engaging over 680 staff, and reducing food waste by 22%, the initiative saved the equivalent of 438,325 meals annually. Building on this success, Rare will continue tackling food waste and climate change in China's hospitality sector.

Enhancing Rare's behavioral science community

Rare's behavioral science platform, behavior.rare.org, now features a community discussion area, strengthening collaboration among 5,000+ practitioners across 150 countries.

Applying behavioral science to training, research, and engagement

- **Circular economy training:** Rare partnered with the Institute for Global Environmental Studies, with funding from the Economic Research Institute for ASEAN and East Asia, to train participants from leading ASEAN universities and an environmental ministry in using behavioral insights to reduce single-use plastic waste in Asia.
- **Fire prevention research in Belize's Maya Forest:** Rare and the Belize Maya Forest Trust conducted interviews and surveys with farmers in the Spanish Lookout and Valley of Peace communities. The findings revealed [promising behavioral strategies](#) for fire prevention in the Maya Forest.
- **Global Biodiversity Framework webinar:** Nearly 500 participants explored how behavior adoption can drive biodiversity solutions in the Rare-hosted [A people-centered approach to the Global Biodiversity Framework](#) webinar following the United Nations Biodiversity Conference (COP16) in Colombia.

INNOVATIVE FINANCE

Channeling blue and green finance where it's needed most

Hear what our colleagues Kate Schweigart (VP of Innovative Finance) and Hari Kushardanto (VP of Rare Indonesia) had to [say about the impact bond](#).



Local fishers Dedi and La Naimu fishing along the coast of Pasi Kolaga in Southeast Sulawesi, Indonesia. Photo Credit: Jason Houston for Rare.

Funding marine conservation in Indonesia

[Backed by USD 6 million raised through the Small-Scale Fisheries Impact Bond](#), Rare selected three small-scale fishing communities in Southeast Sulawesi to establish community co-managed protected areas.

Linking inclusive finance & fisheries resilience

A [study Rare led jointly with the Center for Financial Inclusion](#) highlighted how financial services can help small-scale fishers in the Philippines adapt to climate change, strengthen the socio-economic resilience of fisher households, promote sustainable fishing practices, and incentivize behavioral change to support conservation.



What your support makes possible

Thank you for being a vital part of our work. Your support empowers Rare to expand our impact, scaling community-led solutions that protect nature, strengthen livelihoods, and address climate change. Together, we're building a future where communities are at the heart of conservation and climate action.

Rare inspires change so people and nature thrive.

Rare unlocks the power of people to protect nature and fight climate change. We invest in people-powered, community-led solutions grounded in a deep understanding of human needs and motivations — and we create the conditions for solutions to thrive.

Ours is a distinctly human approach.

Only by unleashing the best of human nature will we ensure an abundant future on our shared planet.

Learn more at rare.org and follow us at @Rare_org.

