



QUARTERLY REPORT



At a community workshop organized by Rare, local farmers learn biodiversity monitoring and how to identify local birds. Bird monitoring serves as an effective indicator of changes in the ecosystem, such as water quality, food availability, and forest conditions, making it a key measure of environmental health. Meta, Colombia. March 2025. Photo Credit: Delio Aparicio for Rare.



A People-Centered Approach to Conservation

April – June 2025 | Q3

SUSTAINABLE FISHING

Revitalizing coastal communities & ecosystems

Check out [Rocky Sanchez Tirona's Op-Ed](#) for Dialogue Earth on the importance of local leadership in attaining 30x30 — the global effort to protect 30% of the Earth's land and ocean areas by 2030.



Mayor Hector Mendoza of Honduras urging collaboration with communities and resourcing local governments for lasting mangrove action at the 2025 United Nations Ocean Conference.

Coastal 500 shapes global ocean agenda

Members of the Rare-convened [Coastal 500 network](#) spoke up about the need and power of community-led conservation at the 2025 United Nations Ocean Conference, a gathering of more than 15,000 global leaders. **The mayors' advocacy helped shape the [Nice Ocean Action Plan](#)**, now calling for greater investment in local leadership to meet global goals like 30x30 and SDG14. Read [their joint statement](#) and check out [Rare's reporting from the conference](#).

Scaling coastal impact across Asia-Pacific

To support 55,000 fishers and benefit millions more, Rare began co-leading the biodiversity pillar of the [five-year TRANSCEND partnership](#) — a major initiative between the Philippines and Germany to tackle climate change and biodiversity loss. In partnership with Conservation International Philippines and the Foundation for the Philippine Environment, Rare is scaling [behavior-centered, community-based fisheries management](#). **We're focused on building the capacity of grassroots organizations** — including people's organizations, youth, and women's groups — to lead local adaptation efforts, while providing catalytic grants to launch innovative, community-driven projects. TRANSCEND's regional scope and deep government collaboration are **a model for climate and biodiversity action across Asia-Pacific**.

A smarter model for investing in coastal resilience

Rare has developed a practical financial model to help local governments plan and budget for sustainable coastal protection. Piloted in the Philippines, **the model lays out the actual costs of managing coastal resources** — making it easier for leaders to fund real, lasting solutions. **It's already shaping budgets in five municipalities** and is being adapted in other countries. With global potential, this tool can help channel climate resilience funding directly to the communities that need it most.

REGENERATIVE FARMING

Seeding new social norms

Discover how [Rare's new partnership with Salesforce](#) is guiding regenerative farmers with real-time, localized guidance.



Rare staff posing with Profe graduates in Cubarral.

Proof of impact: Results from the 4-year UK PACT partnership in Meta, Colombia

Rare published [striking results](#) from its four-year partnership with UK PACT (the UK government's international climate finance program) documenting a transformative shift toward regenerative agriculture in the Ariari River Basin. More than 5,000 smallholder farmers adopted climate-smart practices, supported by 131 peer-trained leaders and over 500,000 advisory messages via WhatsApp and SMS. **Key outcomes include: an 84% adoption rate, 80% reduction in herbicide use, 1,800 tons of compost produced, 200,000+ trees planted, and 17,774 hectares under climate-resilient management.** The case study shows how farmer-centered, behavior-informed strategies can drive inclusive climate action — and offers a replicable model for rural transformation across Colombia and beyond.

Building a trusted network of farmer-to-farmer leaders

In Colombia's Meta department, **50 trained farmer-leaders** (nicknamed "Profes", i.e., informal professors) **were officially certified as Community-Based Rural Extension Agents** through a partnership with the National Open and Distance University. These peer multipliers — trained by Rare and now institutionally recognized — champion regenerative agriculture across nine municipalities. Their graduation marked a powerful moment of community pride and signaled a shift toward sustainable and scalable farmer-led technical assistance.

Investing in the next generation of agroecological leaders

Rare launched a youth engagement strategy to center rural youth in the regenerative movement. Through participatory workshops, young people identified barriers to involvement — like limited access to land, training, and decision-making — and co-designed practical solutions, including **a new Youth Network for Regenerative Agriculture**. The effort has **already mobilized over 200 youth across nine municipalities** and gained support from schools and local governments. Rare equips the next generation to drive sustainable farming transitions and restore social ties in post-conflict rural communities by fostering leadership, entrepreneurship, and agroecological knowledge.

CLIMATE CHANGE

Normalizing climate solutions through community and culture

Rare's climate storytelling research has received repeated national coverage, including in [Variety](#) and [The LA Times](#), spotlighting how entertainment can drive climate action. [See all news.](#)



Lucas (Niko Terho) and Jo (Camilla Luddington) crouch in a convenience store where they've been sent to get ice, during the "Grey's Anatomy" heat wave episode, "Drop It Like It's Hot." Photo Credit: Tina Thorpe / Disney.

Shifting culture through storytelling in Hollywood

Rare's Entertainment Lab continues to serve as a trusted bridge between science and storytelling, providing data-driven insights to the entertainment industry that help creators reflect climate realities and solutions. **Our research, featured in [Variety](#) and [The LA Times](#), shows how climate storylines and sustainability on screen can shift public attitudes.** The Entertainment Lab supported a media company's Earth Week campaign to reach over seven million people, and brought together popular food and lifestyle content creators to a regenerative farm in Los Angeles to learn about sustainable food production.

Powering climate action through insight

Rare is preparing the fifth wave of its [Climate Culture Index](#), thanks to renewed support from the Arthur Vining Davis Foundation. This research tracks climate-positive behaviors and cultural momentum across the U.S., offering critical insights for public-facing climate efforts. **The Index is already shaping how partners — from Meta and the Ad Council to Climate Central, NGOs, policymakers, and entertainment creators — design messaging and outreach to drive real-world action.**

APPLIED BEHAVIORAL SCIENCE

Rewiring conservation for impact

Rare's *Pride on Our Plates* initiative was [recently featured](#) on BBC's *The Food Programme* podcast (22:50 mark).



A chef at Yunnan Dao Rice Noodle Restaurant, a Pride on our Plates pilot restaurant in Kunming, China.

Rare finalist for Food Planet Prize

Pride on Our Plates, a Rare-supported initiative, was **one of just [six finalists chosen](#) from more than 1,000 nominations for the prestigious 2025 Food Planet Prize** — a global honor recognizing bold, scalable solutions for food system transformation. The recognition catalyzed new visibility, speaking invitations, and early partnership conversations. This initiative helps restaurants and small businesses in China cut food waste using behavior-based strategies, demonstrating Rare's leadership in climate-smart, community-driven solutions.

Scaling global capacity for behavior change

To equip a growing community of environmental practitioners with behavior change tools, Rare launched a free Massive Open Online Course, [An Introduction to Behavior-Centered Design](#), on UNDP's Learning for Nature platform. Running in English, Spanish, and French from July 14 to August 8, **the course already has 1,500 people registered, joining a platform with more than 120,000 members from 190 countries.** It's a key step in Rare's effort to build global capacity for more effective, people-centered conservation solutions, scaling what works across geographies and sectors.

Unlocking smarter conservation through real-time insight

In the Philippines, Rare concluded a two-year research initiative to tackle a critical gap in conservation: understanding how and why behavior change happens after a program launches. Most efforts stop at design. Rare went further, piloting two tools to help conservation teams adapt in real time: One maps the underlying social and psychological factors driving key behaviors; the other collects mobile feedback from communities on trust, participation, and perceptions of enforcement. **This feedback loop is already improving fisheries governance — boosting rule compliance, building trust, and helping frontline teams course-correct with confidence.** Rare is now scaling these tools to deliver smarter, more responsive community-led conservation.

INNOVATIVE FINANCE

Channeling blue and green finance where it's needed most

Check out this [recent article by Alice Farmer](#) — Rare Board Member, Bromley Charitable Trust Officer, and human rights lawyer — about the benefits of frontline financing for local communities, based on her experience with Rare.



Pak Sudarto, a fish buyer and member of Rare's community fisheries program in Southeast Sulawesi. Photo Credit: Gusti Ayu Isma Yanti for Rare.

Philippines: Bridging the return gap in blue carbon

Rare completed its *Blue Carbon Accelerator Fund* project in the Philippines' Tañon Strait Protected Seascape, delivering a pre-feasibility assessment, stakeholder consultations, and a draft business model that reimagines how blue carbon projects can benefit communities from day one. The evaluation confirmed strong carbon potential from restoring abandoned fishponds but highlighted the urgent need to deliver earlier, visible benefits to participating communities — a key factor in long-term project success. In response – and recognizing the long lead time in carbon credit generation — **Rare launched a biodiversity enterprise accelerator, funded by UNDP, to activate local income streams early.** This approach bridges the “return gap” in carbon projects and reflects Rare's commitment to equity, community-driven finance, and the [High-Quality Blue Carbon Principles](#).

Indonesia: Performance-based financing takes root

In Southeast Sulawesi, local fisheries groups have begun setting up community-managed fishing zones with no-take reserves, establishing governance structures, and conducting biodiversity baselines. These deliverables are part of **the five-year implementation of outcomes guaranteed by Rare's Small-Scale Fisheries Impact Bond.** A May [visit from independent evaluator Levoca](#) launched the outcomes-based monitoring process, central to this pay-for-results model. Rare is also piloting environmental DNA monitoring with the Minderoo Foundation and a leading public university to explore innovative impact metrics. The pilot bond is the foundation for a planned \$70 million regional expansion, bringing outcomes-based conservation finance to more coastal communities.

Philippines: Designing reef insurance for restoration

In a Rare-led workshop in Siargao, government, tourism, and insurance **partners co-designed an insurance payout model to fund coral-reef restoration after storms** (part of an Asian Development Bank-funded project). Anchored in community stewardship and early local restoration capacity, the model aims to make nature-linked insurance viable and locally owned. With strong insurer interest and \$600M in reef value at stake, **Rare and partners are now exploring a national pilot.** This work complements our broader push to embed risk financing in coastal resilience, including active parametric insurance pilots for fishers.



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.

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.

