



QUARTERLY REPORT



Sandra Milena Bustos Gracia, a cacao farmer in El Doncello, Caquetá, Colombia where Rare is expanding our regenerative farming work.



A People-Centered Approach to Conservation

July – September 2025 | Q4

SUSTAINABLE FISHING

Revitalizing coastal communities & ecosystems

“Everything revived when Rare and this GEF-funded project arrived.” Rhanil Padel, AT Fisheries and Organization President, on [Rare’s work with Conservation International in the Philippines’ Leyte Gulf](#).



Coastal village leaders from Southeast Sulawesi, Indonesia taking the pledge to join Coastal 500.

Local leadership surges in Coastal 500

In August, 54 coastal village leaders from Southeast Sulawesi, Indonesia, joined the [Coastal 500](#) — the world’s largest network of mayors and local government leaders committed to thriving coastal communities. The network now totals 414 members, edging towards its 500-member goal. Beyond growth, impact is mounting: In Honduras, Coastal 500 leaders helped secure a national declaration of 12 nautical miles of Caribbean coastline as one large community-led marine protected area covering 17,000 square kilometers (formal government approval is pending). And in June, members took the global stage at the UN Ocean Conference, rallying support for more resources for coastal communities worldwide.

Joining forces to protect coral reefs in the Coral Triangle

In September, Rare and the Coral Triangle Initiative on Coral Reefs, Fisheries, and Food Security (CTI-CFF) launched a five-year partnership to advance sustainable, community-led fisheries management across one of the planet’s most biodiverse yet threatened regions. Spanning six countries (Indonesia, Malaysia, Papua New Guinea, the Philippines, Solomon Islands, and Timor-Leste), the Coral Triangle is home to extraordinary marine life and millions of people who depend on it. Together, Rare and CTI-CFF will strengthen regional collaboration to protect biodiversity, bolster climate resilience, and secure the ocean’s resources for future generations.

Fishers unite for recognition in Guatemala

On September 21, Rare launched its first “Pride campaign” in Guatemala: Pesca Unida (United Fishing). Designed with fishing communities along the Guatemalan Caribbean, the campaign builds unity, sustainability, and inclusive leadership among artisanal fishers. In addition to the communities’ petitions and pledges drafted advocating national recognition for their rights and identity, a major outcome emerged quickly: with support from mayors and local leaders of two communities (Puerto Barrios and Livingston), June 12 is now legally recognized as Caribbean Fishers’ Day — an annual celebration of fishers’ cultural identity, contributions, and vital role in sustaining livelihoods and marine traditions. For fishers, this marks a long-awaited recognition of their place at the heart of Guatemala’s coastal life

REGENERATIVE FARMING

Seeding new social norms

Rare presented “Agent Tierra” at [Salesforce’s Agents for Impact Demo day](#) to elevate our partnership in combining behavioral science, social norms, and digital agents to support smallholder farmers in their climate adaptation journey.



Sandra Milena Bustos Gracia collecting baseline data from her farm in Caquetá, Colombia.

The UK government backs Rare’s work for a fifth year

Rare secured a fifth consecutive year of support from the UK government through UK PACT, bringing total investment to £2.3 million (~USD 3.16 million) for our work on regenerative agriculture in Colombia since 2021. More than funding, this long-term collaboration is a vote of confidence in Rare’s results and potential to transform farming systems at scale. It also signals growing international recognition of regenerative agriculture as a credible solution for climate resilience and rural prosperity.

Expanding regenerative farming into Caquetá, Colombia and Honduras

Rare launched new work in Caquetá — one of Colombia’s most vital Amazonian frontiers — and expanded regenerative agriculture to Honduras. In Caquetá, with UK Pact’s continued support, a new generation of Profes (community extension leaders) is being trained in regenerative practices and inclusive leadership. Across both countries, Rare is advancing a model of community-led sustainability inspired by the success taking root in Meta, Colombia.

Training Caquetá’s future champions of regeneration

Rare and UNAD (National Open and Distance University) launched a 90-hour diploma course for public and private leaders in Caquetá. More than a training program, the course builds trust, creates shared language, and equips municipal officials, extension agents, and community leaders with both technical skills and Rare’s behavior-centered design methodology. By embedding regenerative agriculture into education, territorial planning, and community engagement, the program is preparing local authorities and influencers to champion it as a social norm across the region.

CLIMATE CHANGE

Normalizing climate solutions through community and culture

This research on *Grey's Anatomy* and more was featured by Rare colleagues throughout events at [NYC's Climate Week](#) in September.



Rare's Ellis Watamanuk and Dr. Anirudh Tiwathia on stage during New York Climate Week.

Revealing paths to expanded access to shared solar

Rare will soon release its **Solar Helping Ignite Neighborhood Economies (SHINE) National Analysis Report** and is planning a future Rare Conversation featuring leaders driving shared solar adoption in disadvantaged communities nationwide. The report identifies where the greatest opportunities exist to scale equitable access to solar energy, while the discussion will spotlight innovative strategies and cross-sector solutions emerging across the U.S. Together, these efforts will equip policymakers, community organizations, and funders with actionable insights to accelerate solar adoption, build local economic resilience, and reduce energy burdens for those historically left behind in the clean energy transition.

Pioneering climate narrative research in Hollywood

Rare published [groundbreaking research](#) demonstrating how popular storytelling can shift attitudes about extreme weather, provide potentially life-saving information, and inspire support for critical solutions. Through our Entertainment Lab, we [measured the audience impact of a heat wave storyline on *Grey's Anatomy*](#). We found that the episode boosted knowledge of specific heat-related health risks, perceptions of heat wave severity, and support for adaptation measures. This milestone showcases Rare's leadership in delivering world-class climate narrative research — moving beyond theory to provide measurable evidence that entertainment can inform, inspire, and mobilize the public on climate-related themes and solutions.

Helping communicators Speak Sustainability

Rare launched **Speak Sustainability**, a growing [library of quick-reference tip sheets and country briefs](#) designed to help communicators craft climate messages that resonate across diverse global audiences. Built on in-depth research into beliefs, values, trusted voices, and cultural dynamics, these resources go beyond generic guidance — equipping practitioners to avoid common pitfalls and connect with people in ways that reflect their lived realities. By putting actionable, audience-centered insights into the hands of NGOs, businesses, and media organizations worldwide, Rare is helping communicators deliver messages that inspire understanding and drive behavior change at scale.

Rewiring conservation for impact

Explore [Rare President Caleb McClennen's perspective](#) on how failure can open conservation's "black box" problem.



Pulse monitoring field research in Southern Leyte, Philippines.

Putting people at the heart of conservation

Rare's Center for Behavior & the Environment released a [new report mapping 25 high-impact solution pathways](#) where collective behavioral shifts among individuals and communities are essential for tackling climate and conservation challenges. These are areas where global progress is unlikely, if not impossible, without broad-based public engagement, even alongside strong policies or financial incentives. This report offers conservation leaders, funders, and policymakers a strategic roadmap — showing where investing in people and communities can unlock transformative change.

Making conservation smarter and more adaptive

Too often, conservation has a "black box" problem: we track activities and outcomes but miss what really drives change in between. Rare is helping to open that box. New field research results from the Philippines (2024–2025) shows how Rare's behavior-centered and adaptive tools can strengthen community-led fisheries management. Through [an article](#) and [companion case study](#) grounded in Southern Leyte fishers' lived experiences, Rare shows how these tools help communities adapt in real time, strengthen management, and build trust between fishers and local officials. By making behavior change more transparent and actionable, Rare is inspiring funders, partners, and practitioners to invest in smarter, more responsive conservation.

Building skills and standards for behavior change

Rare is training the sector to integrate behavior change into conservation practice. This summer, 2,062 participants from 85 countries joined Rare and UNDP's Introduction to Behavior-Centered Design MOOC (Massive Open Online Course), with over 95% reporting new tools to apply in their work. Rare also partnered with the [Conservation Measures Partnership](#) to launch [a new microsite on integrating behavior change](#) into the widely used [Conservation Standards 5.0](#). And in Belize, Rare trained the Maya Forest Trust team on adaptive management and co-designed farmer-focused fire safety campaigns. Together, these efforts are equipping conservation leaders with the knowledge and tools to embed behavior change at scale.

INNOVATIVE FINANCE

Channeling blue and green finance where it's needed most



Coral reef off the coast of Palau.

[Follow Rare's journey](#) empowering small-scale fishers with innovative finance.

Protecting fishers' livelihoods with first-of-its-kind insurance

Rare, WTW, and the Philippine government (via [ORRAA](#)) are launching the country's first-ever parametric insurance product for small-scale fishers — an affordable, scalable safety net funded by Canada (via ORRAA) and the UK's Blue Planet Fund to protect the incomes of 14,200 fishers across 24 municipalities. Piloted with full national-budget funding and designed for nationwide rollout, the product is government-backed, donor de-risked, and already on the reinsurance market — giving insurers confidence to underwrite and scale. The result: a commercially credible, market-tested model other countries can plug into social protection, climate, and disaster risk reduction strategies.

Testing reef insurance to boost Palau's resilience

In Palau, Rare is supporting The Nature Conservancy to assess whether coral reef insurance can deliver fast, reliable funding for reef recovery and resilience. Backed by The Global Fund for Coral Reefs, the four-month study explores Palau's readiness to adopt reef insurance — an approach already piloted in Fiji, Hawai'i, and Mexico. The study builds off an earlier four-country study of reef insurance design and feasibility. By channeling resources quickly after storms or bleaching events, reef insurance can help reefs recover faster, sustain fisheries, and protect coastal communities.

Beyond carbon credits: financing nature's full value

In July 2025, Rare, Conservation International, and the International Blue Carbon Institute released [a report highlighting the wide array of non-carbon market approaches to finance blue carbon ecosystems](#) like mangrove forests, seagrass meadows, and tidal salt marshes. The report provides decision-makers and implementers with practical guidance on diverse financing instruments — and the enabling conditions needed for success — ensuring that all tools in the financial toolbox are applied to safeguard nature and climate.



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-centered, 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.

