

Rare is committed to change for good

our vision

Rare envisions a world in which conservation is not an issue, but a way of life.

We believe that conservation movements, once solely the domain of nature lovers and scientists, now must become human movements, for the solutions our planet requires transcend biological health and preservation and, as such, they must integrate social, economic and political interventions.

For over 40 years and across more than 50 countries and 350 campaigns, we have leveraged our behavior change expertise to have enduring impact for both people and nature alike.

what makes us rare?

Let's start with a question. What is the one variable that is central and essential to any possible enduring conservation solution? People. So, if we agree that people are the "must have" answer to our global conservation crisis, then the question is: How do we change human behavior? And, more to the point, how do we change human behavior on a scale sufficient to make a difference in communities nationally, and globally?

That's Rare's ambition. And, behavior change is our secret sauce. In fact, we are the leading behavior change experts in conservation. We intentionally work with people first to ensure conservation solutions will last. You might say our unique approach is 100% people-powered.

We tap into humans' intrinsic desire to cooperate and empower communities to solve their own natural resource management challenges. With our help, communities become avid fans and staunch protectors of the environment around them, creating good jobs, reliable food sources and improving lives along the way. Notable victories include preserving the Amazonian parrot species, creating national parks and improving water, forest and coral reef ecosystems around the world.

All of this starts with Rare training and supporting local conservation champions to design, execute and lead behavior change campaigns within their communities.



“Saving our planet, lifting people out of poverty, advancing economic growth... these are one and the same fight. We must connect the dots between climate change, water scarcity, energy shortages, global health, food security and women’s empowerment. Solutions to one problem must be solutions for all.”

- Ban Ki-moon
Secretary-General of the United Nations



Photo Credit: Jason Houston



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our programs hope to accomplish change for good

Over the next five years, we will take our behavior change formula for impact from local to national levels, keeping our community work at the core but also engaging governments and creating economic incentives to increase and accelerate solution adoption. With this as our guiding approach, we are taking on some of the world’s most critical challenges.

Oceans

We are addressing the single greatest near-term threat to oceans – coastal fishery restoration.

Climate

We are globalizing community-based climate mitigation and adaptation practices.

Fresh Water

We are protecting and sustaining the world’s most biodiverse watersheds.

Clean Agriculture

We are piloting sustainable agricultural approaches to help transform a chronically “dirty” industry.

At the same time, we are also upping our innovation in:

Behavior Change

We are bringing in new academic and private sector thought partners to keep us at the top of our game.

Impact Investing

We are actively seeking investment opportunities for the Meloy Fund, the first fisheries-focused impact investment fund in the Philippines and Indonesia.

where we work

The developing world holds the richest remaining biodiversity. And, developing countries will ultimately play a huge role in determining just how radically our climate will change, how many species will become extinct and to what extent food and water supplies will be exhausted or contaminated. To this end, the developing world is where we focus the majority of our work.

Diving one level deeper, we invite only and solely work in places in which there is demand and in regions in which communities have outsized influence on how natural resources are managed.