



CONSERVATION ON A HUMAN SCALE

RARE
inspiring conservation

THE RARE APPROACH: COMMUNITY-BASED SOLUTIONS FOR GLOBAL CONSERVATION

DESIGNING COMMUNITY-BASED SOLUTIONS TO GLOBAL CONSERVATION CHALLENGES

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.

Nowhere are community-based solutions needed more than in the world's areas of highest biodiversity – from Latin America and the Caribbean, to Africa and India, to Asia and the Pacific islands. These areas may be rich in natural resources, but poverty is also high, making social and environmental change a challenge for tens of thousands of communities.

Rare and its partners in 50+ countries throughout these regions are committed to designing conservation programs that benefit both people and nature – ensuring that change is embraced and sustained.

PUTTING CONSERVATION IN LOCAL HANDS

While Rare sources solutions, it does not directly implement outreach at the local level. Changing behaviors requires a nuanced understanding of

social and cultural norms and trusted messengers from within each community.

Therefore, Rare trains local partners and supports them during all stages of implementing what's known as a "Pride campaign."

A Pride campaign inspires people to take pride in the species and habitats that make their communities unique, while also giving them alternatives to environmentally destructive behaviors.

THE RARE APPROACH INCLUDES:

- ✓ **determining human behaviors causing threats to biodiversity, such as overfishing, illegal logging, or unsustainable agriculture**
- ✓ **conducting an ongoing search for innovative community-based, conservation solutions proven to change these behaviors**
- ✓ **launching Pride campaigns to increase adoption of the most effective solutions in the world's highest priority areas for conservation**



MEXICO

RAFE

Rare trains local conservationists to run "Pride campaigns" – which borrow private sector marketing tactics normally reserved for selling things like cars, soft drinks, and video games – and use them to sell more sustainable behaviors and protect biodiversity.



MONGOLIA

BROOKE SADOWSKY

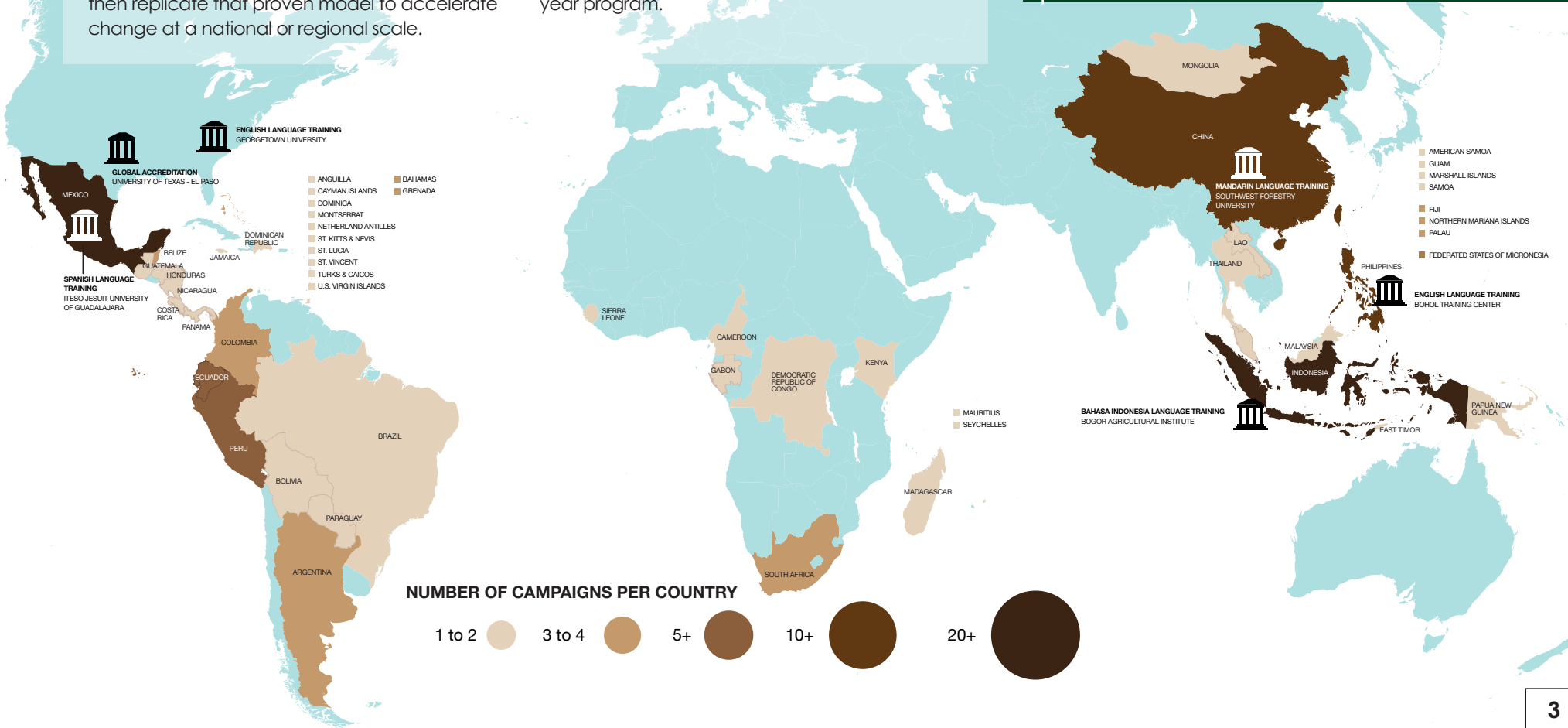
Pride Campaigns Launched To Date

In the past 20 years, Rare has run Pride campaigns in more than 50 countries. Each Pride campaign targets a specific site, yet – as of 2010 – Rare has started launching them in cohorts of 10-15, all focused on a common issue. This enables Rare to hone one solution at multiple sites and then replicate that proven model to accelerate change at a national or regional scale.

Rare conducts training in one of four languages, at one of four universities (see map below). The focus for each cohort is determined approximately one year in advance, at which time Rare begins recruiting partners with shared goals and capacity to participate in the three-year program.

RARE AT-A-GLANCE

Total campaigns launched to date: 205
 Countries reached: 57
 Audience reached: ~10 million
 Rare staff globally: ~75





GALAPAGOS, ECUADOR
 "Galapagos residents - residency is your right, knowing how to use it is your responsibility"



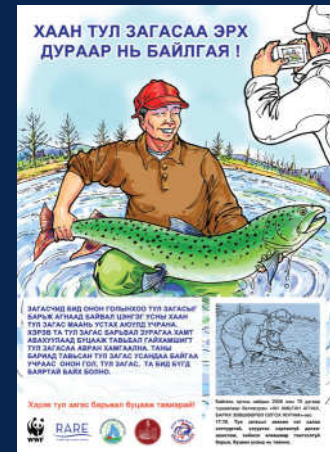
NAM ET-PHOU LOUEY, LAOS
 "5 Rules of hunting: right weapons; right species; right area; right time of year; and for eating"



YUHE, CHINA
 "With my new fuel efficient stove, life is much easier"



WEST JAVA, INDONESIA
 "The green forest, the prosperous community"



ONON RIVER, MONGOLIA
 "If we catch Taimen, let us release them"



DOLOK SURUNGAN, INDONESIA
 "Which one do you prefer? Save Dolok Surungan, friends"



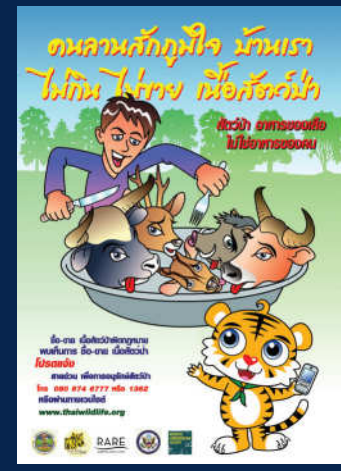
COZUMEL, MEXICO
 "My island lives because of the reefs. Conserve them!"



MADRE DE DIOS, PERU
 "If you use a tree, replace a tree"



BAIMA, CHINA
 "With the power of nature, I maintain the greenness of my home"



HUAI KHA KHAENG, THAILAND
 "No wild meat eating or selling in our area"



Rare Conservation Fellow Javier Romero works with volunteers on watershed protection. This is one of 11 in a cohort of Pride campaigns in the Andes.

THE RARE APPROACH TO COHORT DESIGN

Each year, Rare launches multiple cohorts worldwide. Each takes up to a year to design. Each contains 10-15 sites and local partners that share a common environmental threat and common Pride campaign strategy for introducing more sustainable behaviors. The design and implementation of each cohort follows the steps outlined below:

- 1. IDENTIFY A CONSERVATION BRIGHT SPOT** (page 6)
- 2. CREATE THE FORMULA FOR REPLICATION** (page 8)
- 3. IDENTIFY PARTNERS** (page 12)
- 4. CHOOSE CAMPAIGN SITES** (page 14)
- 5. SELECT THE RARE CONSERVATION FELLOWS** (page 15)
- 6. SECURE FUNDING** (page 16)
- 7. IMPLEMENT THE COHORT** (page 18)
- 8. MEASURE IMPACT** (page 20)
- 9. SUSTAIN IMPACT** (page 22)

IDENTIFY A CONSERVATION BRIGHT SPOT

The answers to many of our most pressing conservation challenges already exist. Someone, somewhere, perhaps in a remote village, has figured out how to motivate people to stop overfishing, slow deforestation, or reduce wildlife poaching.

Rare actively looks for these answers, what we call “**bright spots**,” all across the globe. When we find one, the questions are: How did it work? Can it be replicated? Is the organization or person behind the bright spot willing to share the recipe for success?

Rare will only develop a cohort of Pride campaigns if it has identified a bright spot to serve as a blueprint.

How does Rare assess a bright spot before deciding to use it as a basis for cohort design? Rare and its network of partners and experts ask:

- 1. What motivated this particular community, and can a Pride campaign inspire a similar response in multiple communities?**
- 2. What barriers did the community face when trying to change, and how were these overcome?**
- 3. What are the underlying conditions and factors that led to success at this site, and can those be replicated?**
- 4. And finally, is there potential for significantly reducing a global conservation threat if we scale this model?**

By finding and replicating bright spots, Rare and its partners hope to accelerate adoption of the most innovative conservation solutions taking place around the world.



Sustainable Fisheries Management



Reciprocal Agreements for Watershed Protection



Wetlands Preservation

Bright Spots:

Find what works. Repeat.



Bright Spot Replication in the Philippines

More than 25 years ago, the community of Apo Island, in the town of Dauin, Philippines, established one of the world's first no-fishing zones. It took intense collaboration between fishers, village elders, a local university, scientists, and many others to design and enforce an effective community-managed protected area. But all were committed to addressing the rising threat of overfishing, which was depleting their livelihoods and marine ecosystems.

In 2000, Dauin's newly-elected mayor saw the potential to replicate the Apo Island model in neighboring communities facing similar threats. After an equally intense effort, seven additional no-fishing zones were established in the town's waters. After meeting Mayor Alanano in 2010, Rare realized it had found a bright spot on which to build a cohort of 12 Pride campaigns to accelerate adoption of the community-managed marine conservation model across the Philippines.

“In a world of seemingly insurmountable environmental challenges, bright spots do exist. Our goal is to find things that are working and use Pride campaigns to accelerate their adoption on a much larger scale.”

– Brett Jenks, CEO, Rare



CREATE THE FORMULA FOR REPLICATION

Rare and its partners always identify a conservation bright spot (a successful case study) on which to base the design of any cohort. Next, we reconstruct the formula for success – the factors, conditions, and sequence of events that led to positive change.

Rare calls this formula its “**Theory of Change.**” We do not launch a cohort without a solid Theory of Change, although the strategy is continually refined during implementation.

LOCALIZING THE THEORY

While a common Theory of Change is used by all campaigns participating in the cohort, local implementing partners adapt it to the needs and cultural norms of their communities. The Rare Theory of Change works all over the world, but only because strategies are tailored by local leaders and campaign messages are delivered by local voices.

Theory of Change

def. specific and measurable description of a social change initiative that forms the basis for strategic planning, on-going decision-making and evaluation.

usage by Rare:

- to clearly articulate how shifting behaviors and social norms will reduce threats to biodiversity
- to set targets and measure success
- to provide a roadmap for cohort execution
- to ensure strategic alignment among all cohort stakeholders

origin: used for more than 20 years by multiple disciplines; adapted by Rare to better link social change to biodiversity threat reduction



CHINA

ADAM LIEBMAN

“You will not get people to change without appealing to the rational, triggering the emotional, and oftentimes addressing the practical, such as a lack of alternatives.”

—Dan Heath, *New York Times* bestselling author, “SWITCH: How to Change Things When Change is Hard”



Rare's Theory of Change is customized for each cohort and each site, but all follow the same general formula for success:



The Theory of Change in action

Watershed protection in the Andes

In late 2009, the Alliance for Zero Extinction (AZE) approached Rare to launch a series of campaigns in the Andes protecting the forest habitats of highly endangered species. In our search for communities that had curbed deforestation, Rare identified Fundación Natura Bolivia's successful experience pairing upstream and downstream farmers to reduce deforestation and increase water quantity and quality.

With support from multiple donors and partners, Rare is running a cohort of 11 Pride campaigns in the Andes based on this approach.

THE COMMUNITY-BASED SOLUTION

The framework for the cohort is straightforward: lowland farmers, who depend on stewardship of highland watershed habitats, contribute to a conservation fund.

The fund provides compensation to the highland landowners as an incentive to maintain healthy forests. The most popular payments are barbed wire, fruit trees, and beekeeping equipment. Pride campaigns accelerate and deepen community support for this approach.



Before launching a cohort of campaigns in the Andes in early 2010, Rare and its partners spent nearly a year developing a tailored Theory of Change. The process began by setting the conservation target. In this case, the goal is to protect more than 200,000 hectares of forests in one of the world's most ecologically diverse ecosystems. The plan for reaching this goal is similar at all 11 sites, as outlined on the page at right.



JASON HOUSTON



MARTHA PIPER

“We piloted reciprocal agreements for water in Los Negros eight years ago and are proud to now be working with Rare to accelerate similar change at multiple sites in the Andes.”

– Nigel Asquith, Director, Fundación Natura Bolivia, and developer of the bright spot model on which this Rare cohort is based

PICTURED LEFT TO RIGHT: Deforestation in highland communities in Bolivia; Local community adopting beekeeping practices.



Theory of Change for watershed protection in the Andes



Knowledge (K)

Build awareness and understanding of the role forests play in water service provision and the basic structure behind reciprocal agreements.



Attitude (A)

Illustrate for rural upstream communities the potential benefits of reciprocal agreements, as well as the social, cultural, and economic value of protecting their rich natural heritage.



Interpersonal Communications (IC)

Foster dialogue between farmers, municipal authorities, and other community stakeholders to answer questions about reciprocal agreements, alleviate doubts, encourage early adopters to share success stories, and begin to shift social norms.



Barrier Removal (BR)

Bring in experts and technical support to facilitate the actual creation and enforcement of reciprocal agreements. Eventually, establish a sustainable funding stream to support the model long term.



Behavior Change (BC)

Make forest conservation a key factor in land management decisions among farmers and municipal leaders, as well as a source of community pride.



Threat Reduction (TR)

Monitor reduction in the rate of forest and species loss in the micro-watersheds where reciprocal agreements have been established.



Conservation Result (CR)

Demonstrate protection of forest that would otherwise have been lost, reduction in the level of endangerment of one or more target species at each site, and the effective maintenance of water resources, locally and regionally.

IDENTIFY PARTNERS

Rare builds a coalition of 15-20 partners to support design, execution, and monitoring of any given Pride cohort. Rare partners fall into the four categories described on the chart at right.



Rare partnered with Baima Snow Mountain Nature Reserve and The Nature-Conservancy-China on a campaign to introduce more fuel-efficient stoves, replacing older stoves (as shown above).

Local Implementing Partners

Rare does not directly implement Pride campaigns at the site level; we train and mentor local implementing partner organizations to do so. Local leadership and culturally-relevant campaign messaging is the cornerstone of success.

Role

- ✓ Enroll qualified staff member in Rare Conservation Fellowship program (see page 15)
- ✓ Cover Fellow's salary, as well as local office and transport costs, for two years
- ✓ Tailor the cohort Theory of Change (see page 9) to local needs, while adhering to shared goals among all cohort partners
- ✓ Design and implement the Pride campaign over three years (see page 18 for timeline)



“We are thankful for the Rare program because they trust in Yayorin, and they believe that Indonesians should be the first ones to take care of their environment.”

– Togu Simorangkir, Director, **Yayorin Foundation** (local implementing partner in Lamandau, Indonesia)

Strategic Partners

Strategic partners' input is critical to cohort-level strategy, design, and often sustainability of impact. Strategic partners are usually national or international NGOs, government ministries, or networks of experts working in the cohort's area.

Role (One or more of the following)

- ✓ Help Rare source community-based solutions for potential replication
- ✓ Participate in design of cohort Theory of Change
- ✓ Provide expertise on specific environmental threats
- ✓ Ensure cohort is designed to enhance broader regional conservation strategies
- ✓ Co-fundraise with Rare to cover cohort activities that advance the goals of both organizations

Rare's China program is working in seven high priority wetlands to increase adoption of more sustainable fishing practices. As a strategic partner, **WWF-China** is providing expertise on establishing mutually-beneficial agreements between local communities and governments to regulate fishing. They are also lending their expertise in monitoring wetlands ecosystem health.



RARE

Technical Partners

Like local implementing partners, technical partners have staff at the site level yet execute one specific component of the Pride campaign.

Role (One or more of the following)

- ✓ Provide technology or training needed to replace unsustainable behaviors with positive alternatives
- ✓ Craft new policy, management, or enforcement plans
- ✓ Conduct biological monitoring in the short or long term



STUART GREEN

The Marine Environment and Resources Foundation, housed in the University of the Philippines, is providing Rare and its local implementing partners at 12 sites with independent scientific monitoring (enhancing their own learning in the process). It is also helping Rare campaign leaders integrate strategies for boosting community resilience in the face of the negative impacts of climate change.

Funding Partners

Each cohort is funded by a mix of donors, partners, and in-kind supporters. Each plays an integral role in shaping strategy, target outcomes, and ultimately the success of the program.

Role

- ✓ Provide significant funding at cohort level
- ✓ Participate in design of cohort Theory of Change
- ✓ Link Rare with other grantees doing complementary work in region or in area of conservation focus

"**The G.E.F.** was proud with the opportunity to have Rare and its local partners become executing organizations in the landmark project designed to protect near-extinct species in the Andes. We were also extremely pleased that our grant of \$1.8 million triggered significant matching funds required for this important community-based approach to conservation to succeed."

– Gustavo A. B. da Fonseca, Ph.D., Head, Natural Resources, **Global Environment Facility**

CHOOSE CAMPAIGN SITES

After years of scientific research, the conservation community has clearly identified the world's areas of highest biodiversity and most threatened ecosystems. Rare chooses sites in these priority areas (from Latin America and the Caribbean to Africa and Indonesia to Asia and the Pacific Islands.)

These areas contain not only the highest levels of biodiversity, but a large percentage of the world's population – many living below the poverty line. Engaging them in creating – and sustaining – solutions that work for both people and nature is a top priority for Rare.

When Rare assembles a cohort of campaigns to reduce overfishing, for example, or introduce more sustainable agriculture, we look for high-biodiversity sites where:

- Local human behavior is one of the top threats**
- Introducing sustainable alternatives is technically and financially viable**
- A qualified local implementing partner is willing to manage the comprehensive campaign (see pages 18-19)**
- Success will enhance learning and impact at the cohort level**



INDONESIA

DJUNA IVEREIGH

The Rare program for sustainable fishing helps communities all over the world reduce overfishing by establishing marine protected areas and no-take zones.

SELECT RARE CONSERVATION FELLOWS

WHO ARE RARE CONSERVATION FELLOWS?

Each local implementing partner in a Rare cohort selects a qualified staff member to enroll in Rare's training program, as well as lead the Pride campaign. This local leader becomes part of a worldwide network of Rare Conservation Fellows.

Those who complete all academic requirements and run a successful Pride campaign earn a Master's degree in Communication with an emphasis on conservation.

The Master's degree is globally accredited by the University of Texas-El Paso (a leader in social marketing), and delivered by Rare staff around the world in four languages: English, Spanish, Mandarin, and Bahasa Indonesia. Each year, more than 40 Rare Conservation Fellows are accepted into the program, selected from hundreds of applicants.

HOW DOES THE FELLOWSHIP SUPPORT RARE'S LOCAL IMPLEMENTING PARTNER ORGANIZATION?

Rare tools and training are designed to be shared with additional colleagues throughout the partner organization to enhance overall communications and community engagement capacity.

Each Fellow's supervisor is also asked to participate in Rare-led training workshops, regional strategy sessions with other cohort partners, and ongoing review of campaign tactics.

What does it mean to be a Fellow?

The Rare Conservation Fellowship is a rigorous program of both:

University-based academic training in communications for social and behavioral change

Hands-on mentoring in the field throughout every stage of campaign design, implementation, and evaluation.

Just a few of the 205 Rare Conservation Fellows and Alumni...



Ade Yuliani
Indonesia



Gildas Andriamalala
Madagascar



Elizabeth Cabrera
Paraguay



Jianmin Lang
China



Perla Lozano
Mexico



Eddy Santoso
Indonesia



Zhuoma Sina
China



Albino Parra
Mexico



Cheryl Calastro
Guam

SECURE FUNDING

HOW MUCH DO COHORTS COST?

Rare cohorts range in cost from US \$3-4 million over three years. Costs vary by region and program scope.

HOW ARE COHORTS FUNDED?

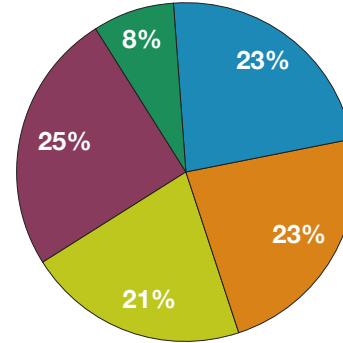
Each cohort is funded by a mix of donors, partners, and in-kind contributors.

On average, cohorts are funded by major gifts from individuals and large government and foundation grants, as well as both monetary and in-kind support from partners in the field.

Rare and its strategic partners conduct a significant fundraising effort before the cohort launches, and then continue to raise additional funds throughout the life of the three-year project.

Standard Cohort Costs

A detailed overview of costs is available upon request. In general, the costs breakdown as follows:

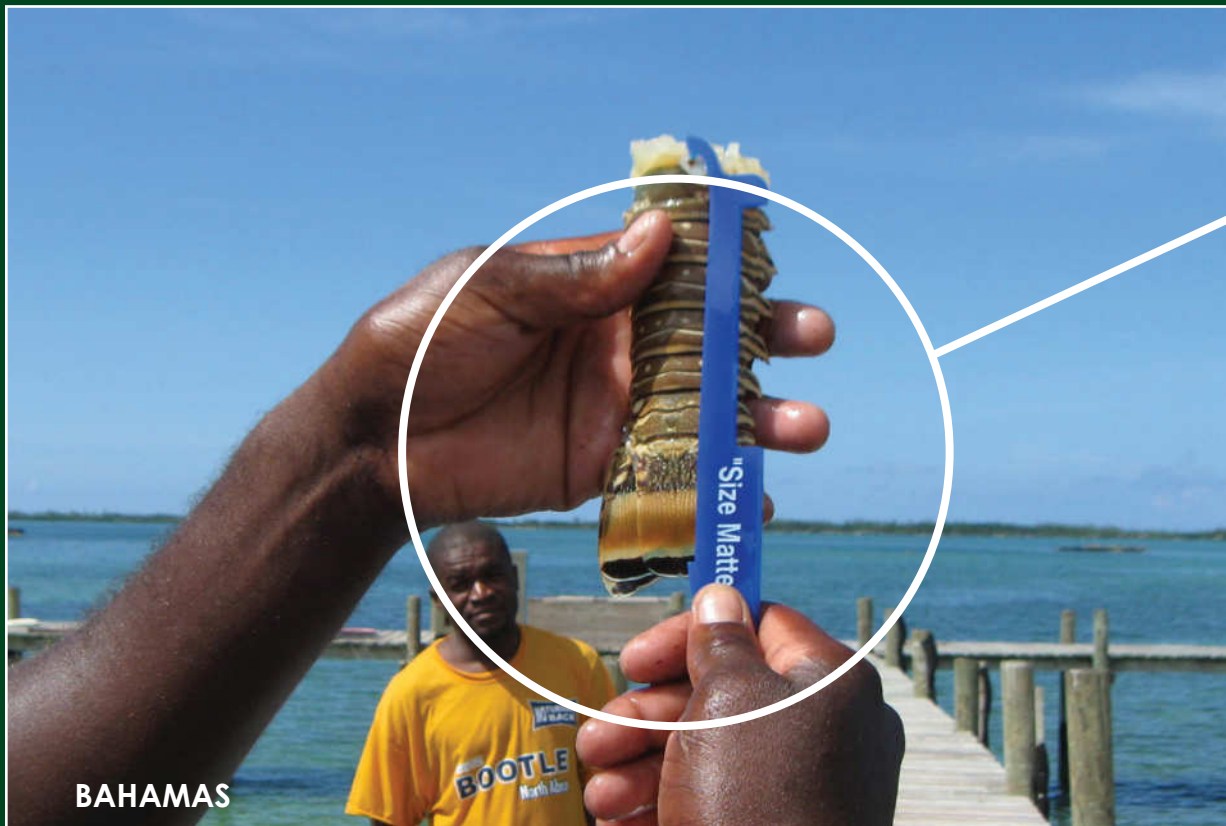


- Field-based training/mentoring
- University-based training/proprietary tools
- Campaign implementation, quality control, evaluation
- Technical advisors, livelihood alternatives, biological monitoring
- Global management

Rare's Annual Growth 2000-2010

In 2000, Rare supported six active Pride campaigns; by 2010, it supported 73.





BAHAMAS



The impact of investment

A recent campaign on **Abaco Island** in the Bahamas was funded by individual donors to Rare and in-kind contributions from our local implementing partner Friends of the Environment, as well as the Bahamas Marine Exporters Association, the Department of Marine Resources, and The Nature Conservancy. This page shows marketing materials and events used by Rare

Conservation Fellow d'Shan Maycock to rally fishers and community leaders around more sustainable harvesting of one of their main exports – spiny lobsters. Her behavior change goals included:

1. Increasing the number of fishers trained in the national Bahamas Catch Certification. At the end of her campaign, she had trained 400.

2. Getting fishers to throw back undersize lobsters caught, so that populations could replenish (buyers report a substantial reduction in number of undersize lobsters as percentage of total catch brought to market – from 15% of total catch down to .05%).

IMPLEMENT THE COHORT

Below is an at-a-glance timeline of the key activities to develop and implement a cohort of campaigns.

Begin



Program Design

- ▶ Identify bright spot on which to build cohort of Pride campaigns
- ▶ Draft Theory of Change to guide bright spot replication at multiple sites. Determine the conservation impact goals and the role of Pride
- ▶ Choose campaign sites and local implementing partners
- ▶ Select Rare Conservation Fellow from each local partner organization to enroll in Master's program and lead campaign
- ▶ Align all partners around multi-year implementation and monitoring plan, including target outcomes at each stage of cohort execution

1 Year



Implementation

- ▶ Fellows attend first of three university-based training sessions (9-weeks on the basics of behavior change)
- ▶ Fellows return to site, conduct baseline community surveys, gather biophysical baseline data, and involve multiple stakeholders in planning for change
- ▶ Local implementing partners answer the questions: "What are the barriers to change?" and "How will we remove those barriers?"
- ▶ Strategy set in place to remove barriers by providing alternatives -- technical, economic, social, or political
- ▶ Momentum grows as local leaders and influencers buy into need, and strategy, for change.
- ▶ Fellows return to university for second session (5 weeks to finalize communications plan to promote environmental pride and adoption of identified sustainable alternatives)

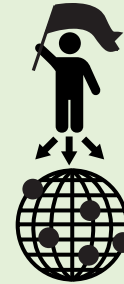
2 Years



Implementation, cont.

- ▶ Volunteer network built, social marketing campaigns in full swing at each site
- ▶ Training, tools, and incentives provided to make change possible for communities
- ▶ Conservation ethic takes root at community level, early adopters demonstrate benefits of behavior change.
- ▶ All cohort partners share learning, adapt strategy and tactics throughout program implementation
- ▶ Community surveys conducted toward the end of two years to assess both social and environmental change
- ▶ Fellows return to university for third and final session (3 weeks to share and celebrate results, build plan for sustaining impact)

3+ Years



Sustaining Impact

- ▶ Fellows earn Master's degree and join global Rare Alumni Network (majority remain at site to continue outreach/launch new campaigns)
- ▶ Rare sustainability grants awarded to local implementing partners with strongest potential to maintain or expand impact
- ▶ All cohort partners document learning and best practices; build online toolbox for replicating success
- ▶ Cohort partners leverage network of site-based successes to increase national political support and funding for community-based conservation
- ▶ Positive impacts of change help expand new practices to neighboring communities, fuel demand and funding for new cohorts
- ▶ Monitoring threat reduction continues for 3-5 years, or longer as needed to demonstrate impact

MEASURE IMPACT

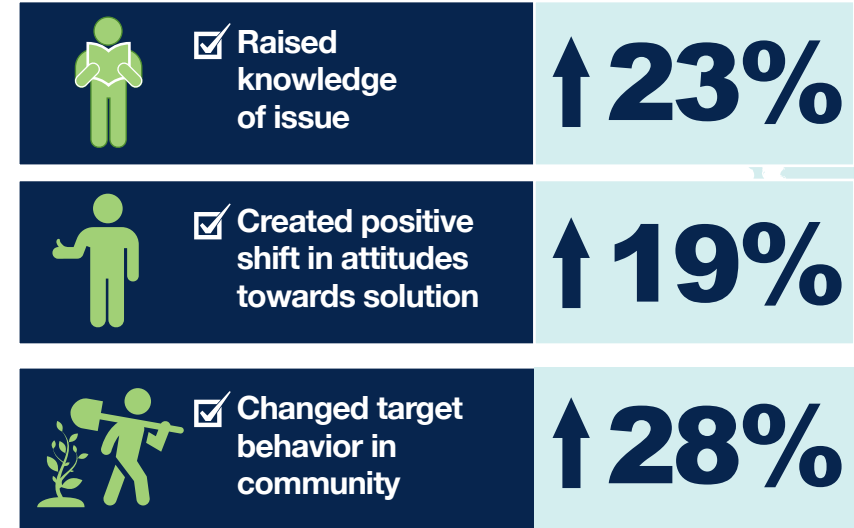
HOW RARE AND ITS PARTNERS MEASURE IMPACT

Rare develops a monitoring plan to gauge impact at each step in the Theory of Change. Rare has sophisticated tools for tracking changes in awareness, attitudes, and behaviors, which demonstrate positive impact by year three in most campaigns.

Rare relies on local implementing partners or technical experts to track positive changes to the health or populations of species and habitats, which often requires longer term monitoring. Rare sets targets for both social and biological change in the early stages of campaign planning and develops the monitoring plan accordingly.

Rare also tracks capacity built at the local level – through training, mentoring, and campaign leadership – as well as the use of Rare methods by Pride alumni.

In 2010, Rare graduated 26 campaigns for conservation in 10 countries. Results on average*:



*percentage reflects basis point change

“Marketers have come to rely on response rates in the .5% to 1% range, and the fortunes of organizations can be dramatically altered with low single digit shifts. The fact that Rare routinely creates, with limited resources, double digit shifts in key measures is incredibly impressive!”

- Mark DiMassimo, CEO & Chief Creative Officer, DIGO, an award-winning marketing agency in New York City

Examples of impact in key target areas for change:



Shifting awareness and attitudes

In Janos, Mexico, a Pride campaign led by Albino Parra and partner Pronatura Noreste dramatically reduced community resistance to establishment of a national biosphere reserve in one of the most important grasslands in North America; Janos Biosphere Reserve was formally decreed in 2009.



Changing behaviors

In Indonesia's Lamandau River Wildlife Reserve, both forests and endangered orangutans were under threat from agricultural expansion. A Pride campaign converted 58% of farmers in target villages to adopt more sustainable agroforestry techniques and give up slash and burn. A joint report issued by several partner organizations showed no incidents of illegal logging or forest fires in the reserve during or after the campaign.



Reducing threats to species and habitats

In Río Gallegos, Argentina – a critical stop for migratory birds such as the Red Knot – local NGO Asociación Ambiente Sur used Pride to reduce waste being dumped into the birds' coastal wetland habitat by 41%.



Protecting biodiversity

After a Pride campaign to create a safe habitat for the critically-endangered Guam Rail, which had not been seen in the wild since the 1980s, Guam's Department of Agriculture reintroduced 16 of the birds into the wild on nearby Cocos Island, where they are now monitoring the species' recovery.

SUSTAIN IMPACT

MEET ALUMNUS LUIS OLMEDO SÁNCHEZ SAMUDIO

As a Rare Conservation Fellow from 2005-2007, Luis Olmedo Sánchez Samudio reduced the use of harmful pesticides in his community of Cerro Punta, Panama. He convinced more than 20% of all farmers to adopt organic practices and integrate better techniques for conserving water and reducing pollution.

As a Rare Alumnus, Luis has continued applying Pride techniques to this day and growing the number of converts and conservation advocates. His influence has also widened. More than 100 farmers from central Panama have now come to Luis's site to learn about organic farming and its benefits. Luis is also serving as a mentor to 12 new Rare Conservation Fellows in the region.

Alumni of the Rare Conservation Fellows program have a demonstrated track record in sustaining and broadening impact at the site level, as well as continuing to apply Rare tools to other conservation challenges.

92% of alumni are still working in the conservation field.

52% of alumni have run second and third campaigns – funding and managing these projects on their own.

73% of alumni have sustained their campaigns after the formal relationship with Rare has ended.



PANAMA

Luis Olmedo Sánchez Samudio, works with local farmers to adopt organic practices and conserve water in Cerro Punta, Panama.



Rare offers a number of tools to support alumni organizations and graduates of the Fellows program



Alumni Grants

Each year, Rare awards competitive grants to alumni with the strongest proposals for sustaining impact or expanding campaigns to reach new audiences.

Alumna Duan Honglian (above), who works in the Gaoligong Nature Reserve in Yunnan, was one of three Rare Alumni Grant recipients from China in 2010. Her grant will help continue her work getting the community to use electric stoves as an alternative to using fuelwood from forests that harbor endangered species.

At the onset of her campaign in 2008, only 18% were using electric stoves. Duan pushed adoption to 59% by the time she graduated from the Rare program, and her alumni grant is supporting a plan to get that rate to 75%. Reserve staff report no new felled trees since the effort launched.



JASON HOUSTON

Providing international groups with transferable skills and tools

The majority of Rare's local, national and international partners report that the capacity built and results achieved through Pride also create systemic change within their organizations.

After running multiple Pride campaigns, **Mexico's National Park Service, CONANP**, officially adopted Rare's methodology into its 2007-2012 Strategic Plan. CONANP has since run 22 total Pride campaigns, with the stated goal of ultimately launching one in each of Mexico's 154 national parks.



Online platform for exchange and learning

Rare Conservation Fellows and staff from partner organizations, as well as alumni all over the world, use **RarePlanet.org**. They post campaign materials for feedback in real time, share challenges and solutions, network with highly specialized experts, join forums, and promote their work to a global audience.

In addition, communities of practice around specific issues – such as fisheries management and watershed agreements – are starting to form on the site, offering any interested parties the opportunity to participate and learn from new approaches being tested and refined at the community level.



“Rare attends to conservation where it ultimately has the most lasting effect, through education tuned to the culture and needs of local people.”

– E. O. Wilson, Pulitzer Prize-winning author and conservation biologist