



conservation on a human scale

RARE

inspiring conservation



How Rare puts people in the conservation equation

All across the developing world, farmers, fishermen, community leaders and families are struggling to meet basic life needs in the face of dwindling natural resources. At the same time, conservationists are lamenting the ineffectiveness of protected areas and the lack of community support for better legislation or resource management. One thing is clear: while conservation has long been science-driven, success will mean factoring **people** into the equation in a more meaningful way.

So where are the labs and instruments and case studies on changing behaviors, building public will, improving community relations, and launching environmental movements? Rare and its partners in 52 countries have been testing and refining an array of new tools to fill these needs — particularly at the local level, which often determines the sustainability of large conservation efforts.

These tools make up what Rare calls a “Pride” campaign — so named because it inspires

people to take pride in the species and habitats that make their communities unique, while also giving them real alternatives and incentives to change behaviors. Running for approximately 2 years at any given site, Pride campaigns incorporate everything from social marketing to public relations; government affairs to community development; and education to entertainment.

Rare does not directly implement campaigns. We train local organizations in proven community engagement

techniques and then rely on them to add an essential understanding of local culture and social norms — as well as to sustain impact long term. Those who complete all coursework and run a successful campaign receive a Master’s Degree in Communication from the University of Texas in El Paso.

How Rare measures impact

Conservation
Reduced threat to biodiversity at the site

1

Wildlife Conservation Society-Laos used a Pride campaign to establish the nation’s largest Fish Conservation Area, reducing threats to both biodiversity and local livelihoods.



Capacity
Partner organization equipped with communications toolkit for ongoing use, and highly-trained staff member

2

The Nature Conservancy-Indonesia ran its first Pride campaign in Komodo in 2003; campaign manager Hesti Widodo now mentors other TNC staff as they replicate the method at marine sites across Indonesia.



Constituency
Informed citizens and leaders who are inspired to support conservation long term

3

After a Pride campaign in Manantlan, Mexico inspired a 50% reduction in forest fires, the community went on to mobilize 2,000 volunteers to collect 16 tons of garbage and reforest the local watershed.



Rare helps partners...

Application Phase
6-9 months

...answer strategic questions

- Is behavior change possible?
- Can I turn behavior change into long term conservation?
- Do I have the right staff and resources to manage an effective communications campaign?
- How can I secure funding?

University Phase 1
weeks 1-9

...master the basics of behavior change

- The science behind social and behavioral change
- Formative research techniques
- Using concept models and threat ranking software
- Essential skills for campaign leaders
- Introduction to communications and social marketing

Field Phase 1
weeks 10-35

...build a foundation for community-driven conservation

- Conducting community surveys to establish baselines and targets
- Building consensus on targets between multiple stakeholders, experts, and partners
- Getting local leaders and community influencers on board
- Identifying barriers to change – social, economic, or technical – and developing viable alternatives prior to launching mass communications

University Phase 2
weeks 36-40

...develop a targeted communication plan

- Audience segmentation and tailored messaging
- Communications and media planning
- Designing for impact
- Mastering the art of campaigning -- planning, troubleshooting, evaluation, and adaptive management

Field Phase 2
weeks 41-101

...launch a mass marketing campaign

- Turning a flagship species into an ambassador for change
- Rolling out 30+ marketing vehicles
- Working with technical, political, or other partners to provide the right incentives for change
- Holding community training workshops or demonstrations to facilitate adoption of more sustainable practices

University Phase 3
weeks 102-104

...plan for sustaining change

- Evaluating results
- Celebrating short term wins and building strategy for sustaining impact long term
- Exploring opportunities for continued funding

...build a lasting conservation ethic
in communities across the globe





Applying for a Rare Pride Campaign

Rare launches 48 campaigns annually on a fixed start date. Our next launch is Spring 2010, with training offered in English, Spanish, Bahasa Indonesia, and Mandarin (see our fact sheet on “training” for more about regional locations and curriculum).

Before entering into a formal partnership, Rare will dedicate anywhere from 6-9 months helping you assess whether our approach is the right fit with your needs.

Organizations interested in applying for a campaign need to complete the following steps:

1. Submit an **Expression of Interest Form** on Rare’s Web site (rareconservation.org/apply)
2. Rare will notify you within 2 weeks as to whether or not you should submit a **full application**.
3. Full applications are completed with the support of Rare staff in each region and include **phone and in-person interviews**.
4. Partners must identify a **staff member who can be dedicated full time** to running the 2-year campaign. An assessment of the campaign manager is a critical part of the application process.
5. Rare holds regular **workshops in each region for prospective partners**. These give applicants the opportunity to better understand our model, work closely with a Rare advisor on assessing feasibility and strategy, and meet other conservationists tackling similar challenges in their region. Please ask your Rare advisor for more details.
6. If you are among the 48 applicants chosen for 2010, you will be **notified at least 3 months prior to launch** and the campaign manager representing your organization will be registered at the appropriate regional university.
7. If your application is not selected, Rare will work with you on other options, such as deferring your start date to the following year, accessing resources through our online network, or exploring other tools or partners that may help you meet your goals.



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For general inquiries, contact Kate Mannle at kmannle@rareconservation.org or +1 (703) 522-5070, ext. 139

To express interest in applying for a Pride campaign go to rareconservation.org/apply