

empowering locally-led sustainable management of

coastal fisheries

introducing a replicable community-based conservation solution to restore and protect coastal fisheries for the people and countries that depend on them

our vision for impact

Rare is catalyzing a movement to empower vulnerable coastal communities to sustainably manage their fisheries, which will:

- build natural resource management capacity
- boost environmental and social resilience to climate change
- improve livelihoods and food security
- conserve critical ocean habitat and marine biodiversity

Rare envisions a future in which 100% of coastal fisheries are sustainably managed, and we are committed to working toward this ambition until it becomes reality.

the urgency to act

Increasingly, economic growth and human development are creating unsustainable burdens on marine resources that secure food and livelihoods for millions of people along the coast.



Biodiversity

90% of the world's fisheries are either fully exploited or over-exploited.¹



Food Supply

Over 1 billion people rely on seafood as their primary source of protein, with another 4.3 billion utilizing seafood for at least 15% of their animal protein consumption.¹



Habitat Protection

The world has effectively lost 19% of its original area of coral reefs, and 15% are seriously threatened with loss in the next 10 to 20 years.²



Jobs

50 of the world's 51 million fishers are coastal fishers in developing countries.³



Photo Credit: Jason Houston

community
empowerment



national
partnerships



replication

how we work makes the difference

Rare believes that the adoption of rights-based fishery management systems will result in transformative impact for both people and nature. Our innovative coastal fisheries resource management solution marries managed access of fisheries with marine reserves. By leveraging our proven community mobilization and behavior change expertise at local and national levels, and through private sector partnerships that strengthen the economic and financial incentives for behavior change, Rare is uniquely positioned to enable sustained adoption and replication of our solution.

origin of the solution

Rare's small-scale fisheries solution evolved from a collaborative partnership between Environmental Defense Fund, University of California Santa Barbara and Rare (called Fish Forever) that was formed to establish the standardized design blueprints and global tools for a rights-based management initiative. We began our fisheries work with local partners on the ground in 2006.

measuring impact

Rare uses a methodic and collaborative approach to gather data at over 50 sites worldwide, creating a pool of globally significant data across 22 measures and four categories:

- sustainable fisheries management
- ecosystem conservation and fisheries productivity
- profitable fisheries
- sustainable livelihoods

Regular data monitoring and analysis enables rapid program assessment, cross-country learning, and adaptive management approaches that benefit fishing communities, national governments and the broader scientific/conservation community.

where we work: the world's most biodiverse countries

Rare currently works with partners to implement its coastal fisheries solution in high-biodiversity countries where fish are critical to food security, and where a variety of technical and political factors combine to indicate the likelihood of success, namely the urgency/need, high demand for a solution (i.e., an invitation to partner), and a strong fit with how Rare works.

Currently, Rare is implementing this solution in **Brazil, Mozambique, Indonesia, the Philippines and Micronesia**. To date, more than 50 communities are actively engaged in this work.



At Rare, we believe that conservation's greatest challenges are the result of human behaviors – and so too are the solutions. Unique as a global conservation organization, we use our expertise in behavioral science to empower community-led adoption of new sustainable behaviors and solutions that improve livelihoods and biodiversity.

For nearly 40 years, we have worked with partners to spark hundreds of community campaigns that have led to movements around the world. These campaigns have provided solutions to some of the most urgent global conservation threats of our time, like overfishing, deforestation, contaminated freshwater and unsustainable agricultural practices, all of which impact wildlife, habitat, food security, climate resilience and economic and social stability.

1. "The State of World Fisheries and Aquaculture: Opportunities and Challenges (SOFIA)." FAO. 2014.
2. Status of Coral Reefs of the World. 2008.
3. "Walking the Talk: Implementing the International Voluntary Guidelines for Securing Sustainable Small-Scale Fisheries." Svein Jentoft, Maritime Studies. 2014.

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rare inspires change so
people and nature thrive

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