



RARE

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inspiring conservation



Individual  
Consumer

Corporate  
Leader

US  
Legislator

Int'l Trade  
Regulator

National  
Legislator

Local  
Community

More than 60 billion acres of forest is  
natural resource managed, many to the  
municipal level







**Salvador Garcia Ruvalcaba**







# PROTEJAMOS NUESTRO ORGULLO SIERRA DE MANANTLAN

¡ Es nuestra responsabilidad, prevenir incendios forestales para el beneficio de todos!



Los antiguos indígenas de la Sierra de Manantlán veneraban sus bellísimos animales y manifestaciones naturales.

Hoy la cultura indígena simboliza nuestra identidad, pero nuestra sierra está amenazada por los incendios forestales.



Preveniendo incendios forestales













Productos Purificados

**Anantlán**

S.R. DE C.V.

TELÉFONOS AL 381-3423

CALLE No. 258 - AUTLÁN, JALISCO, MÉX. C.P. 46100

NATURALMENTE...

**Agua Purificada**



**Anantlán**

CALIDAD PARA TU SALUD











**Result: 45% reduction in forest fires**







# Salvador's Theory of Change

In order to REDUCE THREAT OF FOREST FIRES to  
THE SIERRA DE MANANTLAN, the campaign will  
change the behavior of LOCAL FARMERS, by  
DEMONSTRATING SOCIAL BENEFITS, REDUCING PERCEIVED ECONOMIC COSTS,  
AND ENSURING THE ABILITY TO USE BENIGN, CONTAINED PRESCRIBED BURNS,  
using proven social marketing tactics such as  
MARIACHI MUSIC, CHURCH SERMONS, FARMER WORKSHOPS. In the end,  
the campaign's impact will be measured by  
PRE- AND POST-CAMPAIGN FIRE DATA. In order to be a true  
success, the campaign will have REDUCED FIRES BY 25%  
IN COMMUNITIES WHERE WE'RE ACTIVE before DECEMBER 2003.

Signed SALVADOR GARCIA  
RUVALCABA



# Measures of Success



## Capacity

- Site Assessment
- Threat Reduction Analysis
- Campaign Design
- Project Management
- University Diploma
- Fundraising



## Constituency

- Knowledge
- Attitude
- Behavior



## Conservation

- Potential Threat Reduction
- Actual Threat Reduction





# Pride Campaign in Papua New Guinea

Trained leader  
Local  
constituency  
Network of  
Locally Managed  
Marine Areas







**Established a 912,500 acre national park in the  
Togean Islands of Indonesia**





**Helped create a protected area for the Philippine Cockatoo  
and its forest habitat**



A 2006 study found that of the 8 Amazona parrot species featured in Pride campaigns throughout the Caribbean and Latin America, 6 (75%) are now thought to be increasing in population size.

By contrast, among 13 similar Amazona parrot species that were not Pride flagship species, only one (8%) is currently thought to be increasing in population size, while 11 (85%) are thought to be decreasing.



**Pride saved the National Bird of St. Lucia**

# Rare's global training platform





# A Global MIS

## Rare Flash Report

April

Recruitment

Pride Scorecard

Fundraising

Operations

Bogor  
Guad  
Kent  
Sichuan  
All Universities

☒ Spring

☐ Fall

☐ Total

Enrollees  
Applications Approved  
Full Applications  
Pre-Applications

0 1 2 3 4 5 6

#	2004	2005	2006	
# 4565-09	456	234	500	
# 9878-08	543	345	654	
# 7655-23	234	432	543	
# 3244-99	654	456	654	
# 5467-99	100	123	145	
# 8765-01	34	54	76	



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