

MARKETING SUPPORT AND SERVICES FOR PARTNER COMPANIES

Adding value to businesses by helping companies
communicate & leverage sustainability commitments

The Rainforest Alliance is an international non-profit organization working in more than 60 countries. We harness the power of the market to drive sustainable transformation at the intersection of business, agriculture, and forests. We are building an alliance that is all about changing the way the world produces, sources, and consumes to create a better future for people and nature.

ADDING VALUE TO YOUR BUSINESS

The Rainforest Alliance works with partner companies to effectively drive their action on sustainability. Our dedicated marketing team helps you achieve:

- **Strengthened business reputation** by responding to the rising demand of consumers and other stakeholders for companies to act responsibly and demonstrate credible impact;
- **Enhanced brand value** with consumers and other stakeholders through the positive impact of your work with the Rainforest Alliance on people and nature;
- **A meaningful sustainability marketing program** in relation to your agriculture and forest-based products using our seals and supporting marketing communication resources;
- **Credible communication of your commitment and achievements** to stakeholders, including consumers, customers, employees, investors, media and others who impact your business success;
- **Raising the profile of your products** by telling a sustainability story about your work with the Rainforest Alliance that fits your brand values and resonates with your customers.

MARKETING SERVICES

We offer a portfolio of services to partner companies sourcing Rainforest Alliance Certified™ and/or UTZ certified ingredients to support your sustainability communication, such as:

- **Marketing toolkit** to engage your audiences with the positive impact of your work with the Rainforest Alliance and meaning behind the Rainforest Alliance Certified™ and UTZ certified seals. The toolkit consists of key messages, photos and videos (including b-roll footage), infographics, farmer testimonials, posters and social media graphics;
- **Business Blog**, your knowledge platform on sustainable sourcing, market insights, marketing inspiration, and more;
- **Business Newsletter**, an online newsletter with news and insights about the sustainability journey of our partner companies and transformation of the agricultural and forestry sectors;
- **Annual Follow the Frog Campaign** in multiple countries to raise the profile of your products with the Rainforest Alliance Certified™ seal, highlight your work with the Rainforest Alliance and share in the impact of a global campaign;
- **Digital communications, both B2B and B2C** on our website as well as our ever-growing social media channels;
- **Media & Public Relations support** in partnership with your media teams or agencies;
- **Collaborative opportunities** to co-create activations, such as marketing campaigns, webinars, events, conferences, employee engagement, consumer promotion, in-store and POP materials;
- **Cause marketing and commercial co-venture campaigns** to engage customers and consumers while generating funds for sustainability programs.

Visit us: rainforest-alliance.org/business



WHY SUSTAINABILITY?

Sustainability has become a business imperative, with incentives as diverse as cost savings, risk mitigation, supply chain security, access to new markets, customer loyalty, enhanced brand value and more. The Rainforest Alliance works with more than 3,000 companies to support their sustainability journey, and there are many reasons why:

Consumers Care

- 33% of consumers already make purchasing decisions with sustainability in mind.¹
- Heads of households who feel better when buying products that they know are sustainable or better for the environment: 53% UK, 78% US, 85% Brazil, 85% Turkey, 88% India.¹

Consumers Expect Companies to Care

- 67% expect their employer to have a great purpose and their job a meaningful societal impact.²
- 76% of the global population believe that CEOs should take the lead on change instead of waiting on governments to impose it.²

Companies Need to Earn Their Trust

- 52% of the general global population believe that a company's effort to protect and improve the environment is important for building their trust.³
- 67% will try a product from a brand with a good reputation but will only continue buying it if they trust the company.²

Business Value

- Using sustainability standards drives improved reputation (60%), improved profitability (53%), cost reduction (30%) and growth in production (30%).⁵
- Sales of chocolate and coffee products with sustainability claims grew faster (resp. 16 % and 1%) than the overall category (resp. 5% and -1%) in 2017-18.⁶

1. Source: Unilever: Making Purpose Pay, Inspiring Sustainable Living, 2019
 2. Source: Edelman: Trust Barometer, 2019
 3. Source: Edelman Trust Barometer, 2017
 4. Source: BBMG/GlobeScan: Brand Purpose in Divided Times, 2017
 5. Source: ISEAL/ Aidenvironment: The Business Benefit of Using Sustainability Standards, 2017

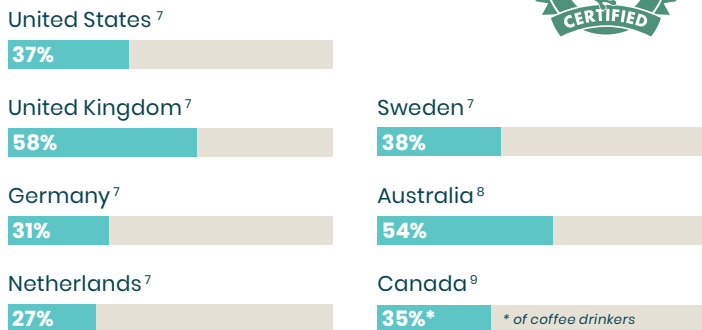


Part of the Rainforest Alliance

In 2018, The Rainforest Alliance and UTZ merged to become one organization. By joining forces, we have combined the leadership, expertise, and longstanding partnerships of two leading international organizations in a powerful alliance.







Together we can more effectively respond to the urgent challenges of today and be a better partner to the many stakeholders we work with.

CONSUMER AWARENESS OF THE RAINFOREST ALLIANCE CERTIFIED SEAL



6. Source: Nielsen: What's Sustainability got to do with it, 2018
 7. Source: Rainforest Alliance/Nielson, 2017
 8. Source: Australia: MobiumGroup Living LOHAS report 5, 2015
 9. Source: Coffee Association of Canada, Canadian Coffee Drinking Study 2013

CONTACT US:
 Let's talk about how we can help communicate and market your sustainability journey
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