Communicating about sustainability
Add value to your brand by sharing your sustainability story

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Your speakers today:

Michiel Leijnse, Global Marketing Director

Debbie Rutstein, Marketing Senior Associate, Americas and Emerging Markets

Pilar Pedrinelli, Consumer Engagement Manager

Reach us at Marketing@ra.org
1. Who is the Rainforest Alliance?
Who is the Rainforest Alliance?

In 2018 the Rainforest Alliance and UTZ joined forces with a mission to create a better future for people and nature by making responsible business the new normal.

Our alliance is all about changing the way the world produces, sources and consumes, working in over 70 countries on a variety of crops, with a focus on cocoa, coffee, tea, bananas, forest products and palm oil.

We see social, environmental, and economic forces as an interdependent system. By acknowledging the complexity of moving into a more sustainable world, our alliance recognizes that small steps can also have far reaching impacts.
Impacts and interventions in 4 areas

CORE INTERVENTION

LANDSCAPES AND COMMUNITIES

CORE INTERVENTION

REIMAGINED CERTIFICATION

SUPPORT INTERVENTION

ADVOCACY

SUPPORT INTERVENTION

TAILORED SUPPLY CHAIN SERVICES

Certification, which we focus on today, is just one tool in our toolbox. As an organization, we believe this more holistic approach will help bring about more lasting impacts in line with our mission and vision.
In Case You Missed it!
A new look, a new frog, a new certification standard

We have **rebranded** with a more dynamic, alert frog to symbolize our bold new organization.

With that came **a new seal** to help communicate what we do to consumers globally.

All helping share the impacts we hope to see from our **new standard**.

Helpful resources:
- Using our new seal: timelines and guidance documents
- Communicating the transition to the new seal to your customers
- 2020 Certification Standard: including links to one pagers on key topics of interest
The heart of our new 2020 Certification Program

designed to help 2 million+ farmers around the globe to:

- **Mitigate and adapt to climate change**
  by training them on climate-smart agriculture techniques.

- **Improve their livelihoods**
  by introducing targeted measures to foster shared responsibility across supply chains, requiring companies to invest in and reward more sustainable production.

- **Protect Forests**
  through new digital tools to better measure impact and analyze risks, including geospatial analysis.

- **Advance human rights**
  in a new “Assess-and-Address” approach, tackling issues such as child labor, forced labor, discrimination, and workplace violence and harassment.

Watch this video to learn more about our new program
What the new seal represents:

1. A bold mark of change that stands for hope, action, and progress, here to help brands tell the story of the good that goes into their products.

2. A visual cue to consumers to help them make better choices, signaling to them that you are taking steps to make your products more sustainable.

3. Represents the vision of a sustainability pathway based on continuous improvement, transparency, and shared responsibility between farmers, foresters, and companies to reach our mission.
How we created the new seal

1. We developed multiple creative options of the new seal, which reflected our vision, mission and values;

2. We held extensive company consultations in the briefing phase and before the final consumer tests to understand the needs of our partners;

3. We conducted several quantitative and qualitative tests with consumers on the potential language and visuals to choose the most appealing option.

To help consumers better understand the transition of the UTZ certification program to the Rainforest Alliance, we have a temporary corporate UTZ Part of the Rainforest Alliance logo available for companies sourcing UTZ certified products to use when making a broad or corporate level claim off-pack about purchases of UTZ certified materials or projects with UTZ certified farms.
The new seal builds on the already strong awareness of the Rainforest Alliance Certified™ & UTZ seals globally.
2.1 Sustainability adds value to your brand
Consumers globally care about your sustainability commitments

<table>
<thead>
<tr>
<th>84%</th>
<th>64%</th>
<th>64%</th>
<th>60%</th>
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<tr>
<td>95% value complete transparency about it. ¹</td>
<td>18% increase amongst 55+ consumers ²</td>
<td>would “purchase more products that are environmentally and socially responsible if claims “were more believable” ³</td>
<td>of global consumers say brands should make it easier to see its value and its position on important issues at the point of sale ²</td>
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consider a company’s social and environmental stance prior to purchase.

are belief-driven buyers: they choose, switch, avoid, or boycott a brand based on its stand on societal issues,

Sources:
1. Unilever Making Purpose Pay, Inspiring Sustainable Living 2019
2. Earned Brand 2018
3. 2018 Edelman Trust Barometer
...and sustainability sells

16% of global consumers say they would be willing to buy a product from an unknown brand with stronger social or environmental commitments.  

80% of global consumers often or always look for trustmarks when they shop.

52% growth in sales volume of coffee products with an environmental claim vs 4% sales volume growth in the total coffee category.

60% of global consumers “often” or “always” look for trustmarks when they shop.

Sources:
1. Nielsen: What’s Sustainability got to do with it 2018
2. Cone Global CSR Study 2015
3. Edelman Trust Barometer 2019

An additional 32% “sometimes” do.
2.2 Standing up by standing out

Who is today's consumer?
Does sustainability even matter in today’s world?

- Consumers still worry about climate change and want to hear how you are addressing it (even during a pandemic).
- They demand brands to take public stances, with over 40% believing that the best way to do so is through collaboration with relevant nonprofits.
- And why do they want to hear you loud and clear?

Sources: US Syndicated Community COVID-19 Discussion Boards, Ipsos, 2020; Hootsuite 2020; Sprout Social 2020
The next generation of buyers: an increasingly important and influential consumer group

- Millennials and Gen-Z have **$350 BILLIONS OF SPENDING POWER** in the US alone.¹

- **“MOBILE-FIRST” GENERATIONS** with more access to information than ever before

- **CHOOSING CAREFULLY BEFORE SPENDING:** they research online and seek out honest reviews before making a purchase.²

- **THEY DEMAND TRANSPARENCY AND AUTHENTICITY**

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¹*The Influence of Woke Consumers,* McKinsey, 2019
²*Millenials Millennials, Nielsen, 2018*
Driven by values not value

- **74% OF MILLENNIALS ARE MORE LIKELY TO BUY BRANDS SUPPORTING SOCIAL ISSUES THEY CARE ABOUT**, on par with the 70% who claim to be more likely to buy a brand handling social issues well in general.

- **THEY DEMAND TRANSPARENCY AND AUTHENTICITY** from the brands they support.

- **THEY SHOP FROM BRANDS THAT SHARE THEIR VALUES**, -- of which sustainability is a major one, as brands are now becoming a part of an individual’s identity.

CONSUMER INSIGHTS: Value-action gap mining support for sustainability

1. **SOCIAL PRESSURE**
   In today’s hyperconnected world, consumers are under more pressure to do “good” & gain social credit.

   THE VALUES THEY PUBLICIZE DON’T NECESSARILY TRANSLATE INTO ACTION

2. **SUSTAINABILITY COST**
   More sustainable options tend to cost more in comparison to mass produced products.

   THE COLLECTIVE VALUE THEY’RE CONTRIBUTING TO IS INTANGIBLE AND HARD TO VISUALIZE

3. **INCONVENIENCE**
   Shopping more sustainably usually requires consumers to make changes to their daily habits.

   CONSUMERS ARE RELUCTANT TO CHANGE THEIR LIFESTYLE AND FORM NEW HABITS IF THE EFFORT NEEDED IS HIGH

4. **SKEPTICISM**
   Sustainability is “trending”: a minefield of players, certifications and conflicting information.

   CONSUMERS ARE OVERWHELMED, UNSURE WHO TO TRUST AND IF THEY ARE MAKING A DIFFERENCE OR PLAYING INTO GREENWASHING

Gap is further exacerbated by messaging **EMPLOYING GUILT TO DRIVE CHANGE** & asking **AUTHORITATIVE ACTION RATHER THAN EXPLAINING THE ‘WHY’**
How do you stay relevant to this audience?

**TRANSPARENCY**
Be open and transparent about challenges you and your industry are facing.

**COMMUNICATE PROGRESS**
Communicate progress, not perfection. Remember, sustainability is a journey of continuous improvement.

**GENUINE IMPACT**
Make sure that your purpose impacting lives or genuinely improving something?

**EMOTIONAL CONNECTION**
Make an emotional connection that will resonate with your target consumer.

**PURPOSE**
Make sure you have a clear purpose which reflects your business’s fundamental reason for being.

**CREDIBILITY**
Watch out the DO/SAY gap.

Source: Ipsos, 2020
Consumer Engagement: making good actions a habit
Our strategy in one page

CREATE A BRAND FOR LIFE: POSITIONING THE RAINFOREST ALLIANCE RIGHT AT THE CENTER OF A MOVEMENT FOR GOOD

WHAT?
• Expressing an emotional and bold message: what we want to be known for
• Building the concept “join the alliance”
• Encourage consumers to do as much good as they can, with a continuous dialogue

HOW?
Help consumers make better choices building a strong brand for good: incentive also for our partners

WHO
The Aspirationals (psychographic): Aware of global challenges but overwhelmed. Engaged & status driven

THE RESULT? Brand and mission awareness & love.
We are the brand of choice for consumers and companies alike. This in turn allows us to grow our support, impact and revenue.
OUR AUDIENCE WANTS TO MAKE A CHANGE BUT FEELS THAT IT’S OUT OF THEIR REACH. WE NEED TO REASSURE AND EMPOWER THEM TO BELIEVE THAT MAKING SMALL CHANGES CAN MAKE A REAL IMPACT. THAT STRENGTH IS IN NUMBERS NOT PERFECTION.

WE NEED TO ENABLE CHANGE IN THE HANDS OF THE MANY AND MAKE SURE THAT THEY DO AS MUCH AS THEY CAN.
Our Brand Idea: a single minded message that encompasses RA’s mission, and the importance of consumer participation in achieving it.

WE THRIVE TOGETHER

A flexible verbal system, which can flex to zoom into specific causes or issues, THRIVE is the ultimate overarching ambition.

View our new Thrive Together video here!
How do we explain to consumers what do we do? (going beyond certification)
Consumers really care about living more sustainably but don’t know how to do it due to:

- An overload of conflicting “must dos” and “how tos”
- Confusion and feeling like the fate of the world rests on their individual shoulders leaves them feeling guilty
- Their potential impact feels intangible

**Brand Opportunity**

Real impact can only be achieved if the system (society, economy and the environment) works in tandem – we thrive together. We need to extend this belief into consumer culture showing them how they can collectively make the most impact.

Power in numbers to drive:
- Change together
- Mobilizing governments and industries

Help them prioritize actions by giving them the knowledge they need to decide how to have the most impact in ways relevant to them.
3.1 #FOLLOWTHEFROG 2020
Follow the Frog: our annual campaign to help consumers make better choices

WHY A FROG?
It’s an *indicator species*: when it is present the natural ecosystem is balanced and thriving. When we no longer see it, we know that ecosystem will soon suffer if we don’t do something urgently.

THAT’S WHY WE ARE ASKING TO “FOLLOW THE FROG”:
To make better choices for our planet, from changing small everyday habits to purchasing with purpose by looking out for our Frog seal on products.

It’s also an occasion for brands that work with the Rainforest Alliance to showcase their sustainability commitments and impacts. All our partners are invited to participate in our campaign.
FOLLOW THE FROG 2019 in numbers

93
Participating countries
including Argentina, Australia, Canada, Colombia, Costa Rica, Ecuador, Italy, Japan, Kenya, New Zealand, Nicaragua, Turkey, Spain, South Africa, Sweden, UK, and US

1.1M
Users reached
Via 10 social media influencers from across the globe, employed by the Rainforest Alliance during the campaign

1.5M
Instagram impressions.
304k Facebook impressions
4%+ Twitter engagement on Rainforest Alliance accounts
For this year’s campaign we are proud to introduce our new Rainforest Alliance certification seal to consumers, our vision of sustainability as a journey of continuous improvement.

We have developed a global toolkit of digital creative assets for our partners to share their story and celebrate our partnership.

It includes ready-to-use assets and basic personalization in 6 different languages (English, Spanish, German, Brazilian Portuguese, French & Swedish)
For our partners that commit to launching our new seal on pack by the end of 2020, we will be offering additional opportunities for cross promotion and co-creation.

This year we want to work together towards a future where ‘Positive Consumption’ is the new normal, by engaging with consumers to make a change in their lifestyles and commit to making better choices a habit.

We will also be affiliates of The EU Sustainable Development Week 2020 & Climate Week NYC
Our Global Asset Toolkit available to all partners in different languages: Spanish, German, Brazilian Portuguese, French & Swedish

- Small Choices Big Impact
- Conoce A Nuestra Nueva Amiga
- Petits Changements Grand Impact

6" animation to bring to life our new seal. Available for:
- Old RA to new RA
- UTZ to new RA
- UTZ+Old RA to new RA
Show your efforts and amplify our message:
General Next steps

- Mark your calendars on **21-27 SEPTEMBER**, and add Follow the Frog to your marketing and communication plans

- Visit our [website](#) for up to date information & to access the [global Follow the Frog toolkit](#)

- **Engage in social media** across portals, tagging the Rainforest Alliance and using the hashtag **#FOLLOWTHEFROG**

- Keep us updated on your plans and activations so we can partner to support, track and amplify your company activities across our channels

Reach us at: [marketing@ra.org](mailto:marketing@ra.org)
2.3 How RA can help communicate your story
Choosing your unique angle

You can communicate your partnership with the Rainforest Alliance in a general way, highlighting the many benefits and positive impact on people and nature. Or, depending on your needs and brand values you can choose to focus on the element(s) that resonate best with your target audience:

- Social
- Environmental
- Economic

Back up your claims with [impacts data](#) from our certification programs
Bringing your story to life: what we offer

**COLLABORATIVE OPPORTUNITIES**
- Marketing campaigns
- Webinars & events
- Employee engagement
- In-store & consumer promo
- #FollowTheFrog

**MARKETING TOOLKIT**
- Key messages
- Photos & videos
- Infographics
- Farmer quotes
- Social media graphics

**MEDIA & PR SUPPORT**
- We back you up in case of media requests
- Help you with your own PR material

**NEW: CONSUMER ENGAGEMENT**
Increase consumer awareness and engagement with the Rainforest Alliance brand
Great resources from our Marketing Toolkit to get you started

- Ultimate Marketing Guide
- Messaging Templates
- Guide to communicating about sustainability
- Stock photos
- Video B-Roll
- Example Videos
- Promotional materials
- Informational overviews and graphics about the Rainforest Alliance
  - What’s behind the seal
  - People, Planet Profit infographic
Recent multi-touchpoint example: Tesco

Estimated reach – 78% of UK population on TV and 12% of population on digital

Dates: 2 weeks in March 2019 then again in April 2019 to coincide with Easter

Also including:
- Facebook, Twitter, and Instagram cover photos & posts
- Website homepage and mailings
- Print employee magazine & recipe cards
- Roadside billboards

TV commercials

Consumer magazine

Bus stops and train stations

Store entrance

Shelf talkers

Media coverage

Print

In-store

Employee engagement

On-pack

Digital

Events
McDonald’s Canada
Dates: July 2019 - present

Also including:
- Press release
- Website homepage
- In-store banners & messaging
- POS materials for retail
- Social media
- Additional videos and national commercials
- More campaigns in development from other regions across the globe sourcing 100%

Website promo-page (with additional video)  TV commercials
Billboards  In-store Wi-fi intercept  Branded cup  Table tent cards
A frog that’s flexible for every channel

Rainforest Alliance

Buying Charmin makes a bear-y big impact on the environment, preserving the Rainforest Alliance. #followthefrog spr.ly/6079B6L5I

P&G Charmin Facebook promo

Caribou US Employee Engagement

Asda UK ATM video

Costa Coffee UK in-store signage, POS, & Costa Express video

Woolworths Australia tea video

Whittaker’s Chocolate NZ website and advertisements

Sourcing more ethical cocoa with the Rainforest Alliance
We would like you to...

Be Inspired
Visit our website for examples and inspiration

Stay Informed
Subscribe to the Frog Business News newsletter

Get in Touch
Email us with your questions: marketing@ra.org
Thank you!