



## Communicating about sustainability

Add value to your brand by sharing your  
sustainability story

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1. Introduction to the Rainforest Alliance
2. Why talk about sustainability
  - 2.1 Standing out by standing up
3. Consumer Engagement: making good actions a habit
  - 3.1 #FollowTheFrog 2020
4. How we can help
5. Recap and Q&A



## Your speakers today:



**Michiel Leijnse**, Global Marketing Director



**Debbie Rutstein**, Marketing Senior Associate,  
Americas and Emerging Markets



**Pilar Pedrinelli**, Consumer Engagement  
Manager

# 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



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**.



# 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

## Resources to help you make the most:



- [Using our new seal](#)
- [Communicating the transition to the new seal to your customers](#)
- [Marketplace approvals process](#)
- [2020 Certification Standard](#)



## 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.



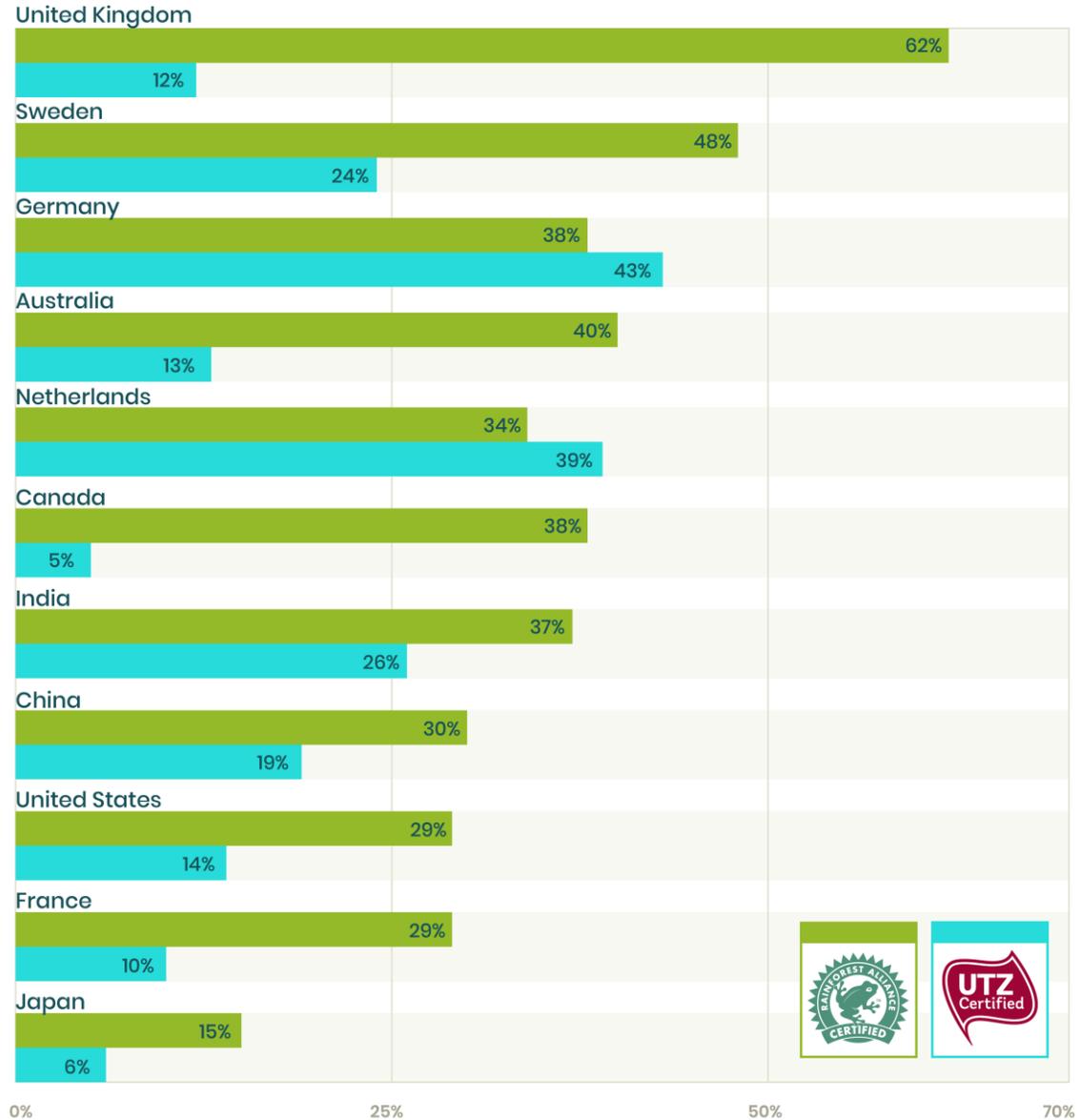
To help consumers better understand the transition of the UTZ certification program to the Rainforest Alliance, we have a temporary corporate [UTZ Part of the Rainforest Alliance logo](#) available for companies sourcing UTZ certified products to use when making a broad or corporate level claim off-pack about purchases of UTZ certified materials or projects with UTZ certified farms.



Part of the **RAINFOREST ALLIANCE**



# Building on strong consumer recognition



The new seal builds on the already strong awareness of the Rainforest Alliance Certified™ & UTZ seals globally

Source: The Harris Poll, Harris Insights & Analytics LLC, 2019

## 2.1 Sustainability adds value to your brand

# Consumers globally care about your sustainability commitments

84%

consider a company's social and environmental stance prior to purchase.

95% value complete transparency about it. <sup>1</sup>

64%

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

18% increase amongst 55+ consumers <sup>2</sup>

64%

would "purchase more products that are environmentally and socially responsible if claims "were more believable" <sup>3</sup>

60%

of global consumers say brands should make it easier to see its value and its position on important issues at the point of sale <sup>2</sup>

Sources:

1. [Unilever Making Purpose Pay, Inspiring Sustainable Living 2019](#)

2. [Earned Brand 2018](#)

3. [2018 Edelman Trust Barometer](#)

## ...and sustainability sells

16%

chocolate products with sustainability claims grew faster than the overall category (5%)<sup>1</sup>

80%

of global consumers say they would be willing to buy a product from an unknown brand with stronger social or environmental commitments<sup>2</sup>

52%

growth in sales volume of coffee products with an environmental claim vs 4% sales volume growth in the total coffee category<sup>1</sup>

60%

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

An additional 32% “sometimes” do<sup>3</sup>

### Sources:

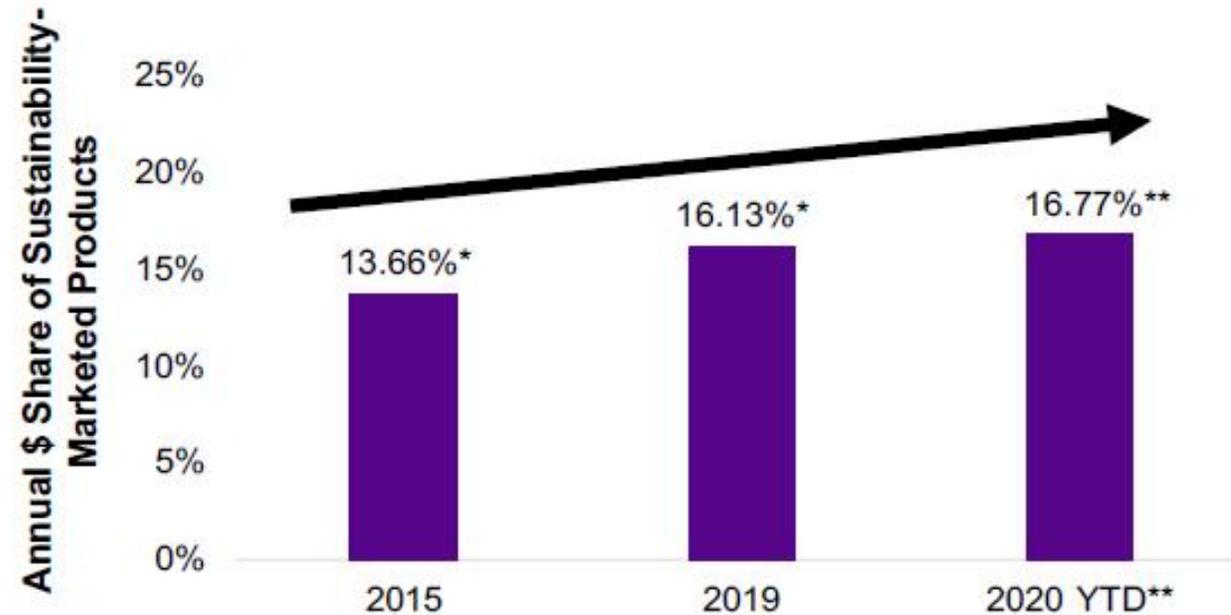
<sup>1</sup> Nielsen: What's Sustainability got to do with it 2018

<sup>2</sup> [Cone Global CSR Study 2015](#)

<sup>3</sup> [Edelman Trust Barometer 2019](#)

# But what about COVID-19?

**Sustainability-marketed products now account for 16.8% YTD, +.6pts vs. 2019**



Shares updated due to CSB & IRI re-categorizations

\* January-June 15<sup>th</sup>, 2020

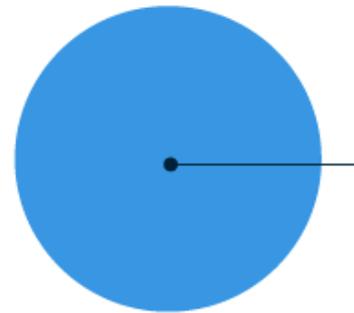
## 2.2 Standing up by standing out

Who is today's consumer?

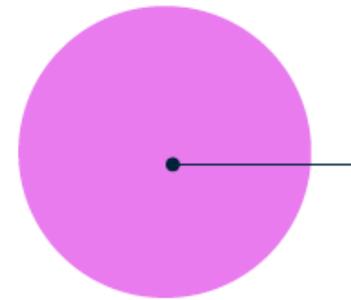
# Does sustainability even matter in with today's world?



- **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?



**66%**  
believe brands  
can create  
real change

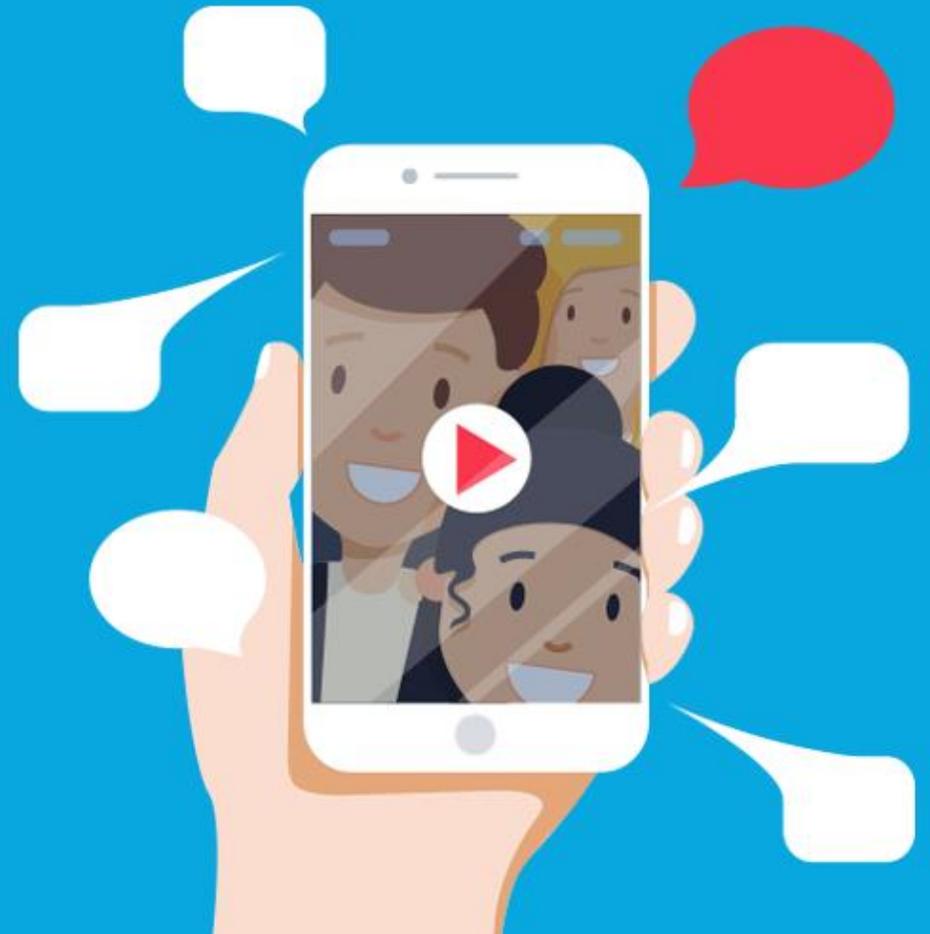


**63%**  
believe brands  
can reach a  
large audience



# The next generation of buyers: an increasingly important and influential consumer group

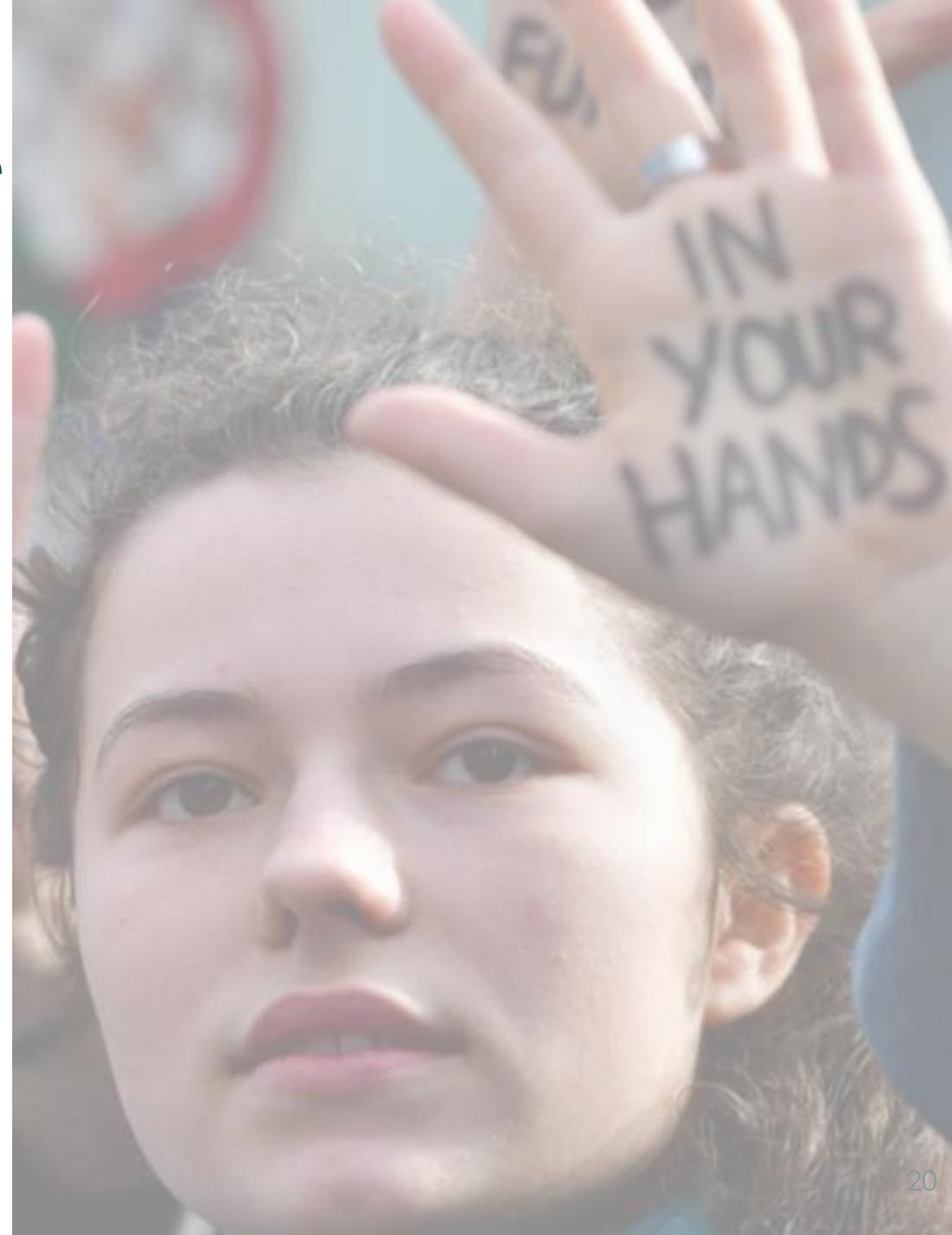
- Millennials and Gen-Z have **\$350 billions of spending power** in the US alone<sup>1</sup>
- **"Mobile-first" generations** with more access to information than ever before
- **Choosing carefully before spending: they research online and seek out honest reviews** before making a purchase.<sup>2</sup>
- **They demand transparency and authenticity**





## 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



# 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

## HOW?

- 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



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



**The Aspirational** (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

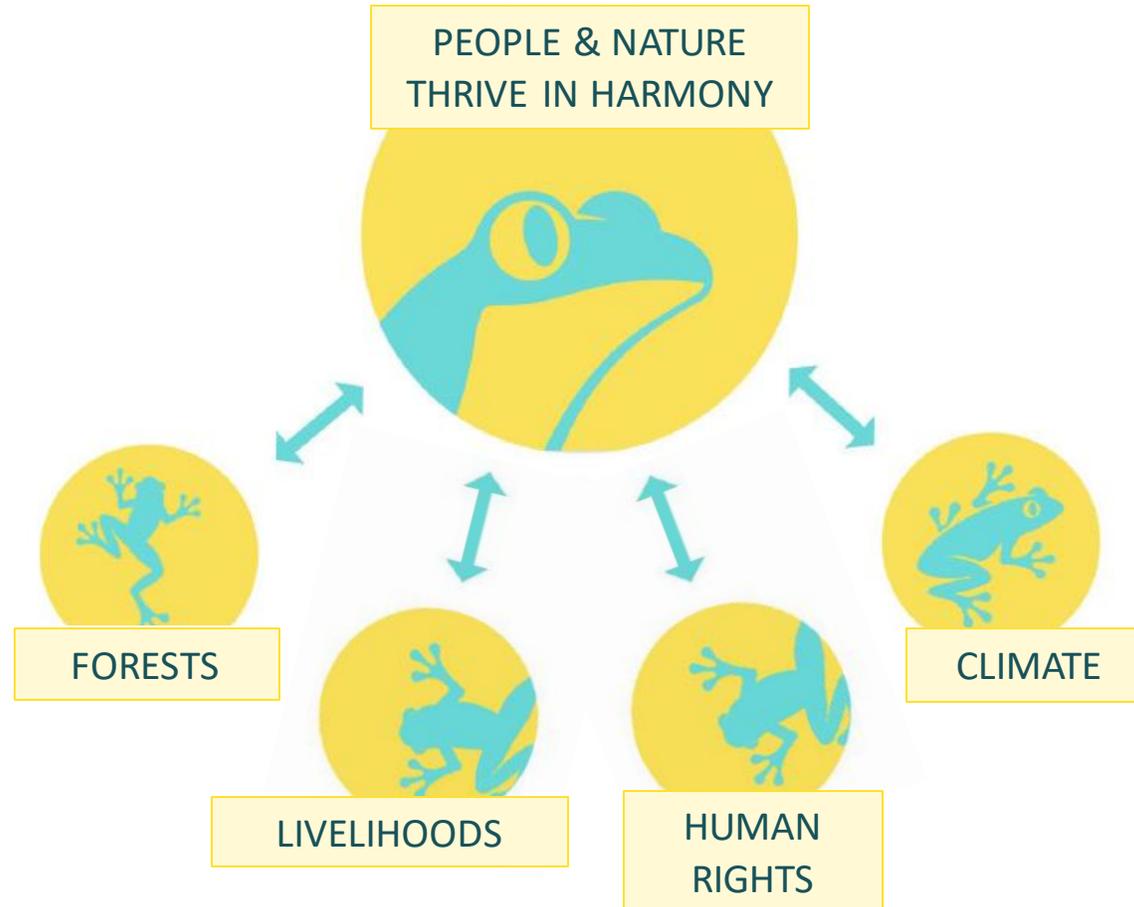
**Our Brand Idea:** a single minded message that encompasses RA's mission, and the importance of consumer participation in achieving it.

# 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)



# Brand Opportunity

Consumers really care about living more sustainably but don't know how to do it due to:

AN OVERLOAD OF  
CONFLICTING "MUST DOS"  
AND "HOWTOS"

CONFUSION AND FEELING LIKE THE FATE OF  
THE WORLD RESTS ON THEIR INDIVIDUAL  
SHOULDERS LEAVES THEM FEELING GUILTY

THEIR POTENTIAL IMPACT  
FEELS INTANGIBLE



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

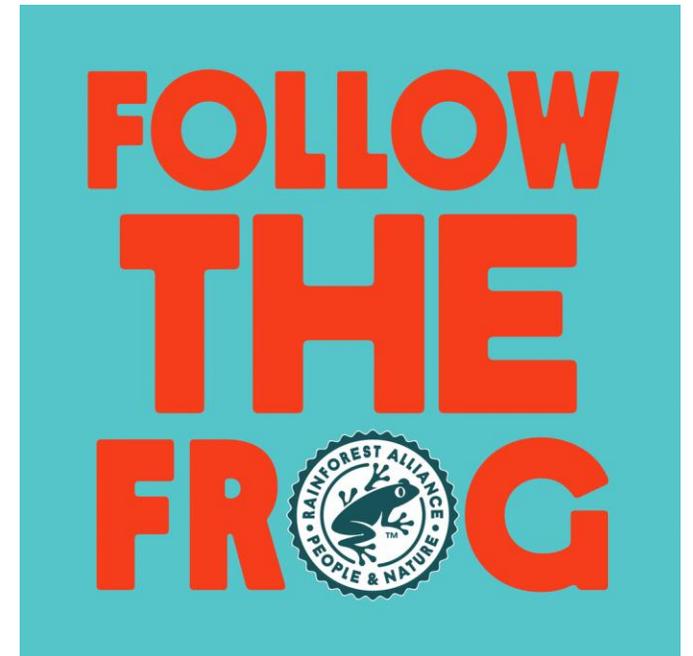
# Follow the Frog: our annual campaign to help consumers make better choices

## 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





# FOLLOW THE FROG - WHAT'S NEW IN 2020

September 21st – 27th

For this year's campaign we are proud to introduce our **new Rainforest Alliance certification seal** to consumers

**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 )



## Our Global Asset Toolkit available to all partners in different languages: Spanish, German, Brazilian Portuguese, French & Swedish



[TOOLKIT ACCESSIBLE HERE](#)

6'' animation to bring to life our new seal. Available for:  
 - Old RA to new RA  
 - U TZ to new RA  
 - U TZ+Old RA to new RA



# FOLLOW THE FROG 2020 WEEKLY PLAN:

September 21st – 27th



THEME: OUR COLLECTIVE CLIMATE POWER						
21 <sup>st</sup> , Monday	22 <sup>nd</sup> , Tuesday	23 <sup>rd</sup> , WEDNESDAY	24 <sup>th</sup> , Thursday	25 <sup>th</sup> , FRIDAY	26 <sup>th</sup> , SATURDAY	27 <sup>th</sup> , SUNDAY
FOOD, CULTURE, AND "CLIMATE RESILIENCE": A conversation	AGAINST PERFECTIONISM: Our New seal	REGENERATIVE ECONOMIES: a Local-to-Global Approach	CROPS & CLIMATE: A chat with our partners	CLIMATE JUSTICE AND RESILIENCE: Farmers and Communities on the Front Lines	The Elephant in the Room: OVER-CONSUMPTION	PEOPLE POWER: Our collective impact as responsible consumers

- Affiliates of **Climate Week NYC & The EU Sustainable Development Week 2020**
- **Stasher giveaway** for everyone signing up our **Sustainability challenge** for the week
- **Events and IG lives** across the week, overall **influencers reach 5.7M**



You will find the live programme on our website:  
<https://www.rainforest-alliance.org/followthefrog>

# 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

## 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

## MEDIA & PR SUPPORT

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

## MARKETING TOOLKIT

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

## NEW: CONSUMER ENGAGEMENT

Increase consumer awareness and engagement with the Rainforest Alliance brand



# Great resources from our Marketing Toolkit to get you started

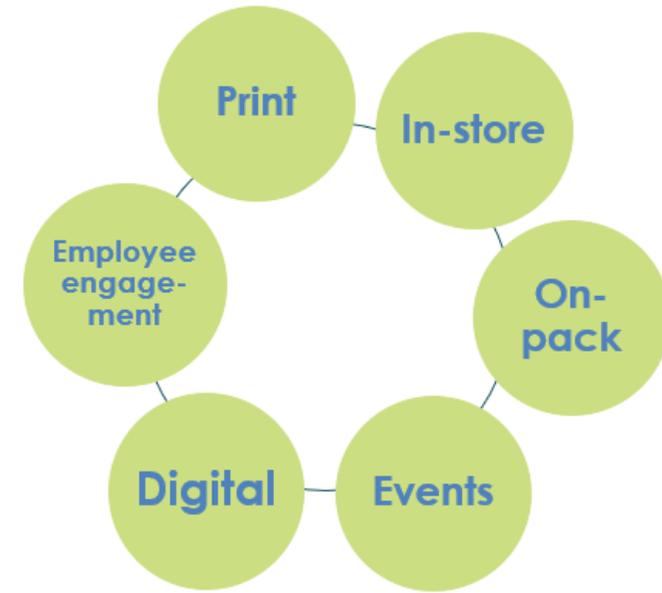
- [Ultimate Marketing Guide](#)
- [Messaging Templates](#)
- [Guide to communicating about sustainability](#)
- [Stock photos](#)
- [Video B-Roll](#)
- [Example Videos](#)
- [Promotional materials](#)
- [Informational overviews and graphics about the Rainforest Alliance](#)
  - [What's behind the seal](#)
  - [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



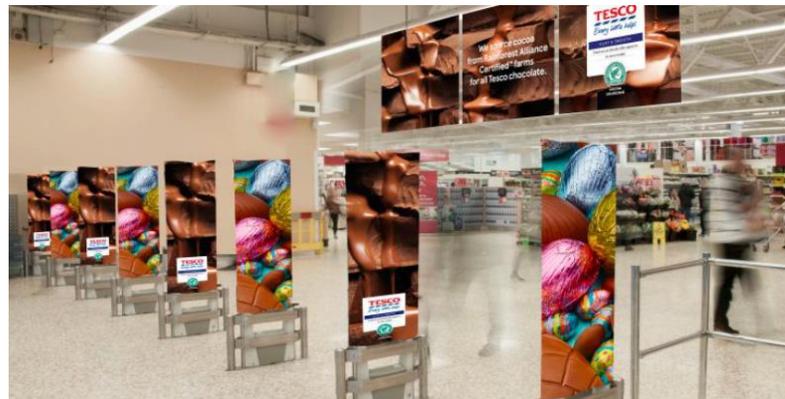
TV commercials



Consumer magazine



Bus stops and train stations



Store entrance



Shelf talkers



Media coverage

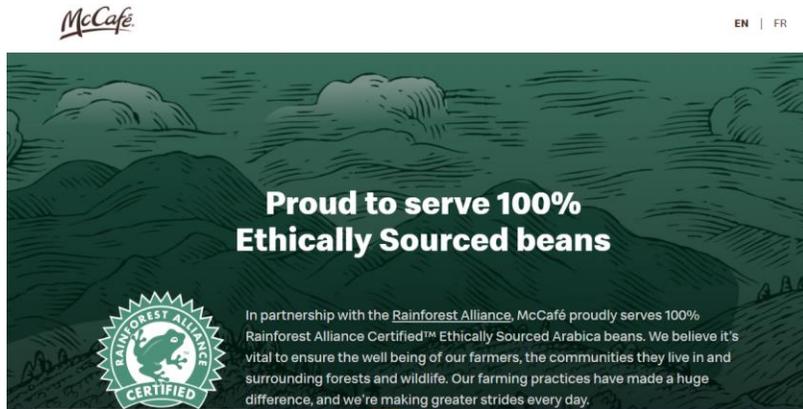
## Also including:

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



# 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



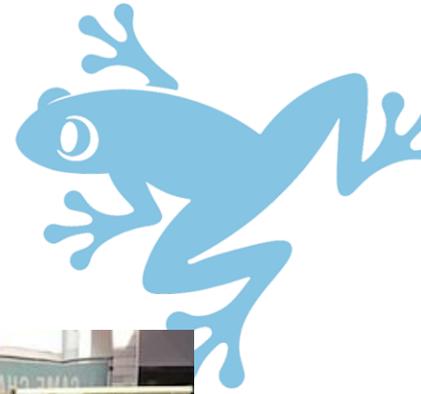
Branded cup



Table tent cards



# A frog that's flexible for every channel



Buying Charmin makes a bear-y big impact on the environment, preserving the #forestforallforever! #followthefrog spr.ly/601986LSI



P&G Charmin Facebook promo



Caribou US Employee Engagement



Woolworths Australia tea video



Asda UK ATM video



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



Whittaker's Chocolate NZ website and advertisements



# We would like you to...

## Be Inspired

[Visit our website](#) for examples and inspiration

## Stay Informed

Subscribe to the [Frog Business News](#) newsletter

## Get Involved

Join us for [Follow the Frog 2020](#)

## Keep in Touch

Email us with your questions: [marketing@ra.org](mailto:marketing@ra.org)



## Recap of helpful links:



- [Using our new seal](#)
- [Communicating the transition to the new seal to your customers](#)
- [Marketplace approvals process](#)
- [2020 Certification Standard](#)
- [Follow The Frog Consumer Website](#)
- [Follow the Frog Business Website](#)
- [Follow the Frog toolkit for companies](#)



**RAINFOREST  
ALLIANCE**

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**Thank  
you!**