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

Marketing team: marketing@ra.org
Content

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

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

A BOLDER, LOUDER FORCE FOR GOOD

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.
Building on strong consumer recognition

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<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
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<tr>
<td>United Kingdom</td>
<td>62%</td>
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<td>Sweden</td>
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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.  
- **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**  
- **64%** would “purchase more products that are environmentally and socially responsible if claims “were more believable”.
- **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.

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

16% of chocolate products with sustainability claims grew faster than the overall category (5%) 1

80% of global consumers say they would be willing to buy a product from an unknown brand with stronger social or environmental commitments 2

52% growth in sales volume of coffee products with an environmental claim vs 4% sales volume growth in the total coffee category 1

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 3
But what about COVID-19?

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

Annual $ Share of Sustainability-Marketed Products

- 2015: 13.66%
- 2019: 16.13%
- 2020 YTD**: 16.77%

* Shares updated due to CSB & IRI re-categorizations
** January-June 16th, 2020

NYU STern Sustainable Market Share Index™ Research on 2015-2020 IRI Purchasing Data Reveals Sustainability Drives Growth, Survives the Pandemic; July 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?

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. Millennials on 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?

WHY

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

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.

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
# Follow the Frog 2020 Weekly Plan:

**September 21st – 27th**

**Theme:** **Our Collective Climate Power**

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<thead>
<tr>
<th>21st, Monday</th>
<th>22nd, Tuesday</th>
<th>23rd, Wednesday</th>
<th>24th, Thursday</th>
<th>25th, Friday</th>
<th>26th, Saturday</th>
<th>27th, Sunday</th>
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</thead>
<tbody>
<tr>
<td><strong>Food, Culture, and “Climate Resilience”:</strong> A conversation</td>
<td>Against Perfectionism: Our New seal</td>
<td>Regenerative Economies: A Local-to-Global Approach</td>
<td>Crops &amp; Climate: A chat with our partners</td>
<td>Climate Justice and Resilience: Farmers and Communities on the Front Lines</td>
<td>The Elephant in the Room: Over-Consumption</td>
<td>People Power: Our collective impact as responsible consumers</td>
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- 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](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

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
Increasing consumer awareness and engagement with the Rainforest Alliance brand

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

**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**

**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
McDonald’s Canada

Dates: July 2019 - present

Website promo-page (with additional video)

TV commercials

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%

Billboards

In-store Wi-fi intercept

Branded cup

Table tent cards
A frog that’s flexible for every channel

- P&G Charmin Facebook promo
- Costa Coffee UK in-store signage, POS, & Costa Express video
- Caribou US Employee Engagement
- Woolworths Australia tea video
- Asda UK ATM 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
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
Thank you!

rainforest-alliance.org
233 Broadway, 28th Floor
New York, NY 10279
USA

De Ruyterkade 6
1013 AA, Amsterdam,
The Netherlands