



FOLLOW THE FROG

2021 Campaign Recap

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**FOLLOW
THE
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1. Follow the Frog Campaign 2021 Overview & Results

What is Follow the Frog?

Annual global B2B and B2C engagement campaign for brands that work with the Rainforest Alliance to **celebrate** all that our **green frog seal** represents and our work together to make **responsible business** the **norm**.

Why “Follow the Frog”



For consumers: 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.**



For companies: A great opportunity for brands to **showcase their sustainability commitments** and impacts and **highlight products with our frog seal.**



Overview: Follow the Frog 2021

Instagram Live



Live events with Charles Michel, Maria Esther Saut and Santiago Gowland

PR-Outreach



- [20minutes](#) (FR)
- [BeanScene](#) (AUS)
- [Espresso & Café Point](#) (BR)
- [Masaryk.tv](#) (MX)

with 4.3M reach

Influencers Campaign



29 key opinion leaders and influencers with a reach of 2.1M followers

Social Media Activation

Global Rainforest Alliance channels reach: 1.7M



Company Activation



- Adjustable global toolkit for brands
- Company activation with 8M reach

Partner Collaboration



with 5.1M reach

Follow the Frog 2021
Total reach: 16,8 million



Follow The Frog 2021 in numbers

16.1M

Overall reach

2.1 M influencers
4.3 M from media outreach
1.7 M via own channels
8.0 M via companies

3

Instagram Lives



29

Influencers



Media outreach

9

Company partner collaborations



94

Companies in 29 countries



3.8M impressions



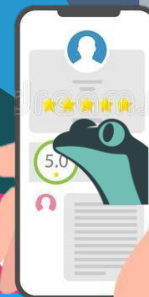
Engagement 3.7%

Rainforest Alliance social media data

5.2M impressions



19.6k interactions





Some testimonials

"My FAV part about 3rd party certs is it helps you as a consumer better understand what the issues even ARE. Living wages, working conditions, environmental waste from production, bloated/ untraceable supply chains...I had no idea these were even issues until I saw my first 3rd party cert. **Feels powerful AF to be an educated consumer!** I love this campaign"

Instagram user

"At Mars Wrigley we believe **multi-stakeholder collaboration is essential to scale and sustain impact in cocoa growing communities. Our partnership with Rainforest Alliance is an important element of this.** That's why we were delighted to take part in the Follow The Frog campaign. It was an opportunity to share with the people that love our chocolate some of the important collaboration taking place, discuss the complex socio-economic challenges facing the West African Cocoa sector and highlight our approach and current initiatives we implement together with our partners with the ambition to create a cocoa supply chain where human rights are respected, the environment is protected, and cocoa farmers have the opportunity to thrive."

Senior Brand Manager, Galaxy

"Yay! Love seeing more dietitians post about ethical coffee, chocolate etc!! That cute little **frog is an easy symbol to look for!**"

Instagram user

"Love the visual identity and the program, so proud to have been **part of it.** I wish we could have done even more, next year!"

Participating company

Very complete campaign. **You can clearly see the value of it, as a consumer and as a corporation. I also liked that you focused on bringing the positive message of progress all along. Yes, the challenges are huge and there is plenty of bad news, but the campaign really instigates that changes can be made,** and progress is already being made despite the enormous challenge in front of all of us.

Participating company



Participating companies

1968 Café Premium Mexico
Bennetts Australia
AgroAceite Guatemala
AgroAmerica USA
Arcos Dorados LatAm
Bananas Pura Vida
Beaniac Canada
BeanScene Magazine Australia
Beyers Koffie NL
Beyond Beans Foundation NL
Big Country Food USA
BirdLife Jamaica
Biscuiterie de l'Abbaye France
Bulletproof USA
Cabinet d'Expertises Agricoles Cdl
Café Cabeceira
Café Ge Mexico
Café Hervas Spain
Café Royal NL, DE, CH, FR
Café Monte Grande Mexico
Carte Noire FR
Chocolove USA
Circle K Canada
Cloetta Sweden
Club Coffee Canada
Coca-Cola EU Dialogue UK
Coffee Fresh NL
Cofincaf Mexico
Control Union Poland
Costa Coffee US, UK, India
Couchetard
Cusa Tea & Coffee USA

Daabon USA
Dole Food Company USA
Don Alexis Coffee Costa Rica
Fazenda São Sebastião Brazil
Ferrero France
Franprix France
Fresh Ground UK
Galaxy Chocolate UK
Grand Hyatt Singapore
Green Frog India
Groupe Eco Cert France
Halls Fresh Produce South-Africa
Henry Bath & Son UK
Hishiwaen Co., Ltd Japan
HUG Food Service DE, CH
IRCA S.p.A. Italy
Jacob Douwe Egberts
Jacobs Czech Republic
Jain International Foods Ltd UK
Joe Coffee Company USA
Kabioca France
Kali Coffee Roasters Mexico
Kanan Devan Hills Plantations Company India
Kauai Coffee Company USA
Kirin Beverage Co Ltd Japan
KitKat UK
Lidl UK & USA
Luzianne Tea USA
Matthew Algie UK
McDonalds Japan
Melão Mossoró

MilkyBar UK
Monte Alegre Coffees Brazil
Nature's Heart UK
Nespresso France, Brazil
Nestlé Professional NL
One Banana USA
Preferred by Nature Denmark
Rå Food Australia
Red Bean Coffee Australia
Ripple Tea India
ROASTELIER by Nescafé UK
Royal Cup UK
Salvemos el Manchón Guatemala
Savassi Agronegócio Brazil
Servicios de Manejo Sostenibles Mexico
Silva Coffee USA
Sítio Café Jasminum Brazil
Smarties UK
Special Coffee Italy
Stok Cold Brew USA
Super Indo Berkebun Indonesia
Tchibo Coffee USA
Teabox India
Teatulia Organic Teas USA
TEEKANNE Austria
UCC Coffee UK
Vitale Café Brazil
Woninter System South-Korea
YfS India Alliance India
Youth for Sustainability India Alliance India
Zoegas Sweden

2. Participating company activations: examples and inspiration



Company partner collaboration

Click on the visuals to watch the videos



In this video **Dole** explains its choice to source Rainforest Alliance Certified bananas. We talk about how this helps them to support farmers build their climate resilience, and what consumers can do.



In this video we talk about the concept of *shared responsibility*, distributing the benefits and costs of certification between farmers and companies. What does this mean concretely for a company like **Tchibo**?

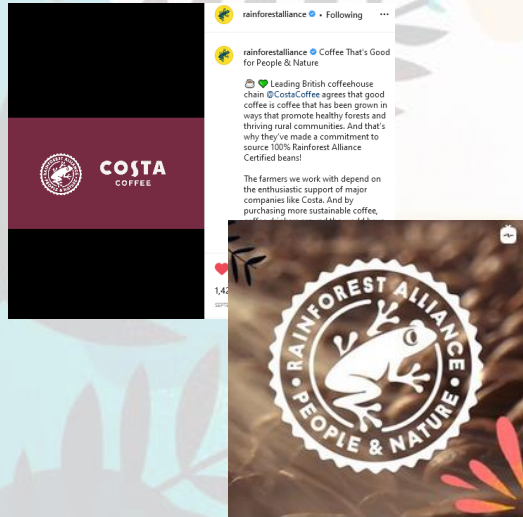


This video dives into the topic of human rights in cocoa. We talk with **MARS** about how they address this topic in its supply chain, and what consumers can do to make chocolate better.



Company partner collaboration

Click on the visuals to watch the videos



Costa Coffee launched a video about the value of certification and how they make a positive impact for people and nature by sourcing Rainforest Alliance Certified coffee beans and spotlighting the green frog seal.

Four **Mexican coffee companies** participated in campaign videos about certification & forests, certification & communities, and consumer power. They also provided coffee for our coffee giveaway on Instagram.

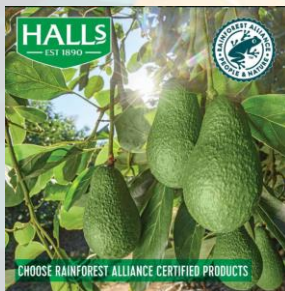
Together with **Arcos Dorados LatAm** we organized a LinkedIn Live to talk about sustainability in the coffee sector. After a presentation about the Rainforest Alliance's work, McCafé, and their coffee supplier talked about responsible coffee sourcing and production.

Global communication toolkit adaptation





Other digital company activation

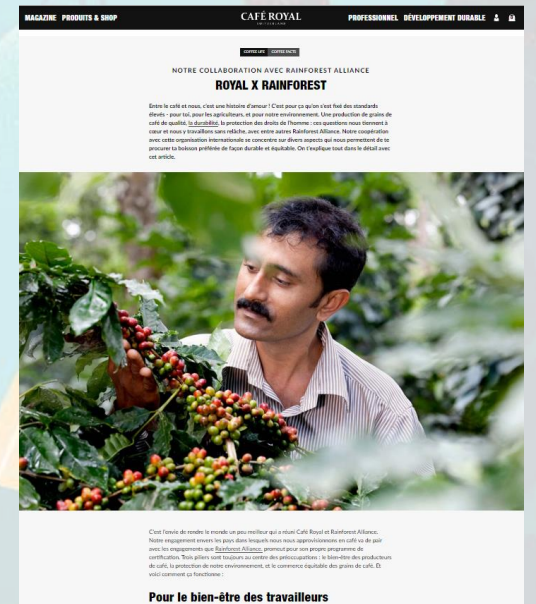
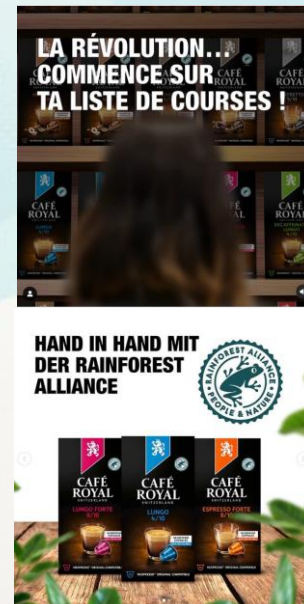


Examples of company activations



Nestlé UK created a video for 5 of its confectionary brands: [KitKat](#), [Smarties](#), [MilkyBar](#), [Nature's Heart](#) and [Aero](#). The video was posted across Instagram, Facebook and Twitter. It showed the value of the partnership between Nestlé and the Rainforest Alliance by making visible in what ways consumers are contributing to a more sustainable future for people & nature when purchasing chocolate. This was the second time in 2021 that Nestlé dedicated a week to communicate about its sustainability efforts.

Delica (Café Royal) engaged with 9 posts on Instagram and Facebook around the Follow the Frog campaign in the native languages of [DE](#), [NL](#), [FR](#) and [CH](#). Four of these posts had content around better living conditions, living wage, climate-smart agriculture and protecting forests and biodiversity. The other five linked a product to Delica's sustainability efforts. All posts were related to a [blog](#) article on the Café Royal website.



3. Rainforest Alliance & consumer activations



Consumer-facing events calendar

To increase awareness and engagement with the Rainforest Alliance brand



THEME: LET'S GROW TOGETHER OUR CHOICES CAN CONTRIBUTE TO FUTURE ECONOMIES THAT ARE JUST AND RESILIENT						
27 th , MONDAY	28 th , TUESDAY	29 th , WEDNESDAY	30 th , THURSDAY	1 st , FRIDAY	2 nd , SATURDAY	3 rd , SUNDAY
PEOPLE POWER: Our collective impact as responsible consumers	THE VALUE OF CERTIFICATION	SOCIAL GASTRONOMY: Food system, culture & conscious consumption	NATURE CLIMATE SOLUTIONS	TRANSPARENCY & SHARED RESPONSIBILITY. World Coffee Day	WHO MADE MY FOOD: HUMAN RIGHTS IN THE VALUE CHAIN	FARMER CONNECT
 Q&A session with the Rainforest Alliance CEO Santiago Gowland	Partner Focus 	 COOK-ALONG Online cooking with Food Educator & Activist Charles Michel	Partner Focus 	Partner Focus 	Partner Focus 	 Interview farmer María Esther Saut Niño & Santiago Gowland
Engaging with global influencers and company partners						

View full calendar on www.rainforest-alliance.org/everyday-actions/follow-the-frog/



Instagram Live events

Click on the visuals to watch the videos



Q&A with Rainforest Alliance CEO Santiago Gowland answered questions from Instagram followers about certification and sustainability related topics.



French-Colombian food educator & activist Charles Michel made a chocolate mousse with Rainforest Alliance Certified ingredients while discussing conscious consumption.



Santiago Gowland talked to María Esther Saut, Rainforest Alliance Certified farmer in Mexico about more sustainable growing practices and the impact of certification.

Global influencer campaign

Unified Strategy

Global strategic approach leading to broader exposure and consumer engagement with **influencers** from US, DE, NL, BR



Hamidala
DE, Feminist and
Political Activist



Mari Gimenez
BR, Vegan
lifestyle
influencer



Phil Torres
US, Biologist,
Presenter
@Discovery



Mandy Woelkens
NL, Presenter/
Activist

Highlighting Partners

Influencers received a gift box to drive engagement and highlight our company partners and certified products



NEW Channels

Exploring new channels: Cassidy Gard interviewing Rainforest Alliance's Larissa Diakanua on TikTok

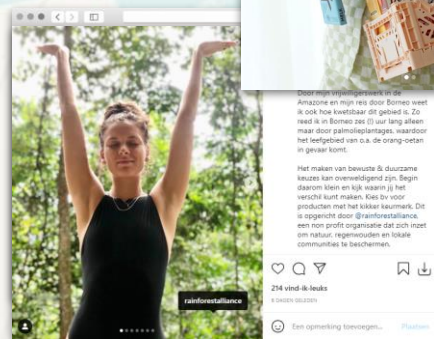
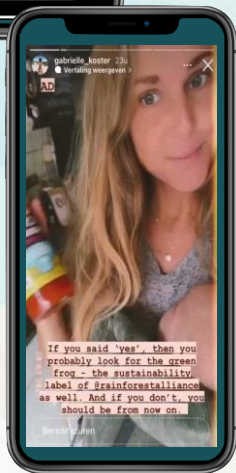
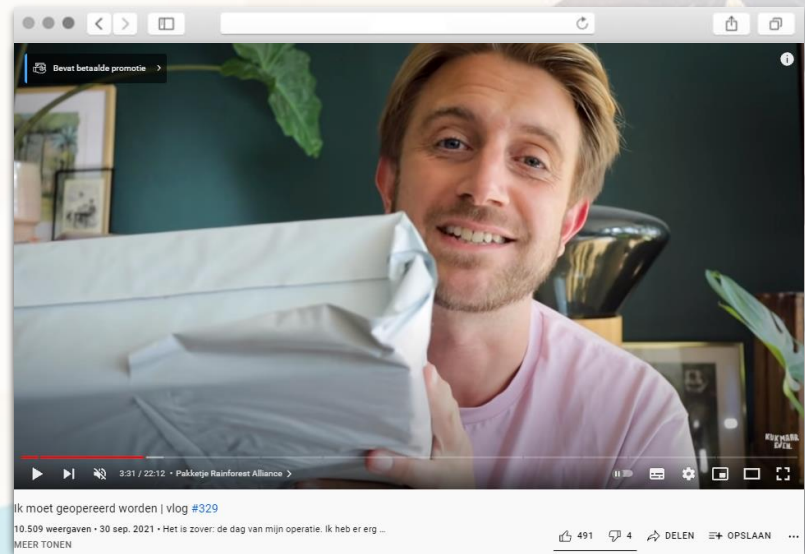


29 key opinion leaders and influencers with a total reach of 2.1M followers



Influencer content

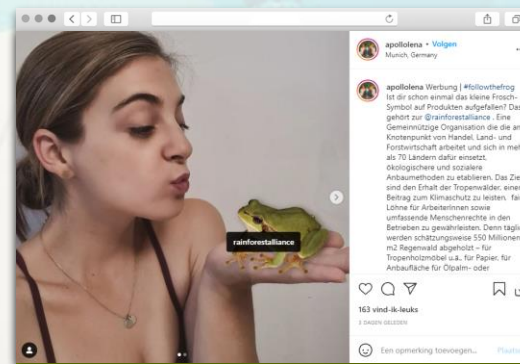
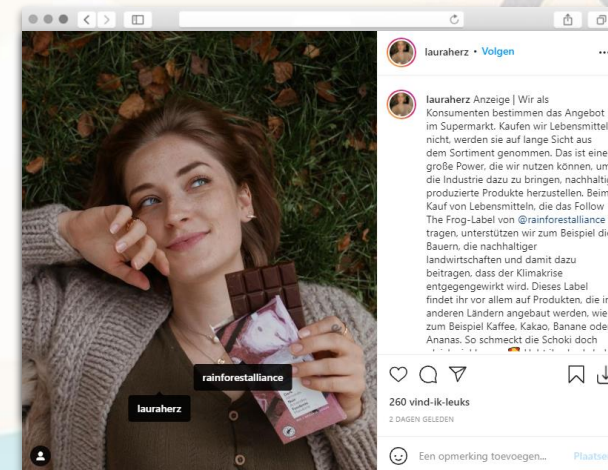
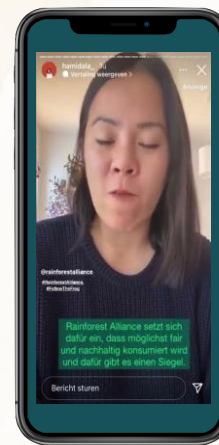
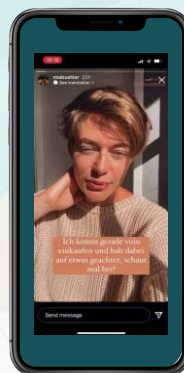
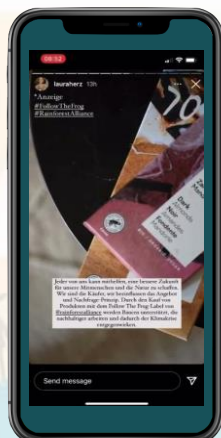
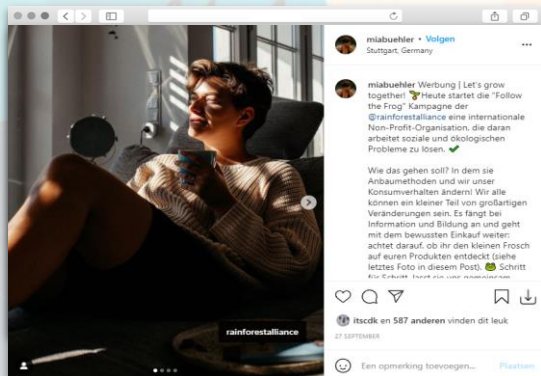
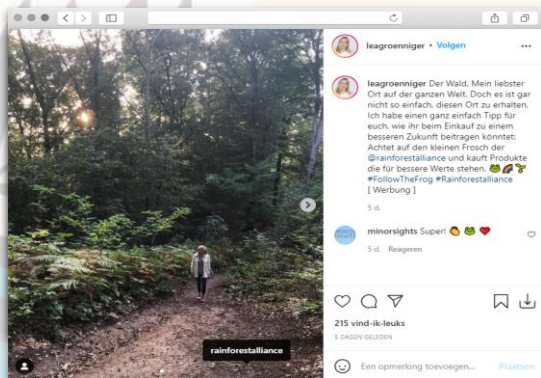
8 influencers from the Netherlands with a reach of 116K





Influencer content

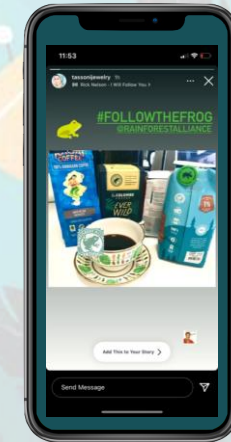
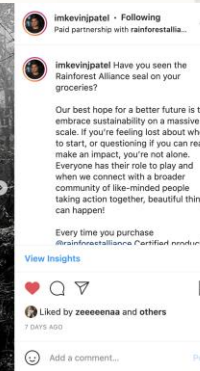
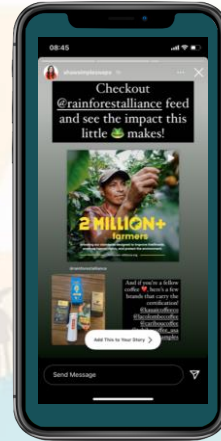
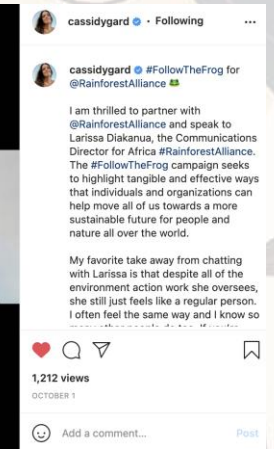
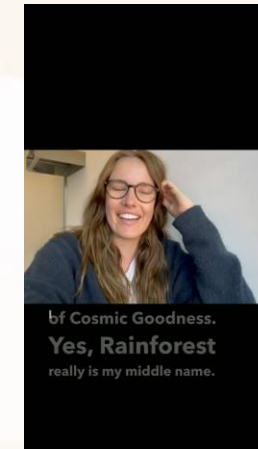
7 influencers from Germany with a reach of 117K





Influencer content

8 influencers from the United States with a reach of 740K





Influencer content

5 influencers from Brazil
with a reach of 1.1M



belcoelho • Seguindo
Parceria paga com rainforestalliance...

belcoelho •
Começa hoje a #followthefrog uma ação anual da @rainforestalliancebr com o objetivo de ajudar nós, os consumidores, a fazermos escolhas mais conscientes e sustentáveis. Siga a @rainforestalliancebr e vamos fazer a diferença juntos!



belcoelho • Seguindo
João Camarero • Vento Brando

belcoelho • Pequenas escolhas conscientes podem fazer a diferença. Visite o perfil do @rainforestalliancebr e saiba mais como você pode ajudar a #parciademarca

alexatala •
3 sem 2 curtidas Responder

patymoll •
3 sem 1 curtida Responder

marielalazaretti •
Curtido por giescoura e outras pessoas

22 DE SETEMBRO

Adicione um comentário... Publicar



marignmz • Seguindo
Parceria paga com rainforestalliance...

marignmz • Como fazer a diferença?

marignmz • Como podemos fazer alguma diferença? Essas foram as respostas que vocês mais mandaram! Convido vocês a tentarem esses hábitos, caso ainda não façam! Cada pequena mudança pode fazer uma grande diferença. E também convido a seguirem a @rainforestalliancebr, que lá nessa missão nos ajudando a melhorar o planeta, certificação produção agrícola de produtos mais sustentáveis.

3 sem

Curtido por giescoura e outras pessoas

27 DE SETEMBRO

Adicione um comentário... Publicar



thaisdutrass • Seguindo
Parceria paga com rainforestalliance... christina perrin • you are my sunshine

thaisdutrass • Há pequenas coisas que são extremamente importantes para a gente, e há outras pequenas coisas que tb são muito importantes para o mundo. A @rainforestalliancebr trabalha há mais de 30 anos para mudar a forma como o mundo produz, fornece e consome. E se quiserem aprender pequenos hábitos para vivermos um futuro melhor, acompanha o perfil deles tb!

3 sem

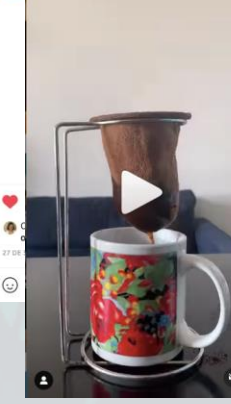
sheronmenezes • Que coisa mais deliciosa esse vídeo

3 sem 4 curtidas Responder



euamandafarah • Seguindo
Parceria paga com rainforestalliance...

euamandafarah • Olha ela toda amesetandara... comentarista alia!



euamandafarah •
Parceria paga com rainforestalliance...

euamandafarah • Em momentos mais tristes, meus dias são por conta dessas e gente quer ter uma gente também tem nosso futuro, do futuro acompanhando a gente eu aprendi que a gente faz escolhas que um mundo melhor, trabalho da @rainforestalliancebr saber mais em como pode fazer essas escolhas e publico

4 sem

Curtido por giescoura e outras pessoas

21 DE SETEMBRO

Adicione um comentário... Publicar



marignmz • Seguindo
Parceria paga com rainforestalliance... Yann Tiersen • L'usine à vapeur (Quatuor à cordes et piano)

marignmz • A @rainforestalliancebr há 30 anos trabalhando para mudar a forma como o mundo produz e consome, ajudando a fazer escolhas mais sustentáveis. Também podemos adotar hábitos que podem fazer a diferença já pensando nisso?

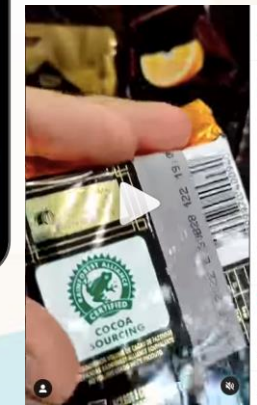
4 sem

giescoura •
3 sem Responder

giescoura •
Curtido por giescoura e outras pessoas

21 DE SETEMBRO

Adicione um comentário... Publicar



cezargordo • Seguindo
Parceria paga com rainforestalliance...

cezargordo • Dias atrás eu postei no meu Stories a seguinte pergunta: Qual a sua contribuição para um mundo melhor?

Nesse vídeo eu comento algumas das respostas e também falo mais sobre o trabalho da @rainforestalliancebr

A certificação deles ajuda mais de 2 milhões de produtores e mais de 5.000 empresas em todo mundo a investir em negócios que respeitam a natureza e os trabalhadores. O selo deles é um sapinho e você encontra facilmente em chocolates e cafés nos principais mercados do país.

Curtido por rainforestalliance e outras pessoas

28 DE SETEMBRO

Adicione um comentário... Publicar

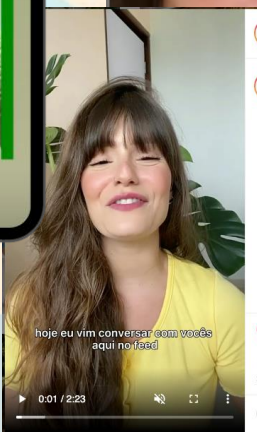


onzeskateshop • Chefe e chef merecedor de tudo que a de bom neste mundo um legado bem construído em cima da Skateboard

Curtido por pmtorres2021 e outras pessoas

24 DE SETEMBRO

Adicione um comentário... Publicar



thaisdutrass • Seguindo
Parceria paga com rainforestalliance...

thaisdutrass • Quais pequenos hábitos que vocês tem que provocam mudança no mundo?

Semana passada deixei essa pergunta lá na caixa dos stories e fiquei muito feliz com as respostas e com a quantidade de pessoas que responderam. E sim, todas foram ótimas iniciativas pra cuidar de si e do nosso planeta! Mas se eu disser que podemos fazer ainda mais e que não é difícil? Vim falar sobre o trabalho maravilhoso da @rainforestalliancebr, que o consumo consciente de produtos com certificação sustentável é uma outra maneira de contribuir pro bem estar de todos. Trazer luz pra gente falar pra gente mudar.

Curtido por giescoura e outras pessoas

27 DE SETEMBRO

Adicione um comentário... Publicar

4. Contact & resources

Join our 2022 campaign!

**FOLLOW
THE
FROG**



- Check our [website](#) for up-to-date information
- [Sign up](#) to get updates about next year's campaign right in your inbox
- Keep us updated on your plans and activations at marketing@ra.org



FOLLOW THE FROG

SEE YOU NEXT YEAR!