



New Rainforest Alliance Seal

Update for our Partner Companies



Dear partners,

We are thrilled to share with you our new Rainforest Alliance certification seal. This seal is the result of inputs from many of our partner companies and producers, many rounds of consumer testing, and of course hours upon hours of effort from our internal teams. The seal is a recognition of the value of the merger between the Rainforest Alliance and UTZ and a testament to the hard work that goes into improving practices on the ground.

The seal is a simple visual that makes it easier for people to make a better choice. It shows them that farmers and companies are taking steps to make their products more sustainable to protect people and nature. The Rainforest Alliance seal is a bold mark of change. It's a symbol for hope, action and progress. The seal is a way for brands to tell a story about the good that goes into their products.

In this document, you will find guidance, timelines, marketing support and further information you need for the new seal. We look forward to advancing sustainable practices on the ground and in the market with each of you!

Alex Morgan, Chief Markets Officer

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- Cocoa products
- Coffee, Tea, Banana, Hazelnut, Flower, Fruit, Juice, Palm & Coconut Oil and Herbs & Spices Products

4. Seal marketing support and new consumer engagement strategy

5. Next steps



1. Why and how the new seal was developed



**RAINFOREST
ALLIANCE**

A BOLDER, LOUDER FORCE FOR GOOD

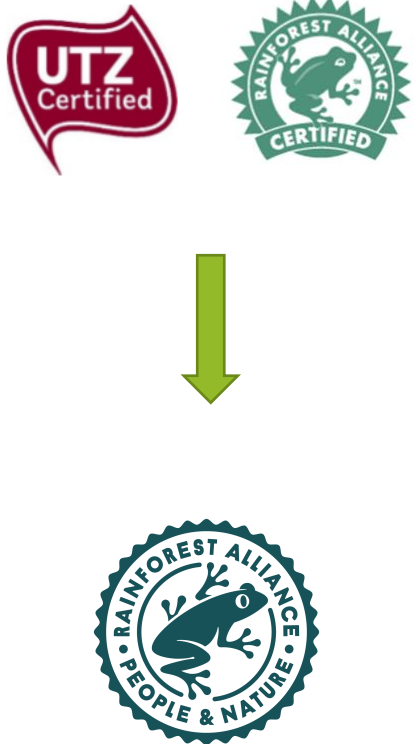
In 2018 the Rainforest Alliance and UTZ joined forces with a mission to create a better future for people and nature by making responsible business the new normal.

A new seal is part of our new brand identity that represents a major milestone, following the merger and the development of our new organizational strategy.

[More Info](#)

How we created the new seal

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



2. Introduction to the new seal

The chosen seal



The new seal reflects input from company consultations post-merger

We took your feedback...

Keep it **simple**, clear,
understandable.
(attention span between 8 and 12 secs)

Don't lose the **equity** from the
current Rainforest Alliance seal.

Make it clear that it **means** more
than the environment.

Give us an **option without a frog**
for markets where needed.



...and incorporated it in creating the new seal.

Modernized but still **simple design**,
which tested well on favorability.

Brand equity and recognition
is still very **high**.

Adding "**People & Nature**" made it
clear we have a broader
perspective on the planet.

A **non-frog option** will be available
for use in certain countries **in a few
weeks**.

The new seal reflects what consumers are looking for

'It shows that it is a **trusted product**'

'It's **really good** to see something like this on packages, that they are taking an active stand for it'

'Indicates that the **company is concerned about its impact**'

'Feels like I'm **making a difference**'

'It is a symbol of **economic, social, and environmental sustainability**'

- **Favorability:** The emotional response to the new seal is more favorable compared to the current one in all countries tested.
- **Purchase intention:** The new seal demonstrates higher consumer purchase intention vs. the current seal in the UK and US and roughly the same in Germany and Japan.
- **Recognition:** Overall seal recognition is relatively high across each market. There are no significant drops in recognition of the new seal.
- **Understanding:** The qualitative responses demonstrates promising positive engagement that drives better understanding of the Rainforest Alliance mission - broader perspective on the planet (people & nature) rather than the rainforest alone.

Please contact us in case you like to receive more details about the test results or its methods.

The new seal represents our vision and strategy

1

A sleeker, more dynamic and flexible frog that evolved **from being an enabler to more actively involved** to reflect the branding and new identity of our organization.

2

A vision of continuous improvement and **sustainability as a journey**, and our **alliance as a global sustainability leader** that is progressive, innovative and courageous

3

Our new 2020 Certification Program is a step on our sustainability journey towards the positive change we all want to see (organizations, farmers, companies, consumers).



The new seal represents a vision of a sustainability journey based on continuous improvement, transparency and shared responsibility.

Improvement

- Improvement within one's own situation and deeper commitment of farmers and companies over time vs. a binary pass/ fail criteria and one fits all approach.
- Better data to measure improvements and create transparency. As a result greater clarity on levels of performance across the supply chain and identifying potential social and environmental risks.
- Farmers and buyers jointly and equally accountable.

Credibility

- Adds credibility to your brand by offering an independent, third party endorsement of the steps you are taking to make your products more sustainable.

Better for people and nature

- Farmers are provided with the tools, skills and knowledge needed to drive more sustainable and profitable farming
- Companies invest in the supply chain and reward more sustainable practices that help protect forests, improve farmer livelihoods, promote human rights and support climate adaptation.

[Download our one-pager](#)



Why we moved away from the word "certified"

1

It represents our vision of continuous improvement, where **sustainability is a journey**. We want to create a better future for people and nature by making responsible business the new normal. This mission doesn't start or stop with certification only.

2

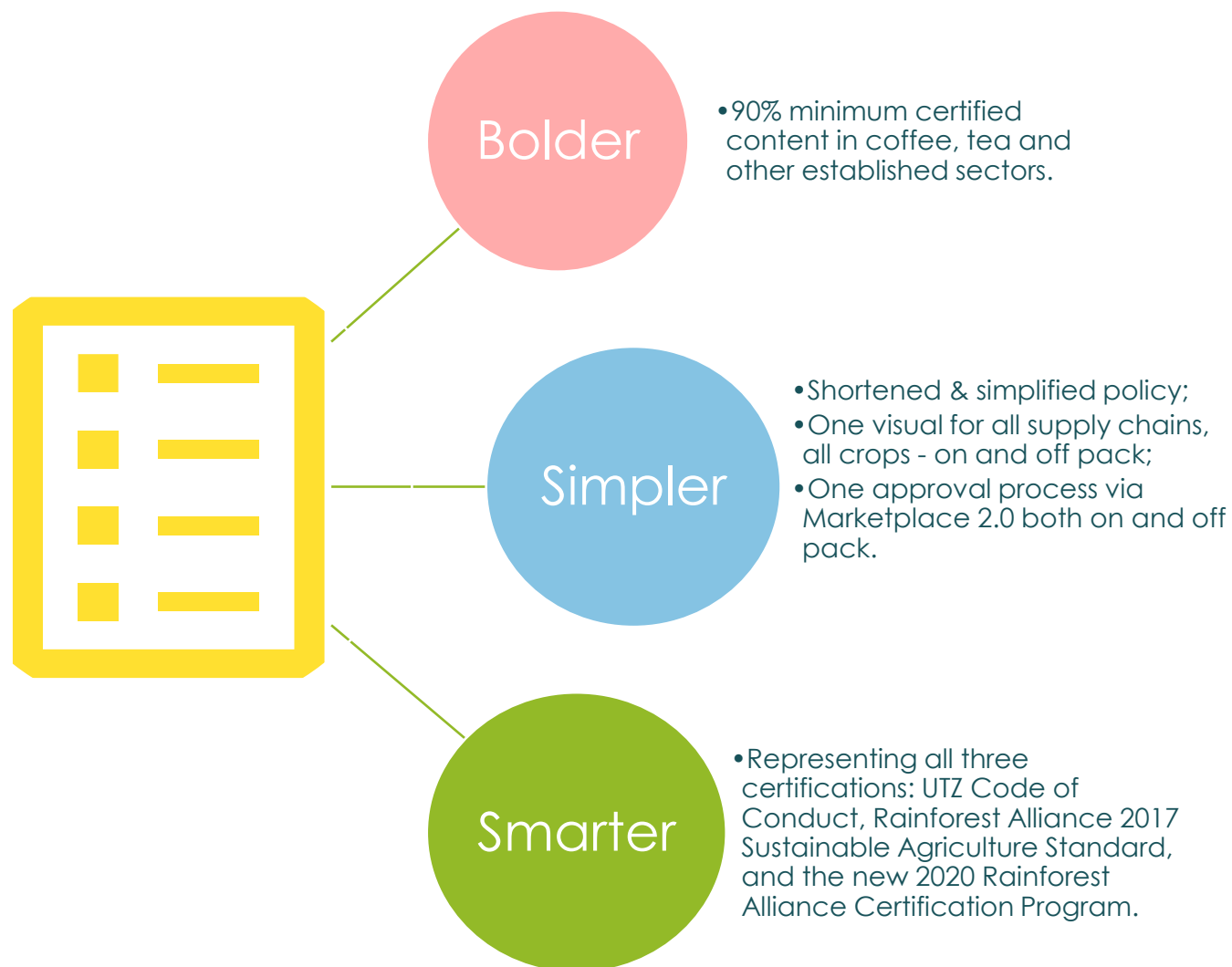
"People & Nature" gives more insights on **what we stand for as an organization**, while "certified" is a common denominator.

3

"People & Nature" had a **more favorable response in consumer testing**. *

However, you can still use the word 'certified' in your messaging in relation to our organization. [More info and messaging examples](#)

New Labeling & Trademarks Policy and processes



[Download the Labeling & Trademarks Policy](#)

How does the new Labeling & Trademarks Policy compare to current seal/label requirements?



- **Minimum certified content: 90% for main crops.** Exceptions for certain herbs, spices and palm oil apply;
- **Mass Balance** products continue to require **100%**;
- **One visual** for all supply chains, all crops - on and off pack;
- All **approvals via Marketplace 2.0**, both on- and off-pack materials;
- **New License Agreement**;
- **Transition to higher %** managed via current seal / label.



- **Increases the minimum % certified content** for coffee, tea, cocoa and most crops to 90%; increases herbal infusions to minimum 40%;
- **Eliminates the mass balance Sourcing Label** for cocoa, orange juice, palm/coconut oils;
- Risk-based **"fast track approval"** option possible;
- **Approvals will expire in two years**, with option to renew.



- **Increases the minimum % certified content for tea** to 90%;
- **One visual** for all supply chains, all crops - on and off pack;
- All **approvals via Marketplace 2.0**, both on- and off-pack materials;
- Adds the requirement for a **signed License Agreement** in addition to the UTZ license;
- **Approvals will expire in two years** rather than annually.

Seal Graphic Guidelines

The new seal can be used on:

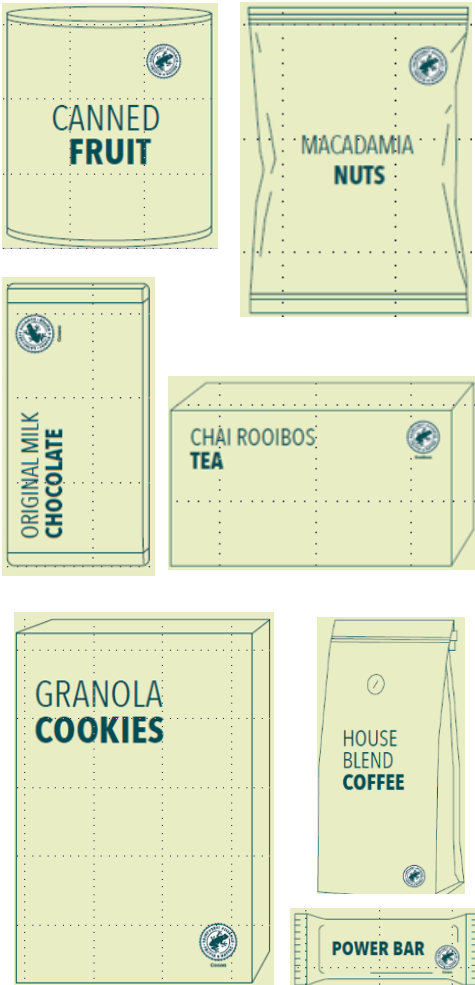
1. Products that come from Rainforest Alliance or UTZ certified farms;
2. Marketing materials to promote these products;
3. Forestry products, alongside an approved Forest Stewardship Council label.

Seal placement and size

- The seal should never be displayed in a position where it could be confused with a business name, a brand name, or in any way that implies endorsement of initiatives not applicable to the Rainforest Alliance;
- Exclusion zone must be included;
- Minimum size: 15 mm. It should be increased proportionally to the size of the materials.

Color options

- Green and white for color applications;
- Black and white for grayscale applications;
- Green and black single color versions (transparent);
- Reverse white format can be used in special cases.





Part of the **RAINFOREST ALLIANCE**

How all marks fit within one family

The implementation of the new seal and the phasing out of the current Rainforest Alliance Certified™ seal and UTZ label will take some time. That means that the **three marks will co-exist** in the market. Although they look different, **they are all part of one family**, the Rainforest Alliance, and stand for working towards a world where **people and nature thrive in harmony**.

With the new Rainforest Alliance seal we take the next step in our **sustainability journey** based on **continuous improvement, transparency and shared responsibility**. We encourage companies to join our movement and to changeover to the new Rainforest Alliance seal at their earliest convenience.

As long as the three certification marks co-exist, we will **continue to offer support** for brands and products carrying **each of these marks**.

To support companies sourcing UTZ certified products transition to the new organization and its certification program, we have a temporary corporate **“UTZ Part of the Rainforest Alliance” logo** available. This may be used when making a broad or **corporate level claim off-pack** about purchases of UTZ certified materials or projects with UTZ certified farms.

Benefits of changing to the new seal now

1.

Enjoy a competitive advantage of being a frontrunner and a leader in creating a more sustainable future.

2.

Benefit from our broader consumer activities, incl. Follow the Frog. Take advantage of the awareness for the new seal we create.

3.

Enjoy an easy implementation with guidance, materials and messaging templates for the new seal.

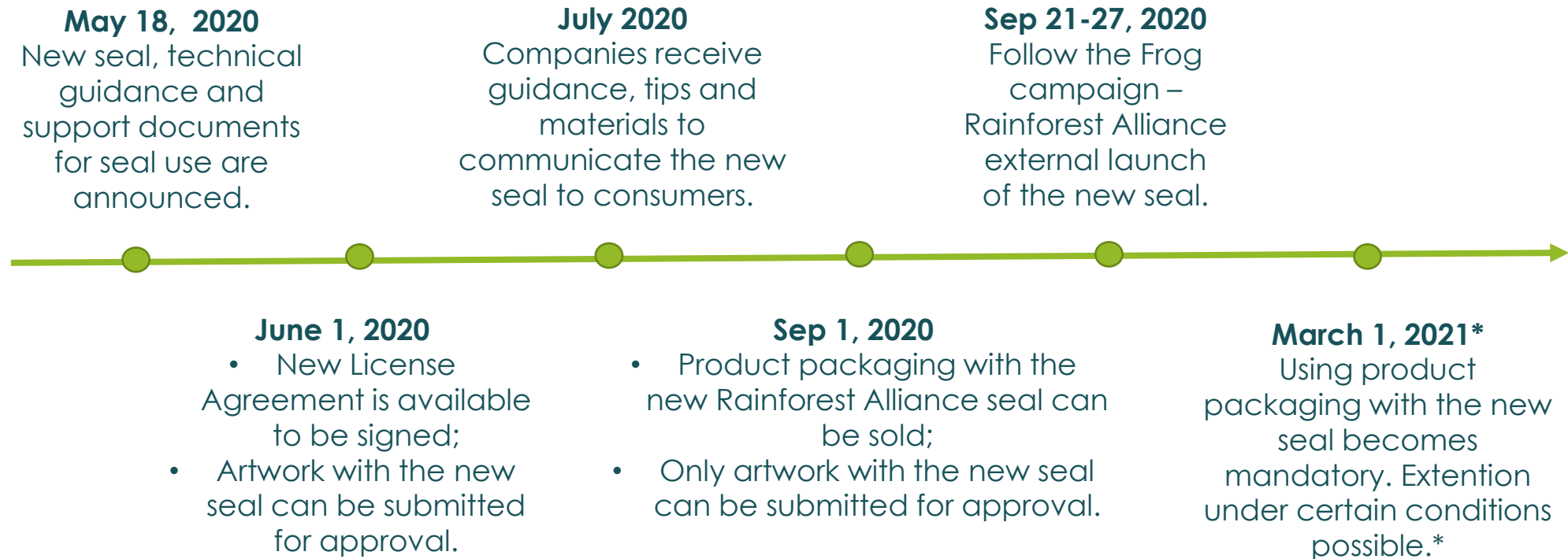
We encourage companies to changeover to the new Rainforest Alliance seal at their earliest convenience. For more information on transition deadlines see next slides.



3. Timeline



Timeline for new Rainforest Alliance seal use on cocoa products



[More info](#) on the timeline

*If your company requires additional time to sell off products using existing packaging, Rainforest Alliance may grant an extension to **December 31, 2021** on the condition that your company signs a new license agreement by March 1, 2021 granting the right to use Rainforest Alliance marks. More information will follow in Q2 2020.



Coffee



Bananas



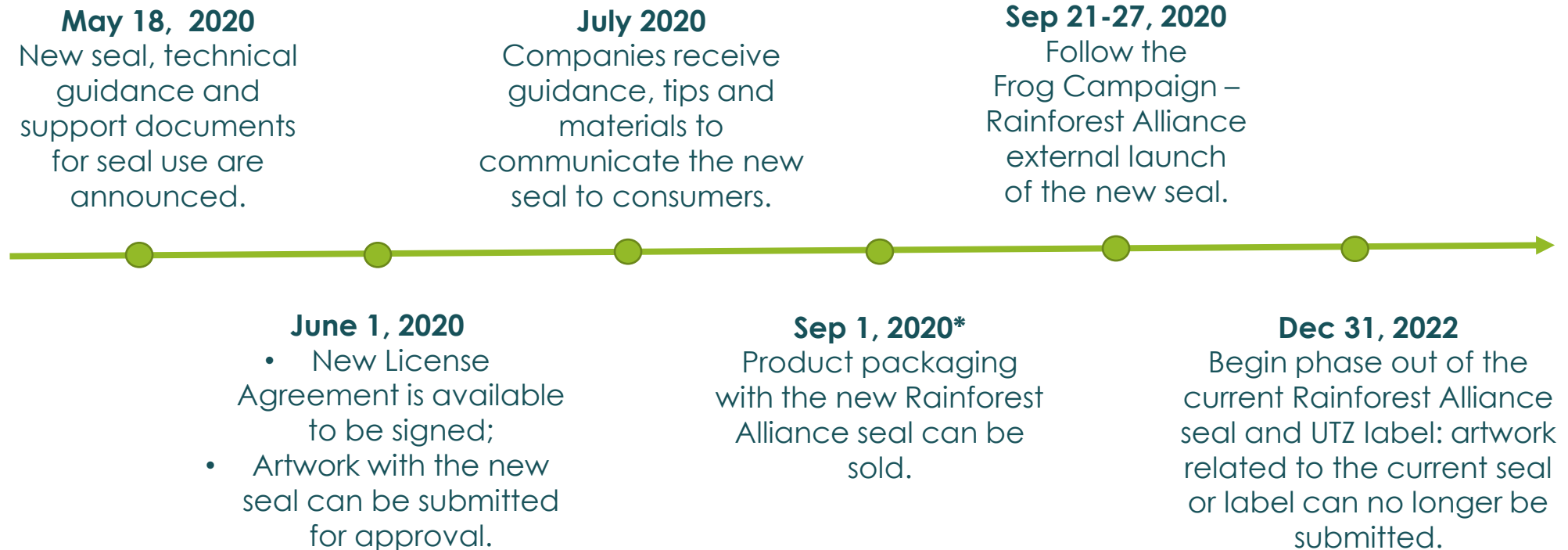
Tea



Flower, Fruits,
Hazelnuts, Juice,
Palm & Coconut oil,
Herbs & Spices

[More info](#) on the timeline

Timeline for new Rainforest Alliance seal use on other products



*You are not required to take any products with the old Rainforest Alliance seal or the UTZ label off the shelf. To be conscious of costs and the environment, we also encourage you to finish selling off existing product packaging, gradually phasing out the old seal, before producing new packaging with the new seal.

License Agreement and new seal approval process

All available through [Marketplace 2.0](#):

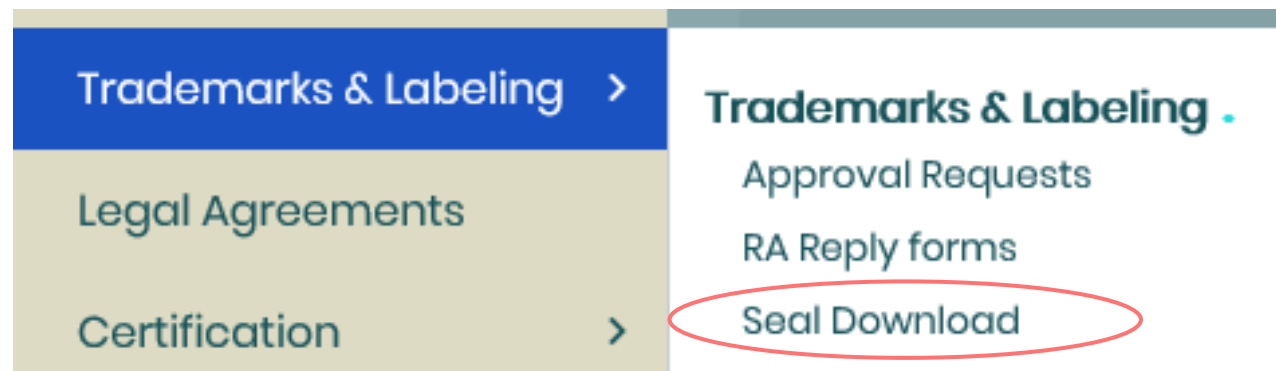
1. Request and sign a **new License Agreement** in "Legal Agreements" as of June 1;

Note: you need to sign a new License Agreement for the new seal even if your current one is still valid.

2. Access and **download the new seal artwork** from the "Trademarks & Labeling" tab;

3. Request and **obtain prompt approvals** for your artworks as of June 1;

4. **Launch your products** with the new seal from September 1, 2020.



Screenshot taken from Marketplace 2.0

5. Seal marketing support and new Consumer Engagement strategy

B2B and B2C Marketing toolkit for the new seal

In July all companies receive guidance, tips and materials to communicate the new seal to consumers.



In the meantime, please, have a look at the available resources:

[The Ultimate Guide to Marketing your Rainforest Alliance Certified Product](#)

[How to talk about the Rainforest Alliance](#)





New: Consumer Engagement Strategy

WE WANT:

Create a brand for life: position the Rainforest Alliance at the center of movement for good.

Increase awareness & love of the brand, mission and new seal.

Be a brand of choice for consumers and companies alike.

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.

WHY?

To help consumers aware of global challenges to make better choices building a **strong brand for good**.

Year 1 focus on:



Additional global toolkit available for localization

Note: Please, contact us in case you like to know more about our Consumer Engagement strategy.



Building ongoing active engagement with consumers to drive brand & customer value

BRAND CREDIBILITY

Consumers can trust that customer brands are working towards a better future, not just green washing.

BRAND DESIRABILITY

Elevate customer brands making consumers more likely to purchase Rainforest Alliance products.

CONSUMER INSIGHTS

Unlocking what consumers want to focus on to help company partners focus their efforts and communication.

KPI'S



Increased brand credibility:

Consumer understanding of Rainforest Alliance's role in the world and the impact it facilitates, leading them to seek out more information and guidance from us.



Increased brand desirability:

Consumer alignment with our mission leading to returning Take Action platform users and increased consumer interactions with the platform.



Improved collection of data and consumer insights:

Collect valuable consumer insights to help Rainforest Alliance to stay relevant for consumers.



Consumer Engagement plan 2020

360-degree marketing campaign to increase consumer participation and engagement with the Rainforest Alliance brand and increase awareness around the new seal.



Brand Campaign

Digital messaging & activation

Including a new brand film, social media activation, media investment and Influencer cooperation.



Take Action Platform

Engagement & content

Creating a platform using Artificial Intelligence that shows consumers how they can collectively make the most impact and helps to build more accessible & adoptable habits around sustainability.



#FollowTheFrog

Certification focus, seal activation

Annual B2B & B2C campaign, reveal new seal and refresh messaging around certification and 'positive consumption' as a 'minimum action'.

KEY LAUNCH:
June 10

KEY LAUNCH:
End of July

KEY LAUNCH:
September
21-27



Follow The Frog campaign: Sept 21-27, 2020

Annual global B2B and B2C marketing campaign for brands that work with the Rainforest Alliance. This year we **reveal the new seal** and **refresh messaging** around certification and 'positive consumption'. We'll also help consumers understand how the old **Rainforest Alliance Certified seal and UTZ label fit together with our new seal** within one family.

- **Bring value to your brand** by highlighting the impact of your work with the Rainforest Alliance;
- **Raise the profile and drive sales** of products carrying the Rainforest Alliance seal;
- **Build awareness and communicate value** of your work with us by engaging customers, employees, and other stakeholders around company-wide sustainability commitments;
- **Benefit from public and media interest in the new seal and the awareness we create.** Connect with consumers and raise awareness for the new seal and your products.



Join us and create your **own marketing activations** or partner with us.
For more information and examples of previous campaigns visit our [website](#).

All resources for companies

- [New Seal web page](#)
- [Rainforest Alliance Labeling and Trademarks Policy*](#)
- [Rainforest Alliance Seal Graphic Guidelines*](#)
- [New seal high res design files](#) (available for download from June 1)*
- [Questions & Answers](#)
- [One-sheet: Introducing Our New Seal](#)
- [New Brand Identity](#)
- [2020 Certification Program](#)
- [Follow the Frog campaign](#)

We are also happy to offer you our marketing support and explore opportunities for a strategic collaboration around the new seal.

For more information, contact our marketing team at marketing@ra.org

** Access through Marketplace 2.0 for registered companies.*

Next Steps

NEXT STEPS

1. **June 1:** New Rainforest Alliance certification seal available
2. **July:** B2C communication materials available
3. **September 1:** First products with new seal on shelf
4. **September 21-27:** Follow the Frog campaign to support launch

Do not miss any updates - Sign up for our business newsletter

[Frog Business News](#)



Get in touch

Do you have any additional questions, ideas or feedback related to the new Rainforest Alliance certification seal? Get in touch, we're here to support you and think along with you.

For practical questions, **send an email** to customersuccess@ra.org.

Drop us a line at marketing@ra.org for more information about promoting the new seal or our Follow the Frog campaign.

Or **simply reach out** to your regular Rainforest Alliance contact.

We'd love to hear from you!



A large, stylized tree graphic in a dark teal color, positioned on the right side of the slide. The tree has a thick trunk and several rounded, leafy branches extending upwards and outwards. The background is a solid light green color.

Thank you!

**RAINFOREST
ALLIANCE**

rainforest-alliance.org

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