



Introducing the new Rainforest Alliance Claims platform

External webinar
14/12/2023

House rules



This webinar will be recorded



The recording and slides will be available in the next few days on the [RA Events page](#)



Please put all your questions in the Q&A box

Today's speakers



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Agenda

- Introduction
 - Overview of what happens with Marketplace requests
 - Key features and benefits of the new Claims platform
- RACP and the new Claims platform
- Demo - Certificate Holders
- Q&A
- Help & Resources
- Closure

Introduction

New Claims Platform

Launch on December
18th, 10AM CET

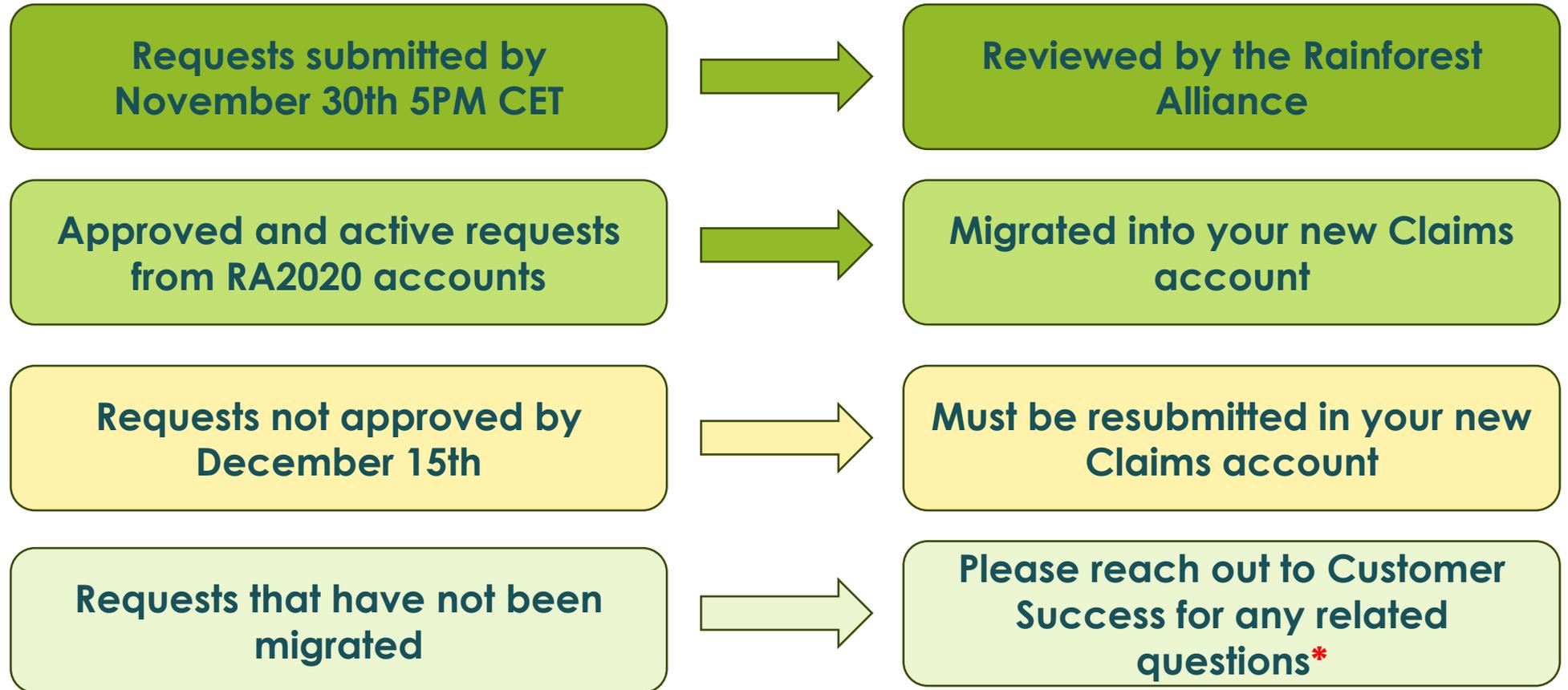
What is it about?

The new platform to submit your approval requests for the use of our trademarks and/or claims, replacing Marketplace 2.0.

Why change?

As part of the Rainforest Alliance new strategy, we want to move forward with **advancing technologies**, **improve on security** and offer our customers platforms that are more **robust**, with **improved functionalities** and that allow us to **expand our horizons** to go beyond certification.

Overview of what happens with Marketplace requests



Key features and benefits of the new Claims platform

A sample of organizations were part of a pilot to test the platform earlier.

Key features

Direct access through the RACP

Extend requests

Overview of all claims submitted for your brands

Creation of claims templates

Batching of products

Available in 9 languages

Brands & Products can be added directly in the form

And more...

Benefits

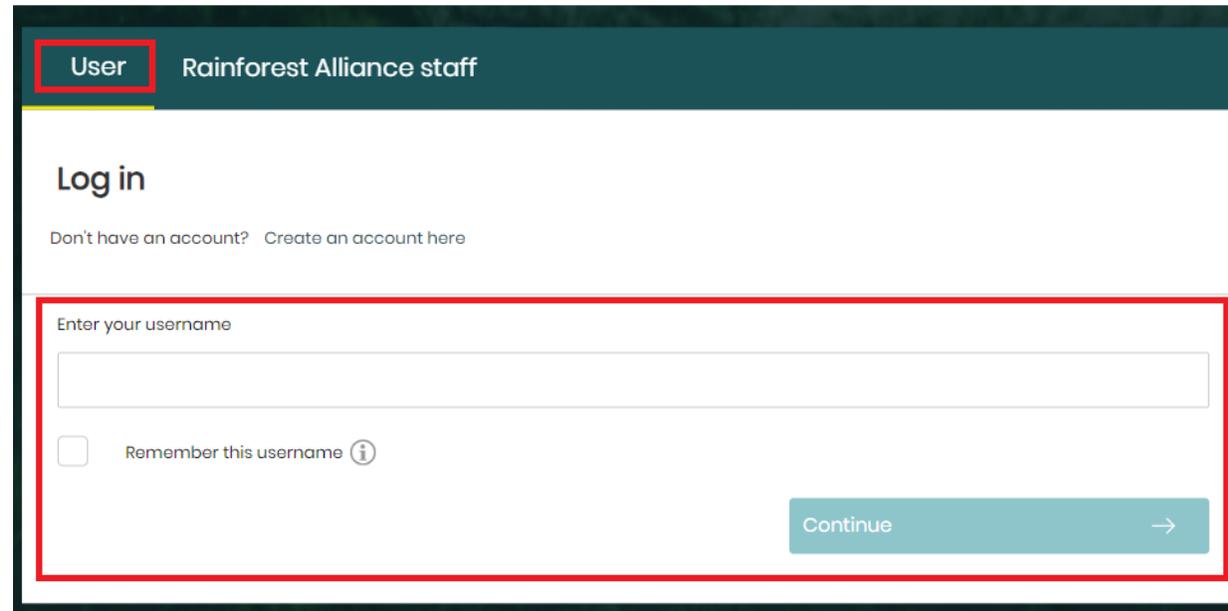
- Easy access and optimized workflows
- Save time to submit requests
- More secure, robust application

RACP and the new Claims platform

- Access
- User roles
- Delegations

Access

All users access the platform through the [RACP](#)



The screenshot shows the login interface for Rainforest Alliance staff. At the top, a dark teal header contains a 'User' tab (highlighted with a red box) and the text 'Rainforest Alliance staff'. Below the header, the page is titled 'Log in'. A link 'Don't have an account? Create an account here' is positioned below the title. The main login area is enclosed in a red border and contains a text input field labeled 'Enter your username'. Below the input field is a checkbox labeled 'Remember this username' with an information icon. A teal 'Continue' button with a right-pointing arrow is located at the bottom right of the login area.



Forest Allies members and Design Agencies need to register in the RACP for the first time from December 18th to submit approval requests!

Users

3 additional roles

Claims Admin

Claims Users

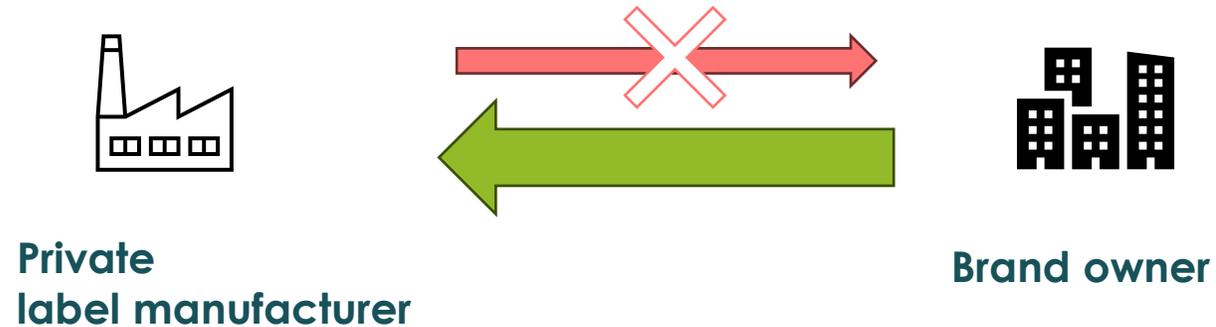
Claims Read-only

Delegations

Any organization submitting approval requests on behalf of another organization must receive a **one-time permission** by them.

Only the Brand Owner can request delegation to other organizations (design agencies, private label manufacturer, etc.).

Example:



Delegate = can submit approval requests on behalf of brand owner

Demo: Certificate Holders

Farm Certificate Holders

Supply Chain Certificate Holders

Retailers

Overview

- Access through RACP
- How to add and edit delegations (brand owner/retailer)
- How to add Claims users
- Access to Claims platform
 - Navigation panel
 - Home (overview of all your requests)
 - Add brands and products
 - Add manufacturers
 - Create & submit a new claims approval request
 - Copy an existing request and save a template
 - Resubmit a request
 - Extend approval request
 - Download an approval letter
 - Download the RA seal
 - Manage User settings

Q&A

Help & Resources

Help & Resources

Resources

- The recording and slides will be available in the next days on the [RA Events page](#)
- [Claims user manual](#): available as of December 18
- [How to prepare for the new Claims platform](#) including FAQ
- RACP user manual for [Farm CHs](#) and [Supply Chain CHs](#): updates to section 6.1 “Users”

Support

- Reach out to Customer Success at CustomerSuccess@ra.org

Thank you!

**RAINFOREST
ALLIANCE**

rainforest-alliance.org

The Rainforest Alliance is creating a more sustainable world by using social and market forces to protect nature and improve the lives of farmers and forest communities.