



MARKETING SUPPORT AND SERVICES FOR PARTNER COMPANIES



ADDING VALUE TO YOUR BUSINESS

The Rainforest Alliance works with partner companies to effectively drive their action on sustainability. We can add value to businesses by supporting companies communicate and leverage their sustainability commitments. Our dedicated marketing team helps you to:

- **Strengthen business reputation** by responding to the rising demand of consumers and other stakeholders for companies to act responsibly and demonstrate credible impact;
- **Enhance brand value** with consumers and other stakeholders through the positive impact of your work with the Rainforest Alliance on people and nature;
- **Create a meaningful sustainability marketing program** in relation to your agriculture and forest-based products using our seals and supporting marketing communication resources;
- **Credibly communicate your commitment and achievements** to stakeholders, including customers, employees, investors, media and others who impact your business success;
- **Raise the profile of your products** by telling a sustainability story about your work with the Rainforest Alliance that fits your brand values and resonates with your customers.

**JOIN OUR
ALLIANCE
FOR A BETTER
FUTURE**

OUR MARKETING SERVICES

We offer a portfolio of services to partner companies sourcing Rainforest Alliance Certified™ and/or UTZ certified ingredients to support your sustainability communication, such as:

- **Collaborative opportunities** to co-create activations, such as marketing campaigns, webinars, events, conferences, employee engagement, consumer promotion, in-store and POP materials;
- **Marketing toolkit** with key messages, communication guidelines, photos and videos (including b-roll footage), infographics, farmer testimonials, and social media graphics to engage your audiences with the positive impact of your work with the Rainforest Alliance and meaning behind our seals;
- **Annual global Follow the Frog campaign** to raise the profile of your products with the “green frog” seal, highlight your work with the Rainforest Alliance and share in the impact of a global campaign;
- **Digital communications, both B2B and B2C** on our website as well as our ever-growing social media channels;
- **Business newsletter** with news and insights about the sustainability journey of our partner companies, organizational updates and transformation of the agricultural and forestry sectors;
- **Media & Public Relations support** in partnership with your media teams or agencies;
- **Cause marketing and commercial co-venture campaigns** to engage customers and consumers while generating funds for sustainability programs.

WHY SUSTAINABILITY?

Sustainability has become a business imperative, with benefits as diverse as cost savings, risk mitigation, supply chain security, access to new markets, customer loyalty, enhanced brand value and more. It also helps drive consumer preference and raise a company’s standing and reputation among investors, buyers, employees and the industry. The Rainforest Alliance works with more than 5,000+ companies, to support their sustainability journey. Here are just some of the reasons why:

Consumers Care

- 33% of consumers already make purchasing decisions with sustainability in mind¹.
- Heads of households who feel better when buying products that they know are sustainable or better for the environment: 53% UK, 78% US, 85% Brazil, 85% Turkey, 88% India¹.

Companies Need to Earn Their Trust

- 81% of global consumers rank brand trust (“I must be able to trust the brand to do what is right”) as a buying consideration².
- 67% will try a product from a brand with a good reputation but will only continue buying it if they trust the company².

Sustainability Sells

- 87% of American consumers would buy a product with a social or environmental benefit if given the opportunity. 55% say they have done so in the past year³.
- Sales of products that had a sustainability claim on-pack grew 5.6 times faster than those that did not (over a period from 2013 to 2018)⁴.
- Sales of chocolate and coffee products with sustainability claims grew faster (resp. 16 % and 1%) than the overall category (resp. 5% and -1%) in 2017-18⁵.

CONTACT US

Let’s talk about how we can help communicate and market your sustainability journey:

Email: marketing@ra.org

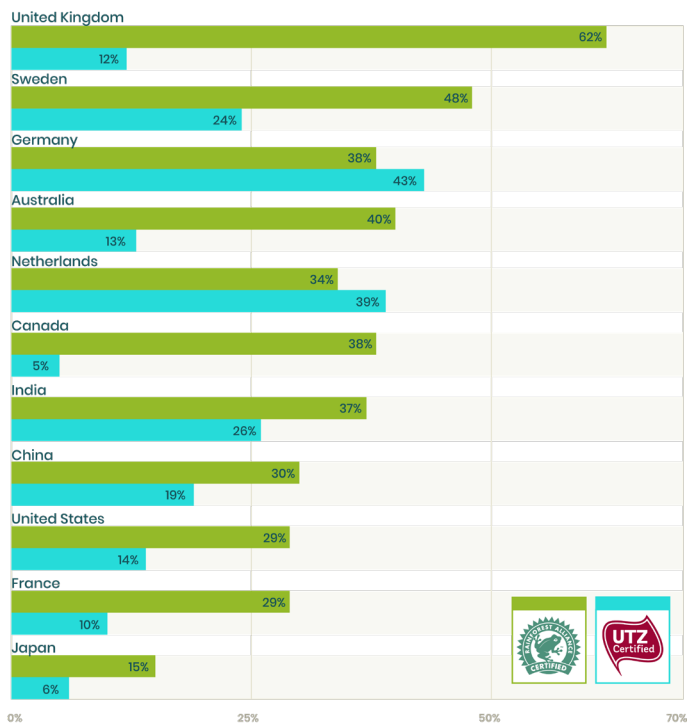
Web: rainforest-alliance.org/business

ABOUT THE RAINFOREST ALLIANCE

The Rainforest Alliance is an international non-profit organization working in more than 70 countries. We use the power of the market to drive sustainable transformation at the intersection of business, agriculture, and forests. We are an alliance of farmers, forest communities, companies and consumers committed to creating a world where people and nature thrive in harmony by making responsible business the new normal.

In 2018 UTZ and the Rainforest Alliance merged. By joining forces we can more effectively respond to the urgent challenges of today and be a better partner to the many stakeholders we work with.

CONSUMER AWARENESS OF THE RAINFOREST ALLIANCE CERTIFIED AND UTZ SEALS ⁶



1. Unilever: Making Purpose Pay, Inspiring Sustainable Living, 2019
 2. Edelman: Trust Barometer Special Report, 2019
 3. Cone Communications, 2019

4. Harvard Business Review Research: Actually, Consumers Do Buy Sustainable Products, 2019
 5. Source: Nielsen: What’s Sustainability got to do with it, 2018
 6. The Harris Poll, Harris Insights & Analytics LLC, 2019



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