

# ANNUAL REPORT

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2021



**SRP**

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# Our vision & mission

**Our vision is to “Feed the world. Sustainably”.**

The Sustainable Rice Platform (SRP) is a global multi-stakeholder alliance comprising over 90 institutional members from public and private stakeholders, research, civil society and financial institutions. Together with its members and partners, SRP aims to transform the global rice sector by improving smallholder livelihoods, reducing the social, environmental and climate footprint of rice production, and by offering the global rice market an assured supply of sustainably produced rice.

Our mission is to catalyze transformation of the global rice sector by developing tools and mobilizing rice stakeholders to promote on-farm adoption of sustainable best practices, linking farmers to markets and offering an objective normative basis for policymaking.

# 2021

## in numbers

**92**

SRP members

in 30

in 19

countries

**24**

Registered SRP  
Projects

**30,192.69**

hectares of SRP-  
Verified rice

**3,640**

SRP-Verified  
Producers  
(15 Producers Group)

**5**

countries in which  
SRP-Verified rice is  
available

**13**

SRP Authorized  
Training Courses  
conducted

**319**

SRP Authorized  
Trainers

**3**

National  
Chapters under  
establishment

# 2021

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# Highlights

The Annual Report 2021 summarizes key activities and milestones over the year, focusing particularly on SRP's key areas (membership, Registered SRP Projects, SRP Training Program, SRP Assurance Scheme and SRP National Chapters).

Key milestones achieved in 2021 are summarized below.

## SRP's 10th anniversary

In December 2021, SRP celebrated its 10th anniversary since it was co-convened by the International Rice Research Institute (IRRI) and the United Nations Environment Programme (UNEP), together with research and private sector partners. Since then, SRP has grown to a global multi-stakeholder alliance with over 90 members with a shared mission to transform the global rice sector for a healthy, inclusive and sustainable future. SRP members, partners and Registered SRP Projects supported the 10th anniversary celebration by sharing their own achievements, highlights and memories.



### [SRP Rice Week 2021 + other online events](#)

SRP convened a full schedule of webinars and virtual events (including the SRP Rice Week 2021, webinars and workshops) throughout the year. The SRP Rice Week 2021 under the theme "Rice, Resilience & Transformation" brought together 180 participants and 71 speakers from 40 countries, representing members and the wider development community.

### [SRP-Verified rice](#)

Another important milestone was the first Level 3 verification under the SRP Assurance Scheme in January 2021 and subsequently the first launch of SRP-Verified rice in supermarkets. Launched first in Germany, SRP-Verified rice was later adopted in other countries and by the end of 2021 was available at major supermarket chains in Germany, Denmark, Finland, Italy and the Netherlands.

### [Brand engagement](#)

SRP retained the BEHOLD Sustainable Venture Group to build and support our brand engagement and market strategies. The team's extensive global experience in food retailing and brand building enabled close engagement between downstream actors and SRP members to establish appropriate positioning for SRP-Verified rice in key markets and to support downstream actors in building awareness and messaging among consumers.

### [EU retailer survey points to emerging demand for sustainable rice](#)

SRP conducted a survey among a broad base of retailers, brands, millers, traders and other downstream rice actors and stakeholders in Europe. The findings show significant interest and an increased prospect of a buoyant market for sustainably produced rice in the near future.

### [Attending Culiperslunch](#)

SRP presented its work at Culiperslunch, an annual event held in Amsterdam at which the Dutch culinary press is presented with trend-setting innovations. The event generated significant visibility for SRP among more than 150 culinary journalists, bloggers, vloggers and food influencers attending the event, as well as in resulting media coverage.

### [New SRP website](#)

After many months of work SRP was delighted to launch its re-designed website with a new look and many new features.

### [ISEAL Community Member - application](#)

On 1 June 2021 SRP submitted its application to become an ISEAL Community Member. ISEAL Community Members benefit from collective action through thematic working groups, access to resources, guidance and communities of practice, as well as access to strategic intelligence on trends, opportunities and policy developments.

### [Growing team + fully remote](#)

Despite the profound impacts of the COVID-19 pandemic on the way we live, work and engage with one another, SRP has successfully built an effective and motivated Secretariat team of 7 full time staff members, working fully remotely.

# SRP

# Membership

SRP membership is an alliance of organizations that share a common vision for a sustainable global rice sector. Our members are committed to collaborative action to address the sector's sustainability challenges, and work to promote smallholder livelihoods, environmental sustainability, equity, and stability in the rice industry according to their own organizational mandates and capacities.

In 2021, **16 new organizations** joined as members, bringing **total membership** to **92 institutions** by year-end. The breakdown by constituency shows a relatively balanced distribution of members across the four major stakeholder constituencies.

## Service, input and equipment providers

18%



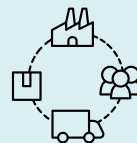
## Public sector

26%



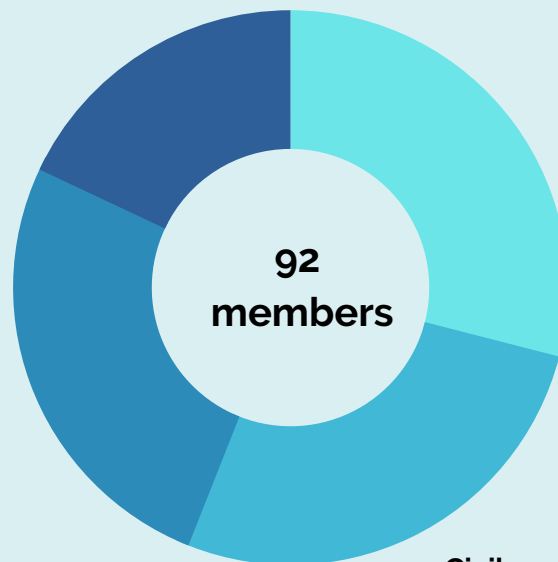
## Supply chain actors

29%

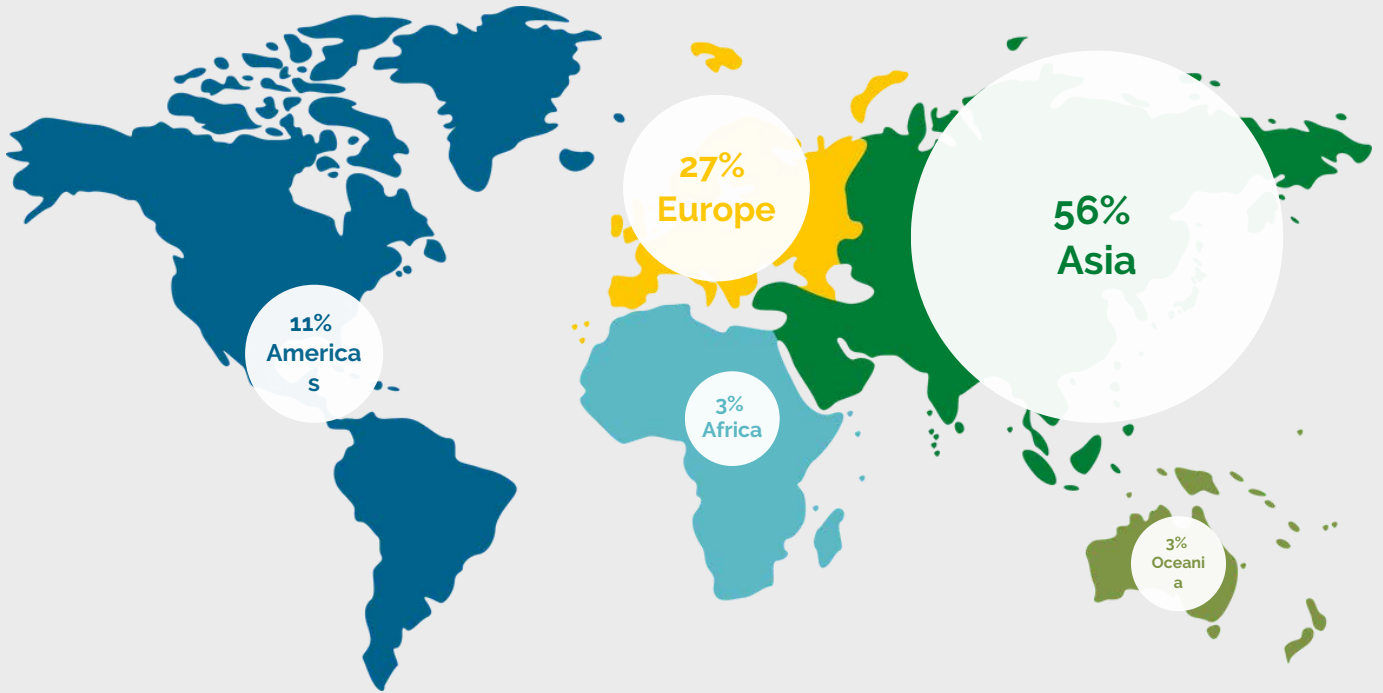


## Civil societies

27%



SRP members are based in Asia, Africa, Europe, the Americas and Oceania.



## New members





# ALL members

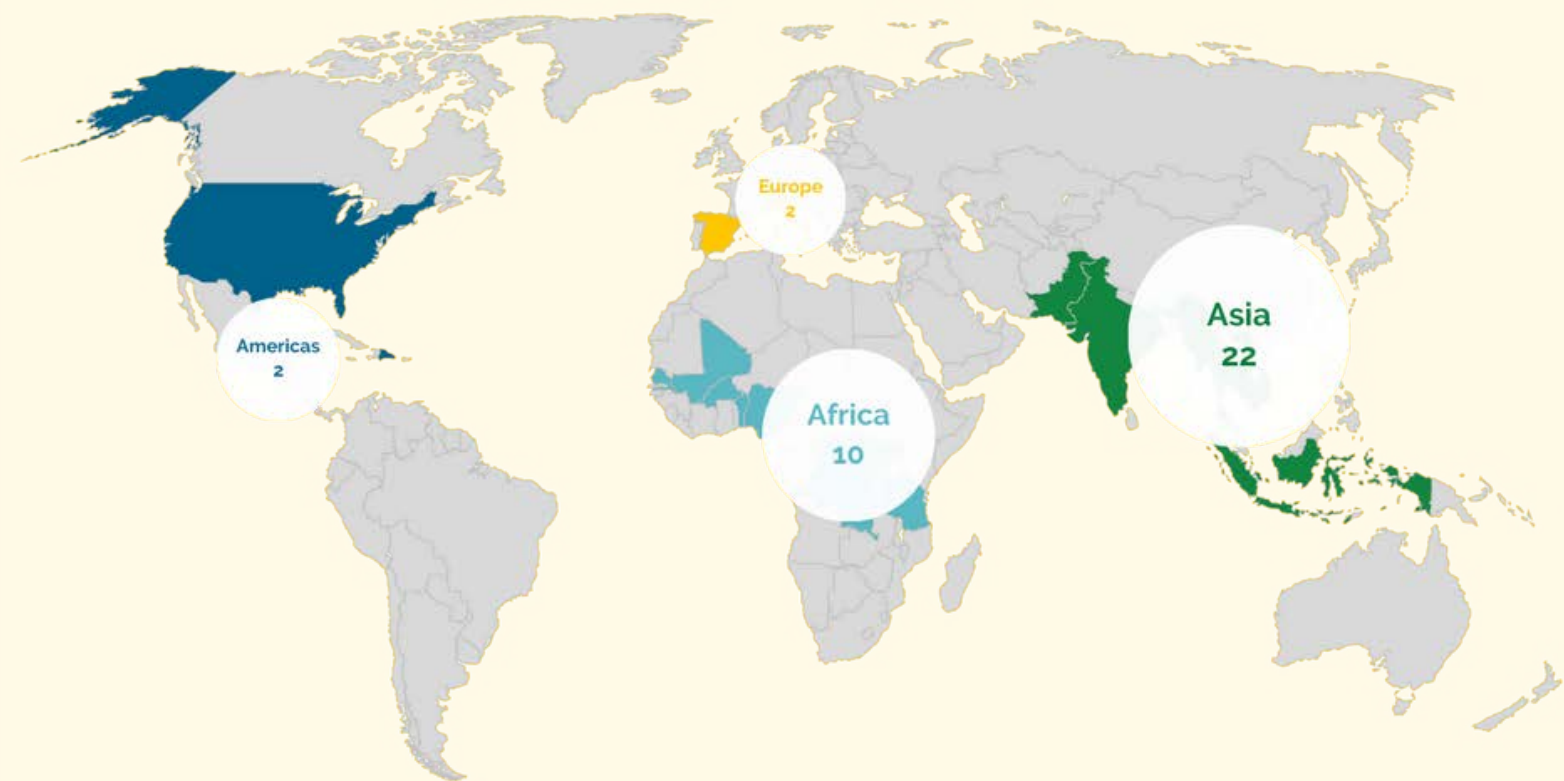
- Africa Rice Center
- Agricultural Food and Marketing Association for Asia and the Pacific
- Agrocolor,S.L.
- AgroFrontera
- AKC Commodities, Inc
- Alliance for Water Stewardship
- Allied Development Corporation
- Al-Wahab Rice Mills (Pvt) Ltd
- Asian Center of Innovation for Sustainable Agriculture Intensification, Asian Institute of Technology
- Association for Gender Awareness & Human Empowerment (AGAHE)
- Atlas Food (Pvt.) Ltd.
- Battambang Rice Investment Co Ltd
- Bayer
- Center for Fertilization and Plant Nutrition
- Center for Sustainable Rural Development
- Clarmondial AG
- Control Union Co. Ltd.
- Corteva Agriscience
- CropIn Technology Solutions Pvt Ltd
- Dept of Agriculture / PhilRice, Philippines
- Dept of Environment and Natural Resources, Philippines
- Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH (GIZ)
- Ebro Foods
- Ecocert
- EURICOM S.p.A.
- Fairtrade International
- Flying Trade India Private Limited
- Food and Agriculture Organization of the United Nations
- Foodtech Solutions (Thailand) Co., Ltd.
- Galaxy Rice Mills (Pvt) Ltd
- Global Rice Sourcing Co Ltd
- GLOBALG.A.P.
- Golden Sunland
- Grameen Foundation, USA
- HELVETAS Swiss Intercooperation
- Indonesian Center for Food Crops Research and Development
- Institute of Policy and Strategy for Agriculture and Rural Development
- Instituto Nacional de Investigacion (INIA) Uruguay
- International Centre for Research in Agroforestry (ICRAF) aka World Agroforestry Centre
- International Finance Corporation
- International Potash Institute
- International Rescue Committee, Inc
- International Rice Research Institute
- Kausar Rice & General Mills
- Kilimo Trust
- Koninklijke Ahold Delhaize NV
- Lidl Stiftung & Co KG
- Loc Troi Group Joint Stock Company
- LT Foods Limited
- Mars Food
- Matco Foods (Pvt) Ltd
- Ministry of Agriculture and Rural Development, Vietnam
- Ministry of Agriculture, Forestry & Fisheries, Cambodia
- Natcap Sustainable Solutions
- Natural Rice Co Pty Ltd
- Nature Pearls Pvt Ltd
- Netafim Ltd
- Network for Aquaculture Centres in Asia and the Pacific (NACA)
- NetZeroAg Ltd (NZA)
- Olam Global Agri Pte Ltd
- Orillion
- Pakistan Agriculture Research Council
- Pakistan Basmati Heritage Foundation
- Partners in Prosperity Society
- Peterson Services Vietnam Ltd
- Preferred by Nature
- Prime Agri Technologies
- Provivi, Inc.
- Quality Certification Services
- REEDS Pakistan
- Rice Department of Thailand
- Rice Exchange
- RICE TILLER - Cheshinovo
- Rikolto
- Riso Gallo
- Sansom Mlup Prey Organization (SMP)
- Sharsid Overseas Pvt. Ltd.
- Shivrai Technologies Pvt Ltd
- Solidaridad
- SunRice
- Swisscontact
- Syngenta
- Taj Food Pvt Ltd
- UN Environment
- UN Women
- VSO Cambodia
- Westmill Foods Co Ltd
- Wildlife Conservation Society (CAM)
- Winrock International
- World Business Council for Sustainable Development
- World Food Programme
- W/WF Pakistan

# Registered SRP Projects

Registered SRP Projects are initiated and managed independently by SRP members. By the end of 2021, a total of 24 Registered SRP Projects were enrolled, with 22 holding “active” status and two completed.

Registered SRP Projects use and promote SRP tools and focus on capacity building of farmers and farmer groups to shift to sustainable rice cultivation practices. Projects involve in-person training and technical assistance at field level.

## Registered SRP Projects around the world



These projects are implemented at varying scales in 19 countries across Asia, Africa, Europe and the Americas, and together, they have a cumulative of over 423,106 target farmers<sup>1</sup>.

Table: Registered SRP Projects<sup>2</sup>

<b>Africa</b>	Number of projects	<b>Asia</b>	Number of projects	<b>Europe</b>	Number of projects	<b>Americas</b>	Number of projects
Benin	1	Cambodia	4	Italy	1	Dominican Republic	1
Burkina Faso	2	India	3	Spain	1	USA	1
DR Congo	1	Indonesia	2				
Mali	1	Myanmar	1				
Nigeria	1	Pakistan	2				
Senegal	1	Thailand	6				
Tanzania	2	Vietnam	4				
Uganda	1						

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<sup>1</sup> Number of target farmers: the number of rice farmers one Registered SRP Project aims to reach during the project period.

<sup>2</sup> Some of the Registered SRP Projects are being implemented in more than just one country.

# SRP Training Program

In 2021, SRP expanded its authorized training program to cover two more normative tools, the SRP Internal Management System (IMS) and SRP Chain of Custody (CoC) Policy and Standard- both key components of the SRP Assurance Scheme. Both additional courses were developed in collaboration with GLOBALG.A.P., and grounded in the robustness of existing training curricula on the SRP Standard, Performance Indicators, and Assurance Scheme. A review process was conducted by the Secretariat to incorporate updated content in accordance with the latest version of the respective normative documents. The design of the training course materials was also updated to be consistent with the SRP Brand Manual.

Upon approval by the SRP Technical Committee, the new training modules were released to all SRP Authorized Training Providers<sup>3</sup> in August 2021.

In 2021, SRP Authorized Training Providers committed to support SRP's authorized training programs and organized a total of 13 SRP Authorized Training Courses. All sessions were conducted online and resulted in 176 new successful trainees certified as SRP Authorized Trainers, of which 126 were male and 50 female. Since launch of the Authorized Training Scheme, SRP has recognized **319 SRP Authorized Trainers based in 40 countries.**

## SRP Authorized Training Providers in 2021:

- Academy for International Cooperation (AIZ)
- GLOBALG.A.P
- International Rice Research Institute (IRRI) Education

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<sup>3</sup> SRP Authorized Training Providers are institutions endorsed by SRP to deliver SRP-approved training courses per the authorized topic(s).

# SRP Assurance Scheme & Market Development

Following the launch of the SRP Assurance Scheme in September 2020, SRP member and Verification Body Preferred by Nature announced the **first Level 3 verification** under the SRP Assurance Scheme for 1,045 farmers in January 2021.

## SRP Approved Verification Bodies (VBs)

- Preferred by Nature
- AGROCOLOR, SL
- Control Union Certifications B.V.
- Ecocert Environnement SAS

In 2021, the **total area of SRP-Verified rice was 30,192 hectares**, equivalent to approximately 120,771 tons of SRP-Verified paddy rice<sup>4</sup> from 6 countries. A total of 3,640 SRP rice producers (in 15 Producer Groups) were registered in the SRP database.

In June 2021, **the first SRP-Verified rice was launched** by Lidl in supermarkets in Germany. This important milestone empowered consumers to choose sustainable rice, directly benefit the livelihoods of small farmers and contribute to protecting our environment. By the end of 2021, SRP-Verified rice was already available in supermarkets in 5 countries (Germany, Denmark, Finland, Italy and the Netherlands).



<sup>4</sup> Calculated volume of SRP-Verified paddy based on yield estimates is 30,192.69 hectares x 4 tons per hectare = 120,770.76 tons SRP-Verified paddy rice.



Over 90% of respondents view sustainable rice sourcing as a priority

# EU retailer survey 2021

Findings of an SRP survey targeting a broad cross-section of downstream rice actors and stakeholders in Europe showed **significant interest and improved confidence in the prospects for sustainably produced rice in the near future:**

- Over 90% of respondents viewed sustainable sourcing as a priority.
- One third of respondents expect 70% of their rice volumes to be sourced from verified sustainable sources by 2025 and
- more than 25% of respondents expect their rice volume to be sourced sustainably to be between 30-50% by 2025.

Based on these ambitions and expectations, the **supply of sustainable rice needs to increase to be able to meet the predicted substantial growth in demand.**

When asked how much rice participants are currently sourcing sustainably:

- More than half currently sourced less or up to 15% of their volume sustainably;
- One out of five sourced between 15% and 30% of their rice volumes sustainably;
- Around 10% sourced between 30% and 50% of their volumes sustainably.

## Obstacles

Participants identified the following main obstacles for procuring sustainably produced rice: Insufficient supply, lack of sufficient consumer demand, and a higher price. Other factors included traceability and transparency, quality issues and knowledge of the markets.

## Motivation

Respondents reported the main motivation for sourcing sustainable rice as the **growing consumer interest in sustainability**. Other factors cited included corporate reputation, company sustainability policies, commercial opportunities and business potential offered by sustainable food. Forthcoming legislation was not cited as a primary motivation.

In addition to improving livelihoods for rice farmers, respondents were particularly appreciative of the environmental focus of SRP, specifically in better land use, protecting biodiversity, efficient water management, reducing greenhouse gas emissions and improving resilience to climate change.

Although this was a non-academic survey, the responses covered a broad representation sample of leading market actors and offered important insights into emerging market trends and drivers, as well as pointing to an anticipated growth in near-term demand for sustainable rice. While underscoring market recognition of the role of sustainable rice, the survey findings also highlighted the long journey ahead to further build awareness, engagement and demand among brands, retailers and consumers.

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If you are interested in receiving the full survey presentation, contact [info@sustainable-rice.org](mailto:info@sustainable-rice.org).  
Authors: Jop Blom & Nic Jooste, SRP retail & brands engagement Europe

# National-Level Activities

## National Chapters

To drive in-country adoption of climate-smart, sustainable rice farming practices, a number of accomplishments were made in 2021 through the formation of SRP National Chapters.

**Cambodia:** A Memorandum of Agreement (MoA) was signed in June 2021 among five (5) parties: General Directorate of Agriculture (GDA), Cambodia Rice Federation (CRF), Wildlife Conservation Society (WCS), CIRAD, and Swisscontact, to collaborate on establishment of SRP National Chapter in Cambodia.

**Thailand:** An English-Thai translation of the SRP Standard had been completed and vetted by the National SRP Working Group (NWG) in Thailand, before being submitted to the SRP Secretariat for endorsement as [the official Thai translation](#). Besides the SRP Standard, the NWG worked on a Thai-language translation of training modules for the pilot training course “The SRP Standard and Performance Indicators”, organized online in November, with NWG members as target attendees. One main outcome of the course was the [first group of Thai female farmers recognized as SRP Authorized Trainers](#).

In addition to progress in Thailand and Cambodia, **Nigeria** also initiated its first step towards formation of a SRP National Chapter. The Competitive African Rice Initiative (CARI) in Nigeria submitted a request, on behalf of the Federal Ministry of Agriculture and Rural Development (FMARD) to lead the establishment of the SRP National Chapter in Nigeria. The request was endorsed by the SRP Secretariat in July 2021.



# Project Partnerships

## **The Sustainable Rice Landscapes Initiative (SRLI)**

In 2018, SRP, UNEP, FAO, the World Business Council for Sustainable Development (WBCSD), the International Rice Research Institute (IRRI) and GIZ established the Sustainable Rice Landscapes Initiative (SRLI). Launched at the 6th Global Environment Facility (GEF) Assembly meeting in Danang, Viet Nam, the SRLI was launched officially as an international consortium, mobilizing finance for sustainable rice cultivation for 260 million smallholder farmers across Asia.

SRLI provides a vehicle for collaborative action to mobilize resources and drive mainstreaming of sustainable best practice at farm and policy levels. At scale, these approaches will contribute to meeting national greenhouse gas reduction targets under the Paris Agreement, as well as restoring degraded landscapes and conserving biodiversity.

The initiative builds upon SRP's efforts to drive transformative change in the rice sector, initially through country-level programmes to be submitted for funding via the Global Environment Facility under the GEF-7 Global Impact Programme on Food Systems, Land Use and Restoration (FOLUR).

The initiative works with governments and value chain actors at landscape and policy levels to drive adoption of proven climate-smart best practices and innovative technologies to reduce the environmental footprint of rice, as well as link farmers to markets.

Adoption of climate-smart sustainable best practices among rice smallholders is expected to generate multiple social, environmental and economic benefits, including the following:

- Healthier watersheds and biodiversity protection
- On-farm and landscape resilience
- Increased water and fertilizer use efficiency
- Lower greenhouse gas emissions from rice production
- Reduced agrochemical pollution
- Improved farmer health and livelihoods
- Strengthened consumer markets for sustainably produced rice.

In 2021, SRLI organized several roundtable discussions with financial institutions and rice value chain actors in India, Pakistan, Thailand, Viet Nam, and West African countries. The roundtable organized in Viet Nam, for example, concluded that finance must be combined with technical assistance at farm level and that climate change is an increasingly important consideration amongst all actors in the rice value chain. Further, public-private financing partnerships are needed to enable investments to reach de-risking requirements imposed by central banks. Blended finance is important to help overcome initial risk barriers that restrict the crowding-in of private capital.



**Financing Sustainable Rice: A Roundtable Series**

Hosted by the Sustainable Rice Landscapes Initiative:

In collaboration with: 



## Water Productivity Project (WAPRO)

In 2015 the Swiss Agency for Development and Cooperation (SDC), SRP and Helvetas Swiss Intercooperation launched a Water Productivity Project (WAPRO) in four countries (India, Pakistan, Kyrgyzstan, and Tajikistan) – all severely impacted by extreme water scarcity. The project was implemented by a consortium of nine partners involving 23,600 farmers, targeting two thirsty crops- rice and cotton.

Adopting a multi-stakeholder approach involving private sector supply chain actors, civil society and three key standard bodies (the Sustainable Rice Platform, Better Cotton Initiative and the Alliance for Water Stewardship), the project pioneered a “Push-Pull-Policy” approach to implement practical solutions to boost water productivity and mitigate conflicts among competing water users at community level.

**Push:** Farmers are trained in new sustainable production technologies, water saving methods including new irrigation methods, intercropping, soil cover and laser levelling. By promoting methods that save water and boost productivity, farmers are incentivized to save water.

**Pull:** Demand for sustainably produced produce is stimulated by engaging with local value chain actors, who act as purchasing and processing agents within the value chain. Connecting farmers to markets further incentivizes adoption of sustainable, climate-smart production practices.

**Policy:** The SRP Standard for Sustainable Rice Cultivation and Performance Indicators offer practical tools that support policy interventions and provide a cost-effective basis for supply chain assurance. Projects such as WAPRO are aligned with, and contribute to, national policy goals and global sustainability commitments such as the Nationally Determined Contributions for GHGs as well as the Sustainable Development Goals.



## Impact

Among the project's accomplishments are savings of 15-33% in irrigation water, and increased farmers' income (6-32%). These impacts have been achieved through adoption of proven technologies including water-saving drip irrigation, alternate wetting and drying, as well as laser levelling. The project facilitated sustainable procurement in rice value chains, led by global partners such as MARS Foods, Westmill Foods and Coop, in collaboration with local producers, millers and exporters (e.g. LT Foods, Rice Partners Ltd, Better Grain and Galaxy Rice) working with over 5,000 farmers.

Phase 2 of the project was implemented from 2018 to 2021 via ten sub-projects operating in six countries, including Madagascar and the Myanmar Climate-Smart Rice Project (co-funded by NORAD, see below). In collaboration with the Islamic Development Bank, key elements of WAPRO project design are being replicated in ten sub-Saharan countries. Diverse stakeholders (22 partners) – from farmers and local NGOs to corporations and governments take collective responsibility for managing water as their most precious resource and aspiring to improve the lives of smallholder farmers in target countries.

## Myanmar Climate-Smart Rice Project

Transformation of rice value chains through wide-scale adoption of climate-smart and resource-efficient sustainable best practice

Funded by NORAD and the Swiss Agency for Development and Cooperation, this 3-year project was launched in 2020 to build capacity of farmers, partners, millers and government outreach agencies to adopt the SRP Standard for Sustainable Rice Cultivation. The Standard offers a path to boost productivity, improve efficiency of use of inputs such as water and fertilizers, as well as enhance resilience to current and projected climate change impacts such as temperature rise, drought, flooding and salinity, together with abiotic stresses.

The project's overall objective is to initiate transformation of rice value chains through establishment of framework conditions for private sector development and partnerships promoting climate smart and resource-efficient best practices. This overall objective will be achieved by pursuing the following three project outcomes which follow a simple "PPP approach" ("Push – Pull – Policy". Approach).

The first objective "pushes" producers to adopt sustainable, climate smart rice production techniques; the second objectives use the influence of downstream market players to "pull" producers to shift to sustainable practices, while the third objective intervenes at the "policy" level to establish a conducive framework and incentives for adoption of climate-smart and sustainable rice production in Myanmar.

The project is coordinated by UNEP, which serves as the contractual partner with NORAD in this project. UNEP is responsible for overall project direction and reporting to NORAD, as well as receipt and periodic disbursement of project funds.

Operationally, the project is managed by a Project Management Unit (PMU), led by HELVETAS. The PMU is responsible for project management, coordination and overseeing overall implementation. The PMU operates from Myanmar and manages implementation and administration as well as communications and outreach. The PMU directly oversees all project field operations, including recruitment and contract management for sub-contractors and project services.

The PMU is governed by a Project Steering Committee comprising representatives of the key implementing partners (UNEP, SRP, Helvetas and Prime Agri).

## Climate and Clean Air Coalition

Under the Climate and Clean Air Coalition (CCAC) initiative to reduce Short-Lived Climate Pollutants (SLCPs), UNEP, in collaboration with SRP, IRRI and country-level partners, implemented the project **“Promoting Global Best Practices and Scaling of Low Emissions Technologies by Engaging the Private and Public Sector in the Paddy Rice sector” from 2020-2021**. The project aimed to reduce SLCPs in context of the CCAC Agriculture Initiative targeting transformation of the rice sectors in Pakistan and Thailand.

Drawing from best practice examples across the region under the leadership of UNEP in close collaboration with the Sustainable Rice Platform (SRP), this project assessed the capacity to upscale rice mitigation practices and technologies in Pakistan and Thailand, to capture those practices through a digital Measurement, Reporting and Verification (MRV) system, and to finance adoption rice mitigation practices through carbon offset projects. Practices that reduce methane emissions from rice could be incorporated into a carbon offset project to supplement farmer income. This has been successfully employed in the United States' California carbon market and there is strong potential to develop this concept in Southeast Asia.

# SRP

## Communication



### SRP Rice Week 2021

From 29 March – 2 April 2021, SRP held the SRP Rice Week under the theme “Rice, Resilience and Transformation”. The online event brought together 245 participants (38% female, 62% male) and 66 speakers from 41 countries, representing members and the wider development community.

### SRP's 10th year anniversary

In December 2021, SRP turned 10 years old. We used the opportunity to highlight and celebrate achievements and milestones of the past 10 years with members and stakeholders through a series of social media posts, blogposts, a video, infographics as well as a webpage.



### SRP's digital presence

After many months of development, in August 2021 SRP launched a fully redesigned website with a new look and many new features. The new website offers an improved user experience, more detailed information on SRP's capabilities and tools, easy access to all SRP normative documents and includes latest news updates from SRP and its members as well as a section for SRP job postings.

SRP also focused increasingly on its social media presence and engagement via several social media channels. Reach and engagement increased over the year, and peaked during the 10th Anniversary digital campaign in December 2021, which significantly increased SRP's overall digital following

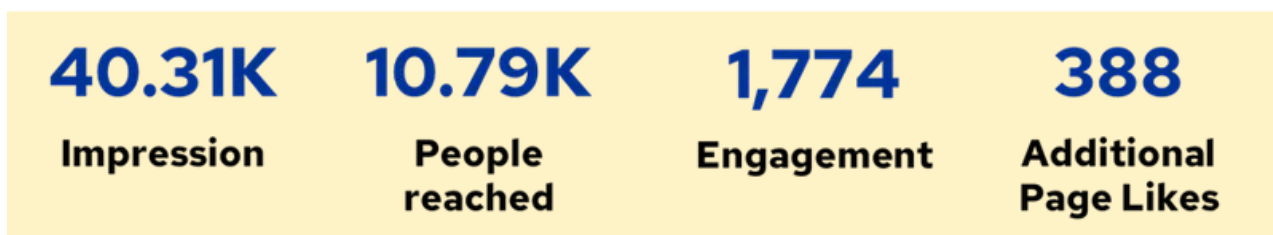


Image: Engagement and reach during SRP's 10th anniversary campaign

### **"What is SRP?" video**

As part of the 10th Anniversary digital campaign, SRP launched the "What is SRP" video for SRP's YouTube channel, giving viewers an introduction to SRP.



### **Workshops and webinars**

Together with members and partners, SRP co-organized the workshop 'Reimagining opportunities for ICT-driven innovation in agriculture and its transformative potential for rice smallholders' as well as the webinar 'Effectiveness of Multi-Stakeholder Initiatives in the Agricultural Sector - Lessons for SRP?'.  
  
SRP also supported the webinar series 'Financing Sustainable Rice' focusing on opportunities and challenges related to financing sustainable rice landscapes.

### **Webinar: Effectiveness of Multi-Stakeholder Initiatives in the Agricultural Sector - Lessons for SRP?**



### **Workshop: Reimagining opportunities for ICT- driven innovation in agriculture and its transformative potential for rice smallholders**



### **Financing Sustainable Rice: A Roundtable Series**





# SRP

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# Board

- Matthias Bickel
  - Christ Vansteenkiste/Catur Utami Dewi
  - Stephan Moreels
  - Colin Taylor/Harsh Vivek
  - Keith Jones
  - Remy Bitoun/Ranjitha Puskur
  - Vita Jarolimkova
  - Paul Nicholson
  - Adrian Sym
  - Diederik Pretorius
  - Jai Shal Oberoi
  - Simon Mahood
  - Tanja Havemann
  - Mark Radka
- GIZ (Chair)
  - Rikolto (Treasurer)
  - Control Union
  - IFC
  - Bayer, Corteva, Syngenta
  - IRRI (Permanent)
  - Mars Food
  - Olam (Vice Chair)
  - AWS (Secretary)
  - Ebro Foods
  - LT Foods
  - WCS Cambodia
  - Clarmondial
  - UNEP (Permanent, non-voting)



# SRP

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# Financials

## 2021

Income

€ 397,725.15

Expenditure

€ 251,586.40

## 2020

Income

€ 269,791

Expenditure € 114,615

# Mainstreaming Sustainable Rice through the Sustainable Rice Platform project

SRP e.V. is currently supported through a cooperation project of the German Federal Ministry for Economic Cooperation and Development's (BMZ) develoPPP program. The 'Mainstreaming Sustainable Rice through the Sustainable Rice Platform' project is implemented by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH together with Ebro Foods, Mars Food, and Olam Agri. The project aims to support SRP's organizational strengthening and growth in the period of 2020–2023.

The project design comprises six work packages, which intend to scale production of and demand for sustainable rice globally, toward sector transformation. Through the project the following key areas were supported in 2021.

## Independent SRP office and expanded Secretariat

By March 2021, the project supported the establishment of an SRP office in Bangkok as an operational base for the SRP Secretariat. By the end of 2021, the SRP Secretariat had expanded to seven full-time staff (of which six staff were fully funded by the project), enhancing the Secretariat's capacity to support SRP members and engage externally with the international stakeholder community. Staff positions of the SRP Secretariat in 2021 were:

- Executive Director (not included under develoPPP funding),
- Office Manager/Finance Officer,
- Monitoring, Evaluation and Learning Officer,
- Capacity Development Officer,
- Membership/ Communication Officer,
- Standard/Assurance Officer, and
- Data Manager.

## Country level awareness and adoption of SRP

A key work area of the project is the optimization of country-level approaches through the establishment of SRP National Chapters. In 2021, the project supported development of a kick-start package for national stakeholders interested in establishing forums to advance sustainable rice dialogue and action.

## ISEAL Community Membership

The project partners supported SRP to prepare and apply (in June 2021) to become an ISEAL Community Member. The application was approved by the ISEAL Board in December 2021. ISEAL Community Membership is an important first step to strengthen SRP's credibility as a sustainability standard. The project also engaged international experts on sustainability codes to conduct gap analyses and guide SRP to develop and implement a plan of action to make improvements toward compliance with ISEAL Codes.

### [Professionalize SRP Training Programme](#)

To promote consistent adoption of SRP tools that are in the public domain, the project supported the updating of SRP Authorized Training Courses and materials to align with latest versions of SRP tools and for branding coherence. Development of new training courses on additional SRP tools was initiated.

### [Retailer and brand engagement in Europe](#)

The project engaged international market development consultants to support awareness raising and engagement of retailers and brands in Europe. This led to the launch of SRP-Verified rice in five European countries by the end of 2021. Work also included conducting a survey on the interest of businesses in sustainable rice procurement, understanding European consumers' willingness to pay for sustainable rice, and updating SRP's strategy to engage retailers and brands with a plan of action for implementation.

### [New SRP website](#)

The project supported the development of a revamped and secure SRP website in traditional and mobile formats to improve access to information for members and increase appeal to broader audiences. The site was launched in August 2021, and its management was handed over to SRP in September 2021.

### [Enhanced member engagement](#)

In December 2021, in celebration of 10 years of SRP, the project commissioned the design and roll-out of a multi-media 10-Year Anniversary Campaign, including [publication of the "What is SRP" video and other resources](#). The campaign highlighted the milestones jointly achieved by SRP and its members and increased stakeholder engagement via social media.



**SRP**

Sustainable Rice Platform

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