

SRP LAUNCHES ITS FIRST PHOTO CONTEST!

We are inviting SRP members and friends to submit their best field/farmer photo to show the world how we are transforming the global rice sector!

The following slides provide information and instructions for participating in this campaign.

  @srp_rice

   @Sustainable Rice Platform



ABOUT THE CAMPAIGN

SRP Photo Contest

FEED THE WORLD SUSTAINABLY

Together towards a healthy, inclusive and sustainable rice sector!

CAMPAIGN GOALS

To create awareness among Dutch consumers and downstream actors

- Boost interest in SRP-Verified rice in the Netherlands
- Position the SRP-Verified Label in the Netherlands and boost brand engagement
- Raise awareness on the need to bring equity, sustainability, and stability to the rice sector.
- Showcase the work of SRP and its members towards transformation of the global rice sector.
- Encourage downstream actors to shift to sustainable rice procurement.

QUICK DESCRIPTION

WHAT?

*"SRP Photo Contest &
Digital Billboard"*

A B2C campaign focused on
Dutch consumers

WHEN & WHERE?

*June & July 2023,
The Netherlands*

The digital billboards will be
displayed throughout June and
July in 10+ outdoor locations
around the Netherlands

HOW?

1. SRP members/projects and partners submit a high-resolution photo to participate in the contest.
2. The winning photo will be displayed in 10+ digital billboards around the Netherlands.
3. The campaign will also be communicated through SRP's and blowUP media's social media channels.

ABOUT THE CAMPAIGN

SRP Photo Contest



This image above is an example of the advertising piece that will be displayed in digital billboards around the Netherlands

- We are looking for compelling field/farmer photos from SRP members and partners around the world.
- Photos must meet quality specifications (see next slide).
- Winning photo will be selected by end May.
- Campaign will run throughout June and July in the Netherlands.



ABOUT THE CAMPAIGN

SRP Photo Contest



The winning photo(s) including credits will be **displayed on 10+ outdoor screens in cities around the Netherlands** throughout June and July 2023. The winning photo(s) will also be featured on SRP's website, social media channels and BlowUp's social media channels.



GUIDELINES FOR PARTICIPATING

SRP Photo Contest



Technical Specifications

- Photos must be JPG/JPEG files with high-quality compression (minimum 200dpi). Landscape-oriented images should have a maximum width of 2560 pixels and maximum height of 1440 pixels. Portrait-oriented image must have a maximum height of 2560 pixels and a width less than 1440 pixels.
- Images including rice farmers are preferred.
- Photos must be submitted to roong.tepkaew@sustainablerice.org and jennifer.gonzalez@behold.nl, including photographer's name and contact details.

DEADLINE:

Photos must be submitted by **12:00 CEST on 26 May 2023**.



GUIDELINES FOR PARTICIPATING

SRP Photo Contest



Intellectual Property Rights

- Photos must be original, created and/or taken by the contestant. Photos must not contain any materials owned or controlled by a third party for which you have not obtained a license, must not infringe the copyright, trademark, moral rights, rights of privacy/publicity or intellectual property rights of any person or entity.
- Contestants assume any legal liability arising from SRP's use of submitted images.
- SRP (Sustainable Rice Platform) respects photographers' copyrights and copyrights shall remain vested with the creator of the image. Upon making the submission, you grant SRP (Sustainable Rice Platform), worldwide, non-exclusive, royalty free, sub-licensable right and license to use, publish, reproduce, display, perform, adapt, create derivative works, distribute, have distributed, print, in whole or in part, in any form, in all media forms now or hereafter known, to promote the contest, image, the photographer or for editorial or educative use.
- The photographer will be credited wherever the image is used.



GUIDELINES FOR PARTICIPATING

SRP Photo Contest



Selection of Winners

All photos are subject to pre-screening to ensure compliance with the technical specifications and intellectual property rights outlined on the previous slides. Non-compliant photos will be rejected.

Judging Panel:

Wyn Ellis (SRP Executive Director), Keith Jones (SRP Board Chair), Jop Blom (BEHOLD Sustainable Venture Group & Lead, SRP Brand Team), Roong Tepkaew (SRP Communications Manager).

Winner(s):

Winner(s) will be contacted via e-mail at the e-mail address they provided with their submission and will be required to sign and return a statement of eligibility and liability/publicity release, provide a short bio (where applicable), and a brief statement about the submission. Winners and finalists may choose to use an alias instead of their real name and may request other identifying information be kept private. Inability to contact a potential winner may result in disqualification and/or selection of an alternate winner from among all remaining eligible submissions.

BLOWUP MEDIA EXAMPLES

SRP Photo Contest



LOCATIONS (NL)

SRP Photo Contest



Utrecht | Hoog Catharijne - P5 Car Park



Utrecht | Hoog Catharijne | South Mile



Eindhoven | The Tower®



Amsterdam | Double Digital®



Utrecht | Hoog Catharijne -
Gildenkwartier



Den Haag | Spulmarkt The Hague | The
Collective® Editions



Rotterdam | The Wow®



Rotterdam | Markthal | Freestander &



Utrecht | Hoog Catharijne | NEO



Utrecht | The Wall (Az)



Utrecht | Hoog Catharijne | North Mile



Tilburg | Heuvelstraat



Tilburg | EMMA



Tilburg | The Arcade



Rotterdam | Koopgoot Rotterdam | The
Collective® Editions



Utrecht | Hoog Catharijne | Clarenburg



Utrecht | Hoog Catharijne | The Emerald



Amsterdam | The Capital®

A graphic of several stylized, light green rice leaves is positioned on the right side of the image, partially overlapping the main text area. The leaves are elongated and pointed at the ends, with a slightly wavy texture.

We look forward to receiving your photos!

#ChooseSustainableRice

Sustainable Rice Platform e.V.

Email: Info@sustainablerice.org | **Web:** www.sustainablerice.org

Sustainable Rice Platform e.V. (SRP) is registered as an association in Germany, VR 11584