
SRP Annual Report 2023



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About the Sustainable Rice Platform (SRP)

The Sustainable Rice Platform e.V. (SRP) is a global multi-stakeholder alliance comprising over 100 institutional members from public, private, research, civil society and the financial sector. Originally co-convened by the International Rice Research Institute (IRRI), the United Nations Environment Programme (UNEP) and private sector partners, SRP is an independent member association, working together with its partners 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.

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Foreword

from the Board Chair and Executive Director

We are proud to present our Annual Report for 2023, a testament to a year of progress, innovation, and collaboration in advancing our organizational mission. Guided by our vision to "Feed the world. Sustainably," SRP continues to make significant strides in reshaping the way rice is produced.

Rice is more than a staple crop; it is the lifeline for billions and a vital part of cultures and economies around the world. Yet, its production poses profound environmental challenges, from greenhouse gas emissions to water overuse. SRP is committed to addressing these issues by championing sustainable practices that improve livelihoods for smallholders, enhance food security and safeguard our planet.

2023 was a year of milestones for SRP. The launch of the SRP Assurance Scheme v2.0 marked an important moment, offering producers and value chain actors streamlined processes, enhanced data management and a robust digital framework for accountability. By internalizing oversight, the SRP Assurance Scheme v2.0 (AS 2.0) offers a robust, practical and cost-effective solution for value chain actors. Designed to be fully compliant with the requirements of the ISEAL Code of Practice, AS 2.0 delivers a high level of credibility and transparency to ensure confidence among market actors.

Our impact continued to grow over the year. SRP-Verified rice products became available in over 20 countries, and the production area of SRP-Verified rice expanded to 50,000 hectares, with more than 9,400 farmers registered. These numbers are not just statistics; they represent real progress in tackling poverty, reducing greenhouse gas emissions, and fostering resilience among rice-growing communities.

Collaboration remained at the heart of our work, whether through the establishment of National Chapters in Pakistan and Cambodia, as well as a National Working Group (NWG) in Indonesia, or through strategic scaling partnerships with organizations including the Food and Agriculture Organization (FAO) and the United Nations Environment Programme (UNEP), driving scale through projects funded by the Global Environment Facility. These initiatives demonstrate the power of collective action, underscoring SRP's role as a convener of diverse stakeholders, united by a shared commitment to sustainability.

Governance was another priority in 2023. An external mid-term review of the SRP 5-Year Strategic Plan (2021-2025), together with policy development, resulted in strengthened internal governance and a clearer goal orientation. These efforts help to ensure the highest levels of transparency and accountability across SRP's operations, and most importantly, alignment with the needs of our members and partners.

As we look ahead, the challenges before us are immense, and so are the opportunities. Climate change, population growth and shifting consumer preferences demand innovative solutions. SRP is committed to stand at the forefront of this transformation by leveraging technology, scaling adoption of low-emission, sustainable best practices, and fostering inclusive value chains.

We extend our heartfelt thanks to you—our members and partners—for your continuing support and commitment. Your diverse contributions are the foundation of our success. On behalf of the SRP Board and Secretariat, we invite you to explore this Annual Report

and join us in our ongoing journey to transform the global rice sector. With your continued support, we can achieve a more sustainable and equitable future for rice.

Dr Keith Jones
Board Chair

Dr. Wyn Ellis
Executive Director, SRP

Our Vision & Mission

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

The Sustainable Rice Platform (SRP) is a global multi-stakeholder alliance comprising over 100 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.

2023 in numbers

Below, we outline our achievements over SRP's reporting year from January 2023 to December 2023, highlighting our collective impact and progress toward transforming the global rice sector.



The SRP Standard & Assurance Scheme

Standard benchmarking

Thailand

The establishment of the Thailand National Working Group in 2019 marked the beginning of efforts to benchmark the SRP Standard for Sustainable Rice Cultivation in Thailand. In mid-2021, the SRP Standard was translated into Thai. The benchmarking process, led by a professor from Kasetsart University, was submitted to SRP in 2022.

In 2023, SRP initiated a dialogue with the National Bureau for Food and Agricultural Commodity Standards (ACFS) to initiate benchmarking of the SRP Standard against the current national GAP standard for rice. In accordance with the National Interpretation Guideline (NIG) protocol, the Thailand National Working Group established the Thailand Agriculture Standard, with the final draft submitted to SRP in 2023.

Initiated by the Thailand National SRP Working Group, this journey led to a 30-day public consultation in June 2023 on the SRP Thailand Agriculture Standard. This consultation enabled stakeholders to contribute their expertise and insights with the goal of establishing an official Thailand Agriculture Standard (TAS) for Sustainable Rice. ACFS is spearheading the process, facilitating discussions between SRP and national-level stakeholders. Following the public consultation, discussions began to align certification processes under the SRP Assurance Scheme and the ACFS certification system.

World Wide Fund for Nature (WWF)

In June 2023, WWF commissioned an independent assessment of the SRP Standard and other sustainability schemes, inviting SRP to review their preliminary findings. The assessment included governance in its scope. Insights and recommendations gathered during the validation process provided an important basis for shaping development of the new SRP Assurance Scheme v2.0.

Launch of the SRP Assurance Scheme v2.0

Until the end of 2023, the SRP Assurance Scheme was managed on SRP's behalf by an external Assurance Service Provider. To centralize and streamline the system, in mid-2023 SRP initiated the development of a new SRP Assurance Platform to be directly managed and overseen internally by the SRP Secretariat. The primary objectives were to improve robustness and transparency in management and oversight of audit data, internalize control over all assurance data and facilitate issuance of verification statements. The platform was also designed to include a traceability component to be launched in 2024, enabling SRP-Verified rice transactions, automating the issuance of Transaction Certificates under the Chain of Custody Standard, and expediting secure review/approval of label and claim applications by the Secretariat ahead of market launches.

The launch of the [SRP Assurance Scheme v2.0](#) in November 2023 represented a major milestone for SRP, ahead of its formal implementation on 1 January 2024. This delivered on the Board's decision to internalize oversight and management of the Scheme under a digital platform managed by the SRP Secretariat. In addition to construction of a digital Audit Management Platform and user portal, SRP completed a comprehensive overhaul

of SRP's normative, guidance and contractual documents ahead of the 1 January 2024 switch. Training and orientation sessions were provided to Conformity Assessment Bodies and users to ensure a smooth transition. A comprehensive list of documents is available under the section "[SRP Resources](#)."

SRP Assurance Scheme v2.0:

Key Components

- **Audit Management Platform** (launch January 2024): This web-based portal supports Conformity Assessment Bodies (CABs) by recording verification audit activities and facilitating SRP's oversight program. It ensures reliability of assurance data and simplifies performance monitoring of CABs.
- **Traceability Platform** (currently under development): This component will enable SRP-Verified producers and operators to manage transactions, request Transaction Certificates, and apply for Label and Claim Assessments.

Key Enhancements:

- **Streamlined Verification Process:** The verification process has been simplified to enhance accessibility for producers, Conformity Assessment Bodies (CABs) and value chain actors.
- **Robust data management:** A comprehensive and transparent data management system to ensure improved data integrity and monitoring.
- **New fee structure:** Adjustments to the fee structure were made, including a reduction in the annual Farm Registration Fee. (Details available via the SRP website).

Key updates in Version 2.0 include direct management and oversight of the SRP Assurance Program by the SRP Secretariat, replacing reliance on an external Assurance Service Provider.

The new system integrates direct control over data management under the SRP Secretariat via a new digital platform and data portal, providing additional flexibility and transparency in management and analysis of audit data.

Additionally, the term "Verification Body" was replaced with the designation "Conformity Assessment Body (CAB)," and the SRP Secretariat will directly engage with and oversee the operations of CABs.

To assist stakeholders in understanding the changes introduced in the Assurance Scheme v2.0, the FAQs section on the SRP website was updated to offer detailed explanations and clarifications on various aspects of the new scheme.

This progress and its inclusive implementation process together demonstrate SRP's ongoing commitment to refining its tools in response to member and partner feedback while aligning with the evolving needs of the global rice sector.

Normative documents

SRP's normative documents stand at the core of our work, providing science-based guidance and support to our members and partners worldwide. Ahead of the launch of the SRP Assurance Scheme v2.0, all associated governance and operational documents were updated to reflect the new framework and strengthen transparency and oversight.

These documents are listed as follows:

- SRP Assurance Scheme Info Note No. 6 (July 2023)
- [SRP Assurance Scheme v2.0 \(November 2023\)](#)
- [SRP Assurance Scheme v2.0 FAQs \(November 2023\)](#)
- [A Step-by-Step Guide to Getting SRP-Verified \(updated November 2023\)](#)
- [SRP Brand Manual & Claim Guidelines \(updated November 2023\)](#)
- SRP Assurance Scheme Fee Structure (updated November 2023)
- SRP Data Management for Assurance (November 2023)
- [Overview of SRP Assurance Scheme v2.0 \(December 2023\)](#)
- SRP CoC Policy and Standard (updated December 2023)
- [Internal Management System Standard and Guidelines \(updated December 2023\)](#)

Information webinars were convened for Verification Bodies (renamed as Conformity Assessment Bodies under the new framework) and value chain actors to familiarize all actors with changes in requirements and processes.

Market development

By 2023 the SRP Assurance Scheme had gained significant traction, with the production area of SRP-verified rice reaching **50,000 hectares**, encompassing **9,408 producers** organized into **32 producer groups (PGs)**. Additionally, **22 participating operators** achieved SRP Chain of Custody (CoC) verification, while 28 auditors and four verification bodies (VBs) were trained and authorized to verify compliance and issue verification statements.

SRP-Verified rice products are now available in over 20 countries including Austria, Belgium, Denmark, Finland, France, Germany, Italy, the Netherlands, Poland, Singapore, Sweden and Switzerland. This expanded presence highlights a growing demand for sustainably produced rice and SRP's emerging global visibility in key markets. was made possible through the support of leading food retailers and brands.

Low-Carbon Assurance Module

Following an intensive period of discussion, SRP submitted a Concept Note for funding to develop and test a Low Carbon Assurance Module for the SRP Assurance Scheme. Subsequently, SRP received a conditional grant offer of CHF 130,000 from the ISEAL Innovations Fund, which is supported by the Swiss State Secretariat for Economic Affairs (SECO), to develop a full project proposal (ultimately approved) with the goal of developing a methodology to validate Scope 3 reductions achieved by rice farmers through adoption of the SRP Standard by measuring the GHG impact of SRP-Verified rice. The project aims to deliver two key outcomes: (1) Robust emissions factors that quantify the impact of SRP rice and can be used by SRP buyers to contribute towards their corporate GHG targets; and (2) a methodology to support large-scale implementation.

Following final approval the project began implementation in 2024 with co-funding from Mars Foods.

SRP Authorized Training Program

SRP Authorized Training Providers

Four [Authorized Training Providers](#) were approved to deliver approved SRP training modules on the SRP Standard, Performance Indicators, Assurance Scheme and Chain of Custody Standard. A total of 6 SRP Authorized Training Courses were conducted, with 106 participants and certification of 84 new SRP Authorized Trainers.

Table 1: SRP Authorized Training Courses conducted in 2023

Course	Date	ATP	Participants	No. of Authorizations
SPI	9-13 January	Peterson	7	7
SPI	25-29 April	PBN	27	13
SPI	15-19 May	PBN	21	18
SPI	20-22 November	GLOBALG.A.P.	23	23
SPI	23-25 November	GLOBALG.A.P.	22	22
CoC	7-11 August	Peterson	6	1
Total			106	84

In-House Training for Authorized Training Providers:

One In-house training session was conducted by Peterson Services Vietnam to complete the Authorization/capacity of two of their In-house Trainers for all four SRP Authorized Courses (SPI, AS, CoC and IMS).

As of December 2023, a cumulative total of 540 SRP Authorized Trainers from 44 countries around the world had been certified.

FAO Farmer Training: South-South Cooperation

SRP formalized a partnership with FAO through a Letter of Agreement (LoA) for "Development of Training Curricula focusing on the Sustainable Rice Platform Performance Indicators, Assurance Scheme and Marketing and Implementation of Training of Trainers under the FAO's project on Capacity Development and Experience Sharing for Rice Value Chain Through South-South Triangular Cooperation." Funded by the Ministry of Agriculture, Food and Rural Affairs of the Republic of Korea (MAFRA), the project aimed to strengthen rice value chains in target countries: the United Republic of Tanzania, the Republic of Côte D'Ivoire and Republic of the Philippines. The objective of this 1-year joint project was to develop sustainable rice training curricula to cater for country-specific needs and deliver them at national level in the three countries. SRP was tasked to complete the agreed deliverables by July 2024, including translation of SRP materials into French.

From a development perspective, this farmer training program carries major scaling potential to build awareness and best-practice adoption among resource-poor farmers.

National Chapter Updates

What are National Chapters?

[SRP National Chapters](#) are country-level coalitions representing SRP in key rice-producing countries. These coalitions comprise representatives of national rice stakeholders, including public institutions, private sector actors, international agencies, development partners, research institutes, non-profit organizations, and producer groups. Reflecting SRP's vision, mission, and approaches, SRP National Chapters aim to promote climate-smart, sustainable rice farming practices through policy advocacy and market-led strategies.

Pakistan

Following endorsement of Helvetas Swiss Intercooperation (Pakistan) as the host organization for Pakistan's SRP National Chapter, the National Chapter began consultations to develop National Interpretation Guidelines (NIGs) and a national roadmap for its activities.

In 2023, the **SRP National Chapter Pakistan was formally launched** through a series of workshops titled "Transforming Rice Production in Pakistan – Strengthening Sustainable Rice Production in Pakistan for Climate Resilience, Food Security, Export Enhancement, and Inclusive Economic Growth". Held on 1, 6, and 8 June in Islamabad, Karachi, and Lahore respectively, the workshops were co-financed by the Asian Development Bank and Helvetas Swiss Intercooperation in collaboration with the Government of Pakistan. We are indebted to the Asian Development Bank for its support for these launch events, which garnered national and international attention. Following the launch, the National Chapter initiated drafting of a 5-Year Roadmap for implementation of SRP in Pakistan.

Cambodia

The Royal Government of Cambodia (RGC), through the Ministry of Agriculture, Forestry, and Fisheries (MAFF) has committed to boost production and export of sustainable and high-quality rice from Cambodia. The establishment of a National Chapter of SRP was initiated in 2019 during the 8th Plenary Meeting and General Assembly of the Global SRP organized in Siem Reap. This was followed in 2021 by the signing of a memorandum of agreement (MoA) among five organizations, namely the General Directorate of Agriculture (GDA) of the Ministry of Agriculture, Forestry and Fisheries (MAFF), the Wildlife Conservation Society (WCS), Swisscontact, CIRAD, and the Cambodia Rice Federation (CRF). The MoA aimed to define the required support and stakeholder engagement to establish a Cambodia National Chapter for SRP.

A working group of the five co-signatory organizations was then established as a taskforce to lead development of a national SRP Roadmap, Workplan, and Charter for Cambodia. On 22 November 2022, an MoU between SRP, CRF and GDA/MAFF was signed, setting

out roles and responsibilities of the parties in establishing and operating the SRP Cambodia National Chapter. The MOU gives the National Chapter autonomy to set up a national membership structure, while following SRP guidelines and protocol, and in alignment with SRP's vision and mission.

In 2023, the SRP National Chapter Cambodia achieved a major milestone for the formal establishment of the Chapter, with approval of a 5-year (2023-2027) National Roadmap.

Indonesia

Throughout 2023, SRP partners in Indonesia conducted multiple stakeholder consultations with the aim of establishing an SRP National Chapter. On 30 October 2023, a multistakeholder event was held to mark the formal initiation of a National SRP Working Group (NWG). Two SRP Secretariat staff members attended the event to train stakeholders on developing a National Chapter, NIGs, and a 5-year Roadmap. The Indonesia NWG will prioritize stakeholder engagement in 2024 to complete the NIGs and develop a detailed roadmap.

Interest in establishing SRP National Chapters has also been expressed by stakeholders from countries including Bangladesh, Philippines and Vietnam.

Registered SRP Projects

What are Registered Projects?

Registered SRP Projects are initiated and managed independently by SRP members. Their goal is to promote adoption of SRP tools and build the capacity of partners, farmer groups and farmers to shift to sustainable rice cultivation practices. Projects involve in-person training and technical assistance at field level. Cumulatively, more than 20 projects have been implemented at varying scales in 19 countries across Asia, Africa, Europe and the Americas, together reaching over 150,000 farmers.

Water Productivity (WAPRO) Project

The outcomes of this project, completed in 2022, were [published in 2023](#) to disseminate lessons learned during its 6-year implementation period. Funded by the Swiss Agency for Development Cooperation (SDC) and Mars Food, this multi-stakeholder project was led by Helvetas and aimed to increase water use efficiency in rice and cotton production. The project promoted water saving technologies applying a "Push-Pull-Policy" strategy in six countries: Pakistan, India, Myanmar, Madagascar, Tajikistan, and Kyrgyzstan. The project was launched in 2018 with multiple partners including SDC, Netherlands Enterprise Agency (RVO), Helvetas, SRP, Mars Food, Galaxy Rice, Westmill Foods, and Rice Partners Pvt. Ltd.

Project Outcomes

- 84,000 SRP rice farmers (India, Myanmar, Pakistan)
- Water productivity among SRP farmers over 4 cropping seasons increased by 21%, 30% and 63% in Pakistan, India and Myanmar, respectively

- Yield productivity for SRP farmers over 4 years increased from 6% to 31% across the three countries
- Reductions of up to 44% in CH₄ emissions through adoption of AWD in Myanmar
- Net incomes for SRP farmers increased by up to US\$ 56 per ha per cropping season.

Lessons Learned

- The topic of greenhouse gas emissions should have been considered from the beginning of the project and merited greater focus and budget allocation
- Notwithstanding the importance of the value chain approach, there is a need for a more holistic approach to address social issues such as power inequity
- Collaboration with the private sector can foster project sustainability but still carries risk as engagement can change abruptly
- The challenge of building trust among private partners to collaborate at pre-competitive level in co-creating new export-oriented value chains should not be underestimated
- Defining meaningful and measurable indicators for the “Pull” component remains a challenge
- Domestic markets should be considered for value chain projects in parallel to facilitation of export value chains.
- Achieving policy change especially in larger countries requires a wider sphere of influence and political access than is typically available at project level.

Driving scale through project partnerships

While export-led value chain approaches have been, and will remain, critically important to SRP's relevance and legitimacy, only 9% of global production is internationally traded, thus capping the potential 'SRP-Verified certification market' at a relatively low level of global penetration, as compared with, say, cotton or palm oil, both fully traded global commodities. With such a limited level of international trade, sector transformation necessitates development-driven interventions in parallel with market-driven value chain approaches in order to secure the requisite political commitment in producing countries to transform domestic markets at scale.

SRP's participation in donor-funded development projects is therefore a cornerstone of SRP's scaling pathway. It is also critical to securing a unique identity and recognition beyond SRP's role as a 'voluntary standard owner'.

Grant funding opportunities for rice have multiplied since the Paris Agreement and the Global Methane Pledge. Rice has garnered increasing attention in high-level global debates on sustainable food systems, climate change and carbon finance, and we have witnessed a dramatic pivot among multilateral funding instruments, prioritizing rice as a thematic target across multiple SDG impact areas.

In 2023 SRP continued to gain legitimacy as a trusted project partner at bilateral and multilateral levels (GEF, World Bank, ADB). Moreover, in 2023 SRP was among the top 10 shortlisted candidates for the Kurt Bergfors Food Planet Prize.

SRP was cited in the GEF-8 Programming Guidelines as a recommended institutional partner and was invited to speak at the Regional GEF Dialogue in Bali. Moreover, SRP was invited by the World Bank Water Resources Group to join a major initiative in India: the 'Uttar Pradesh Rice Accelerator Initiative' which will target 250,000 rice smallholders. IRRI and the Direct-Seeded Rice Consortium are lead implementation partners.

The Sustainable Rice Landscape Initiative (SRLI) - a 6-partner coalition partnering with WBCSD, UNEP, FAO, IRRI and GIZ – continued to flourish in 2023. SRLI was launched in 2018 at the GEF Regional Conference in Da Nang, Viet Nam, to position the SRP Standard and SRP institutionally as integral to the design of large-scale projects funded by the Global Environment Facility (GEF), the Green Climate Fund and development banks, and also to embed the SRP Standard approach within the institutional portfolios of the SRLI partner institutions.

Through SRLI, SRP secured roles in two projects funded by the Global Environment Facility (GEF). The Thailand Inclusive Sustainable Rice Landscapes Project (\$5.5 million) managed by UNEP and implemented by GIZ was the result of a four-year preparation process, while the Public-Private Blended Finance Facility for Climate-Resilient Rice Landscapes Project (\$1.15 million) overseen by FAO was approved within 9 months of submission. FAO requested SRP to manage this project and commissioned an independent Capacity Assessment Audit to evaluate SRP's eligibility ahead of signing a Letter of Agreement to manage the project budget on FAO's behalf. The collaborative project also partners with the International Finance Corporation (IFC) and the World Business Council for Sustainable Development (WBCSD). Project activities commenced in 2023 with a Demand Assessment Study in 6 countries, commissioned by IFC, which was still under way by year-end.

2023 saw the closure of the GIZ support project "*Mainstreaming Sustainable Rice through the Sustainable Rice Platform Project*" implemented from 2020-2022. GIZ transferred project assets to SRP including equipment and facilities at the SRP Secretariat in Bangkok. Several GIZ-seconded staff were also taken on by SRP as part of the transition.

Communication

Global outreach

Our commitment to promoting sustainable rice in global value chains took us to important industry events including ANUGA in Germany, the FoodAG EXPO in Pakistan and the 2023 International Rice Congress in Philippines (see below). Additionally, SRP was invited to participate as a registered non-state actor in global debates including the UN Food System Summit in Rome and various climate-focused events in the Asia-Pacific region.

SRP Symposium at the International Rice Congress (IRC) 2023

Convened by the International Rice Research Institute (IRRI) every four years, the International Rice Congress (IRC 2023) brings together over 1,500 rice scientists, private sector actors and the international development community to learn about the latest advances in rice research and much more. The [SRP Symposium at IRC 2023](#) was a resounding success, bringing together global stakeholders, experts, and innovators to

explore the latest developments in sustainable rice farming. The event offered opportunities to hear from globally renowned rice scientists and gain insights in the latest technological innovations.

Here are some key highlights:

- **Case Studies and Market Insights:** Speakers shared case studies on SRP projects implemented around the globe. The SRP Assurance Scheme and market opportunities for SRP-Verified rice in the EU and Asia were also showcased.
- **Climate Change and Production Challenges:** The need for sustainable technologies and practices was emphasized as global rice supply is projected to drop by nearly 20% due to climate change by 2050, while production needs to increase by 25% to meet global demand.
- **Rice Value Chains and Financing:** The importance of collaboration and information flow within value chains was highlighted, and blended finance collaborations between private and public sectors were advocated to support smallholder farmers through innovative risk-adjusted financial mechanisms.
- **Economic Incentives:** The challenge of achieving net zero emissions in Asia's agricultural sector was discussed, with flooded rice identified as a major emitter. The SRP Standard can help mitigate emissions by providing economic incentives for smallholders to produce low-carbon emission rice products, including adoption of technologies such as Alternate Wetting and Drying (AWD) and digital farming tools.
- **Future Outlook:** Delegates articulated their aspiration to mainstream adoption of SRP tools, including the SRP Standard, Performance Indicators, and Assurance Scheme, in support of rice interventions by market actors, governments, and the research and development communities. Sustainable, climate-smart practices need to be prioritized within national policy frameworks.

Furthermore, the SRP Annual General Assembly 2023 and SRP Board Retreat, held in October in Manila, Philippines, were instrumental in shaping the strategic direction of SRP's future.

Consumer awareness campaigns

To enhance awareness among consumers, SRP launched the [Out-Of-Home #ChooseSustainableRice consumer campaign](#) in the Netherlands, conducted in partnership with **blowUP Media**. The event showcased [winning photos](#) from our [first-ever photo contest](#) as a means of raising consumer awareness of topics related to sustainable rice. The campaign was aired on digital billboards in major cities around the country and garnered almost 12 million impressions globally.

Our [#RiceUpForGood](#) B2C campaign and [#ThePriceofRice](#) B2B campaign on social media further amplified global visibility for SRP messaging.

SRP photo contest and Out-Of-Home #ChooseSustainableRice campaign

SRP held its [first-ever photo contest](#), which attracted over 70 entries. The six winning photos were featured in our [Out-Of-Home #ChooseSustainableRice consumer campaign](#)

conducted in partnership with blowUP media and were displayed on over ten outdoor screens in cities around the Netherlands throughout June and July 2023. These iconic images were also featured on SRP's website, social media channels as well as blowUp media's social media channels.

Primary campaign goals were to raise awareness of consumers and downstream actors about SRP-Verified rice scheme and sustainable rice more broadly. The campaign received almost 12 million impressions.

Photo: 1 Out of Home Campaign in the Netherlands 2023



"Rice Up For Good" and "The Price of Rice" social media campaigns

Furthermore, our [#RiceUpForGood](#) B2C campaign and [#ThePriceofRice](#) B2B campaign on social media have further amplified our message.

The **"Rice Up For Good"** campaign was a consumer-driven Instagram campaign aimed at raising awareness of the importance of sustainable rice across the region. The campaign engaged IG users on little-known facts about rice practices and how our daily rice consumption impacts farmers, consumers, climate and the environment.

The campaign ran from 18-30 September, combining multiple approaches including posts, stories, reels, Q&As and posts to boost engagement rates. The campaign saw an overall increase in the number of likes from SRP followers as well as an increase in the number of new followers.

Our LinkedIn B2B campaign **"The Price of Rice"** aimed to boost awareness and demand for sustainable rice while promoting good farming practices. The campaign highlighted the imperative to grow rice more sustainably, the need for education on sustainability and climate change related topics, as well as value of partnerships in facilitating adoption of best practices, at scale and at pace.

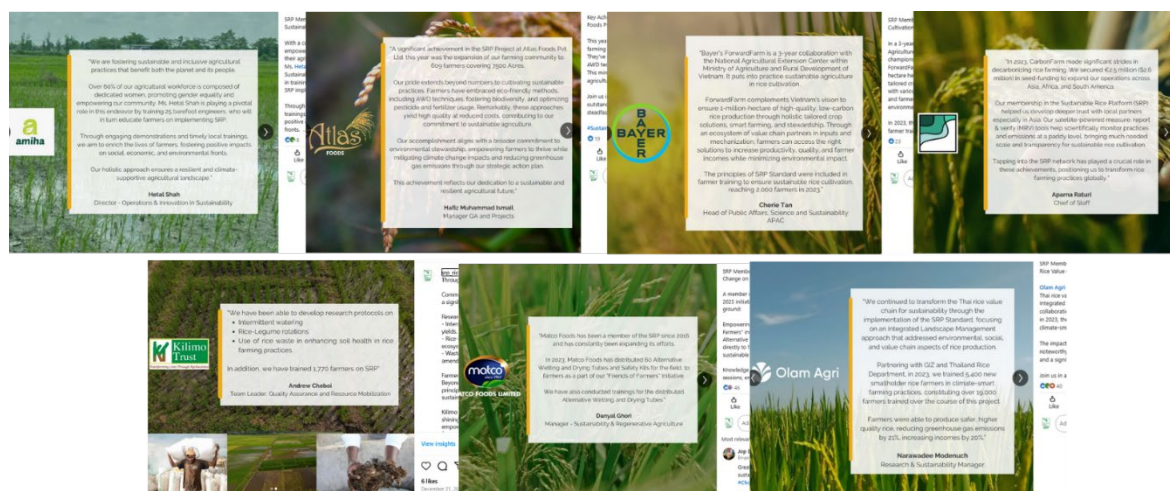
To achieve this, we engaged SRP members across various sectors to share their thoughts. Their insights were transformed into visually appealing posts for LinkedIn and Instagram, designed to increase visibility and further sharing.

The campaign ran from 2-24 October and consisted of 7 related content posts, highlighting facts related to sustainable rice farming. The campaign attracted new and existing followers and provided an introduction to SRP's work as well as an educational spotlight on the environmental and social impacts of rice farming.

Members' Achievements

In December, SRP and its member celebrated key achievements of 2023 by showcasing Members' accomplishments through a series of posts on SRP's social media channels.

Photo: 2 SRP Members Key Achievements 2023 campaign



Launch of the new SRP website

The year began with the rebuild and relaunch of the SRP website, featuring a clean and user-friendly design, additional content as well as back-end technical improvements for an enhanced and intuitive user experience. A new password-protected Members' Area, accessible only to SRP members, provides the latest updates, documentation and resources.

The website also introduces several new content sections, including dedicated pages for SRP National Chapters and Registered SRP Projects. Additionally, our new Events & Webinar page serves as a hub for all upcoming SRP-related events and offers access to materials from past events, ensuring that you never miss out on important opportunities to engage and learn.

The website is regularly updated in-house with new content, including member news, resources, and more.

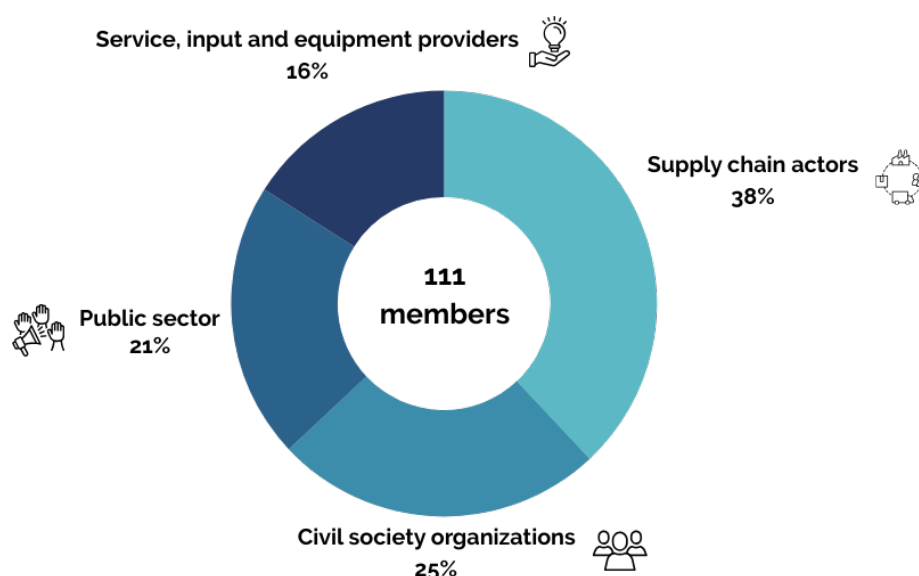
Membership

By end of 2023, SRP had 111 institutional members, with 7 organizations newly joining during the year. Total membership revenues remained stable at €476,052 in 2023

(€481,842 in 2022). The figure below shows the diversity of SRP's membership across the stakeholder spectrum, and geographically.

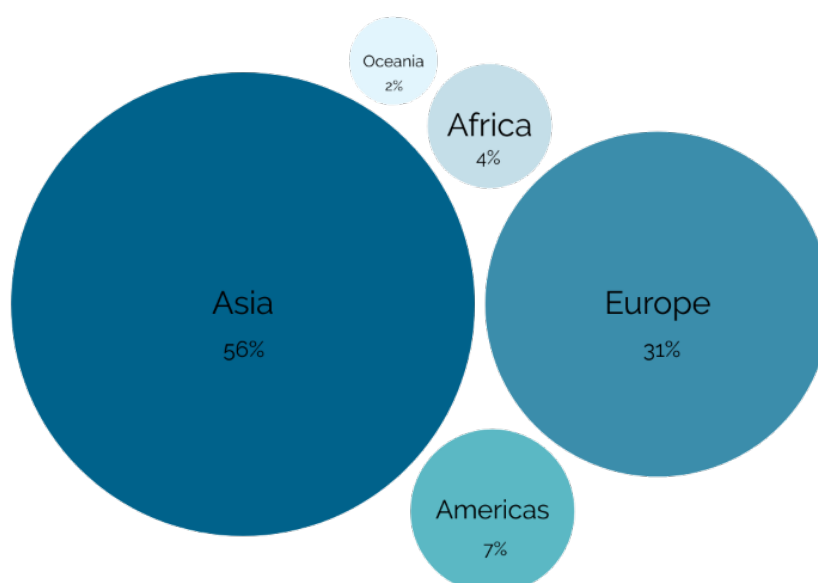
The breakdown by constituency reveals a relatively balanced distribution of members across the four major stakeholder constituencies as defined in the Articles of Association, with the highest representation from the Supply Chain Actor constituency (38%) and the lowest from the Service, Input and Equipment Provider constituency (16%).

Figure 1 SRP Members by constituency



While members represent all geographical regions, the majority are based in Asia (56%) and Europe (31%). However, it is important to note these geographical regions represent the location of registration of members' legal entities, while many SRP members operate globally.

Figure 2: Members by country



New members joining SRP in 2023

Civil society organizations

Solidaridad Network Asia
Limit (Hong Kong SAR, China)

Service, input and equipment providers

CarbonFarm Technology
(France)

Supply chain actors

Bangsue Chia Meng Rice Mill
Co. Ltd (Thailand)
Farm Angel Pte. Ltd.
(Singapore)
Landmark Agri Exports Private
Limited (India)
Jumbo Supermarkten BV
(Netherlands)
Riso Scotti S.p.A. (Italy)

All SRP members 2023

Africa Rice Center
Agricultural Food and
Marketing Association for
Asia and the Pacific
Agrocolor,S.L.
AgroFrontera
Alliance for Water
Stewardship
Al-Wahab Rice Mills (Pvt) Ltd
Amiha Agro 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.
Bangsue Chia Meng Rice Mill
Co. Ltd
BASF SE (Agricultural
Solutions)
Battambang Rice Investment
Co Ltd
Bayer
BENEO-Remy
Castor River Inc.
Center for Fertilization and
Plant Nutrition
Center for Sustainable Rural
Development
CarbonFarm Technology

Centre of Excellence on
environmental strategy for
GREEN business (VGREEN)
CIRAD (Agricultural Research
Centre for International
Development)
Clarmondial AG
Control Union Co., Ltd.
Core CarbonX Solutions
Private Limited
Corteva Agriscience
Dept of Agriculture /
PhilRice, Philippines
Deutsche Gesellschaft für
Internationale
Zusammenarbeit GmbH (GIZ)
Ebro Foods
Ecocert
EURICOM S.p.A.
Fairtrade International
Farm Angel Pte. Ltd.
Fatima Rice Mills Limited
Flying Trade India Private
Limited
Food and Agriculture
Organization of the United
Nations
Foodtech Solutions
(Thailand) Co., Ltd.
Galaxy Rice Mills (Pvt) Ltd
GLOBALG.A.P.
Golden Sunland
Grameen Foundation, USA

Grimp Shwebo Rice Mill
HELVETAS Swiss
Intercooperation
Hla Taw Land Company
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 Fertilizer
Industry Association
International Finance
Corporation
International Potash Institute
International Rescue
Committee, Inc
International Rice Research
Institute
Jain Irrigation Systems Ltd.
Jumbo supermarkten BV
Kilimo Trust
Koninklijke Ahold Delhaize
NV
Landmark Agri Exports
Private Limited
Lidl Stiftung & Co KG

Loc Troi Group Joint Stock Company	Peterson Services Vietnam Co.,Ltd.	Syngenta
Lok Sanjh Foundation	Preferred by Nature F.M.B.A	U Aung Myint Rice Mill
LT Foods Limited	Preferred by Nature OÜ	U Aung Naing Win Huller Rice Mill
Mars Food	Quality Certification Services	U Kyaw Myint Huller Rice Mill
Matco Foods (Pvt) Ltd	REEDS Pakistan	U Mya Aye Harlar Rice Mill
Meskey & Femtee Trading Company (Pvt.) Ltd.	Rice Department of Thailand	U Myo Min Tun Huller Rice Mill
Ministry of Agriculture and Rural Development, Vietnam	Rice Exchange	U Win Bo Trading
Ministry of Agriculture, Forestry & Fisheries, Cambodia	RICE TILLER - Cheshinovo	UN Environment Programme
Natcap Sustainable Solutions	Rikolto	UN Women
Network for Aquaculture Centres in Asia and the Pacific (NACA)	Riso Gallo	Veetee Rice Ltd
NetZeroAg Ltd (NZA)	Riso Scotti S.p.A.	VSO Cambodia
Olam Global Agri Pte Ltd	Sansom Mlup Prey Organization (SMP)	Westmill Foods Co Ltd
Orillion	Sharsid Overseas Pvt. Ltd.	Wildlife Conservation Society (CAM)
Pakistan Agriculture Research Council	Shwe Oo Wai Rice Mill	Winrock International
Pakistan Basmati Heritage Foundation	Solidaridad Network Asia Limited	World Business Council for Sustainable Development
Partners in Prosperity Society	Straw Innovations Ltd.	World Food Programme
	SunRice	WWF Pakistan
	Supreme Rice Mills (Private) Limited	
	Swisscontact	

Governance, Policies and Strategy

Governance

In 2023 SRP delivered on its aspirations towards excellence in good governance, guided by two external audit exercises commissioned by FAO and GIZ, respectively. The outcomes of an external governance review conducted in 2021 by an independent external consultant as approved by the Board, continued to guide a series of enhancements to SRP's overall governance framework.

Moreover, SRP's engagement as a Community Member of the ISEAL Alliance began in earnest in 2023. Working with ISEAL experts to identify gaps in compliance with ISEAL Codes of best practice for Standard setting organizations, SRP developed and initiated an ISEAL Improvement Programme to enhance robustness, transparency and effectiveness of its internal governance.

Major advances were achieved in 2023 through enactment of the following instruments of governance:

- [Amended Articles of Association](#)
- [Amended SRP Bylaws and Rules of Procedure v2.0](#)
- [Terms of Reference: Board Committee on Governance and Risk \(GRC\)](#)
- [Terms of Reference: SRP Board Committee on Finance and Business Development \(FBDC\)](#)
- [Assurance Scheme v2.0](#)
- SRP Board Delegation Guidelines
- Terms of Reference: SRP Executive Committee
- Assurance Oversight System v1.0
- Chain of Custody Policy and Standard v2.2

Policies

In addition to the above governance tools, the following organizational policies were approved by the SRP Board as part of our efforts to strengthen our approach to governance beyond compliance:

- [Anti-Corruption Policy v1.0](#)
- [Antitrust Compliance Policy v1.0](#)
- [Confidentiality Policy v1.0](#)
- [Cookies Policy v1.0](#)
- [Due Diligence Policy v1.0](#)
- [Organizational Grievance Policy and Dispute Resolution Procedure v2.0](#)
- [Privacy Policy v1.0](#)
- [Procurement Policy v3.0](#)
- [Risk Management Policy v1.0](#)
- [Safeguarding Policy v1.0](#)
- [Travel Policy v1.0](#)
- [Whistleblowing Policy v1.0](#)

Review of 5-Year SRP Strategic Plan and Business Model

Overview of the Review Process

In 2023, SRP commissioned a comprehensive external review of its [5-Year Strategic Plan \(5YSP\) 2021–2025](#) to evaluate progress, address emerging challenges and ensure alignment with its mission. This strategic exercise included an in-depth analysis of SRP's Theory of Change, assumptions, governance and operational frameworks, as well as the external landscape. The process integrated feedback from stakeholder surveys, interviews with Board members, staff, and partners, as well as input from external consultants working on related initiatives including the SRP Assurance Scheme and database development.

The review aimed to validate the relevance of the 5YSP's foundational assumptions, evaluate organizational governance, and refine SRP's value proposition for members and stakeholders. It also focused on identifying growth opportunities and recommending updates to SRP's business model, funding strategies, and performance management systems. Coordination with the Assurance Scheme review ensured a holistic approach to aligning operational practices with strategic objectives.

Key Findings and Recommendations

The review of the 5-Year Strategic Plan highlighted the need to address core organizational priorities, including governance, financial controls, assurance system credibility, and data management. To enhance impact, SRP will prioritize delivering high-quality outputs for ongoing projects, revising the SRP Standard and Performance Indicators in 2024, and setting clear targets and milestones through 2025. Strategic planning for the next cycle (2026–2030) will begin in 2025.

The review also emphasized the importance of refining SRP's business model, strengthening its value proposition for members, and enhancing engagement through a targeted communications strategy. Member recruitment and support for advanced National Chapters will be prioritized, alongside a review of Board composition and Secretariat staffing to align with revised priorities. These efforts will position SRP as a leader within the community of institutions and organizations working on sustainable rice production, ensuring its continued relevance, credibility, and impact.

Financial Reporting

2023 saw a number of important enhancements to SRP's internal control and financial reporting systems.

In 2019 SRP was registered as an independent member association in Bonn, Germany, and subsequently granted tax-exempt status. A wholly-owned subsidiary was then established in Thailand to manage Secretariat operations in Bangkok.

To support integration of these operations, in October 2023 SRP secured the services of a qualified and experienced Chartered Accountant to act as SRP Treasurer, reporting to the Board. One of the Treasurer's priorities was the integration of accounting systems and development of separate accounting and management reporting systems.

In 2022, GIZ Thailand commissioned KPMG Thailand to conduct a 'Capacity Assessment Audit' to assess SRP's eligibility to receive a grant of €40,000 under the developPPP.de grant approved by the German Ministry of Economic Development under its grant to GIZ Thailand for the project: "Mainstreaming, Sustainable Rice through the Sustainable Rice Platform project" implemented from 2020-2022. Though the audit was completed in 2023, the grant ultimately could not be disbursed after project closure.

Table 2: Income and Expenditure 2022 and 2023¹

	(in EUR)	(in EUR)
	2023	2022
Income		
Membership fees	476,053	481,849
Training courses	-	14,590
Total income	476,053	496,439
Expenditure		
Staff and consultancy costs	590,498	278,337
Membership management	69,169	3,588
Training program costs	38,351	41,350
Office/ admin costs	31,615	63,034
Travel expenses	31,780	19,406
Total expenditure	761,414	405,715
Net surplus	(285,36)	90,723
Withdrawal from revenue reserves	236,862	
Annual result	(48,498)	

¹ SRP's approved Financial Report for 2023 is available [here](#).

The financial performance in 2023 reflects a year of investment in growth and operations, despite increasing costs. Total income stood at €476,053, slightly down from €496,439 in 2022 although membership fees remained stable at €476,053. Expenditure rose to €761,414, driven by higher staff and consultancy costs (€590,498) to support expanded projects, increased membership management expenses (€69,169), and resumed travel (€31,780) for in-person activities.

SRP Board 2023

Board Members 2023

Keith Jones (Chair)	Bayer, Corteva, Syngenta
Bas Bouman (Vice Chair)	IRRI (Permanent)
Marci Baranski	UNEP (Permanent, non-voting)
Bruno Fischer	Foodtech Solutions (Thailand) Co., Ltd.
Catur Utami Dewi	Rikolto
Anoushka Harris	ABF UK Grocery Group/Westmill Foods Co Ltd
Alan Johnson	International Finance Corporation (World Bank Group)
Arjumand Nizami	Helvetas Swiss Intercooperation
Hetal Shah	Amiha Agro Pvt. Ltd.
Adrian Sym	Alliance for Water Stewardship
Cherie Tan	Bayer Crop Science
Shahid Tarer	Galaxy Rice
Robert Zeigler	Net Zero Agriculture
Ian Barry (Treasurer)	Non-Board position

At the SRP General Assembly 2023 held on 18 October 2023, the Board welcomed two new elected members: Hetal Shah (Amiha Agro Pvt. Ltd.), and Cherie Tan (Bayer Crop Science). The Board also acknowledged the resignation of Jim Whitaker (Winrock International). Additionally, Marci Baranski joined the SRP Board in August 2023 in a non-voting Observer capacity, succeeding Mark Radka who retired from UNEP.