

## #ChooseSustainableRice Campaign Webinar for SRP Members

What: Campaign webinar for communication teams of SRP Members  
When: 15 February 2021 (Monday) | 15:00 - 16:00 GMT +07:00  
Where: Microsoft Teams

Objective: The webinar aims to present the latest updates on #ChooseSustainableRice campaign to facilitate uptake among members and partners

Register [HERE](#) to confirm your attendance.

### Session outline

Opening by Wyn Ellis, Executive Director (5 mins)

Part 1: Introduction by SRP (20 mins)

- Overview of #ChooseSustainableRice campaign
- Latest insights and key trends
- Resource materials available for members
- Ways to get involved

Part 2: User guide by MeshMinds (20 mins)

- Overview of SRP Rice Filters
- Practical tips
- Member challenge: SRP stickers

Part 3: Q&A session to be facilitated by Lea (15 mins)

### Sustainable rice in action

Recognizing these challenges, the Sustainable Rice Platform developed the world's first voluntary sustainability standard and impact indicators to boost widescale adoption of climate-smart, sustainable best farming practices among one million rice smallholders.

Since launching the SRP Standard and Performance Indicators, outreach projects led by SRP members and partners have reported positive outcomes, including: 10% increase in farmers' income; 20% savings in water use; and 50% reduction in greenhouse gas emissions.

In addition, farmers and consumers' health are better-protected due to responsible use of fertilizers and pesticides.

### Delivering sustainable rice to the global market

Launched on September 2020, the new SRP Verified on-pack ecolabel brings sustainable rice to consumers. Its use is guided by the Assurance Scheme, which provides a robust and credible framework to enable supply chain actors to de-risk their supply chains through audited evidence of compliance with the SRP Standard.



#### Why RICE?

Rice is integral to global food systems. Worldwide, 3.5 billion people consume rice and 144 million family farmers produce rice. Tragically, some 90 per cent of them live in or near the poverty line - many of them are women.

As the population grows so does the demand for rice. Meeting a growing demand poses an enormous challenge in a world with finite resources. Annual water consumption and greenhouse gas emissions of rice top the charts among food crops.

Rice smallholders, especially women, bear the health and economic risks of production as they are inadequately equipped to safeguard their livelihood against climate change impacts and market risks.

If we do not act now, today's children will live in a severely degraded environment and many farming communities will remain within the poverty trap in rice.

"Feed the world. Sustainably."

To promote the SRP Verified label and drive awareness among consumers, SRP launched an online awareness campaign, which is now tagged #ChooseSustainableRice. The campaign introduces the "Sustainable Rice Family" and facilitates online engagement through Instagram filters.



SRP Rice Filters powered by Meshminds and Cesc Grane

## About the Sustainable Rice Platform

Together with our over 100 institutional members, we promote resource efficiency and climate change resilience in rice systems - both on-farm and throughout value chains - and pursue voluntary market transformation initiatives.

*We work globally to:*

- Improve smallholder livelihoods in developing countries;
- Reduce freshwater and carbon footprint of rice production; and
- Offer responsibly cultivated rice in the global market.

## All members and partners are welcome to participate!

All SRP members and partners are invited to get involved and feature the SRP Rice Filters and encourage online followers to participate in the campaign by sharing their rice story through the Instagram filters.

## Contact

For more details, please contact [laspinas@un.org](mailto:laspinas@un.org)