



Photo: Amba Pidada

# Sustainable Rice Platform General Assembly

23 January 2019  
Siem Reap, Cambodia



# Agenda

Chairperson's remarks

**Agenda item 1:** SRP Interim Board 2019

(Announcement of election results)

**Agenda item 2:** Governance

**Agenda item 3:** SRP Retailer Engagement  
Strategy Proposal

**Agenda item 4:** SRP National Chapters

**Agenda item 5:** SRP National  
Interpretation Guidelines

**Agenda item 6:** Dues Structure Proposal

**Agenda item 7:** Secretariat Highlights

# Chairperson's remarks

- The meeting was called to order at 14:15 SE Asia Standard time.
- Jai Sheel Oberoi (JSO), Interim Board 2018 Chair, welcomed the members to the 8<sup>th</sup> General Assembly.
- Joining JSO were Co-Chairs Mark Radka (MR) and Jackie Hughes (JH), as well as SRP Coordinator, Wyn Ellis (WE).
- The Agenda was adopted unanimously.

# Agenda item 1: Announcement of election results

- The outcome of the online election confirms the SRP Interim Board 2019 members as follows:

## Private Sector

**Ebro Foods** - Diederik (Diehan) Pretorius  
**Loc Troi Group** - Huynh Van Thon  
**LT Foods** - Jai Sheel Oberoi  
**Mars Food** - Louke Koopmans  
**Olam International** - Paul Nicholson  
**Phoenix Group** - Sanjay Sethi  
**Syngenta** - Charlie Butcher  
**Westmill** - Natasha Straker

## Development and Civil Society Partners

**Alliance for Water Stewardship** - Adrian Sym  
**GIZ** - Matthias Bickel  
**Rikolto** - Christ Vansteenkiste

## Permanent Seats

**IRRI** – Jacqueline Hughes  
**Thai Rice Department** – Ladda Viriyangkura  
**UN Environment** – Mark Radka

- The Chair thanked the outgoing Board for its commitment and dedication.

## Agenda item 2: Governance

- Two options for SRP Governance/Legal Entity were presented, as follows:
  - THAILAND: Registration of SRP as a Not-for-profit Association; and
  - SINGAPORE: Registration of the Sustainable Rice Platform name under the IRRI Foundation Singapore.
- The General Assembly gave a mandate to the SRP Interim Board to move the discussion forward and take a decision on the preferred option for a legal entity for SRP.
- Paul Nicholson (PN) raised a motion to agree on a timeline for the IB to reach a final decision, and was seconded by Matthias Bickel (MB).
- Diehan Pretorius (DP) proposed a 1-month timeline, which was seconded by Henk Verschoor (HV).
- To ensure a systematic process, JSO proposed a 2-month period, which was agreed upon unanimously.

# Agenda item 3: Retail Engagement Strategy Proposal

- A Retail Engagement Strategy was presented by Bernadette Bodenmueller, GIZ-seconded independent consultant.
- The proposed strategy aims to focus on retailer marketing, branding, communication packaging and engagement of members' retailer contacts – A copy of the presentation is included as Annex 1.
- Resourcing for implementation (\$186,800) was discussed, with a call for members to extend financial resources. James Lomax (JL) suggested to review the indicative costs to ensure optimal value for SRP.
- Syngenta, through its primary representative, Charlie Butcher (CV) committed \$20,000 additional funding.
- HV proposed to establish a task force focusing on retail engagement strategy.
- The motion was seconded by MB and PN.

# Agenda item 4: SRP National Chapters

*(For information)*

- Included as one of key recommendations from the SRP Strategic Visioning Exercise was the formation of SRP National Chapters to facilitate country-level initiatives and membership.
- WE introduced a Protocol for Establishing National Chapters which outlines criteria, process and requirements. The document is available at the Members' Area of the SRP website.

## Agenda item 5: SRP National Interpretation Guidelines

*(For information)*

- A Protocol for Developing National Interpretation Guidelines has been developed and approved after a period of online consultation. The document is now available for member reference at the Members' Area of the SRP website.
- The process of developing the protocol is ISEAL-compliant
- The first submissions of National Interpretation Guidelines for the SRP Standard are already underway in US and Australia, led by Winrock and Sunrice, respectively.



# Agenda item 6: Dues Structure

- WE proposed that the membership dues structure for 2019 be left unchanged, with the inclusion only of two new member categories (food retailers and certification bodies) in the \$5,000 dues category. This is to facilitate closer engagement with downstream supply chain actors and service providers.
- PN proposed endorsement by the GA, and was seconded by CB.
- In view of growing pressure on the Secretariat capacity to support a membership of 100, CB also recommended to inclusion of resourcing for Secretariat operations as an agenda item in the next Interim Board meeting.
- The motion was adopted unanimously.

# Agenda item 7: Secretariat Highlights

- WE directed the GA to the SRP's accomplishments, challenges and opportunities, which are covered in detail in the SRP Annual Report 2018 (available [here](#))

# Closing remarks

- Jai Sheel Oberoi (Chair, SRP Interim Board) thanked all participants, speakers partners, sponsors and the Secretariat for their support and efforts in organizing the event.
- He also thanked his fellow Board members and looked forward to continuing to serve the SRP during a period of transition and upscaling.
- SRP has come a long way and is now at an inflexion point from where it can move ahead rapidly to fulfil its objectives
- The level of interactions, the quality of presentations made and energy displayed over these two days augurs well for the future of SRP

ANNEX 1



# SRP Retailer Engagement Strategy

## Introduction



## Analysis Basis

- 20 interviews with SRP members/partners
- Visioning Workshop
- Online research
- SRP Communication Strategy

# Analysis Conclusions

- The Assurance Framework must be clearly defined
- Multi-national retailer companies hold a significant potential to reach a huge number of consumers.
- To build up a strong SRP branding and visibility, to ensure consumer awareness
  - More brands, companies and retailers joining SRP
  - Commitment from members to communicate SRP
  - Outline benefits of membership, create clear offer for retailers
  - Common vision, mission, positioning for SRP
  - Communication guidelines
  - Positive Communication

# Analysis Conclusions

- Additional funds need to be raised
- A more efficient organisational and legal structure
  - to reduce bureaucracy, allow quicker processes,
  - reduce administrative cost
  - allow fundraising/acquisition of more financial and human resources.
- Uniqueness of SRP's role as multi-stakeholder platform help to acquire additional funding from potential private and government organisations.

# SRP Retailer Engagement Goals

- At least 20 retailers and 20 other private sector companies have joined SRP as members by the end of 2020
- A consumer-friendly SRP brand has been created and communicated through the member organisations' platforms by the end of 2019.





# Focus: Retailer Marketing

SRP will focus on a strong retailer marketing to ensure more retailers join SRP, promote sustainable rice among consumers and incorporate SRP in their supply chain contracts.

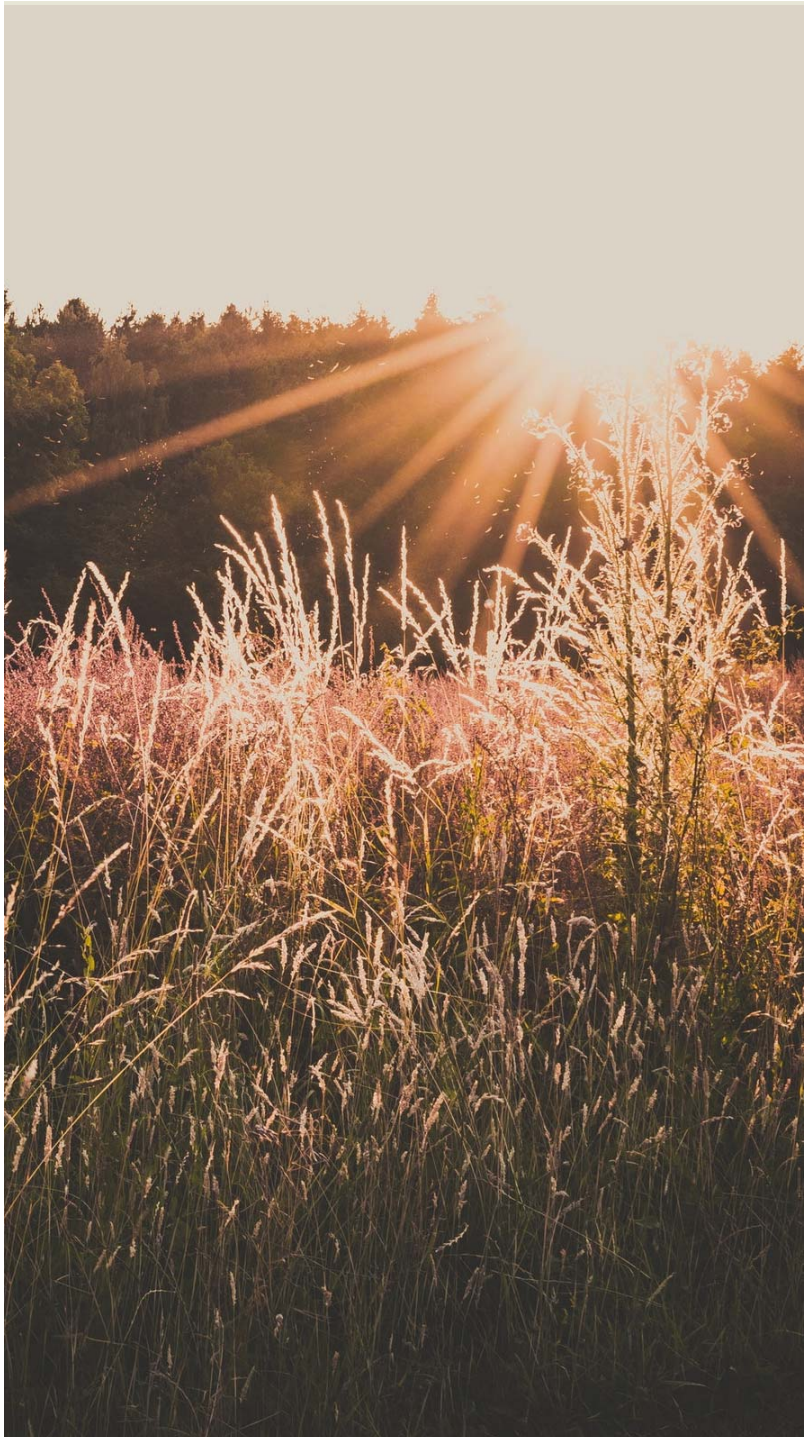
- Focus on multi-nationals to ensure scale / a strong outreach
- Private Sector Offer/Packages have been defined
- Direct introductions through SRP members / partners to multi-national retailers
- Active engagement in selected retailer events and platforms.



# Focus: Branding/Communication

To enable retailers and the private sector to raise awareness about sustainable rice, communicate their engagement and raise the profile of SRP.

- A clear and understandable vision, mission, positioning and USP have been defined, and
- a clear branding, on-package communication and communication package will be developed.



# Branding

- SRP Logo
- Sustainable Rice Logo & Tagline
- Working Towards Sustainable Rice Tagline
- Brand Manual



# Communication Package

SRP Descriptions

Website

Social Media

SRP Brochure

Success Stories

Rice Fact Sheet

Image Video



# Timeline

Marketing activity/tool	Months												Resources needed		
	1	2	3	4	5	6	7	8	9	10	11	12			
<b>Retailer Marketing</b>															
Direct introduction via members/partners															
Identification of member contacts	■	■													Members, Marketing Manager
Introductions & follow ups			■	■	■	■	■	■	■	■	■	■	■	■	Members, SRP Director, Marketing Manager
Events / Platforms				■	■		■			■			■		SRP Director / Team
Brochure			■	■											Grafic Designer, Marketing Manager
Presentations			■	■											Grafic Designer, Marketing Manager
Business cards, email			■												Grafic Designer, Marketing Manager
<b>Branding</b>															
SRP Verification logos															
Logo Development		■	■												Graphic Designer / Marketing Copy Writer
Logo Survey			■	■											Marketing Manager
Brand Manual (dev. & updates)			■				■						■		Graphic designer
<b>Communication Package</b>															
SRP Descriptions		■													Marketing Manager, Maketing Copy Writer
Website		■	■	■	■			■			■				Marketing Manager, Digital Agency
Social Media			■	■	■	■	■	■	■	■	■	■	■	■	Social Media Agency, Photographer
SRP Brochure			■	■	■										Marketing Manager, Gr. Des., MCWriter
Rice Fact Sheet			■												Graphic Designer
Farmer/Project Success Stories		■	■	■			■			■			■		Graphic Designer
Image video			■	■	■	■	■								Videographer, cutter



# Resources

Total Resources needed: US\$ 186'800

- Senior Marketing Manager
- Retailer event/platform fees
- External resources:
  - Graphic designer
  - marketing copy writer
  - photographer
  - videographer
  - social media agency
  - website development agency

# *Thank you!*

For more information, please contact:  
[Secretariat@sustainablerice.org](mailto:Secretariat@sustainablerice.org)

Or visit [www.sustainablerice.org](http://www.sustainablerice.org)

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