



Sustainable Rice Platform

Communication Guidance Pilot Phase SRP implementation

Version 1.0

Introduction

The Sustainable Rice Platform has developed the **SRP Standard with two primary objectives:**

1. Promoting improvement

SRP recognizes that improving sustainability performance is a journey that itself deserves recognition. However, improvement must be ongoing in order to maintain a claim of improvement.

2. Defining what is sustainable

The SRP standard enables users to claim that rice is ‘sustainably cultivated’. It recognizes that such a claim should correspond to a certain level of performance. To support this claim, SRP has defined for each requirement an *essential* performance level that should be achieved before such a claim can be made. In the standard itself this is indicated for each requirement by an asterisk (*) next to the level of performance. The SRP also recognizes that some flexibility in performance should be allowed, taking into account the different contexts, farmer capacities and priorities.

To indicate the level of performance of the standard, the SRP has defined **two types of claims that participating supply chain actors may make:**

1) Working towards sustainable rice cultivation

Conditions (both apply):

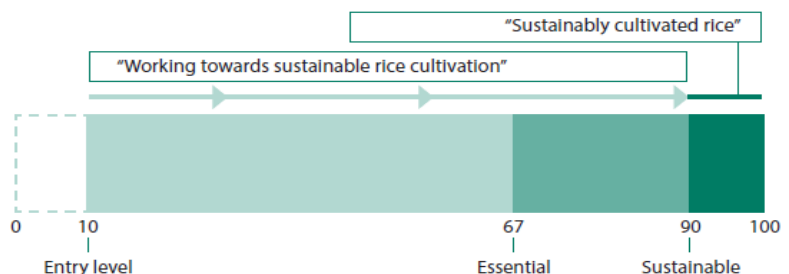
- a) A farmer scores between 10 and 99 points, but does not meet the essential performance level of one or more requirements
- b) A farmer has increased his/her score by 10 points compared with the previous year.

2) Sustainably cultivated rice

Condition:

- a) A farmer scores at least 90 points and meets all essential performance level for all applicable requirements.

This approach is illustrated in the figure below.



If all requirements apply, all essential performance levels add up to a score of 67. However, this is not yet enough for making the claim of “Sustainably cultivated rice”. For this, the farmer will need to score higher than the essential performance levels for a number of requirements, in order to reach a total score of at least 90.

Claims during the pilot phase

Any communication about the claim must be based upon a certain agreed level of assurance. SRP will develop guidelines on assurance and communication in due course. Preliminary guidance on communication of claims during the pilot phase are presented below.

Claims during the pilot phase based on the SRP Standard

Three scenarios for claims are anticipated during the pilot phase. For all scenarios it is required that:

- a) the pilot fieldwork is implemented in accordance with the SRP Implementation Protocol; and
- b) the implementing organization has signed a Partnership Declaration, which covers data management, sharing and ownership, and publishing (available from the Members' Area of the SRP website: www.sustainableice.org)

Scenario 1: No communication on SRP scores

Partner organizations working with farmers to implement the Standard may communicate that they are working on more sustainable rice cultivation. Such communications could include the following as examples:

"We are working towards sustainable rice cultivation"

"We support farmers in the implementation of the SRP Standard"

For this claim no verification is required.

Scenario 2: Communication on SRP scores

If a partner organization wishes to make public claims about the SRP Standard score of their farmers / supply base during the pilot phase, then credible verification efforts are required to support such claims.

This requires that all farmers covered by the claim are verified by the implementing partner organization or by an external (third party) organization. An example of communication can be:

"Our self assessment / XYZ's assessment / Independent third party assessment has shown that our farmer compliance levels according to the SRP Standard averages x out of 100 pts."

It is important to note that this communication refers specifically to farmer compliance with the Standard – it does not claim that the rice is sustainably produced.

Scenario 3: Communication on sustainably cultivated rice

If a partner organization wishes to make a public claim about the sustainability of the cultivated rice (i.e. the farmers score a minimum 90 points and meet all essential requirements), then the following verification effort is required to support such a claim.

Visibility of claims

- 1) All farmers covered by the claim have been verified by the implementation partner or a credible external third party.
- 2) A sample of the farmers is audited by a third party auditor to validate the verification effort of the implementation partner. The sample is set at: A square root sampling approach, with a minimum of 5 producers.
- 3) In case of discrepancies in audit and verification results (resulting in a lower performance assessment than originally claimed) then the claim of sustainable rice cannot be made unless corrective actions have been taken and a re-audit confirms the required performance level.

Examples of communication may include the following:

"From [period xxx] we conducted a pilot in [location] with [number xxx] farmers to implement the SRP Standard. A third party audit conducted by [auditor] verified that rice in this pilot was sustainably produced according to the SRP Standard version 1.0."

Throughout the pilot introductory phase the following basic conditions relating to the visibility of claims about the use / performance of the SRP standard shall apply:

- 1) On-pack reference to the SRP, e.g. in wording is not permitted.
- 2) Use of the SRP logo on packaging is not permitted.
- 3) It is however permissible to refer to the SRP and its Standard in corporate communications (websites, CSR reports, presentations, etc.).