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Conference Toolkit
for members and partners
#BusinessUnusual: A cross-cutting approach towards sustainable rice

Building on the success of the 1st Global Sustainable Rice Conference and Exhibition in 2017, the 2019 event takes a cross-cutting approach to engage a growing global community of sustainable rice stakeholders with a shared vision to transform the global rice sector.

High-level delegates from governments, the private sector, research and the international development community will discuss the diverse roles of rice and its relationships with the Sustainable Development Goals in regard to sustainable production and consumption practices, climate action and global partnerships.

## Programme

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[www.sustainablericeconference.org](http://www.sustainablericeconference.org)
Key Messages

Conventional rice value chains carry high environmental and economic costs. Rice is a key global staple, feeding over half the world’s population; however, its production presents a range of sustainability challenges.

Proven solutions are within reach that could transform the global rice sector to address the challenges of meeting a growing demand for rice, while conserving natural resources and minimizing environmental and social impacts for our planet.

Businesses, financial institutions and governments must work together to incentivize wide-scale adoption of climate-smart sustainable best practices through innovative outreach, financing and policy mechanisms.

Sustainable rice value chains need to link producers to consumers and markets through advocacy and adoption of proven supply chain tools. Sustainable procurement practices in global value chains, if oriented towards sustainability, can influence production practices on-farm and support evidence-based policymaking.

Rice is a tool for climate action: proven mitigation technologies are available to reduce emissions from rice fields and contribute to national targets, while adaptation is a key priority for key countries under the Paris Agreement.
Rice Facts

Rice and food security
- Rice is a daily staple for more than half of the world’s population.
- Rice is grown in more than 100 countries, with China, India, Indonesia, Bangladesh, Vietnam and Thailand as largest producers.
- Rice is mostly produced and consumed in Asia, where consumption exceeds 100kg per person each year in many Asian countries.
- Global demand is expected to rise to about 25% in the next 25 years based on population and income projections, and with strong consumption growth seen in Africa, Latin America and Middle Eastern countries.
- Over 1 billion people depend on rice for their livelihoods. It is produced from 157 million hectares, mostly by smallholder farmers.

Rice and the environment
- Rice fields represent 15% of the world’s wetlands.
- At least 30% of the world’s irrigation water is used to produce rice. Strategies and practices to improve water use efficiency will help contribute to the sustainability of future rice production.
- Rice is responsible for about 10% of global methane emissions each year. Although considered a short-lived climate pollutant, methane is more potent than carbon dioxide.
- A 2-degree warmer planet can result in reduced rice yields and less nutritional quality.
- Rice farmers are among the world’s most vulnerable to adverse climate change impacts.
- Due to its significant contribution to climate change, rice production can be one of the keys to meeting the world’s climate commitments.
Spread the Word

The are many ways to get involved - help us broaden the SRP's audience while showcasing your support and commitment.

Create an online buzz
Inform, educate and engage audiences with real facts by sharing free social media material from the SRP Conference Trello Board:
https://trello.com/b/FXBAHJ5v

Digital influencers on green lifestyles and sustainable food consumption are invited to participate to amplify our messages.

Use conference visuals
Download our conference banners and share them by updating your corporate website or slide decks.

Include a link to the conference website whenever possible:
www.sustainablericeconference.org.

Involve the media
Recommend media contacts for press release distribution.

Joint press releases may be developed together with the SRP Secretariat to highlight your commitments or participation. Contact laspinas@un.org to learn how.

www.sustainablericeconference.org
Hashtag
Make it easier for people to find, follow and contribute to an online discussion by using these hashtags:

#BusinessUnusual | #SRPConference2019 | #sustainablerice

Social messaging
“Rice is more than just a crop - it plays a vital role in food security, smallholder livelihoods and environmental protection. Help shape the discussion at the #SRPConference2019 and be part of a collective action for #sustainablerice.

Join us at the #SRPConference2019 #BusinessUnusual to connect with key players and stakeholders across the value chain.

Find out how rice value chains can help ensure a sustainable future. Register now for the #SRPConference2019 http://bit.ly/2yOsxQN

Partnerships for #sustainablerice benefit people, economies and the environment. We are delighted to be part of a global community of sustainable rice stakeholders.

Social media tools
Social media cards for Facebook, LinkedIn and Twitter are available for download at: https://trello.com/b/FXBAHJ5v

Useful links
Conference website: https://www.sustainablericeconference.org/
Shortened link: http://bit.ly/2yOsxQN
Conference Trello board: https://trello.com/b/FXBAHJ5v

SRP website: http://www.sustainablerice.org/
SRP Twitter: https://twitter.com/SRP_Rice
SRP Facebook: https://www.facebook.com/sustainablericeplatform/
SRP LinkedIn: https://www.linkedin.com/in/sustainable-rice-platform/
The Sustainable Rice Platform (SRP) is a global multi-stakeholder alliance led by UN Environment, International Rice Research Institute and GIZ. The alliance includes over 100 institutional members including public and private sector stakeholders, research organizations, financial institutions, development partners and NGOs.

SRP promotes resource efficiency and climate change resilience in rice systems - both on-farm and throughout value chains - and pursues voluntary market transformation initiatives through the world's first sustainable rice production standard and performance indicators. These tools are designed both as basis for supply chain assurance via the SRP Assurance Scheme, and to support national policy goals, e.g. for climate change, water, livelihoods and food security.

Every two years, the SRP brings together its members and the wider stakeholder community to discuss collaborative approaches and innovative solutions to critical sustainability challenges facing the global rice sector in a two-day Global Sustainable Rice Conference and Exhibition.

This year's event will take place on 1-2 October 2019 at the United Nations Conference Centre, United Nations Building, Rajdamnern Nok Avenue, Bangkok, Thailand.

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References


