



**SRP**

# 2<sup>nd</sup> SRP GLOBAL PHOTO CONTEST

**SUSTAINABLE RICE: FOOD, CLIMATE AND PEOPLE**

Photo credits: Helvetas



# 2<sup>nd</sup> SRP Global Photo Contest

Let's show the world how we are transforming the global rice sector!

We invite SRP members and sustainable rice enthusiasts to submit their best sustainable rice field or farmer photo aligned with this year's [SRP Global Sustainable Rice Conference and Exhibition](#) theme "Sustainable Rice: Food, Climate And People."

**Winning photos will be showcased at the 3<sup>rd</sup> Global Sustainable Rice Conference and Exhibition**, held at the United Nations Conference Centre in Bangkok, Thailand, in November 2024.

The following slides contain detailed information and instructions for participating in the photo contest.



# About the Photo Contest

## 2<sup>nd</sup> SRP GLOBAL PHOTO CONTEST

THEME: SUSTAINABLE RICE: FOOD, CLIMATE AND PEOPLE

### Goals

- Raise global awareness on sustainable rice practices.
- Showcase the beauty and importance of sustainable rice farming and production.
- Inspire and engage the community through visual storytelling.

### What

- Winning photos will be showcased at the 3rd Global Sustainable Rice Conference and Exhibition, held at the United Nations Conference Centre in Bangkok, Thailand, in November 2024.



Photo credits: Helvetas

# How to Participate?

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## Submit your photo

SRP members, partners and sustainable rice enthusiasts submit their best sustainable rice field and/or rice farmer photos.

Photos must be submitted before the **15th September, 2024**

## Include a brief story

We encourage you to add a brief story of the photo, it will give extra points in the selection process.

## Photo selection & exhibition

The winning photos will be showcased at the 3rd Global Sustainable Rice Conference and Exhibition at the United Nations Conference Centre in Bangkok, Thailand, in November 2024.

Photo credits:  
Sou Nat/SMP Cambodia



# Guidelines For Participating

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## Technical Specifications

- Photos must be JPG/JPEG files with high-quality compression (minimum 200dpi). A landscape oriented image should have a maximum width of 2560 pixels and a maximum height of 1440 pixels; either dimension can be less than the maximum. A portrait oriented image should have a maximum height of 2560 pixels and a width less than 1440 pixels.
- We encourage to submit photos of farmers working on the rice fields.
- We encourage you to add a brief story of the photo, it will give extra points in the selection process.
- Photos should be submitted via this [link](#), including name and contact details of the photographer.

Photo credits:  
Sou Nat/SMP Cambodia



# Guidelines For Participating

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## Intellectual Property Rights

- Submitted photos must be original, created and/or taken by the contestant. It must not contain any materials owned or controlled by a third party for which you have not obtained a license, must not infringe the copyright, trademark, moral rights, rights of privacy/publicity or intellectual property rights of any person or entity.
- SRP (Sustainable Rice Platform) respects photographers' copyrights and copyrights shall remain vested with the creator of the image. Upon making the submission, you grant SRP (Sustainable Rice Platform), worldwide, non-exclusive, royalty free, sub-licensable right and license to use, publish, reproduce, display, perform, adapt, create derivative works, distribute, have distributed, print, in whole or in part, in any form, in all media forms now or hereafter known, to promote the contest, image, the photographer or for editorial or educative use.
- The Photographer will be credited wherever the image is used.

Photo credits: Bean Bath/SMP Cambodia



# Selection of Winners

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- All photos are subject to pre-screening to ensure compliance with the guidelines (technical specifications and intellectual property rights) outlined in the campaign brief. Non-compliant photos will be rejected.
- Judging Panel: Anoushka Harris (SRP Board Member and Sustainability Manager, ABF UK Grocery Group/Westmill Foods Co Ltd), Wyn Ellis (SRP Executive Director), Jop Blom (BEHOLD Sustainable Venture Group & Lead, SRP Brand Team), Roong Tepkaew (SRP Communications Manager).

Winner(s) will be contacted via the email address provided on submission and will be required to sign a statement of eligibility and liability/publicity release in the submission form. Winners and finalists may choose to use an alias instead of their real name and may request other identifying information be kept private. Inability to contact a potential winner may result in disqualification and/or selection of an alternate winner from among all remaining eligible submissions.



# Last Year's Photo Contest

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Photo credits: Helvetas



# Last Year's Winning Photos



# Final Campaign Designs 2023



Each of the screen (more than 10) varied in size and format, resulting in a **total of over 70 unique designs.**

# Out of Home Campaign The Netherlands

Featured in the commercial centers or near central train stations in Amsterdam, Rotterdam, Eindhoven, Utrecht, Tilburg and The Hague...

Tilburg



Amsterdam



Eindhoven

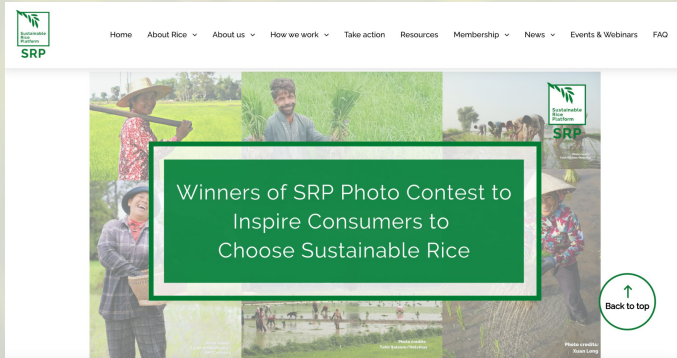


Rotterdam



Over 11 million impressions featured to NL consumers during the Summer 2023.

# Website Article & Social Media



An [article](#) was published on SRP's website announcing the winners and the launch of the Out of Home campaign.



We also created a [Reel](#) presenting the participants, winners and the OOH campaign

# Integrating in other marcom material

We are integrating the photos received during the annual photo contest into SRP's marketing and communications material in order to promote and showcase the beauty and importance of sustainable rice farming and rice production.



# Mock-up Photo Exhibition



Example

**Note:** This is just an example of how we could exhibit the winning photos. Final designs will be sent to winners before the conference.

Photo credits:  
Sou Nat/SMP Cambodia



# Looking forward to receiving your photos!

#ChooseSustainableRice

**Sustainable Rice Platform e.V.**

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Sustainable Rice Platform e.V. (SRP) is registered as an association in Germany, VR 11584

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