



# Code of Conduct for RISE Analyses

Version valid from February 24th, 2021



## **Purpose**

The Code of Conduct provides guidance on credible and effective farm consultancy that is fair to everyone involved and oriented towards sustainable development.

The RISE method serves to support sustainable and intrinsically motivated farm management and development. It does not serve to check compliance with laws and regulations, requirements on suppliers or production standards.

## **Consultancy process**

A RISE sustainability analysis and consultation includes as a minimum

(1) the provision of complete information to the farmer on

- a. the project framework and objective, participating institutions and companies,
- b. final information on how data is saved and what it is used for,
- c. the right to require deletion of the collected data at any time,
- d. the principles of RISE (as set out in RISE training programmes and the RISE handbook),
- e. the voluntary nature of participation and provision of information,
- f. the expected time requirement,
- g. the information needed.

(2) a written data usage agreement between the farmer and the RISE user,<sup>1</sup>

(3) data collection including a tour of the farm,

(4) data analysis using the RISE software,

(5) a feedback session with the farmer including discussion of the results and joint identification of possible improvement measures. Further monitoring of farm development by the RISE user is expedient.

Deviations from the described consultancy process are possible but they must be communicated transparently to farmers.

## **Voluntary nature of participation in the RISE analysis and consultation**

Participation in a RISE analysis and consultation is voluntary and can be discontinued at any time; also, answers can be omitted in the interview. In certain contexts such as regional development or the labelling of producers, participation may be requested without making the transmission and/or communication of the data and results or the implementation of measures compulsory.

<sup>1</sup> The document is available in the RISE software under 'Documentation' or from the RISE team.

### **Sanctions / granting of benefits**

- a) A farm's RISE points and/or the interviewees' statements must not be used to sanction the farmer or to grant him/her benefits.
- b) If practices that are illegal or that breach a production standard are identified during the use of RISE, the farmer is to be made aware of them.

### **The consulting individual/organisation**

- a) RISE users (= advisors) should have good knowledge and experience of agricultural production and sustainable agriculture and be able to use the RISE method confidently. The consultation will ideally be conducted in the farmer's language.
- b) The advisor should create a friendly and constructive atmosphere with farmers and others who are involved. This is fundamental to good data quality and reliability and hence to effective initiation of a sustainable development process.
- c) There must not be any power imbalances or dependencies between the advisor/organisation and the farmer. If there are, an external, neutral advisor/organisation should be appointed.

### **Confidentiality / duty of care**

- a) All collected and calculated information must be treated as confidential by all parties. Information that would enable identification of the analysed farms (e.g. names, addresses or coordinates) must not be passed on either inside or outside of the participating institutions.
- b) The duty of care in relation to dealing with data is to be observed by all persons involved. Users must ensure that no one acquires unauthorised access to information stored electronically or in writing. Computers with the RISE software must be protected against unauthorised access with a secure password. Passwords for computers and RISE software are to be kept secret.
- c) Information that permits precise identification of farms or individuals (e.g. people's names, addresses, field names or place names) may be collected only with the farmer's consent. Unless otherwise agreed, such information may be passed on to third parties only in anonymised form (e.g. with abbreviations or in coded form). Any key to coded information must be kept separately from the farm data and protected against unauthorised access.

### **Data quality**

The best available information is used for the RISE analysis. The farmers are recognised as the real specialists when it comes to the farm and their answers are therefore taken seriously. RISE users check all information conscientiously; if details are changed, the farmers are informed.