



# IPA's 2030 Strategic Plan

Synthesis and next steps for the  
International Prune Association

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# Why the path of continuity is a Risk?



The 2030 Strategic Plan is not an extension of our past. It is a Fundamental paradigm shift demanded by a changing global market.



## The Legacy

Proven convening capacity and shared purpose across producing nations.



## The Reality

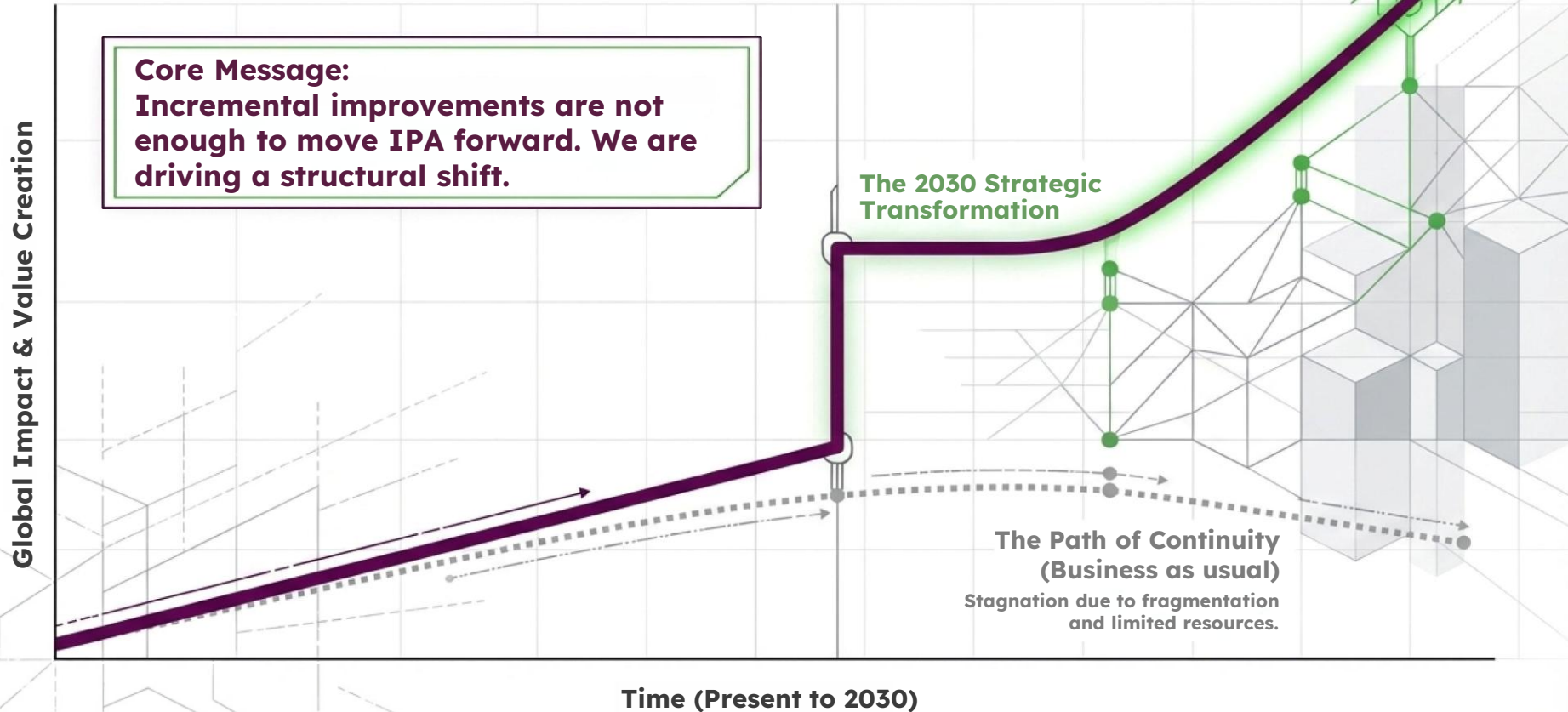
We have reached the structural limits of an under-resourced, fragmented, and volunteer-driven model.



## The Imperative

To reposition our organization and drive growth, we must transition into a professionally orchestrated global powerhouse.

# The Step-function leap to 2030



## OUR NEW 2030 VISION

**“To connect and empower  
the global prune industry,  
creating value  
through collaboration  
and promotion”.**

# The Core New Mandate

**Promoting the international prune industry.**

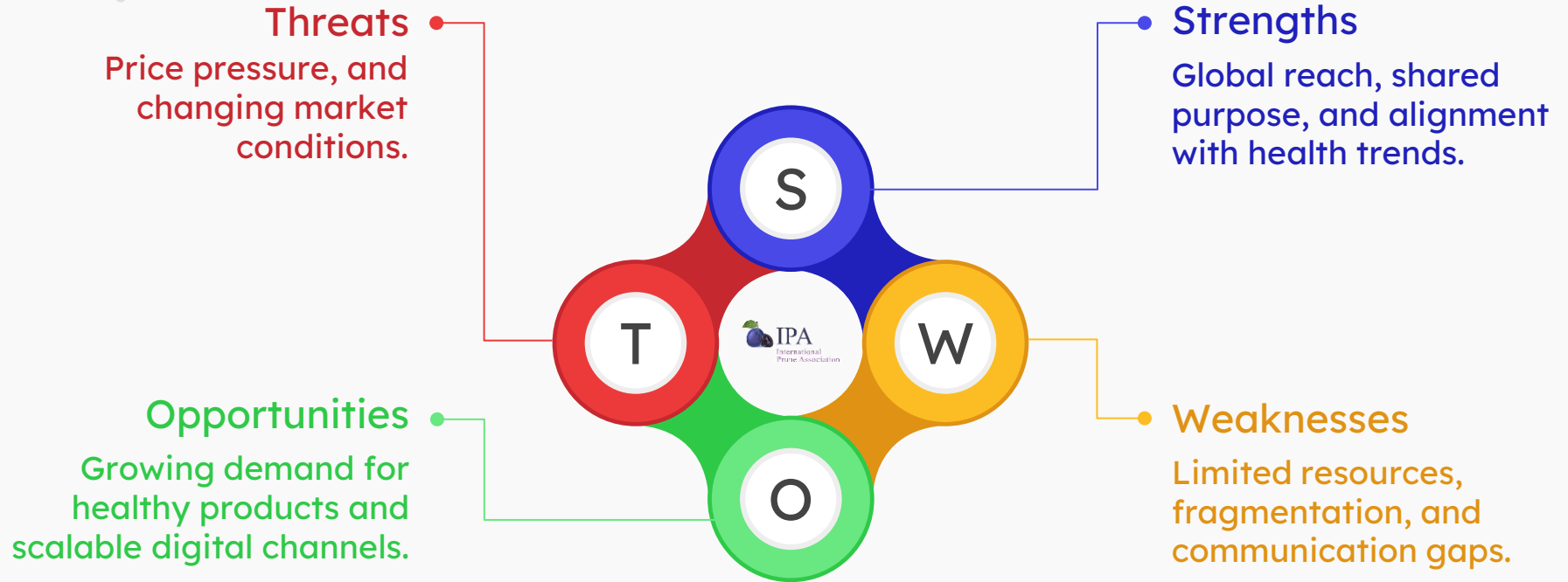
**Representing the interests of prune growers and Stakeholders globally.**



**Stimulating the consumption and promotion of prunes.**

# The current reality that affect IPA's ability to execute its Vision 2030

## SWOT Diagnostic



# The 2030 Strategic Blueprint



**Pillar 1:**  
Orchestrate effective  
collaboration across  
countries and  
key actors

(Structuring the  
execution)



**Pillar 2:**  
Secure sustainable  
resources and  
scalable financing  
structures

(Fueling the engine)



**Pillar 3:**  
Build unified  
global identity,  
representativeness,  
communication,  
and promotion

(Building the voice  
and the network)



# Pillar 1: Orchestrating Effective Collaboration



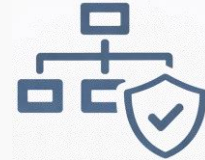
## Executive Secretariat

- ✓ Recruit professionals.
- ✓ Redefine the Secretariat's Mandate.
- ✓ Formalize operations.



## Working Groups

- ✓ Define key topics.
- ✓ Approve standard Models.
- ✓ Adopt annual roadmaps.



## Alignment Mechanisms

- ✓ Implement governance framework.
- ✓ Update IPA statutes.
- ✓ Establish monitoring system

# Pillar 2: Sustainable Resources & Financing



## Alignment & Allocation

- ✓ Approve a multi-year funding framework.
- ✓ Link budget to impact.
- ✓ Engage members in priority setting.



## Diversified Membership

- ✓ Create benefits tiers.
- ✓ Implement flexible fees
- ✓ Open pathways for other stakeholders.



## Programmatic Funding Cycle

- ✓ Establish multi-year cycle
- ✓ Connect planning & budgeting
- ✓ Form funding workgroup

# Pillar 3: Identity, Representativeness & Promotion



## Identity & Data Standards

- ✓ Publish the IPA's brand framework
- ✓ Create a data protocol
- ✓ Launch the IPA knowledge platform.



## Stakeholder Representativeness

- ✓ Map and engage key actors
- ✓ Identify underrepresented segments.
- ✓ Build a value chain program.



## Evidence & Messaging

- ✓ Define core global messages.
- ✓ Standardize validation criteria
- ✓ Deploy global content

# Institutional Transformation

This strategic planning process is not a continuation or an incremental improvement: it is a transformation of IPA's institutional DNA.

It is the decision to transform into an organization with true management and execution capacity, prepared to turn its Vision 2030 into action, and its collective potential into real and concrete impact.

# THANK YOU

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