



## OUR NAME

# SPP Global

## OUR VISION FOR 2020

“That, as a result of the efforts of Small Producers’ Organizations, local and global markets and societies appreciate and economically compensate for the contributions made by their products, organizations and allies toward a more fair, supportive and ecologically sound world.”

## OUR MISSION FOR 2020

“That Small Producers’ Organizations build a market that values their identity and their economic, social, cultural and ecological contributions, together with consumers and traders.”

## OUR SLOGAN

**With Small Producers Today  
For a Better Tomorrow**

## OUR OBJECTIVES FOR 2020

1. Consolidate participation by Small Producers’ Organizations in local and global markets.
2. Guarantee the quality, functionality and financial accessibility of the SPP certification system,

safeguarding the SPP’s principles and values, as well as its internal and external credibility.

3. Expand aggregated values and impacts of the work of Small Producers’ Organizations and their allies, both locally and globally, through their actions on climate change, gender and quality craftsmanship, and by strengthening local economies and improving the prospects for youth.
4. Strengthen the quality and organizational, productive, technical, commercial, financial, entrepreneurial and social sustainability of smallholder organizations and the well-being of their member families.
5. Ensure the optimal functioning of the organizational structure and participation by Small Producers’ Organizations in decision-making by SPP Global and national SPP platforms.
6. Maintain the administrative, financial and legal effectiveness and efficiency of SPP Global and the national SPP platforms.

## OUR STRATEGIES FOR 2020

1. Promote the growth and consolidation of markets for products of SPP Small Producers’ Organizations.
2. Strengthen the operational capacities of SPP Global and national SPP platforms.
3. Build and strengthen National SPP and Product platforms in countries of origin and destination.
4. Promote the added value of Small Producers’ Organizations by promoting the ‘SPP Contributions ’ program.



5. Position the Small Producers' Symbol as not only a label, but also an alliance between small producers and other supportive stakeholders.
6. Optimization and comprehensive review of SPP standards and certification system.
7. Capacity-building for the sustainability of Small Producers' Organizations.
8. Active advocacy toward related movements and public policy-making.

#### OPERATIONAL DEPARTMENTS WORKING TOWARD 2020

1. Executive Management
2. Certification and Quality
3. Communication and Dissemination
4. Market Development
5. Strengthening Small Producers' Organizations
6. Advocacy

#### FINANCIAL ADJUSTMENT AND PROJECTION FOR 2020

##### **OBJECTIVES:**

1. Increase appeal by lowering costs for buyers.
2. Generate resources for National SPP platforms.
3. Incorporate SPP sales of products made by Small Producers' Organizations that are currently not sold with the SPP label or certification in the final market.
4. Balance SPP income from producers and buyers.

##### **MEASURES:**

1. Gradually reduce user's fee for buyers.

2. Introduce fixed annual membership fees for buyers.
3. Gradually introduce user's fee for Small Producers' Organizations.
4. Grant the right to use the SPP for all contracts sold by producers, as part of the price.

#### COMMUNICATION AND PUBLIC RELATIONS

1. SPP Global will establish institutional relationships on a case by case basis.
2. SPP Global will consolidate its Strategic Alliances with National Fair Trade Networks, SPP Buyers and SPP Platforms.
3. SPP focuses its promotional work on the virtues and activities of the SPP and its members.
4. SPP will differentiate itself clearly from other labels, while facilitating respectful coexistence.
5. SPP will denounce bad practices in common and fair trade markets.
6. SPP representatives will promote SPP and its members at all available opportunities.

#### REVIEW OF GRAPHICS, 2016-2017

1. One year review, including consultation and survey.
2. Ensure differentiation from other logos.
3. Protect brand investments.
4. Essence of current logo will be retained.
5. Respect SPP name.



6. Allow the use of 'Small Producers' and other authorized add-ons.●