

| Pro-Poor Principles | Dimensions | Standards |
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| Pro-Poor Principle 1: Purposeful Outreach to Poor People | Intent and Strategy | Intent and systems to offer services to people who are poor by comparison to relevant poverty lines in different regions (corresponding approximately to the bottom 40% in middle income countries, the bottom 60% in low income countries, the bottom 20% in high income countries) |
| | Measurement and Data Quality | Poverty measurement of all or a representative sample of clients upon entry, using data collection methods and checks that generate robust data with appropriate analysis |
| | Results Achieved | Percentages of entering clients below selected poverty lines, or indicators of poverty, compared to the percentages for the national or regional population |
| | Reporting and Use of Information | Poverty outreach results are reported with adequate frequency to the Board of Directors and senior management and used to monitor outreach goals and affect operational and strategic decisions regarding geographic expansion, delivery channels and product development |
| Pro-Poor Principle 2: Services that Meet the Needs of Poor People | Intent and Strategy | Product/service design is informed by systems in place to continuously source insights about poor clients' needs, constraints, and behaviors at entry and over time |
| | | Processes in place to recognize and support clients in vulnerable situations or suffering financial stress |
| | Measurement and Data Quality | Robust systems for quality assurance monitoring of services to poor clients and for client protection and retention, with special attention to client and field officer feedback and experience, generate good quality data with appropriate analysis |
| | Results Achieved | Evidence from poor clients' use of products/services, their feedback and retention indicates products/services and protection are appropriate for poor clients and their households |
| Reporting and Use of Information | Results are reported with adequate frequency to the Board of Directors and senior management and used to assess and improve quality of products and services and their delivery | |
| Pro-Poor Principle 3: Tracking Progress of Poor People | Intent and Strategy | Systematic tracking of progress of poor clients and their households is based on indicators relevant to the institution's specific poverty alleviation objectives |
| | Measurement and Data Quality | Periodic tracking of poor clients over time through representative sample or census approach, using reasonably accurate and credible measures of the chosen indicators, generates quality data with appropriate analysis |
| | Results Achieved | Evidence of change in lives of poor clients and their households over time, disaggregated by location, gender, service use, and starting poverty status indicator values |
| | Reporting and Use of Information | Board of Directors and senior management draw practical inferences from research reports and apply these to review social goals, effectiveness of services, and to think strategically about ways to add value for poor clients, as well as further research needs |