

Pro-Poor Principles	Categories	Essential Practices
1: Purposeful Outreach to People Living in Conditions of Poverty	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)
	Measurement, Data Quality, and Analysis	Poverty measurement of at least a representative sample of clients upon entry, using data collection methods and checks that generate robust data with appropriate analysis
	Results Achieved	Poverty Gap is positive: Percentages of entering clients below selected poverty lines is higher than the percentages for the national or regional population
	Use of Findings	Poverty outreach results are used to monitor outreach goals and affect operational and strategic decisions regarding geographic expansion, delivery channels and product development
2: Products and Services that Meet the Needs of Poor Clients	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, Data Quality, and Analysis	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
Use of Findings	Results are used to assess and improve quality of products and services and their delivery	
3: Tracking Progress of Poor Clients	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, Data Quality, and Analysis	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
	Use of Findings	Board of Directors and senior management draw practical inferences from findings and apply these to review social goals and to think strategically about ways to add value for poor clients