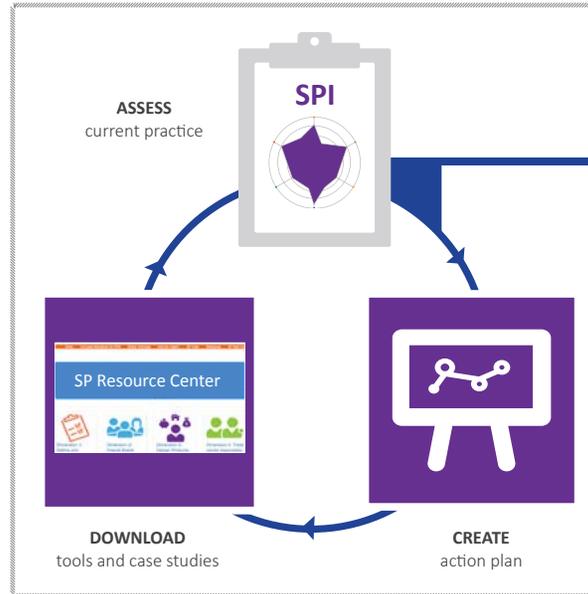


LEARN



IMPROVE



REPORT



The Universal Standards for Social Performance Management is a

comprehensive manual of best practices created by and for people in microfinance as a resource to help financial service providers (FSPs) achieve their social goals. The Universal Standards can unite the industry behind a common approach to social performance management and enhance its reputation for responsibly serving people's financial needs.

Indicators to evaluate the essential practices in the Universal Standards are integrated into CERISE's SPI tool and MIX reporting—and are aligned with industry initiatives, including Smart Campaign. This allows for common data collection, which improves efficiency so stakeholders have more time to evaluate data, rather than collect it.

CERISE's Social Assessment Tool (SPI4) is a universal social performance assessment tool for evaluating implementation of the Universal Standards

<http://www.cerise-spi4.org/>

The SPM Resource Center is a free online library of resources that have proved most helpful and relevant to FSPs implementing the Universal Standards. The resources include guidelines, tools and templates, and case studies shared by real FSPs with good practice

<http://www.sptf.info/resources/resource-center>

The Universal Standards Implementation Guide offers comprehensive guidance to FSPs on how to implement the practices found in the Universal Standards

<http://sptf.info/universal-standards-for-spm/the-implementation-guide>

Reporting options: FSPs that use the SPI4 should report their results to CERISE for inclusion in its confidential database. CERISE uses this information to develop regional and global benchmarks, which they share with the industry. The SPI4 generates a variety of reports for FSPs that they can use to share their results both internally and externally. FSPs can report their results to their regulators, networks, and investors (SPI4 ALINUS option). They can also seek an independent external validation of their results through a [social rating](#).

“The SPTF prompted many different people and initiatives to come together to create the Universal Standards. Now, we are all united in the effort to promote a single set of standards for responsible inclusive finance.”

Jürgen Hammer
Grameen Crédit Agricole Foundation



1. Define and Monitor Social Goals

STANDARDS:

- A.** The provider has a strategy to achieve its social goals.
- B.** The provider collects and discloses accurate client data specific to its social goals.



2. Ensure Board, Management, and Employee Commitment to Social Goals

STANDARDS:

- A.** Members of the board of directors hold the provider accountable to its mission and social goals.
- B.** Senior management oversees implementation of the provider's strategy for achieving its social goals.
- C.** Employee recruitment and evaluation is based on both social and financial performance criteria.



3. Design Products, Services and Delivery Channels That Meet Clients' Needs and Preferences

STANDARDS:

- A.** The provider understands the needs and preferences of different types of clients.
- B.** The provider's products, services and delivery channels are designed to benefit clients, in line with the provider's social goals.



4. Treat Clients Responsibly

STANDARDS:

- A.** Prevention of Over-indebtedness.
- B.** Transparency.
- C.** Fair And Respectful Treatment Of Clients.
- D.** Privacy Of Client Data.
- E.** Mechanisms For Complaints Resolution.



5. Treat Employees Responsibly

STANDARDS:

- A.** The provider follows a written Human Resources policy that protects employees and creates a supportive working environment.
- B.** The provider communicates to all employees the terms of their employment and provides training for essential job functions.
- C.** The provider monitors employee satisfaction and turnover.



6. Balance Financial and Social Performance

STANDARDS:

- A.** The provider sets and monitors growth rates that promote both institutional sustainability and social goals.
- B.** Equity investors, lenders, board and management are aligned on the provider's social goals and implement an appropriate financial structure in its mix of sources, terms, and desired returns.
- C.** The provider sets prices responsibly.
- D.** The provider compensates senior managers in a way that is appropriate to a provider with stated social goals.