Smart Certification Evolves with the Market
The financial inclusion sector has come a long way since its inception. Financial institutions serving economically vulnerable populations are now more likely to offer savings, payments, insurance and digital services. As more and more financial institutions under your supervision begin to offer a diverse array of products, the Smart Campaign’s standards will encompass them. 40% of certified institutions offer savings, and approximately a quarter offer insurance and digital financial services.

Smart Certification is Important to All Types of Organizations
Markets are diverse and so are Smart Certified institutions. Smart Certification is the only globally recognized emblem of client protection: Certified institutions are located all over the world—from Africa to Latin America, Europe, Middle East North Africa and Asia. Institutions serving less than 10,000 clients and those with over 1 million clients have successfully become certified. Banks, NGOs, and cooperatives count themselves among the number of certified institutions.

Smart Certification Makes for Better and More Stable Institutions
80% of certified institutions say that their certification helps them adhere to regulations. 86% say it helped them understand and anticipate client risks. 93% believe that certification helped them reshape their culture around a social mission and core values.

Regulators Around the World Care About Smart Certification
25% of Smart Certified institutions received public acknowledgement from their regulator or supervisor. Whether by presenting certified organizations with an award or publicizing their achievement, regulators are recognizing that a market with certified institutions is a safer market. 50% of Smart Certified institutions received informal commendation from their regulator.

Instituting Client Protection Principles Into Regulation is Now Easier Than Ever