

IDEPRO (BOLIVIA) TAKES CORRECTIVE ACTION AND LAUNCHES PRO-CADENAS

When an external evaluation showed that **IDEPRO (Bolivia)** was not achieving the expected results for its target clients, the FSP started a special program called ***Pro-Cadenas***, which offers business development services alongside credit, with services tailored to the economic and market characteristics of five key business sectors. The program was a big investment, and failure represented a huge risk for the FSP. The IDEPRO board and management closely monitored key client business outcomes over time and found that *Pro-Cadenas* clients generally were achieving good results in all sectors except one: tourism. Management therefore decided to stop offering *Pro-Cadenas* in the tourism sector. In this case, social performance data helped the FSP modify their offering before suffering losses.