Principles of Effective Communications

KISS

• Know your audience
• How much time do you have?
• The elevator pitch—newspaper headline
• Dress and Appearance
• Use of Technology, hands, eyes
• Language—habits
• Relax
Principles of Effective Communications

KISS Cont.

• Be Honest—if you don’t know, say so
• Be up front—your aim and your level
• Tie it to local issue, area, reality, experience
Why communicate your measure at all?

Engage

• Engage others in understanding & reducing multidimensional poverty

Debate

• Stimulate national or international debates on poverty

Advocate

• Advocate poverty reduction based on technical analysis
Challenges and principles

• Avoid complexity
• Avoid jargon

• When you can’t, explain, explain, explain
• Humanity – care/talk about poor people

• Find the ‘memorable’ factoid (“you won’t believe this but.....”)
• Design memorable metaphors

• Make it exciting & action-oriented
Starting points

Building blocks

Audience

Outputs & channels

Media

Curiosity
Building blocks: Clarify your aim

✓ **Goals:** What do we want to achieve?
  ✓ Internally?
  ✓ Locally, Regionally, or Nationally?
  ✓ Internationally?

✓ **Audience:** Who do we need to reach?

✓ **Channels:** How can we reach them?

✓ **Messages:** What are our messages?

✓ **Products:** What do we need to do to reach them?

✓ **Humility:** What is realistic, given our limitations?
Potential audience

Inside trackers

General Public

Key traders in ideas

• Academics
• Policymakers
• Development practitioners
• Civil Society
• Media
Possible outputs & channels

✓ Reports (academic & policy-focused)
✓ Events (yours and using the platforms of others)
✓ E-newsletter or email list
✓ Website and social media outlets
✓ Media
Infographics

Global MPI 2014 – Infographics

These two downloadable infographics provide an at-a-glance explanation of how the Global MPI can be used to measure not just the many different aspects of poverty (left), but also destitution (right) – the grinding hardships experienced by the poorest of the poor.

Click on an infographic to view it.

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FOR THE POST-2015 DEVELOPMENT AGENDA
what constitutes ‘extreme poverty’ is a hot topic.

It is agreed that the poorest of the poor - the destitute - should not get left behind

BUT HOW DO WE KNOW WHO THE DESTITUTE ARE?

With the Global Multidimensional Poverty Index, the picture quickly becomes uncomfortably clear

Meet Luh!

- One of the poorest of the poor, Luh made her way to the market and she carried... (Continued on next page)

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Meet Aruna

- She lives under a bridge near railroad tracks with her husband and 3 children.
- Her belongings consist of a tattered blanket and a bucket.
- She struggles to find food for her children, and they go hungry every day. (Continued on next page)

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The Global Multidimensional Poverty Index (MPI)

A poverty line is a level below which people are considered to be living in poverty. It is a multidimensional concept that takes into account the various dimensions of poverty and the different levels of deprivation.

For example, Luh is deprived in 3/4 of the MPI indicators. (Continued on next page)
People and Stories

**Cameroon**

**Nathalie**
Nathalie is a vivacious 20-year-old in the northeast of Cameroon. Nathalie and her husband’s other wife together have five children. The family is in rudimentary huts with earth floors, and have no sanitation...

**Salihine**
Salihine, 40, lives in Touboro with his wife, mother, sibling and five children to four jobs to try to provide for his family, farming cereals and cotton, bricklayer and construction worker, and collecting wood as well.

**Dominican Republic**

**Rosaline**
Rosaline, Guidiguis. the return...

**Issa**
Issa, 67, constructs the Koran.

**Indonesia**

**Endah**
Fifty-five year old Endah lives with her mother, 90, and her two sons outside the city of Sragen, Indonesia. She collects dry grass to trade as animal food in return for money. She wishes most of all for a better home and more support in caring for her severely disabled son...

**Jiyem**
Jiyem is around 70 years old and lives with her blind husband, her son who is mentally handicapped, her daughter in law, and their malnourished three-year-old grandson. She is able to make jokes and laugh but her situation is very precarious. "I cannot picture what wellbeing means," she says.

**Manuel and Lola**
Manuel and Lola live in the Dominican Republic with their 10-year old daughter. He works as a farmer, selling what he can. She’d like to have a business or trade of her own and says “Life is not good...We need money—not that I need money, but we need money for doctors”.

**Pedro and Mercedes**
Pedro and Mercedes live with their three children. He is a small-scale farmer, growing chillies to sell. They are MPI poor primarily because their living conditions are of poor quality. He says: “I want to help my children to get them educated.”

**Rolando**
Rolando is 61 years old and lives with his wife, Beatriz. To get by, he picks left over coffee from the ground at a nearby coffee plantation. He picks the coffee that falls to the ground and would otherwise be lost. “I get to it before the rats do,” is how he describes this work.
Messages ~What won’t work

‘Research university sets up research programme’

‘New institute holds launch event’

Academic gives lecture
Media diversity ~ focusing in

Kinds of media

• Print vs. broadcast
• ‘Old media’ vs. New (=digital e.g. YouTube, Facebook, Twitter)
• Blogosphere
• Local/national/regional/transnational
• News vs. entertainment
• Mainstream vs. niche
Media tactics

- Press release
- Events
- Interview ops
- Expert comment
- Letters to editor
Huff Blog
To End Poverty We Need to Understand it Better
Posted: 05/12/2013 10:46 GMT

Sabina Alkire is Director at the Oxford Poverty and Human Development Initiative (OPHI), University of Oxford

Poverty is more than a lack of income. A million voices have already said it. So a post-2015 agenda in which the headline indicator is $1.25/day is likely to draw criticism. At the same time, crowding the anti-poverty agenda with competing indicators increases complexity and brakes momentum. Instead, setting development goals requires an integrated multidimensional poverty measure to draw attention to the real deprivations poor people describe - and live.
OPHI Press Release

Over 20 governments pressure UN to change how it measures poverty

Germany, Colombia and Mexico lead calls for a new poverty measure at side-event at the UN General Assembly on the Post-2015 Development Agenda

A global network of more than 20 governments and institution are using a side-event at the UN General Assembly on 24 September to argue for a new multidimensional poverty index to stand alongside an income poverty measure.

Why? Focusing on ending income poverty alone in the post-2015 development context overlooks policies that address other aspects of being poor, such as a lack of access to healthcare, quality schooling, housing, electricity and sanitation.
We need new ways to measure poverty, UN meeting told

Liz Ford in New York theguardian.com
Wednesday 25 September 2013 12.52 BST

Experts say using a single figure of $1.25 to measure poverty fails to address its complexities, and a wider index is needed
Reductions in income poverty in many developing countries are being outstripped by reductions in multidimensional poverty – overlapping deprivations in health, education and living standards. That’s according to a new study by Oxford University, which is the first to track multidimensional poverty over time. The study highlights the importance of measuring multidimensional as well as income poverty, in order to identify effective policy interventions and monitor progress towards targets such as the Millennium Development Goals.

Nepal, Rwanda and Bangladesh were the ‘star performers’ of the 22-country study, with the largest absolute reductions in multidimensional poverty, followed by Ghana, Tanzania, Cambodia and Bolivia.

Nepal made strong headway in reducing both multidimensional and income poverty, according to the Oxford Poverty and Human Development Initiative (OPHI), the research centre at Oxford University that conducted the study. And Rwanda, Bangladesh, Ghana and Bolivia all reduced multidimensional poverty faster than income poverty.
Poverty: Growth or safety net?
The Economist
Eradicating extreme poverty is no longer a pipe dream. But first governments must agree on their approach
Sep 21st 2013 | From the print edition

Nepal’s improvements to maternal health have been extraordinary. In the early 1990s Nepal was one of the poorest countries in the world. It is still the poorest country in South Asia; its income has grown respectably, though not quickly; and it has had a civil war. Yet by doubling health spending and concentrating on the poorest areas it cut maternal mortality in half between 1998 and 2006 and reduced deprivation and misery by more than its income gains alone would suggest. On a measure called the MPI, or multidimensional poverty index, invented by Sabina Alkire at the Oxford Poverty and Human Development Initiative, since 2006 Nepal has seen the largest falls in poverty, broadly defined, of any country in the index.
Use the simplest word available

<table>
<thead>
<tr>
<th><strong>NO</strong></th>
<th><strong>YES</strong></th>
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<tbody>
<tr>
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<td>persons</td>
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<td>exit</td>
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<td>demonstrate</td>
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<td>violate</td>
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<td>approximately</td>
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<td>following</td>
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<td>expenditure</td>
<td>spending</td>
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<td>participate</td>
<td>take part</td>
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<tr>
<td>utilise</td>
<td>use</td>
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</tbody>
</table>

**WHY ENGLISH IS HARD TO LEARN**

We’ll begin with box; the plural is boxes, But the plural of ox is oxen, not oxes. One fowl is a goose, and two are called geese, Yet the plural of moose is never called meese.

You may find a lone mouse or a house full of mice; But the plural of house is houses, not hice. The plural of man is always men, But the plural of pan is never pen.

If I speak of a foot, and you show me two feet, And I give you a book, would a pair be a beek? If one is a tooth and a whole set are teeth, Why shouldn’t two booths be called beeth?

If the singular’s this and the plural is these, Should the plural of kiss be ever called keese?

We speak of a brother and also of brethren, But though we say mother, we never say methren. Then the masculine pronouns are he, his, and him; But imagine the feminine . . . she, shis, and shim!

- **ANONYMOUS**
Comms tips

✓ Make a Communications plan (seriously)
✓ Ensure plan has the genuine support of your Boss
✓ Seek professional comms training/bring in professional comms expertise
✓ Get to know journalists and media-savvy colleagues
✓ KISS! [Keep It Simple, Stupid]
The input of researchers

Figure out what issues are *timely* and *relevant*.

Read the newspapers

Follow policy dialogues & get to know people

Keep asking ‘why my measurement matters’ to a poor person.

See your work from a ‘users’ perspective

Craft factoids

Design metaphors

Experiment: not everything works.
Finding ‘factoids’

E.g. – The Poorest of the Poor
E.g. – India vs Africa
E.g. – MPI in Middle Income Countries
E.g. – GDP per capita vs MPI

“How do I wake them up?”
Finding ‘factoids’

Start from an idea or a controversy:
• MDGs wrongly count countries not people.
• Growth => higher GDP per capita but may not decrease multidimensional poverty.

Or a question:
• There are more $1.25/day poor in MICS. Is it true for MPI poverty?
Finding ‘factoids’

Become very Curious about your results

Play with your data.
Find comparisons that are striking or unexpected
Make sure factoids are 100% accurate and academically defensible.
Let's compare Pakistan with Niger, our poorest country.

In Niger, 93% of people are poor, and they are on average deprived in 69.4% of deprivations. **No relation, right?**
Let's look more closely

Niger is home to 13.4 million MPI poor.

Intensity=69%.
Pakistan is home to 82.7 million MPI poor people.

15.5 million of these people are each deprived in 70% or more of the MPI dimensions.

Pakistan has a community like Niger inside of it.

Niger is home to 13.4 million MPI poor people.

Intensity = 69%.
Design Metaphors

Fact: They are less passionate about measurement.
Fact: They are less worried by details
Fact: A catching image is remembered & repeated.

The MPI is like a High Resolution Lens…
Design Metaphors

Fact: They are less passionate about measurement.
Fact: They are less worried by details
Fact: A catching image is remembered & repeated.

The MPI is like a High Resolution Lens...

You can zoom in
Design Metaphors

**Fact:** They are less passionate about measurement.

**Fact:** They are less worried by details.

**Fact:** A catching image is remembered & repeated.

The MPI is like a High Resolution Lens…

You can zoom in and see more.
High Resolution Lens

• Break down by population subgroup
  – Province, State, Ethnicity, Social Groups
• Break down by indicators
• Show (weighted) composition of deprivations
• Analyse changes across time
• Analyse robustness, inclusive growth, strategies
Alkire Foster Simplified
Can you count to 4 and divide by 2
### Intuitive explanation!
*(to simplify we assume equal weights in this example)*

Matrix of deprivation scores for 4 persons in 4 dimensions

Who is deprived in what?

<table>
<thead>
<tr>
<th></th>
<th>Health</th>
<th>Years of Education</th>
<th>Housing Index</th>
<th>Mal-nourished</th>
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<tbody>
<tr>
<td>Sabina</td>
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<td>John</td>
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<td>Mauro</td>
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\[ y = \]

*OPHI* Oxford Poverty & Human Development Initiative
**Intuitive explanation!**
*(to simplify we assume equal weights in this example)*

Matrix of deprivation scores for 4 persons in 4 dimensions

**How much?**

<table>
<thead>
<tr>
<th></th>
<th>Income</th>
<th>Years of Education</th>
<th>Housing Index</th>
<th>Malnourished</th>
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$y =$

*OPHI* Oxford Poverty & Human Development Initiative
Intuitive explanation!
(to simplify we assume equal weights in this example)

Who is poor?

Fix poverty cut-off $k$, identify as poor if $c_i \geq 2$

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<thead>
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→ Multidimensional Poverty Headcount ($H$) = $2/4$

[50% of the population are poor]
Intuitive explanation!
(to simplify we assume equal weights in this example)

Who is poor?

Fix poverty cut-off \( k \), identify as poor if \( c_i \geq 2 \)

<table>
<thead>
<tr>
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\[ \rightarrow \text{Intensity of deprivation among the poor (A)} = \frac{2/4 + 4/4}{2} = \frac{3}{4} \]

[In average the poor are deprived in 75% of the dimensions]
## The MD Poverty Index

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→ Multidimensional Poverty Headcount (H) = \( 2/4 = 50\% \)
→ Intensity of deprivation among the poor (A) = \( (2/4+4/4)/2 = 3/4 = 75\% \)

\[
\text{MPI} = H \times A = (2/4) \times (3/4) = 6/16 = 0.375
\]
### The MD Poverty Index

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→ Multidimensional Poverty Headcount (H) = \[\frac{2}{4} = 50\%\]

→ Intensity of deprivation among the poor (A) = \[\frac{2/4 + 4/4}{2} = \frac{3}{4} = 75\%\]

\[
MPI = H \times A = \left(\frac{2}{4}\right) \times \left(\frac{3}{4}\right) = \frac{6}{16} = 0.375
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The MD Poverty Index

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</tbody>
</table>

\[ \text{Multidimensional Poverty Headcount (H)} = \frac{2}{4} \]

\[ \text{Intensity of deprivation among the poor (A)} = \frac{2/4 + 3/4}{2} = \frac{5}{8} = 62.5\% \]

\[ \text{MPI} = H \times A = \frac{2}{4} \times \frac{5}{8} = 10/32 = 0.3125 \]
Design Metaphors

Headcount tells us which people are poor.
Design Metaphors

Headcount tells us which people are poor.

MPI also shows how people are poor.
And what about Normative issues?

What were the most common questions for MPI?

1. Why these dimensions
2. Why these indicators
3. Why not these (better) indicators
4. Why these weights
5. Why these cutoffs
Anticipate and prepare for questions

(memorize or make on a sheet)

Explanation of key ideas

Joint Distribution

Intensity

Normative justifications

Statistical Justifications
Comms tips

✓ Make a Communications plan (seriously)
✓ Ensure plan has the genuine support of your Boss
✓ Seek professional comms training/bring in professional comms expertise
✓ Get to know journalists and media-savvy colleagues
✓ KISS! [Keep It Simple, Stupid]
The Global Multidimensional Poverty Peer Network (MPPN)
PARTICIPANTS

Angola, Bhutan, Brazil, Chile, China, Colombia, ECLAC, Ecuador, El Salvador, Dominican Republic, Germany, India, Iraq, Malaysia, Mexico, Morocco, Mozambique, Nigeria, OECD, the Organization of Caribbean States, OPHI, Peru, Philippines, SADC, and Vietnam
Launch of Global MPPN

- Presentation by President Santos of Colombia
- Roundtable discussion on the MPPN by Ministers
- Amartya Sen Lecture on “Discovering Women”
One day symposium with National Government participants on National multidimensional poverty efforts
Multidimensional Poverty Measurement: The Mexican Wave

Launch of Multidimensional Poverty Peer Network

Gonzalo Hernández Licona

June, 2013
NATIONAL CRUZADE AGAINST HUNGER

ENRIQUE GONZÁLEZ TIBURCIO

June 6th, 2013
Multidimensional Poverty Index - Applications
Colombia

Bruce Mac Master
Director
Department for Social Prosperity

Oxford, June 2013
A complete strategy for the reduction of poverty

National Development Plan 2010-2014

“Prosperity for all”
¿Which dimensions should be considered in the multidimensional measurement of poverty?
Path travel and future steps

Identifying which dimensions?
- Bibliography
- Benchmarking
- Advisory Council and Technical Committee discussion
- Available statistical data
- Legal regulations and institutional criteria
- Consulting people in poverty condition

How to secure:
- Information sources
- Replicating for future measurement
Towards a Multidimensional Poverty Index in Chile

JUNE 2013, OPHI.
Commission for the Measurement of Poverty

- President Piñera appointed a Commission to propose a new methodology for the Measurement of Poverty.
- This Commission brings together civil society representatives as well as academics. In addition, its members represent the entire political spectrum.
- The Commission must:
  - update the income poverty (and extreme poverty) line
  - Propose a multidimensional poverty index
- It started working in Dec 2012. Its final proposal is due in Dec. 2013.
- Reviewed international experience, focusing in Colombia, Mexico and OPHI´s.
Programa Travessia
Minas Gerais State Government

Articulation, Social Partnership and Participation Office
Minas Gerais State Government

September/2012
Programa Travessias

Transversality

Secretary of State for Social Development

Secretary of State for Education

Secretary of State for Work and Employment

Secretary of State for Regional Development

Secretary of State for Health

Programa TRAVESSIA
Multidimensional Poverty Index For Iraq

Iraq Central Statics Office
Kurdistan Region Statistics Office

Inter-Agency Information and Analysis Unit
Measuring and Monitoring Extreme Poverty: the experience of computing indicators and delivering them to three level program managers in the *Brazil without Extreme Poverty Plan*

Paulo Jannuzzi
Ministry of Social Development and Fight Against Hunger
Developing GIS of the National Poverty Reduction in China

Wang Xiaolin

June 7th, 2013
Morocco Experience
in measuring Multidimensional Poverty

Launch of Multidimensional Poverty Peer Network

June 6\textsuperscript{th}-7\textsuperscript{th} 2013

Oxford University
IMPLEMENTING MULTIDIMENSIONAL POVERTY INDICATORS: CASE STUDY OF NIGERIA

Presentation at the OPHI Multidimensional Poverty Peer Network Launch, University of Oxford

Dr. Shamsuddeen Usman, CON
Hon. Minister/Deputy Chairman
National Planning Commission

6th – 7th June 2013
“Radical social advances are only possible if we understand, with careful observation and analysis, the deep roots of our poverty, and the many shades of inequality within our society. Hence, the urgency of implementing a multidimensional approach in our battle against poverty”

Juan Manuel Santos, President of the Republic of Colombia
Over 20 governments

• Attended by representatives from 22 governments and 10 international institutions

• Including the Prime Minister of Saint Lucia, Vice Presidents of Dominican Republic and Costa Rica

• Together pledged join action to reduce multidimensional poverty via new poverty measures and more effective policy efforts
“Events such as these are critical at nurturing support for this globally important initiative. They help us at the top to get new perspectives of what is going on in much greater clarity”

Hon Dr Kenny Anthony, Prime Minister of Saint Lucia
Costa Rica photos
Dominican Republic photos
Honduras photos
The global Multidimensional Poverty Peer Network (MPPN) is a South-South initiative that supports policymakers to develop multidimensional poverty measures. It promotes the use of such measures for more effective poverty eradication efforts at the global, national and local levels.

Areas of work

National multidimensional poverty measures

Official national and sub-national multidimensional measures of poverty are growing fast, including in Mexico, Colombia, Bhutan, Philippines. More...

Post-2015 Multidimensional Poverty Index

A multidimensional poverty indicator to support the post-2015 development agenda, helping to ensure poverty in all its forms is eradicated. More...
The Network Moving Forward

- Expansion of Multidimensional Poverty Index
  - Official national poverty measures
  - Subnational Pilots (China, Brazil)
- An Effective and Informed Voice in the Post 2015 Discussions
  - September side event with high level leadership
- The Promotion of Joint Research and Development of Practical Tools
The Global MPI 2015+
in the Post 2015 MDG Development Agenda
Colombia, Mexico, Germany, OPHI and the MPPN host a side event at the UN General Assembly 2013
Goal 1: End Extreme Poverty including Hunger

Target 1a. End extreme poverty, including absolute income poverty ($1.25 or less per day).

Indicator 1: Percentage of population below $1.25 (PPP) per day

Indicator 2: [Percentage of population in extreme multi-dimensional poverty]—Indicator to be developed
Sustainable Development Solutions Network (SDSN) May 2014:

We support the creation of a slightly revised indicator. At a minimum this ‘MPI2015’ would track extreme deprivation in nutrition, education, health care, water, sanitation, access to modern cooking solutions and reliable electricity…

An MPI based on the Alkire and Foster method has the potential to be disaggregated by both region and groups…

To increase the frequency of household surveys and to promote consistency between international agencies, SDSN endorses the proposal of the OPHI Multi-dimensional Poverty Peer Network, for a rapid multi-topic household survey methodology to be adopted by the United Nations, and collected bi-annually.
Sustainable Development Goals and targets
Goal 1. End poverty in all its forms everywhere

1.1 by 2030, eradicate extreme poverty for all people everywhere, currently measured as people living on less than $1.25 a day

1.2 by 2030, reduce at least by half the proportion of men, women and children of all ages living in poverty in all its dimensions according to national definitions.
Multidimensional Poverty Index - MPI

- Shows **joint distribution** of deprivations (overlaps)
- Changes over time: **informative**
  - by region, social group, indicator (**inequality**)
- National MPIs: **tailored** to context, priorities
- MPI 2015+ **comparable** across countries
- National MPI and Global MPI 2015+ can be reported like national income poverty and $1.25/day
- Data needs: **feasible** – e.g. nested survey.

**Published:** in annual *Human Development Report* of UNDP

**Method:** Alkire and Foster 2011 *J Public Economics*

**Examples:** see [www.ophi.org.uk](http://www.ophi.org.uk)
Thank you.