



ASSURANCE STANDARD

Product Accreditation (Training or Guidance)

SOCIAL VALUE

INTERNATIONAL

Adopted statement for successful applications:

The training materials/guidance titled **XXXX** are consistent with the Social Value Principles.

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General information about the product & relationship with Social Value International¹:

Product Name		Delivered by (Organisation)	
Lead Contact Name		Contact email	
Country based in		Operating in	
Membership of Social Value International?		Specific Sector?	
Pricing Structure		Discount for SVI members?	

¹ Social Value International or affiliated national network

Principle 1: Involve stakeholders

Aspect of Social Value Principles	Does the product or notes cover	Page/slide referenced	Additional Comments
<i>Intro to principle</i>	Introduction to Principle 1: Involve Stakeholders		
<i>Stakeholders</i>	A definition of stakeholders is given as people, organisations or entities that experience change, whether positive or negative, as a result of the activity that is being analysed		
	Identifying a range of stakeholders (not just intended beneficiaries)		
	Identification of sub groups who may be experiencing different outcomes or valuing some outcomes differently?		
	Discusses different approaches to involving stakeholders (focus groups, 1-2-1s, questionnaires)		
	Stakeholders should be involved in informing the following: <ul style="list-style-type: none"> • identifying other stakeholders 		
	<ul style="list-style-type: none"> • determining outcomes 		
	<ul style="list-style-type: none"> • quantities of each outcome 		
	<ul style="list-style-type: none"> • assessing relative importance of outcomes 		

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	<ul style="list-style-type: none">• assessing counterfactual (deadweight & displacement)		
	<ul style="list-style-type: none">• assessing attribution		
	<ul style="list-style-type: none">• assessing drop off		
	<ul style="list-style-type: none">• verifying the results		

Principle 2: Understand what changes

Aspect of Social Value Principles	Does the product or notes cover	Page/slide referenced	Additional Comments
<i>Intro to principle</i>	Introduction to Principle 2: Understand what changes		
<i>Inputs/Activities</i>	Describe the links between inputs, activity, outputs and outcomes for each stakeholder		
<i>Outcomes</i>	Promote an open questioning approach to defining outcomes referencing the need to capture unintended outcomes		
	Discussion about outcomes being connected within a chain of events		
	Discussion about the need to identify the outcomes that should be measured, and therefore managed in order to maximise value for stakeholders		
	Discuss duration of outcomes		
<i>Indicators</i>	Define indicators as ways of measuring an amount of change per person, per outcome (ideally mention objective and subjective)		
	Discuss how indicators can be used to measure the amount of change per person, and the amount of change across the population being analysed		

Principle 3: Value the things that matter

Aspect of Social Value Principles	Does the product or notes cover	Page/slide referenced	Additional Comments
<i>Intro to principle</i>	Introduction to Principle 3: Value the things that matter		
<i>Valuations</i>	Discuss the need to establish the relative importance of outcomes from the perspective of the stakeholder experiencing the outcomes		
	Reference monetisation (financial proxies) as one way of expressing relative value.		
	Mention that there are a range of different valuation techniques		

Principle 4: Only include what is material

Aspect of Social Value Principles	Does the product or notes cover	Page/slide referenced	Additional Comments
<i>Intro to principle</i>	Introduction to Principle 4: Only include what is material		
	Define the concept of materiality. Outline that 2 screenings are needed at different stages, firstly for relevance, secondly for significance		
	Outline the four checks that are needed for testing for significance – amount of change, duration of change, value of change, causation (attribution, deadweight, drop off and displacement)		
	Explain the risks of excluding material outcomes or including non-material outcomes		
	Explain how a low level of application of other principles (namely, principles 1, 2, 3 and 5) will increase the risk of material outcomes being excluded		

Principle 5: Do not over claim

Aspect of Social Value Principles	Does the product or notes cover	Page/slide referenced	Additional Comments
<i>Intro to principle</i>	Introduction to Principle 5: Do not over claim		
<i>Overclaiming</i>	Explain the terms:		
	<ul style="list-style-type: none"> • Deadweight 		
	<ul style="list-style-type: none"> • displacement 		
	<ul style="list-style-type: none"> • attribution 		
	<ul style="list-style-type: none"> • drop off 		
	<ul style="list-style-type: none"> • discount rate 		
	Discuss how applying deadweight & displacement adjustments reduce the risk of over claiming and helps to identify areas of inefficient resource use		
	Discuss how applying attribution adjustments reduces the risk of over claiming and can provide information to help with the opportunity of collaborative working		
	Discuss how applying drop off adjustments reduces the risk of over claiming and can help with managing the longevity of the impact		

Principle 6: Be transparent

Aspect of Social Value Principles	Does the product or notes cover	Page/slide referenced	Additional Comments
<i>Intro to principle</i>	Introduction to Principle 6: Be transparent		
<i>Transparency</i>	Discuss the importance of being transparent about all professional judgements and assumptions, and about the methods used for analysis and data collection		
	Discuss the importance of setting a scope for your analysis, including activities and duration / time frames		

Principle 7: Verify the result

Aspect of Social Value Principles	Does the product or notes cover	Page/slide referenced	Additional Comments
<i>Intro to principle</i>	Introduction to Principle 7: Verify the result		
<i>Verification</i>	Discuss the importance of verifying the results including with stakeholders, a third party verification provider and peer review		
	Discuss how assurance/verification can provide more confidence in the data and analysis		